



## ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item  
Meeting of December 12, 2009**

**DATE:** December 4, 2009

**SUBJECT:** SP #57 SITE PLAN AMENDMENT for enhanced exterior lighting at Holiday Inn located at 4610 Fairfax Drive (RPC #14-053-056).

**Applicant:**

Ballston Hotel Association, LLC.  
c/o The Donohoe Co., Inc.

**By:**

Martin D. Walsh  
Walsh, Colucci, Lubeley, Emrich, & Walsh, PC  
2200 Clarendon Blvd., 13th Floor  
Arlington, Virginia 22201

**C. M. RECOMMENDATION:**

Approve the site plan amendment for a comprehensive sign plan at the Holiday Inn at 4610 Fairfax Drive, subject to the proposed conditions.

**ISSUES:** This is a request for a comprehensive sign plan for the Holiday Inn in Ballston and no issues have been identified.

**SUMMARY:** This is a request for a comprehensive sign plan for the Holiday Inn in Ballston. The applicant's proposed sign plan includes two (2) Holiday Inn signs below 35 feet, along the porte-cochere, two (2) Holiday Inn rooftop signs, two (2) green up-lights and two (2) green down-lights. The two (2) rooftop signs and two (2) logo signs are replacing (4) existing Holiday Inn signs in the same location. The request is within the amount of sign area permitted for the project and there are no issues with the proposed signs. Therefore, staff recommends approval of the site plan amendment for a comprehensive sign plan at the Holiday Inn at 4610 Fairfax Drive, subject to the proposed conditions.

**BACKGROUND:** The application was deferred in November 2009 to revise the proposed signs and to include all the approved and proposed signs for the building in a comprehensive sign plan. The applicant's original proposal included seven (7) total green lights which exceeded the

County Manager: BMD/GA

County Attorney: CWM

Staff: Melanie Jesick, DCPHD, Planning Division

PLA-5415

1.

amount of remaining sign area permitted for the building. The applicant has since reduced the number of proposed green lights on the building, which brings the proposal within the amount of permitted sign area.

The following provides more information about the site:

Site: The site is comprised of a nine-story Holiday Inn hotel.

To the north: Two (2) seven-story office buildings.  
 To the south: A seven-story office building and parking lot.  
 To the east: The twelve-story Regent office building.  
 To the west: Single-family detached homes.

Zoning: The site is zoned “C-O-2.5” Commercial Office Building, Hotel, and Apartment Districts.

Land Use: The subject site is designated “Medium Office-Apartment-Hotel” (2.5 FAR; up to 115 residential units/acre; up to 180 hotel units/acre).

Neighborhood: The site is located within the Bluemont Civic Association boundary. The Bluemont Civic Association has been contacted and, to date, has responded that they intend to write a letter of support for the proposal. The Ballston-Virginia Square Civic Association, adjacent to the site, has also been contacted and has responded that they have no objections to the proposal.

**DISCUSSION:** The comprehensive sign plan includes the following:

- Two (2) rooftop signs which replaced existing rooftop signs.
- Two (2) logo signs below 35 feet which replaced the (2) existing signs.
- Two (2) green up-lights.
- Two (2) green down-lights.

The following tables provide additional details on the proposed comprehensive sign plan.

<b>Sign Type (Quantity)</b>	<b>Dimensions</b>	<b>Sign Area</b>	<b>Location</b>
Holiday Inn logo sign (2)	16' – 10 1/4" x 4'1"	49 sq. ft. (98 sq. ft. total)	On the porte-cochere; one (1) facing west, one (1) facing east.
Green up lights (2)	1' – 65'	65 sq. ft. (130 sq. ft. total)	One (1) in the center of the front side of the building; one (1) on the east elevation facing the Regent Office Building.
Green down lights (2)	10 sq. ft./column	10 sq. ft. (20 sq. ft. total)	Downward from the porte-cochere columns.
<b>Total linear frontage of Fairfax Dr. (total sign area permitted for the project)</b>		<b>271 sq. ft.</b>	
<b>Total sign area proposed</b>		<b>248 sq. ft.</b>	

