

***Design Review Board Case # 20-0003  
Blocks 4&5 – Carlyle Crossing Coordinated Sign Plan***

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<b>Application</b>	<b>General Data</b>	
<b>Project Name:</b> Carlyle Crossing Coordinated Sign Plan Special Use Permit  <b>Location:</b> Blocks 4 & 5 – Eisenhower East 2410 and 2460 Mill Road  <b>Applicant:</b> HTC 4/5 Project Owner LLC	<b>DRB Date:</b>	February 25, 2021
	<b>Site Area:</b>	5.07 acres
	<b>Zone:</b>	CDD #2
	<b>Proposed Use:</b>	Residential, Retail, Parking
	<b>Gross Floor Area:</b>	1,021,711 sf
<b>Purpose of Application:</b> DRB review and approval of a Coordinated Sign Plan for the Carlyle Crossing mixed-use project. The plan proposes a program of design guidelines, principles, and regulations for signage to include street- and upper-level retail signage, residential identity signage, and other site signage.		
<b>Staff Reviewers:</b> Robert M. Kerns, AICP <a href="mailto:robert.kerns@alexandriava.gov">robert.kerns@alexandriava.gov</a> Thomas H. Canfield, AIA <a href="mailto:tom.canfield@alexandriava.gov">tom.canfield@alexandriava.gov</a> Nathan Imm <a href="mailto:nathan.imm@alexandriava.gov">nathan.imm@alexandriava.gov</a> Carson Lucarelli <a href="mailto:carson.lucarelli@alexandriava.gov">carson.lucarelli@alexandriava.gov</a> Bill Cook <a href="mailto:william.cook@alexandriava.gov">william.cook@alexandriava.gov</a>		

*DRB Approval Process*

The Carlyle/Eisenhower East Design Review Board (DRB) is charged with reviewing applications within CDDs #2 (Eisenhower Avenue Metro), #11 (South Carlyle), and #1 (Duke Street) for development in those areas which requires a Special Use Permit (SUP). The applicant is requesting DRB approval of a Coordinated Sign Plan SUP (CSP-SUP) currently scheduled for public hearings by Planning Commission and City Council in April 2021.

The applicant for the Carlyle Crossing project, in consultation with staff, elected to submit an application for a Coordinated Sign Plan SUP separately from the DSUP. This allowed the applicant and staff time to focus on the complex construction phasing and scheduling of the site plan and structures, and to allow time to devise a sign plan for a project of a scale which has no precedent in the city. Two key elements of the sign plan that were included in the project's DSUP application, and approved by the DRB and City Council are the large-scale blade signs on Stovall that are intended to house the primary grocery sign and retail sign in proximity to the parking entrance.

### *Carlyle Crossing Project Background*

The Carlyle Crossing project, then known as Hoffman Blocks 4 & 5, was recommended for approval by the DRB in January 2018. Various aspects of the project were presented to the Board at five (5) other meetings throughout 2017. The DSUP application (DSUP#2017-0023) for the project was approved by the Planning Commission and City Council in March 2018.

In the summer of 2019, the Applicant made height and footprint modifications to the West Tower of the project, necessitated by a program change from condominium to multifamily rental. The DRB reviewed and approved these changes in June 2019, which were subsequently approved by Planning Commission and City Council in July 2019 (DSUP#2019-0018). As a condition of DSUP approval, the DRB was authorized to approve the final architecture of the West Tower building, and did so on July 18, 2019. The buildings are well under construction, with completion and occupancy expected in late 2021-2022.

A Coordinated Sign Plan SUP was approved in 1997 for the overall Hoffman site, at which time Blocks 4 & 5 were used for parking. The Hoffman Coordinated Sign Plan provided a signage plan primarily serving the movie theatre and the retail spaces on Block 6B. It incorporated wall signs and hanging signs, a coordinated street sign system, and freestanding signs (both pole and ground mounted). The freestanding signs were planned in nine (9) locations to identify major tenants and give direction to tenants and parking. Due to the age of the previous Hoffman Coordinated Sign Plan and the changed nature of several developments, the majority of new developments are pursuing or will pursue separate Coordinated Sign Plans, including Carlyle Crossing.

### *Zoning & Master Plan Designation*

Section 9-103(C) of the Zoning Ordinance permits a Coordinated Sign Plan with Special Use Permit approval for sites within specific zones or over a minimum size. The applicant must develop a Coordinated Sign Plan for consideration by City Council which establishes the time, manner, and placement of signs and establishes the design parameters for all proposed signs. City Council may then approve the Coordinated Sign Plan if the proposal, “provides the same or greater benefits to the public as the sign regulations otherwise applicable.”

Carlyle Crossing is zoned CDD#2 and is located within the boundaries of the Eisenhower East Small Area Plan. With regard to signage, conditions of CDD#2 are general in nature, calling for “variety and creativity of design,” but also directing that signage and storefront design should highlight the identity of individual business tenants, and that signage should be coordinated with the building design and include integration with any proposed awnings, canopies, etc.

### *CDD #2 Signage Conditions*

- #161 - Design business and identification signs to relate in material, color and scale to the building on which the sign is displayed to the satisfaction of the Director of P&Z.
  - a. The business and identification signs shall be designed of high quality materials and sign messages shall be limited to logos and names.
  - b. Installation of building mounted signage shall not damage the building

and signage shall comply with all applicable codes and ordinances.  
(P&Z)

- #162 - Internally illuminated box signs are prohibited. Explore the use of exterior illumination. (P&Z)
- #163 - A freestanding monument or identification sign shall be prohibited. (P&Z)
- #164 - Install a temporary informational sign on the site prior to the approval of the final site plan for the project. The sign shall be displayed until construction is complete or replaced with a contractor or real estate sign incorporating the required information; the sign shall notify the public of the nature of the upcoming project and shall provide a phone number for public questions regarding the project. \* (P&Z)(T&ES)

Signage Conditions from DSUP#2019-0018 (Blocks 4 & 5)

Blocks 4 & 5 were approved with the following conditions relating to signage. Of the conditions, is the requirement to submit a coordinated sign plan SUP, which requires approval by City Council.

- #29- Install a temporary informational sign as required by Section 11-303(D) of the Zoning Ordinance on the site prior to the approval of the Final Site Plan for the project. The sign shall be displayed until construction is complete or replaced with a temporary sign incorporating the required information; the sign shall notify the public of the nature of the upcoming project and shall provide a phone number for public questions regarding the project. \* (P&Z)(T&ES)
- #30- The Applicant shall submit a coordinated sign plan SUP at a future date. The plan shall include a color palette and shall coordinate the location, scale, number, massing, character and encroachment considerations of all proposed signage to the satisfaction of the Director of P&Z and shall be approved by City Council prior to the release of the Final Site Plan.\*
  - a. Design and develop a sign plan for wayfinding and directional signage. The plan shall be included as part of the Final Site Plan and shall coordinate the location, scale, massing and character of all proposed signage to the satisfaction of the Director of T&ES. Installation of building mounted signage shall not damage the building and signage shall comply with all applicable codes and ordinances \* (T&ES)
  - b. The building signs shall be designed to relate in material, color and scale to the building and the tenant bay on which the sign is displayed to the satisfaction of the Director of P&Z.
  - c. The building signs shall be designed of high-quality materials.
  - d. Installation of building mounted signage shall not damage the building and signage shall comply with all applicable codes and ordinances. (P&Z)

- e. Internally illuminated box signs are prohibited. Explore the use of exterior illumination. (P&Z)
- #31- Provide signage at the entrances to the parking garage with retail parking that is consistent with the City's Wayfinding standards for identifying parking garages.  
\*(T&ES)

*Eisenhower East Small Area Plan, Eisenhower East Design Guidelines*

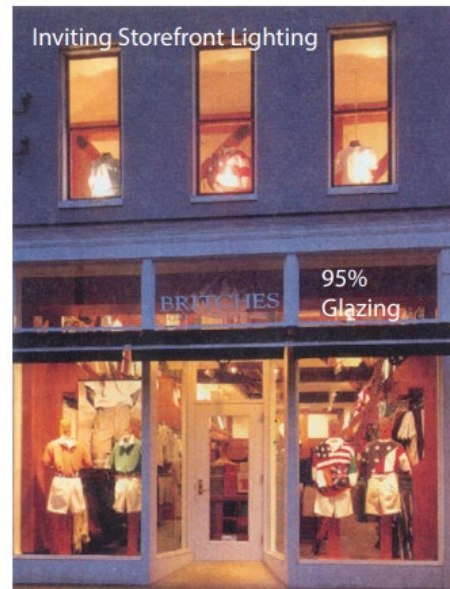
The proposed project is located within the Eisenhower East Small Area Plan. The Plan calls for a variety of retail uses that meet the needs of residents, employees, and visitors. It also calls for signage to be utilized within a placemaking context and to be free and visible. The Eisenhower East Design Guidelines provide more specific direction on signage, as depicted in the graphic. They encourage awnings, canopies and covered walkways, along with minimum floor to ceiling heights.

The Eisenhower East Design Guidelines reiterate general principles for retail expression and add a few specific guidelines pertaining to retail itself:

- Diverse and individualized storefronts with varied materials, signage, lighting, and awnings
- Retail tenant signs shall be designed of high-quality materials as an integral part of the building and related in materials, color and scale to the remainder of the building
- Parapet and wall signs shall be limited to the first-floor level
- Box signs are prohibited
- Storefront window signage is allowed up to 20% of the glass surface area
- No permanent free-standing signs, with the exception of traffic and directional signage, shall be allowed.

## RETAIL

- Pronounced entryways, with canopies where appropriate
- Awnings/covered walkways
- Protruding/recessed bays
- Outdoor seating for restaurants/cafes
- Street furniture
  - Benches
  - Planters/flower boxes
- Individualized storefronts/signage
- 15' minimum floor-to-ceiling height
- 75-95% glazing on retail storefronts
- \* 20-40- retail bay spacing



Restaurant and retail developments in Eisenhower, such as Block 6A ([DSUP#2017-0015](#), [SUP#1997-0163](#), *et al.*) have received approval for greater signage ratios – 1.5:1 instead of the required 1:1. Historically, development approvals have also regulated ground floor transparency and for signage to relate in material, color and scale to the building, to the discretion of the Director of Planning and Zoning. The Coordinated Sign Plan for the Potomac Yard Virginia Tech Innovation Campus (SUP #2020-00043) was recently approved by City Council with ratios of 1.5:1. The request was supported by Staff and Council as the plan called for high quality materials and was found to be similar to other compatible developments in region.

### ***Applicant Proposal***

The Applicant is requesting approval of a Coordinated Sign Plan SUP for 9,868 square feet of signage for Blocks 4 & 5/ Carlyle Crossing. Carlyle Crossing is a mixed-use development currently under construction that will have more than 1,000,000 gross square feet of programmed floor area. An additional SUP is also required, as the proposal includes more than one (1) sign above 35-feet.

### ***Staff Analysis & Recommendations***

The Applicant worked with City Staff on the location of signage so that it relates to the module and pattern of the building façade systems. The requested signage is placed between architectural elements and in proportion to the various levels of the buildings according to the projected distance from viewers. There are four types or groupings of signage that are considered for this project: Ground-Level Signage for the primary retail base; Level 3 Signage for the above-grade retail tenants; Skyline Signage for the residential towers, and; Large-Scale Blade Signage for the grocer and primary retail garage entry.

The Large-Scale Blade Signage, as mentioned above, has already been reviewed by the DRB as to location, scale, and design of the architectural features that will contain the signage. Based on the previous approval, no further approvals are necessary at this time.

The square feet, maximum dimensions, and ratio(s) to linear feet of frontage are proposed as maximums within a system of design guidelines. In application, signs may be smaller or up to these proposed sizes. Any signs that exceed these proposed maximums would require an amendment to the Coordinated Sign Plan with DRB, Planning Commission, and City Council approval.

<b><u>Signage Above 35'</u></b>			
<b>Elevation</b>	<b>Level-3 Retail</b>	<b>Skyline</b>	<b>Projecting</b>
Eastern	372 Square feet	N/A	N/A
Western	2,215 Square feet	N/A	1,070 Square feet
Northern	N/A	514 Square feet	N/A
Southern	1,680 Square feet	511 Square feet	N/A
Plaza East	210 Square feet	N/A	N/A
Plaza West	212 Square feet	N/A	N/A

*i. Ground Level Signage*

The Applicant is requesting a ratio of 1.5 square feet per to 1 linear square feet of frontage, instead of the standard sign ordinance ratio of 1:1. Given the size and scale of the development, Staff find that the signage proposed at these location to be generally acceptable. Blade signage is proposed at the pedestrian scale and is also found to be appropriately located and sized. Staff find the levels and volume of signage appropriate for the unique demands of the site as a retail (shopping) focused, mixed-use, transit-oriented hub.

*ii. Level-3 Retail and Projecting Signage*

The Applicant is proposing approximately 6,800 square feet of signage above 35-feet, primarily at the third retail level, at a requested ratio of 2:1. This figure is inclusive of the blade signs on Stovall Street (1,070 square feet). Per recent consideration with the Planning Commission and City Council for the North Potomac Yard development, this ratio appears to be acceptable given the scale of the development. Carlyle Crossing is a unique in that it is a retail focused high-rise development. The retail “experience” is concentrated in a symmetrical courtyard located at the northern terminus of Swamp Fox Road and radiates throughout multiple levels of the entire site. Given the pedestrian and retail focus, bold and architecturally responsive signage is necessary in order to create a unique sense of place and serve as wayfinding. Staff researched other relevant examples, including the Potomac Yards CSP SUP#2020-0043, which also supported increased signage ratios due to scale, programmatic focus and elevated architecture. Staff encourages the Applicant to continue refining how the signage integrates with the building architecture to further the creation of an unique place in the City. As with the Potomac Yard SUP, there is an expectation for high-

quality materials and design.



**Figure Above:** Proposed brand-lettering applied to architectural encroachment at Carlyle Crossing

*iii. Skyline Signage.*

The Applicant is requesting approval of four skyline signs at a ratio of 2:1. They are proposed along the southern and northern elevations and are reserved for either the residential name/brands associated with the development.

With this submission, the Applicant has refined the design and placement of the skyline signage, which, aside from the grocer, are a signature branding element for the block's redevelopment. A fourth skyline sign has been added to the Western tower and architectural studies demonstrating the proposed composition were also included. The Applicant has also provided further detail that clarifies the place of this element within the architecture of the building. Previously, Staff expressed concern regarding the requested volumetrics and dimension. However, the Applicant has provided more direction on the specific lettering and "programming" within the requested volumes – which Staff now generally recognize as acceptable.

Staff find that the pin-mounted signage included with in the submission scales more elegantly with the building and its architectural elements. The unique branded image above the lettering also relates to the signage for same at the pedestrian entrance of building. As such, these images and letters help create both a unique sense of place that ties the building to the greater development, while simultaneously marketing the site from both near and afar. The design solutions proposed on the buildings are appropriate, however Staff do not believe the design precedent provided in the sign guidelines and shown immediately below would be appropriate for inclusion. The

background does not fit with the architectural aesthetic that was otherwise been developed for the building .



*iv.*

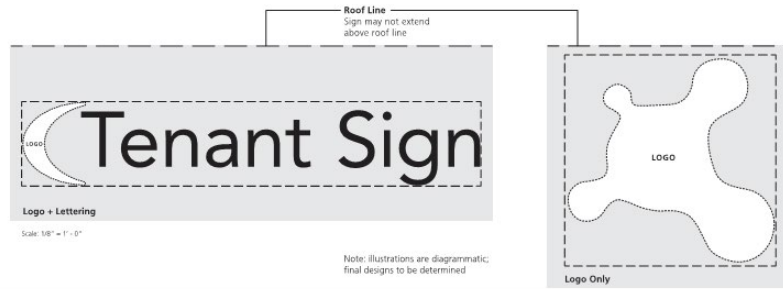
**Figure Above:** Skyline studies from present submission



Individual letters / logo shapes



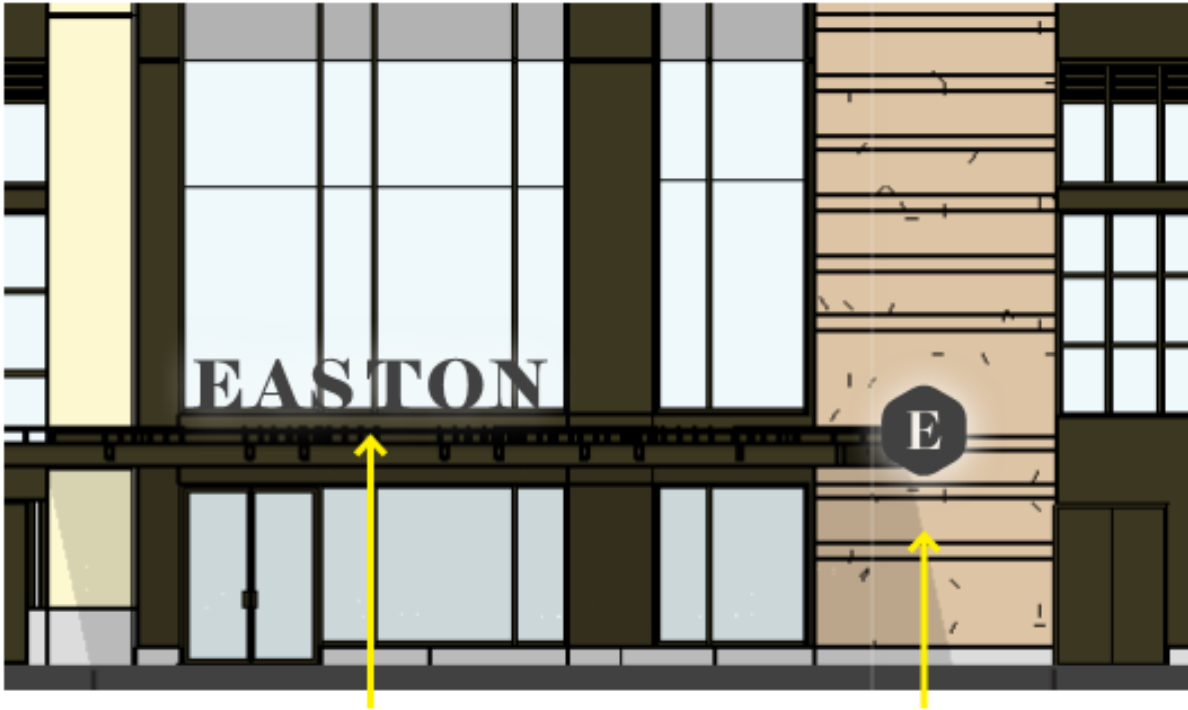
Illumination



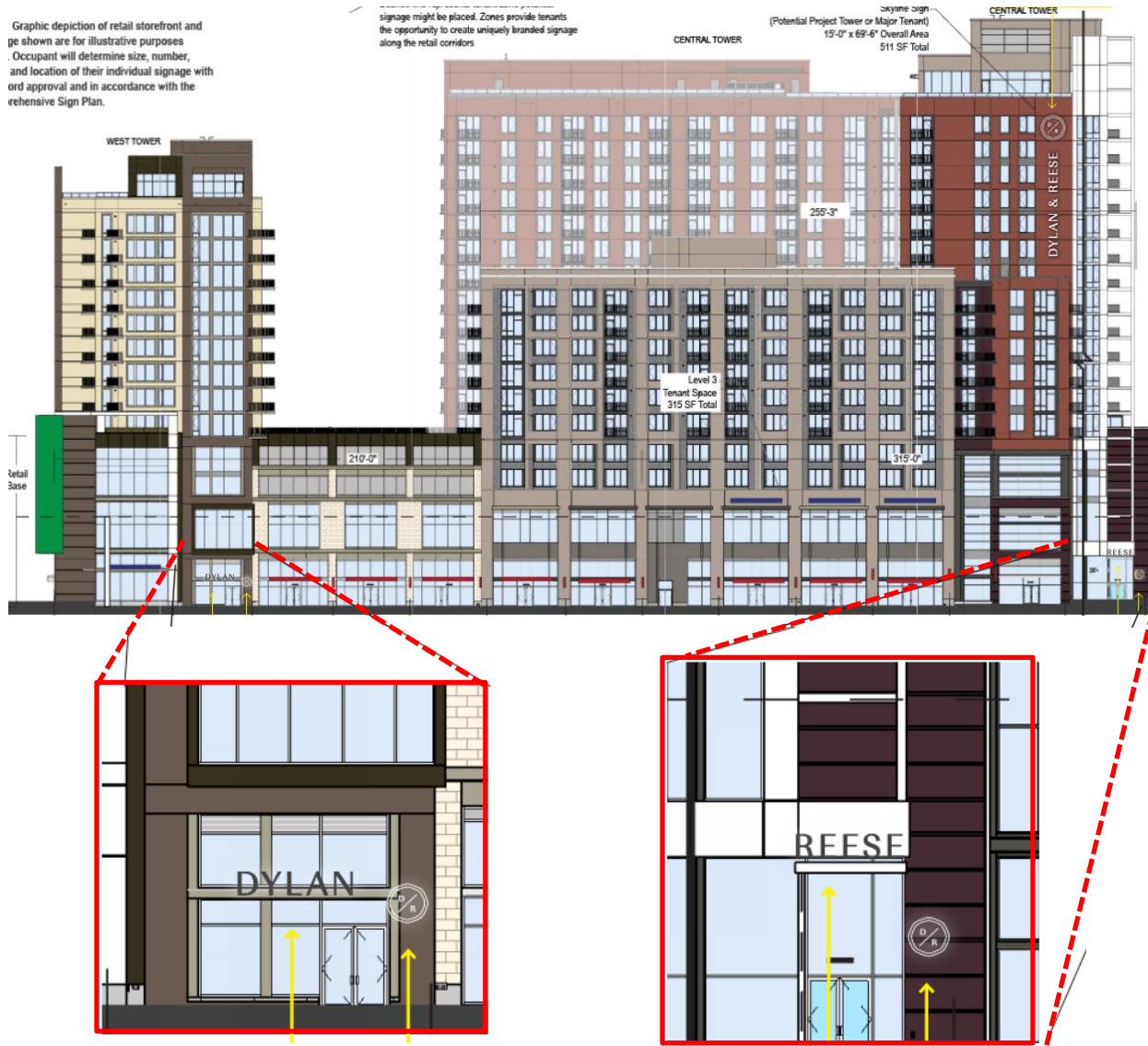
**Figure Above:** With the Potomac Yard CSP SUP (SUP#2020-00043), a logo was also used to reinforce the use/tenant of the space.