<b>Signs above 35 feet:</b>			
<b>Sign Type (Quantity)</b>	<b>Dimensions</b>	<b>Sign Area</b>	<b>Location</b>
Rooftop Holiday Inn logo sign	12' - 8 3/4" x 3' 1" tall	28 sq. ft.	Along roofline on front of building facing Fairfax Dr.
Rooftop Holiday Inn logo sign	14' 5" x 18' tall	95.14 sq. ft.	Along roofline on east elevation facing the Regent Office Building.
<b>Total sign area permitted for rooftop signs</b>		<b>271 sq. ft.</b>	
<b>Total sign area proposed</b>		<b>123.14 sq. ft.</b>	

The applicant wishes to remove the existing “Lacey Station” restaurant wall sign, which is located on the north elevation of the building to the east of the porte-cochere.

Proposed green lighting

Staff has evaluated the proposed green up-and-down lights as signs, according to the Sign Guidelines for Site Plan Buildings and the following regulations of the Zoning Ordinance:

- Section 34.B of the Zoning Ordinance defines a sign as, *“any word, numeral, figure, design, trademark, flag, pennant, twirler, light, display, banner, balloon, or other device of any kind, which, whether singly or in any combination, is used to direct, identify, or inform the public while viewing the same from outdoors.”*
- Section 34. B defines sign area for lights as, *“the actual area of any exposed tubing or lighting use to outline any part of a lot other than a sign shall be included in any computation of sign area....”*

The proposed lights meet this definition. Further, they do not provide general, ambient lighting in an area. Rather, they create specific light images in defined areas, as would any physical sign. Sign area, according to the Sign Guidelines for Site Plan Buildings, is calculated on the basis of, “one (1) square foot of sign area for each one (1) linear foot of building wall width as measured along the public right-of-way.” The proposed lights and other signs are within the total amount of sign area permitted for the project.

The applicant has agreed to incorporate dimmable lighting into the two (2) green up lights. There are two (2) existing rooftop signs on the north and east elevation, which do not contain dimmable lighting, and it has not been the County’s practice to retrofit existing rooftop signs with dimmable lighting. Staff recommends that should the applicant replace the existing rooftop signs in the future, that the new signs contain dimmable lighting.

**CONCLUSION:** The signs proposed are within the permitted amount of sign area and there are no issues. Therefore, staff recommends approval of the site plan amendment for a comprehensive sign plan at the Holiday Inn at 4610 Fairfax Drive, subject to the proposed conditions.

Proposed conditions:

1. The applicant agrees that all project signs shall be consistent with the comprehensive sign plan dated December 12, 2009 and approved by the County Board on December 12, 2009. The developer further agrees that all signs shall be of the size, location, design, and structure shown on the comprehensive sign plan.

Minor changes to the approved signs may be approved administratively by the Zoning Administrator. For the purposes of the preceding sentence, minor changes shall include only the following: (i) a minor adjustment in the location of the sign to meet field conditions (less than 1 foot in any direction); or (ii) either a minor change in the area of the sign (less than 5%) or the total sign area for signs below 35 feet do not exceed 248 square feet and the rooftop signs do not exceed 123.14 square feet. All other changes to the approved signs will require site plan approval or amendment.

2. The applicant agrees to remove the existing 15-foot Lacey Station restaurant sign on the northern elevation of the building on or before February 2010.
3. The applicant agrees that the two (2) green up lights and any future, new rooftop signs will include dimmable lighting which would allow the lighting to be turned down if the County Manager finds the intensity of the lights has an adverse impact on the surrounding area. Should the County Manager determine that the green up lights or new lighted rooftop signs have an adverse effect on the surrounding area, the applicant agrees, within 24 hours notice from the County Manager, to reduce the intensity of the lights to a level that, in the County Manager's reasonable judgment, will no longer have such an adverse effect.