**Figure Above:** Proposed Signage and Branding Logo for Boutique Tower



**Figure Above:** The Skyline signage for the boutique tower responds architecturally to the building and the ground floor entrance.



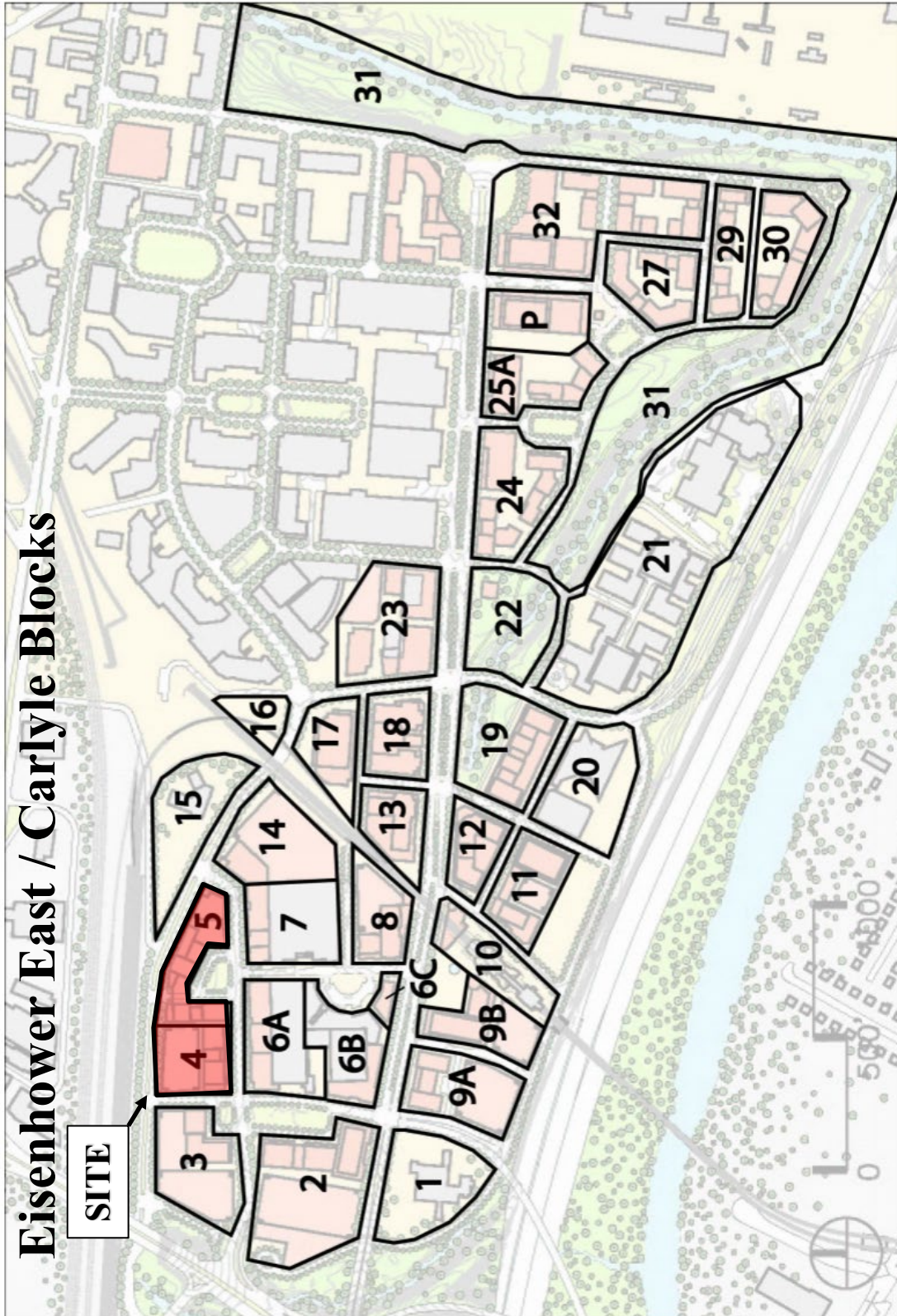
Conclusion

Staff is generally supportive of this most recent version of the Plan. There is a general consensus that the *Level-1* signage is acceptable and appropriate, given the proposed volume of retail and commercial space anticipated at the site. Staff believe that the branding for the *Skyline Signage* has also moved in a positive direction as it is both legible and elegant, given how it affixes to the building. The ratios requested at *Level-3* are also generally acceptable. Staff looks forward to further direction on the signage guidelines from the DRB.

**Attachment 1: Eisenhower East Block Map**

# Eisenhower East / Carlyle Blocks

SITE



# Carlyle/Eisenhower East Design Review Board (DRB) Application

PROJECT NAME: Carlyle Crossing BLOCK: Former Blocks 4 & 5

ADDRESS OF PROJECT: 2410 and 2460 Mill Road Alexandria, Virginia

**APPLICATION FOR REVIEW OF:** *(Check one)*

- Building  Concept  Final  
 Sign  
 Awning Approval of Coordinated Signage Plan  
 Other: \_\_\_\_\_

APPLICANT Name: HTC 4/5 Project Owner LLC, a Delaware limited liability company

Address: 7200 Wisconsin Avenue, Suite 700, Bethesda, Maryland 20814

Phone: 301 913 9610 Email Address: Flood@stonebridge.us.com

ARCHITECT/DESIGNER Name: Cooper Carry

Address: 625 North Washington Street, Alexandria, Virginia, 22314

Phone: 703 519 6152 Email Address: johngoebel@coopercarry.com

PROPERTY OWNER Name: Same as Applicant

(if different from APPLICANT)

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

DESCRIBE THE REQUEST BRIEFLY: Approval of Coordinated Sign Plan

The undersigned hereby attests that all of the information herein provided including the site plan, building elevations, prospective drawings of the project, and written descriptive information are true, correct and accurate. The undersigned further understands that, should such information be found incorrect, any action taken by the Board based on such information may be invalidated. The applicant, if other than the property owner, also attests that he/she has obtained permission from the property owner to make this application.

**Note: Per condition #67 of the Carlyle SUP #2253, as amended by SUP #2007-0094, all applicants will be responsible for the costs associated with DRB review of the application. Fees are determined based upon the number of applicants per hearing. Applicants will be notified by Planning and Zoning staff of the amount owed after the filing deadline has passed and the agenda for the hearing has been finalized. Payment is expected prior to the request being acted upon by the DRB.**

Applicant Signature: Douglas M. Firstenberg Date: November 12, 2020

Applicant Printed Name: Douglas M. Firstenberg

# Carlyle/Eisenhower East Design Review Board (DRB) Filing Instructions

## Filing Deadlines

- Applications for DRB review must be submitted no later than thirty (30) calendar days prior to the scheduled DRB meeting.
- Contact the DRB staff at the number below at least a week prior to filing to coordinate submissions by the filing deadline. DRB staff will request that PDFs of draft submissions be emailed to P&Z for pre-review and comment. Staff will notify applicants of any suggested design/content revisions to submissions to be made by the filing deadline.
- A schedule of submission dates is maintained in the Department of Planning and Zoning and is also posted at: <http://alexandriava.gov/planning/info/default.aspx?id=43130>
- All applications are due by 5:00 p.m. on the day of the application filing deadline.
- If no applications are received by the submission deadline for a given hearing, that hearing will be cancelled.

## Application Support Materials

- All supporting materials (see attached checklist) must be submitted by the **filing deadline (see above)**. **New material may not be submitted or presented at the DRB hearing.**
- Applications without the required supporting materials are deemed incomplete and will not be heard by the DRB.

**For assistance with any of these procedures contact P&Z  
Development Staff at (703) 746-4666.**

**Carlyle/Eisenhower East Design Review Board (DRB)**  
**Application Checklist for Buildings in CONCEPT REVIEW\*:**

- \_\_\_\_\_ Physical massing model at minimum 1"=30', showing existing and proposed buildings for all adjacent properties
- \_\_\_\_\_ **Submit the following plan copies containing all of the information on this checklist:**
  - \_\_\_\_\_ **Twelve (12) 11"x17" collated, stapled color sets**
  - \_\_\_\_\_ **One (1) 24"x36" collated, stapled, color sets, and**
  - \_\_\_\_\_ **One (1) 11"x17" 120 dpi PDF file**
  - \_\_\_\_\_ **Number all sheets in plan set**

Zoning tabulations (for each element, list zoning ordinance requirement and number proposed):

- \_\_\_\_\_ Zoning of the site
- \_\_\_\_\_ Existing uses on the site
- \_\_\_\_\_ Proposed uses for the site
- \_\_\_\_\_ Lot area(s) (and minimum lot area required under zoning, if applicable)
- \_\_\_\_\_ Number of dwelling units (list by number of bedrooms for multifamily)
- \_\_\_\_\_ Units per acre for residential
- \_\_\_\_\_ Gross square feet (GSF) of building area, total and listed by use (with area devoted to parking included and listed separately)
- \_\_\_\_\_ Net square feet (NSF) of floor area, total and listed by use
- \_\_\_\_\_ Existing and proposed floor-area-ratios
- \_\_\_\_\_ Open space total provided and broken down by ground-level space and usable space provided
- \_\_\_\_\_ Average finish grade for each building
- \_\_\_\_\_ Height of each building above average finish grade
- \_\_\_\_\_ Building setbacks with required and proposed listed separately
- \_\_\_\_\_ Frontage with required and proposed listed separately
- \_\_\_\_\_ Parking spaces (listed by compact, standard, handicapped size and total)
- \_\_\_\_\_ Loading spaces (number required and number proposed)

Site plan/architecture:

- \_\_\_\_\_ Color Site plan at appropriate scale, showing approved uses & heights for adjacent properties
- \_\_\_\_\_ Color Landscape concept plan showing hardscape and planting areas, trees, street furniture, etc.
- \_\_\_\_\_ Color typical floor plans at min. 1/16" = 1'-0" for all levels including roof
- \_\_\_\_\_ Building elevations in color at min. 1/16" = 1'-0" of all building faces with materials labeled, rendered with shadows and keyed to plans
- \_\_\_\_\_ Building/site sections showing grade changes in relationship to buildings and/or retaining walls, rendered with shadows and keyed to plans and showing average finish grade line and heights, including penthouses
- \_\_\_\_\_ Enlarged details (plan/section/elevation) of typical bays at pedestrian level as required
- \_\_\_\_\_ Street-level perspective views in color
- \_\_\_\_\_ Building solid/void area ratio calculation drawings and tabulations



# **Carlyle/Eisenhower East Design Review Board (DRB)**

## **Application Checklist for Buildings in FINAL REVIEW\*:**

- \_\_\_\_\_ Detailed physical building model at appropriate scale
- \_\_\_\_\_ **Submit the following plan copies containing all of the information on this checklist:**
- \_\_\_\_\_ **Twelve (12) 11"x17" collated, stapled color sets**
- \_\_\_\_\_ **One (1) 24"x36" collated, stapled, color sets, and**
- \_\_\_\_\_ **One (1) 11"x17" 120 dpi PDF file**
- \_\_\_\_\_ **Number all sheets in plan set**

Zoning tabulations (for each element, list zoning ordinance requirement and number proposed):

- \_\_\_\_\_ Zoning of the site
- \_\_\_\_\_ Existing uses on the site
- \_\_\_\_\_ Proposed uses for the site
- \_\_\_\_\_ Lot area(s) (and minimum lot area required under zoning, if applicable)
- \_\_\_\_\_ Number of dwelling units (list by number of bedrooms for multifamily)
- \_\_\_\_\_ Units per acre for residential
- \_\_\_\_\_ Gross square feet (GSF) of building area, total and listed by use (with area devoted to parking included and listed separately)
- \_\_\_\_\_ Net square feet (NSF) of floor area, total and listed by use
- \_\_\_\_\_ Existing and proposed floor-area-ratios
- \_\_\_\_\_ Open space total provided and broken down by ground-level space and usable space provided
- \_\_\_\_\_ Average finish grade for each building
- \_\_\_\_\_ Height of each building above average finish grade
- \_\_\_\_\_ Building setbacks with required and proposed listed separately
- \_\_\_\_\_ Frontage with required and proposed listed separately
- \_\_\_\_\_ Parking spaces (listed by compact, standard, handicapped size and total)
- \_\_\_\_\_ Loading spaces (number required and number proposed)

Site plan/architecture:

- \_\_\_\_\_ Color Site plan at appropriate scale, showing approved uses & heights for adjacent properties
- \_\_\_\_\_ Color Landscape concept plan showing hardscape and planting areas, trees, street furniture, etc.
- \_\_\_\_\_ Color typical floor plans at min. 1/16" = 1'-0" for all levels including roof
- \_\_\_\_\_ Building elevations in color at min. 1/16" = 1'-0" of all building faces with materials labeled, rendered with shadows and keyed to plans
- \_\_\_\_\_ Building/site sections showing grade changes in relationship to buildings and/or retaining walls, rendered with shadows and keyed to plans and showing average finish grade line and heights, including penthouses
- \_\_\_\_\_ Street-level perspective views in color
- \_\_\_\_\_ Building solid/void area ratio calculation drawings and tabulations
- \_\_\_\_\_ Landscape details, referenced to Color Landscape plan
- \_\_\_\_\_ Enlarged details (plan/section/elevation) of all building setbacks with dimensions
- \_\_\_\_\_ Wall sections with enlarged details indicating different conditions at building setbacks
- \_\_\_\_\_ Additional materials requested by the DRB or materials required by conditions of approval (if applicable): List: \_\_\_\_\_

*\*Color and material boards and samples to be provided at Board hearing*

- \_\_\_\_\_ Additional materials requested by the DRB or materials required by conditions of approval (if applicable): List: \_\_\_\_\_

## **Carlyle/Eisenhower East Design Review Board (DRB) Application Checklist for Signs, Awnings, Other:**

\_\_\_\_\_ **Submit twelve (12) 11"x17" (minimum size) collated, stapled color sets (w/pages numbered) and one (1) 11"x17" 120 dpi resolution PDF file of the following:**

\_\_\_\_\_ Color Site plan at a measurable scale showing:

- location(s) of proposed element(s)
- dimensions of storefront and building widths [FOR SIGNS & AWNINGS ONLY]

\_\_\_\_\_ Large-scale elevations and sections with enlarged details

\_\_\_\_\_ Elevations in color at min. 1/16" = 1'-0", with materials labeled, rendered with shadows and keyed to plans

\_\_\_\_\_ Street-level perspective photomontages in color (daytime view)

\_\_\_\_\_ Street-level perspective photomontages in color (nighttime view) [FOR SIGNS ONLY]

\_\_\_\_\_ Additional materials requested by the DRB or materials required by conditions of approval (if applicable): List: \_\_\_\_\_

Design guidelines (provide information needed to assess compliance):

\_\_\_\_\_ If located within the Carlyle CDD, information required by the *Carlyle Design Guidelines* and the *Carlyle Streetscape Design Guidelines*

\_\_\_\_\_ If located in the Eisenhower East CDD, information required by the *Eisenhower East Design Guidelines*

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# STONEBRIDGE

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CARLYLE CROSSING  
Alexandria, Virginia



Design Review Board  
February 25, 2021

## GENERAL NOTES

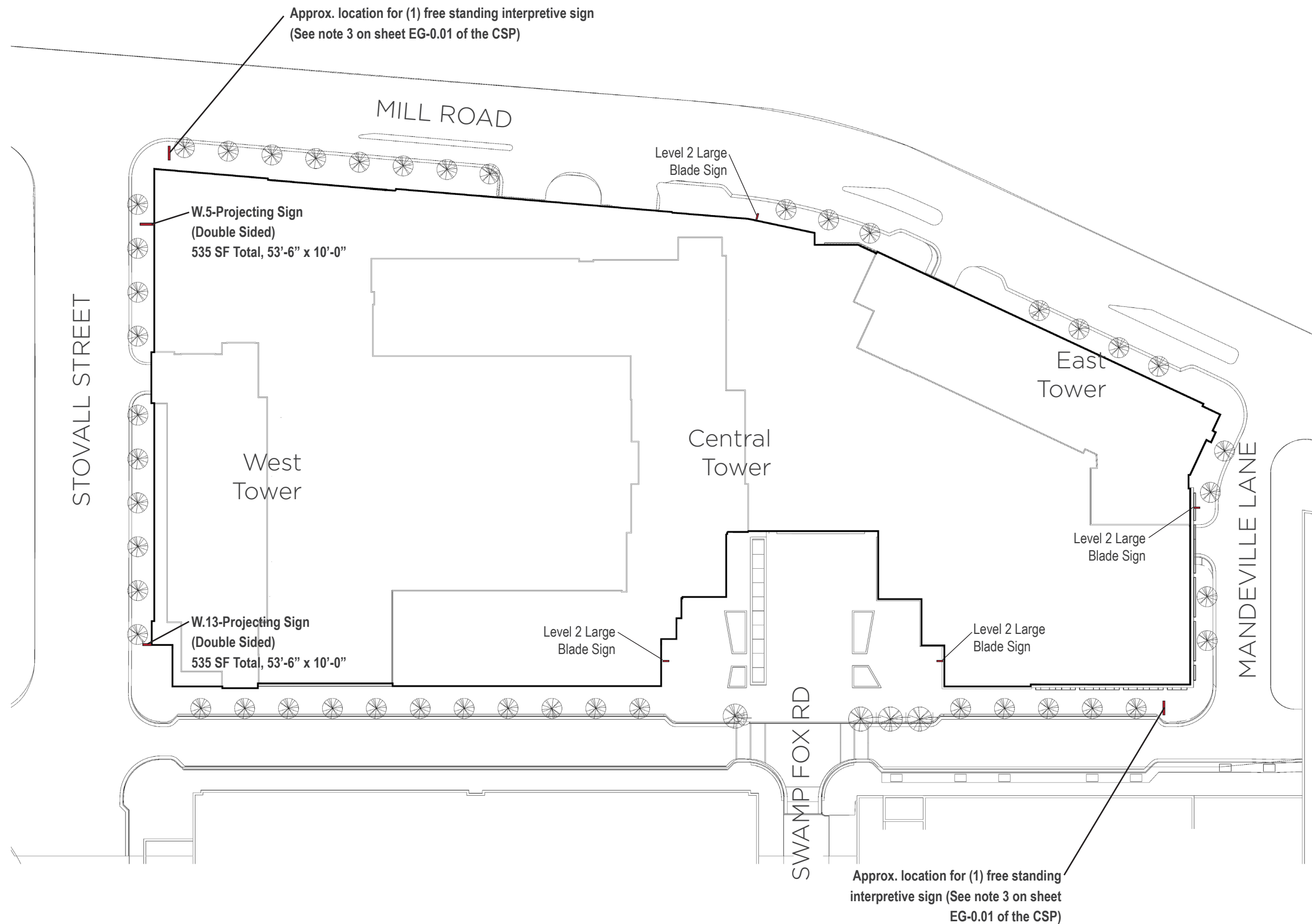
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1. **Ground Floor Retail Signage:** One (1) wall sign per tenant per Retail Bay, to the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval. Window graphics may be up to 25% of glazed area of the store front windows. One (1) projecting sign (small blade sign level 1) per tenant entrance, at pedestrian scale and height, maximum of 12 square feet per applicant's proposal.
2. **Ground Floor Residential Signage:** One (1) wall sign per tenant per Retail Bay, to the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval. Window graphics may be up to 25% of glazed area of the store front windows. One (1) projecting sign (small blade) per entrance, at pedestrian scale and height, maximum 20 square feet per entrance
3. **Level Two Tenant (Non-Grocer) Signage:** One (1) wall sign per tenant per frontage, to the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval. Window graphics may be up to 25% of glazed area of the tenant's windows.
4. **Level Two Tenant Signage (Grocery):** Ground floor entrance signage area at 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval. Window infill graphics at 240sf each as shown on elevations.
5. **Skyline Signs:** Permitted in locations as generally shown on the submitted plans, and as approved by the DRB, one (1) sign per residential tower. Sign area limited to sign area ratio of 1.5 square foot per 1 linear foot of the street face frontage of the tower above the podium, with the ability to go to 2 square feet with Planning & Zoning Director's approval. Square footage does not count towards the ground level signage total for residential entrances.
6. **Sign Illumination:** All signs installed in the project may be illuminated including signs installed over 35' above grade. Illumination can be internal or external.
7. **Projecting Signs:** Two Projecting Signs on West facade are for major retail tenants or project identification. These do not count toward total allowable signage based on frontage. Each sign is double sided, with a maximum of 535 square feet per side.