PREVIOUS COUNTY BOARD ACTIONS:

July 15, 1967	Approved a Site Plan for office gross floor area of 185,190 square feet and 221 motel units, for a period of two years, subject to the approved buildings being under construction within approved time.
June 4, 1969	Approved a Site Plan Extension for one year, with deletion of condition #1.
June 9, 1979	Deferred a Site Plan Amendment Request.
August 18, 1979	Approved a Site Plan Amendment for elimination of North Woodrow Street through the site and for relocation and redesign of parking areas and realignment of the hotel site, subject to conditions and modifications.
March 30, 1981	Approved a Site Plan Amendment to redesign and relocate the hotel, to redesign the parking structure and to eliminate the raised pedestrian plaza located above the parking structure, subject to conditions and modifications.
June 14, 1986	Approved a Site Plan Amendment for two (2) rooftop signs at 110 square feet each, and two (2) lobby entrance signs at 51 square feet each for the Holiday Inn.
March 7, 1987	Approved a Site Plan Amendment for a 4.6 meter diameter satellite receiving antenna on the main roof of the Holiday Inn.
March 5, 1988	Deferred a Site Plan Amendment for an entrance canopy and signs, and freestanding sign reading "Lacey Station Restaurant" for the Holiday Inn.
April 16, 1988	Deferred a Site Plan Amendment for an entrance canopy and signs, and freestanding sign reading "Lacey Station Restaurant" for the Holiday Inn.
April 16, 1988	Deferred a Site Plan Amendment for a satellite dish antenna on the Chamber of Commerce building.

June 11, 1988	<p>Approved a building wall sign for Lacey Station restaurant, on the northeast corner of the building, not to exceed 15.2 square feet (in lieu of the freestanding sign) and canopy fascia signage not to exceed 5.4 square feet for a total sign area of 20.6 square feet.</p> <p>Denied a freestanding sign for Lacey Station restaurant.</p>
June 11, 1988	<p>Approved a Site Plan Amendment for a 3.7 meter diameter satellite dish antenna on the Chamber of Commerce building, subject to the condition in the staff report.</p>
May 16, 1992	<p>Approved a site plan amendment for installation of two satellite dish antennae with a diameter of 3.8 meters for television reception on the main roof of the building of 4600 N. Fairfax Dr.</p>
May 20, 1993	<p>Renewed a site plan amendment for installation of two satellite dish antennae with a diameter of 3.8 meters for television reception on the main roof of the building of 4600 N. Fairfax Dr.</p>
November 14, 2009	<p>Deferred the application to the December 12, 2009 County Board meeting.</p>

**Melanie Jesick**

---

**From:** Judah dal Cais [jdalcais@yahoo.com]

**Sent:** Tuesday, December 01, 2009 9:23 PM

**To:** Melanie Jesick

**Cc:** Wendy Dean; Carl Drummond; Mary Thorne; Judy Collins; Suzanne Sundburg; Robert Atkins; Sam Ferro

**Subject:** Re: Holiday Inn comp sign plan proposal

Melanie,

Thank You for the update. I will review with the BCA board and if the Planning Department has no further objection, I will write a letter of support for the Holiday Inn proposal.

Thanks,  
Judah

12/03/2009

## Melanie Jesick

---

**From:** Clifford Chieffo [chieffoc@georgetown.edu]  
**Sent:** Wednesday, December 02, 2009 4:16 PM  
**To:** Melanie Jesick  
**Subject:** Re: Holiday Inn lights and other signs

**From:** Clifford Chieffo [mailto:chieffoc@georgetown.edu]  
**Sent:** Wednesday, December 02, 2009 12:51 AM  
**To:** Melanie Jesick  
**Subject:** Re: Holiday Inn lights and other signs

Hi Melanie, thanks for the update. If the department is going to support the app. We have no objections. It seems like they cut back on their plan, so we're ok with it. If you're going to deny, then I better get more details. Let me know.