	<i>Level 1</i>	<i>Level 2</i>	<i>Total</i>
Total Frontage (LF)	2190.50	2190.50	4381.00
Total Signage (SF)	3285.75	3285.75	9868.25

<i>Street/Access Frontage</i>	<i>Total Level 1 Frontage (LF)</i>	<i>Total Level 2 Frontage (LF)</i>	<i>Total Signage Level 1 Allowable 1.5 SF* x 1 LF</i>	<i>Total Signage Level 2 Allowable 1.5 SF* x 1 LF</i>	<i>Total Signage Requested (SF)</i>
South Elevation - Mandeville Lane	711.25	711.25	1066.88	1066.88	3406.25
Plaza East Elevation	105.75	105.75	158.63	158.63	292.50
Plaza West Elevation	105.75	105.75	158.63	158.63	309.00
East Elevation - Mandeville Lane	184.50	184.50	276.75	276.75	493.50
North Elevation Mill Road	726.50	726.50	1089.75	1089.75	1590.00
West Elevation - Stoval Street	356.75	356.75	535.13	535.13	3777.00
<b>Total</b>	<b>2190.50</b>	<b>2190.50</b>	<b>3285.75</b>	<b>3285.75</b>	<b>9868.25</b>

\*Allowable signage at the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval.



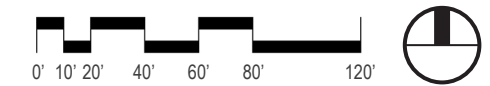
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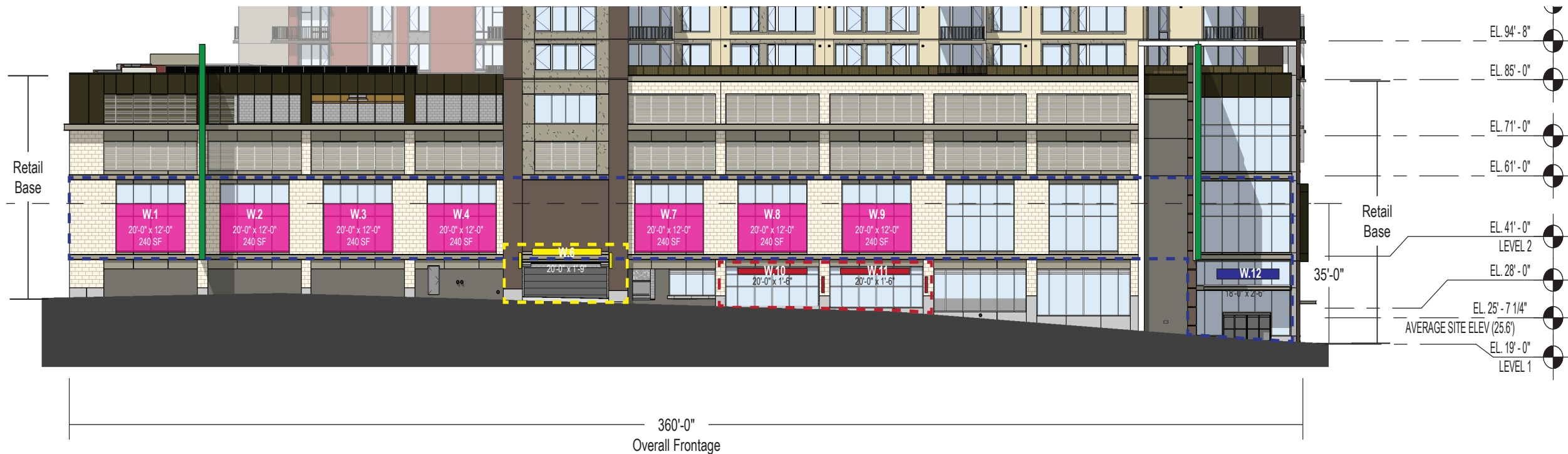


# East & West Elevations



## EAST ELEVATION

SCALE: 1" = 30'-0"



## WEST ELEVATION

SCALE: 1" = 30'-0"

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Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay  
Level 2 Retail Signage: One (1) wall sign per tenant per frontage.

- Level 1 Retail
- Level 2 Retail
- Parking Entrance
- Residential Entrance
- Retail Large Projecting
- Window Infill Graphics



NORTH ELEVATION



NORTH ELEVATION  
SCALE: 1" = 30'-0"

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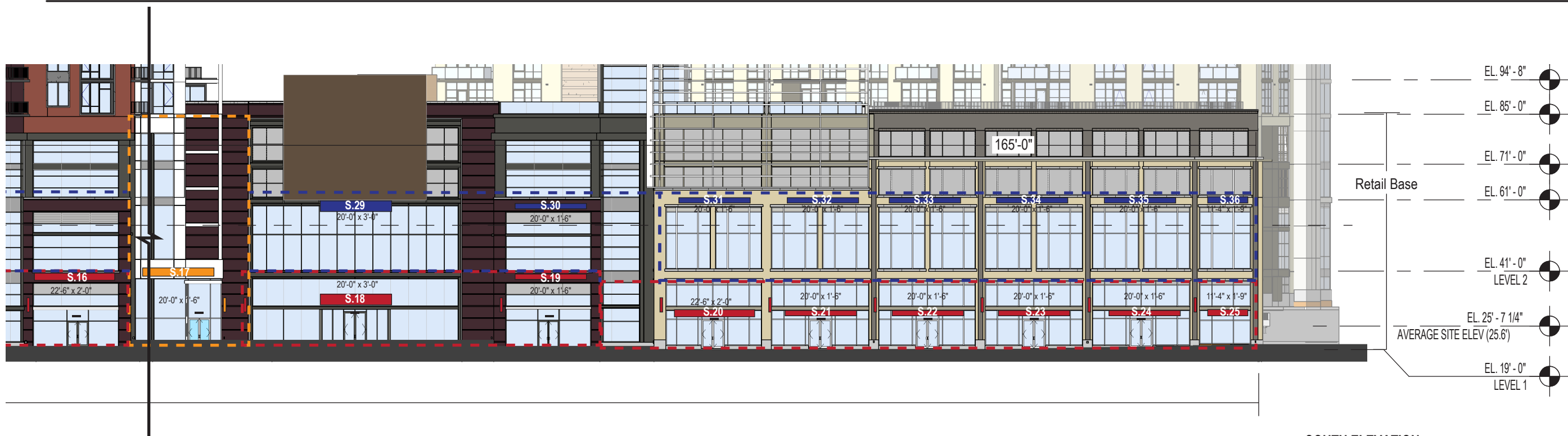
Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay  
Level 2 Retail Signage: One (1) wall sign per tenant per frontage.

- Level 1 Retail
- Level 2 Retail
- Parking Entrance
- Residential Entrance
- Retail Large Projecting
- Window Infill Graphics





SOUTH ELEVATION



SOUTH ELEVATION  
SCALE: 1" = 30'-0"

Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay  
Level 2 Retail Signage: One (1) wall sign per tenant per frontage.

- Level 1 Retail
- Level 2 Retail
- Parking Entrance
- Residential Entrance
- Retail Large Projecting
- Window Infill Graphics

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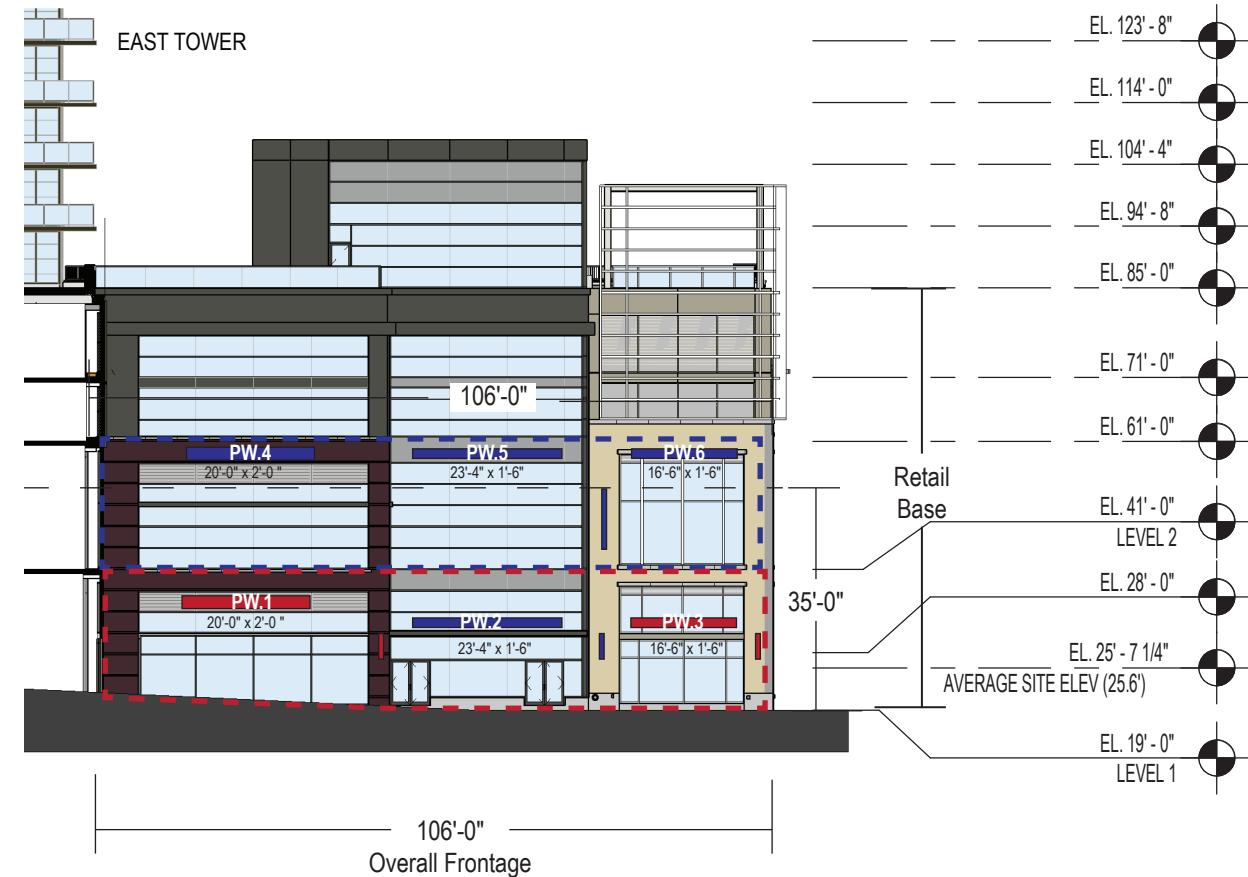
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**PLAZA EAST ELEVATION (Graphics)**

SCALE: 1" = 30'-0"



**PLAZA WEST ELEVATION (Graphics)**

SCALE: 1" = 30'-0"

Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay  
 Level 2 Retail Signage: One (1) wall sign per tenant per frontage.

- Level 1 Retail
- Level 2 Retail
- Parking Entrance
- Residential Entrance
- Retail Large Projecting
- Window Infill Graphics

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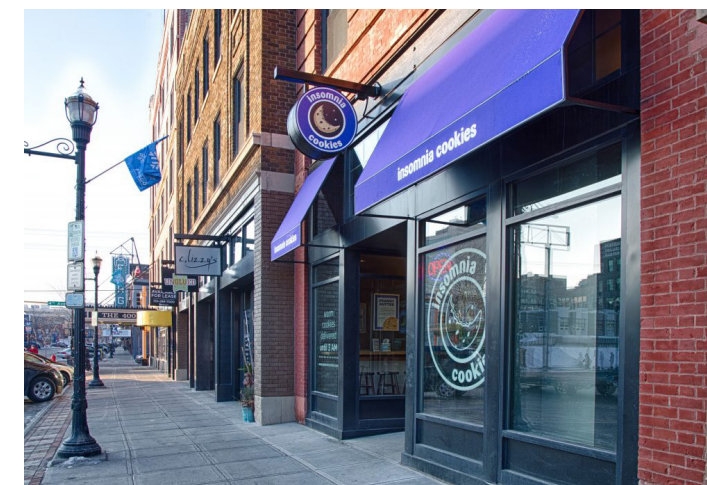
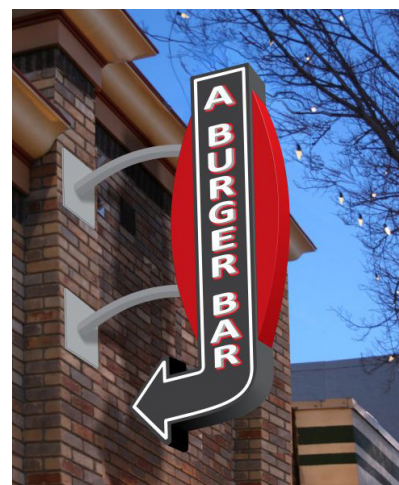
Wall Sign



Awning/Canopy Sign



Blade Sign



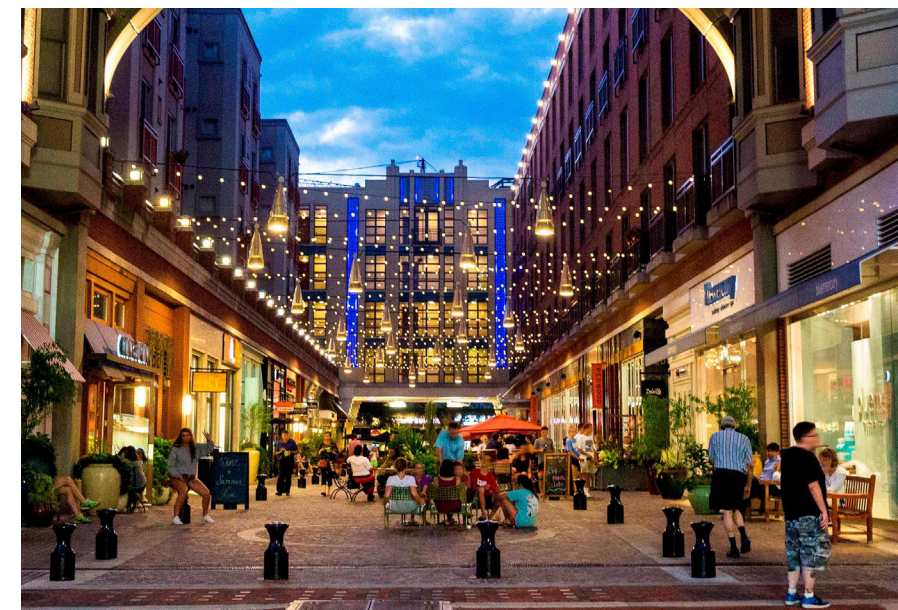
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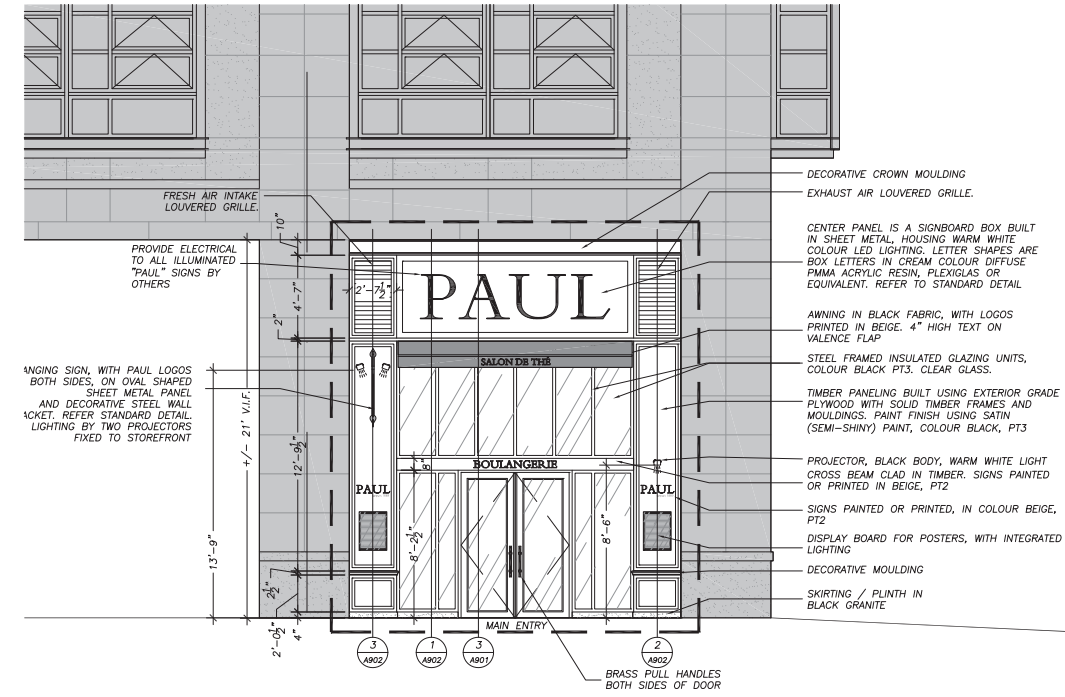
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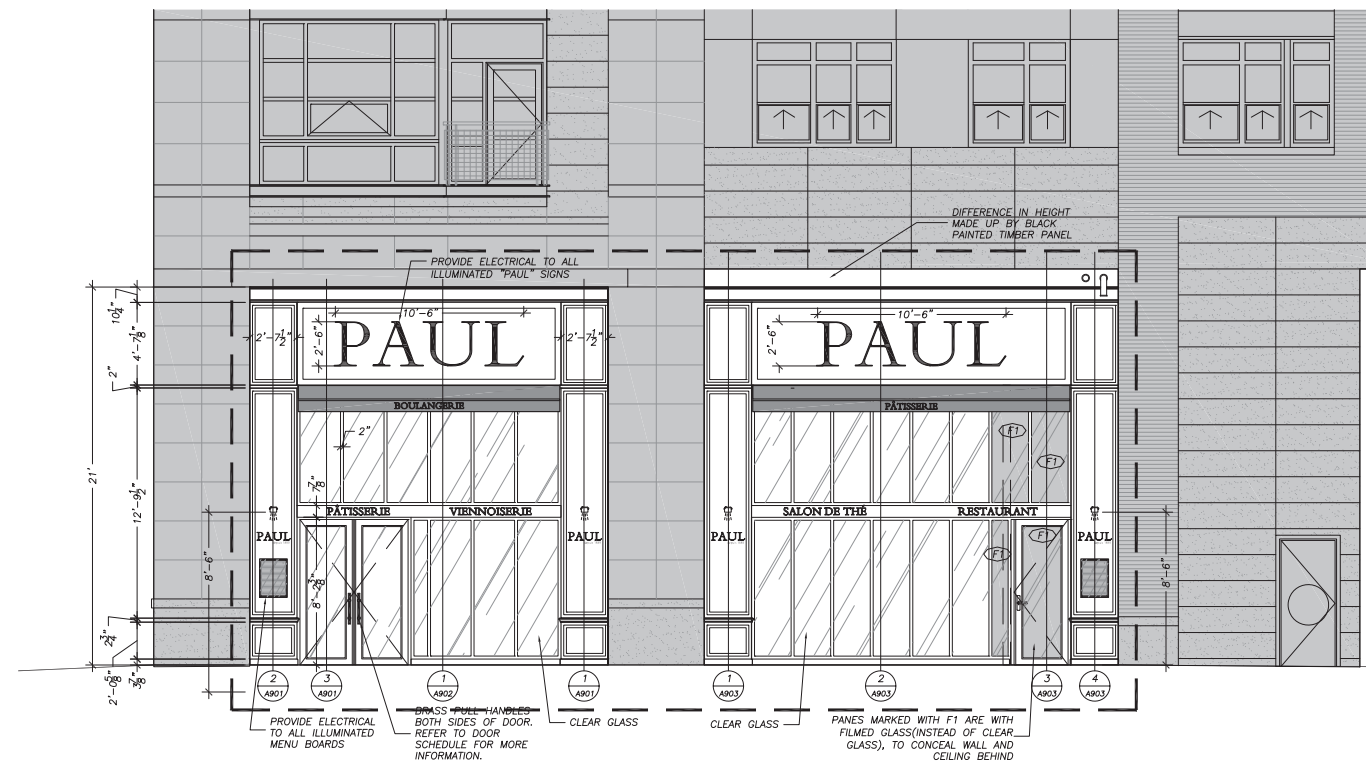
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② NORTH ELEVATION (BETHESDA AVE.)  
SCALE: 1/4" = 1'-0"



WEST ELEVATION (CAPITAL CRESENT TRAIL)  
SCALE: 1/4" = 1'-0"

**Signage Square Footage Ratio**  
 West elevation: 78 sf / 60 lf = 1.3 sf / lf  
 North elevation: 48 sf / 27 lf = 1.78 sf / lf