Cliff

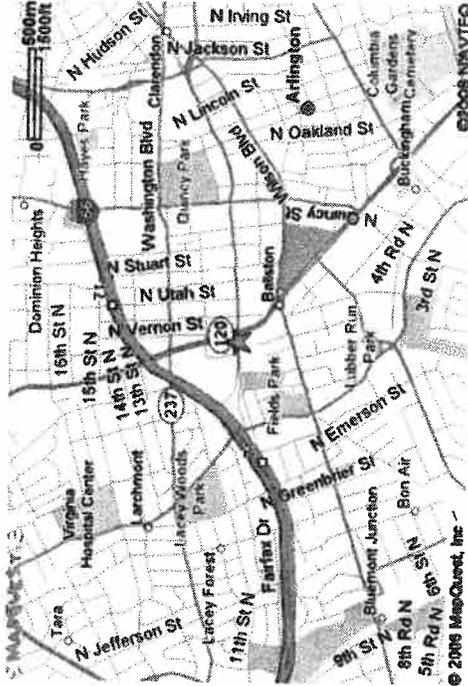
Sent from my iPhone

## Table of Contents

- Location Map
- Sign Code Data
- Site Plan and Photo Key
- Site Photos
- Recommendation Drawings

**Arlington At Ballston**  
4610 N. Fairfax Dr  
Arlington, VA 22203  
Site Number: VA02681  
Inn Code: WASFX

Location Map



## Sign Code Data

### Codes Contact Information

Zoning classification: CO 2.5- Commercial Office Bldg  
Jurisdictional authority: Arlington - Planning  
Address: 2100 Clarendon Blvd Suite 812, Arlington, VA 22201  
Contact: Effie Collins  
Phone #: 703-228-3883

### Ground Signs

Maximum allowable area: Information not found in code - must physically go into office to discuss Site Plan No. 57 - all signage is different, site specific; although zoning may be the same..

### Wall Signs

Maximum allowable area: Transferable: N/A

### Directional Signs

Number of signs allowed: 2 per driveway  
Maximum allowable area: 3 sf  
Maximum height: 4 ft  
Is logo allowed?: No

### General Permitting Requirements

Permit required for face replacements?: Yes  
Permit required for door/window vinyl?: Yes  
Permit required for plaques: Yes  
Temporary signs/banners allowed?: Yes  
Contractors license required?: No  
Sealed sign engineering drawings required?: Yes  
Site plan required?: Yes  
Building elevation drawings required?: Yes

### Other Notes and Comments

Directions - subj to review - may not apply to this site plan.



**InterContinental Hotels Group**  
Three Ravinia Drive  
Suite 100  
Atlanta, GA 30346-2149

## Holiday Inn

### Comprehensive Sign Plan

December 12, 2009

**Arlington At Ballston**  
4610 N. Fairfax Dr  
Arlington, VA 22203  
Site Number: VA02681  
Inn Code: WASFX

### Table of Contents & Sign Code Data



sign management consultants, inc

250 perimeter place dr., suite 201  
richville, tn 37214  
phone 615.885.1661  
fax 615.885.1703  
web www.signmgmt.com

Graphics shown are representative only. Use only approved artwork and graphics standards for face decoration.

This is an original unpublished design, created by Sign Management Consultants, Inc. It is the property of Sign Management Consultants, Inc. and may not be used except for the project in which they were created, not be reproduced, copied, or otherwise used for any other project without owner approval. These documents are for design intent purposes and shall not be interpreted as a final design. The producer/manufacturer shall be responsible for all structural, electrical, and mechanical engineering.