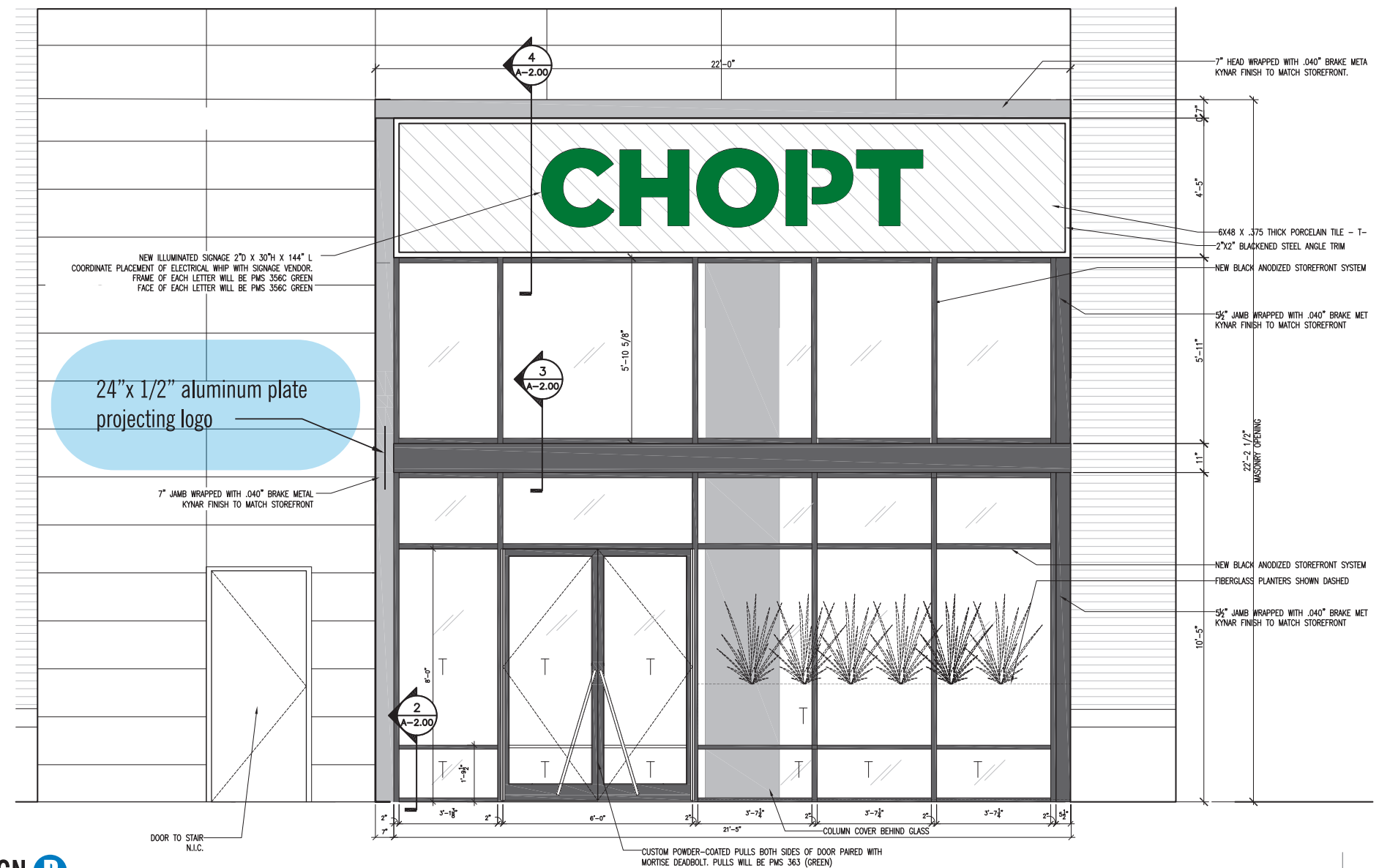
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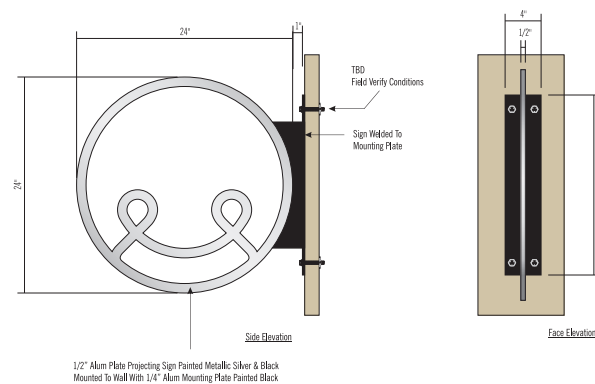
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**SIGN B**  
Qty = One (1)  
SCALE: 1/4" = 1'-0"

**1 STOREFRONT ELEVATION**  
1/4" = 1'-0"



**Signage Square Footage Ratio**  
West Elevation:  
34 sf / 22 lf = 1.54 sf / lf

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South Elevation



West Elevation

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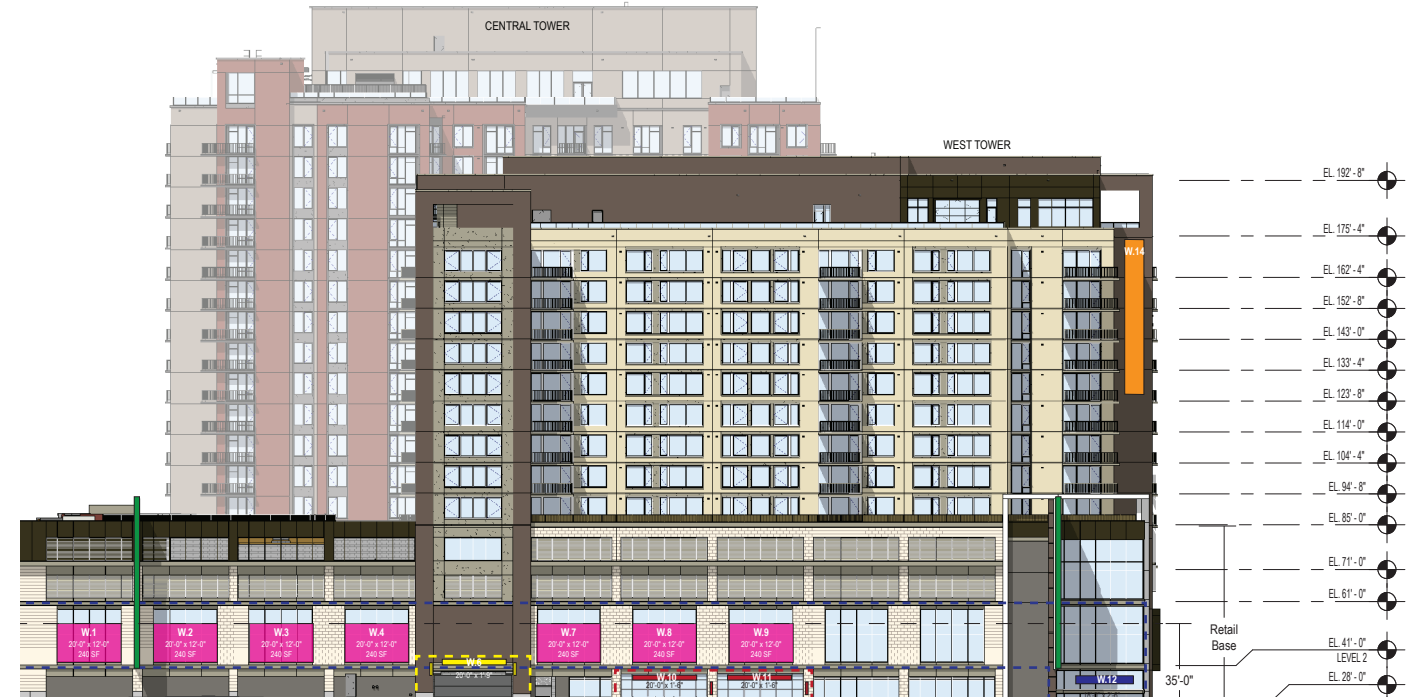
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North Elevation, Boutique Tower Skyline Sign



West Elevation, West Tower Skyline Sign



South Elevation, West & Multi-Family Towers Skyline Sign



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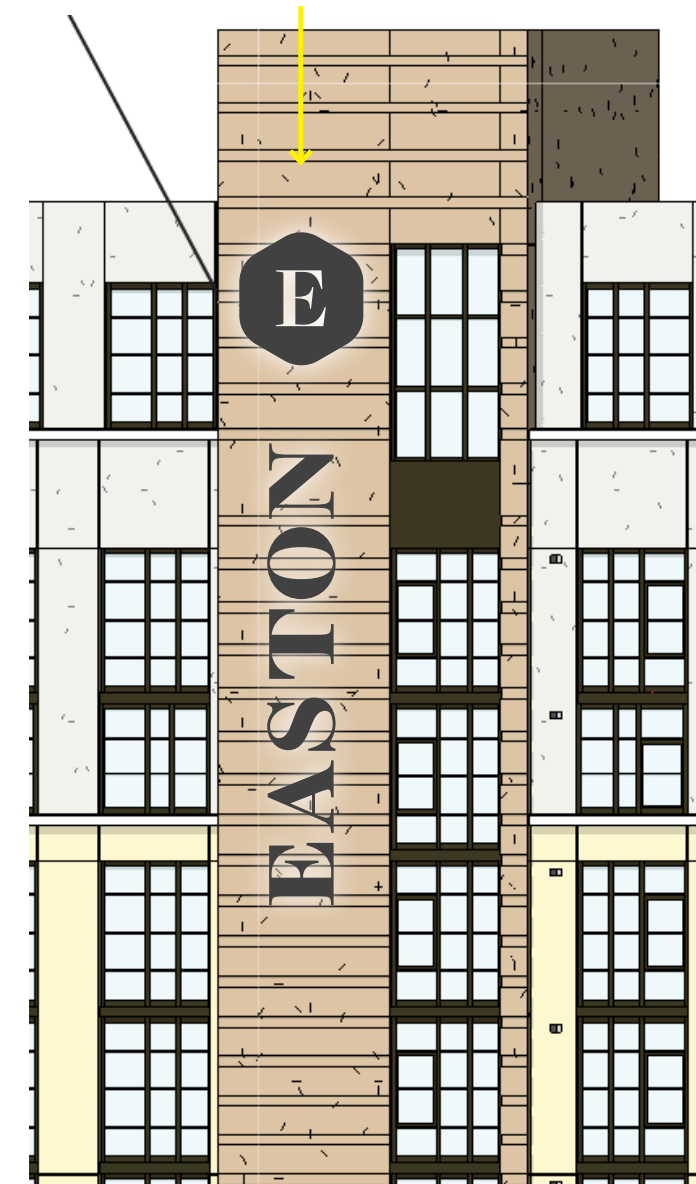
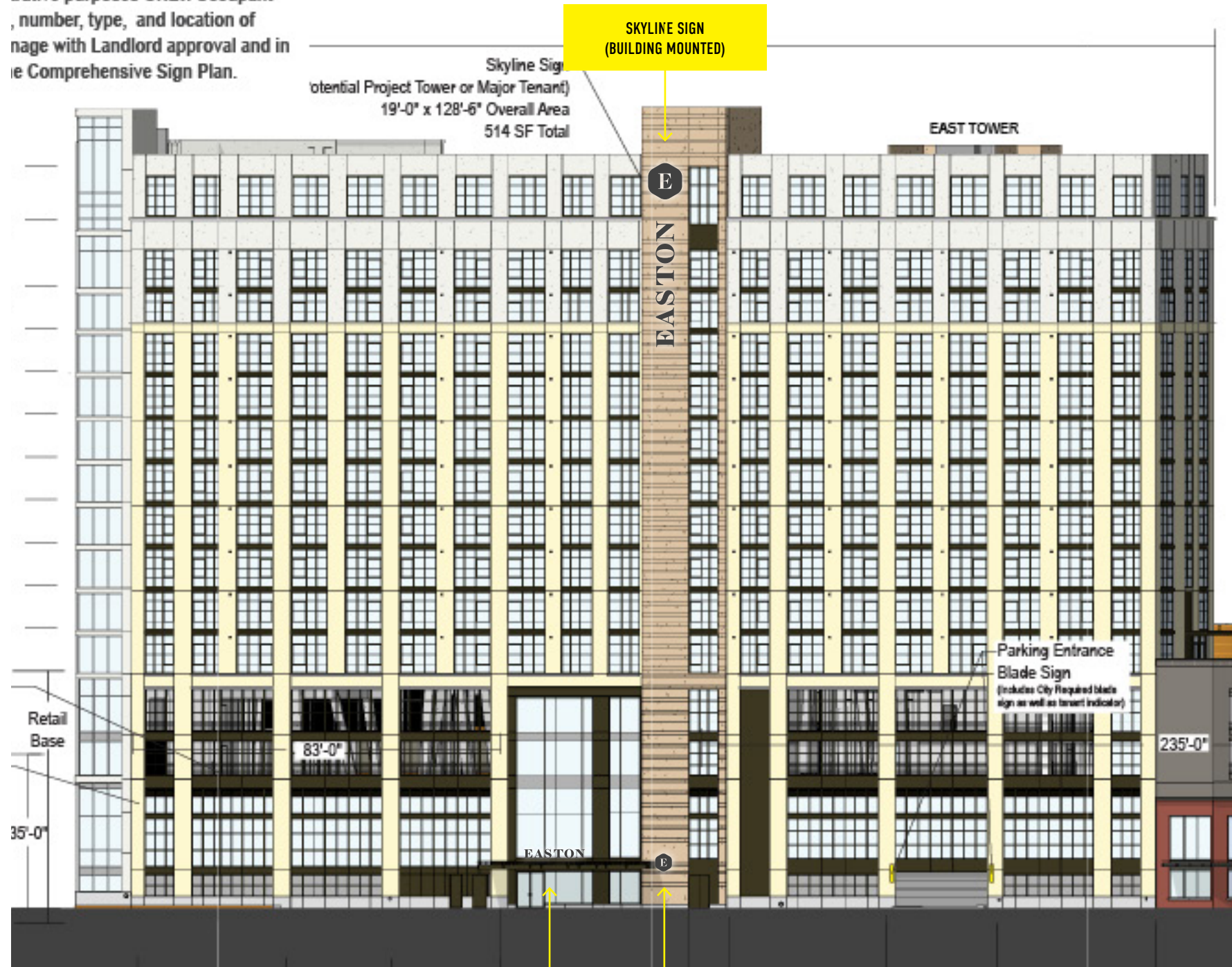
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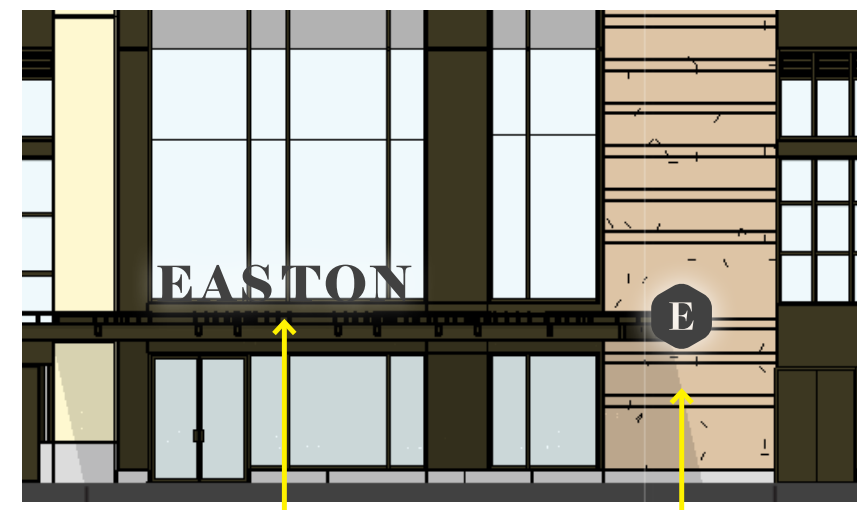
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# Skyline Signs - Boutique Tower (Easton)

Location of retail storefront and signage for illustrative purposes ONLY. Occupant name, number, type, and location of signage with Landlord approval and in the Comprehensive Sign Plan.



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Include



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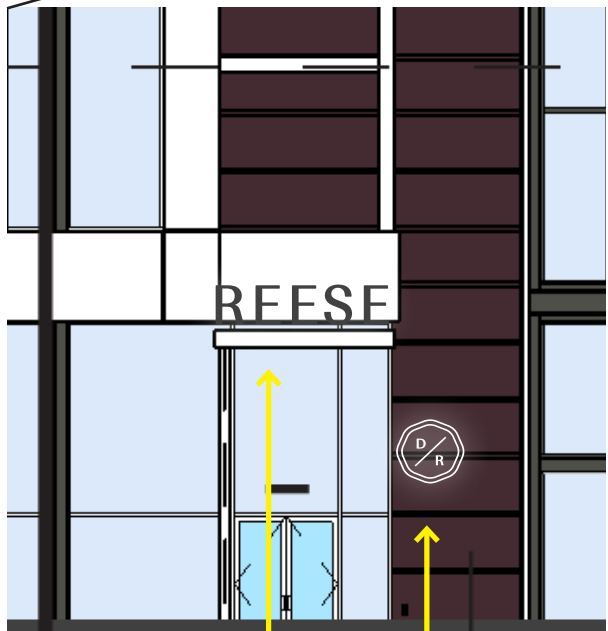
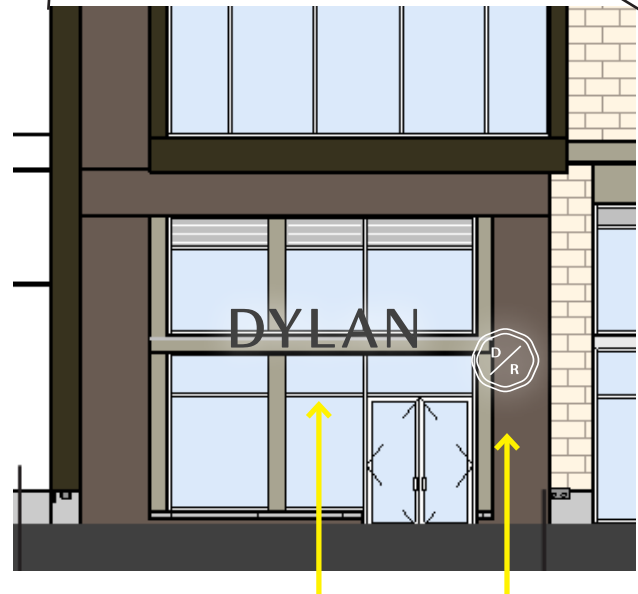
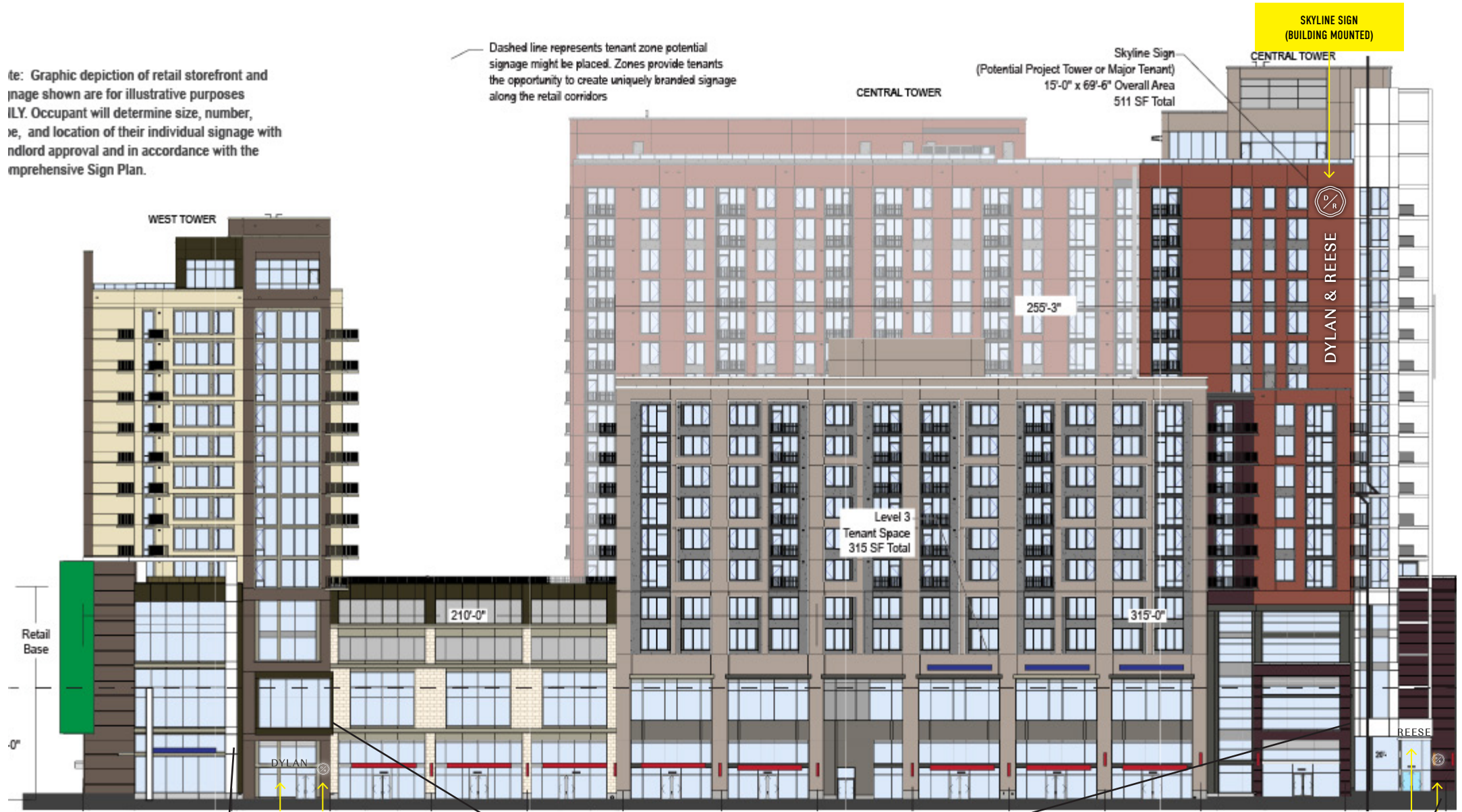
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Skyline Signs - West Tower (Dylan)

Note: Graphic depiction of retail storefront and signage shown are for illustrative purposes ONLY. Occupant will determine size, number, type, and location of their individual signage with landlord approval and in accordance with the Comprehensive Sign Plan.

Dashed line represents tenant zone potential signage might be placed. Zones provide tenants the opportunity to create uniquely branded signage along the retail corridors



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