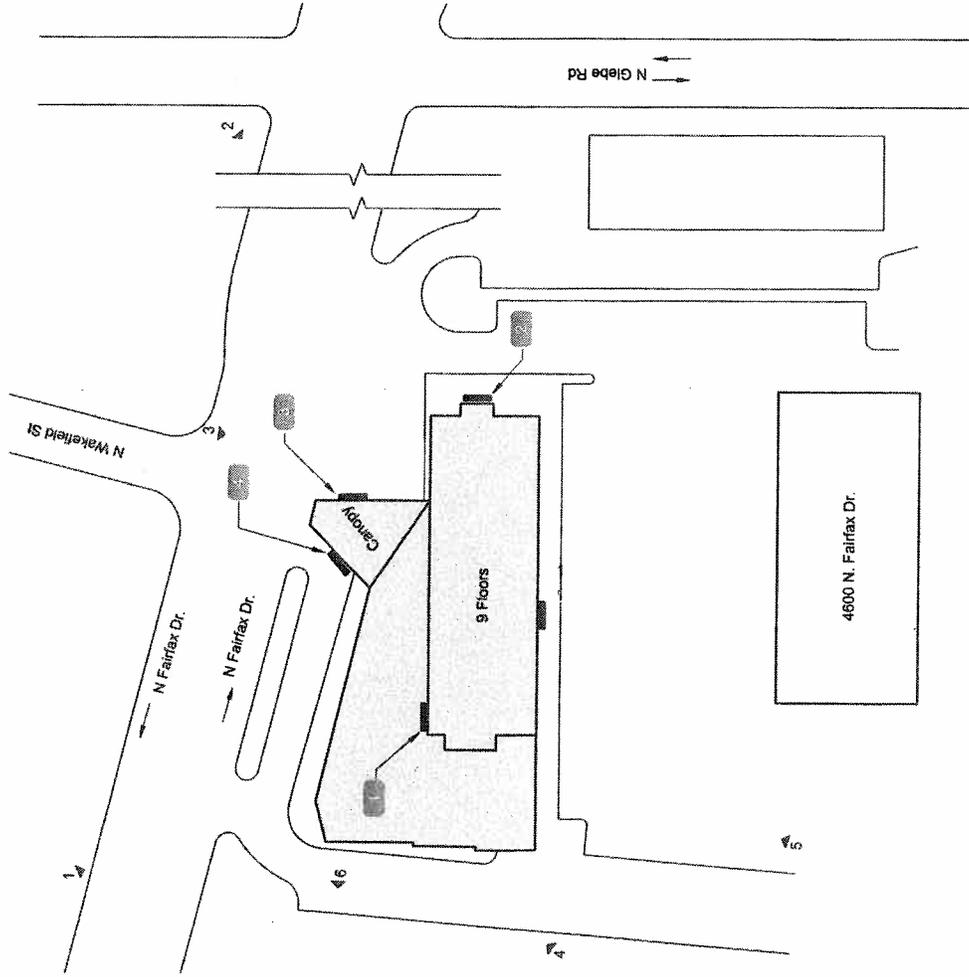
- Legend:**
- ▲ Camera Position
  - 1 Photograph Number
  - Sign Number

**Existing Signs**

- 18 ft. Script, Single-Line
- 27 ft. Script, Stacked
- 22 ft. Script, Single-Line
- 22 ft. Script, Single-Line

**Recommendations**

- Remove and Replace with New L-LM-3W Building Letters, Linear, w/3'-1" Monogram, White Faces
- Remove and Replace with New L-SM-9W Building Letters, Stacked, w/3'-1" Monogram, White Faces
- Remove and Replace with New L-LM-4W Building Letters, Linear, w/4'-1" Monogram, White Faces
- Remove and Replace with New L-LM-4W Building Letters, Linear, w/4'-1" Monogram, White Faces



**InterContinental Hotels Group**  
 Three Ravinia Drive  
 Suite 100  
 Atlanta, GA 30346-2149

**Holiday Inn**

**Comprehensive Sign Plan**

December 12, 2009

**Arlington At Ballston**  
 4610 N. Fairfax Dr  
 Arlington, VA 22203  
 Site Number: VA02681  
 Inn Code: WASFX

**Site Plan and Photo Key**  
 Scale: N.T.S.



2507 perimeter place dr. suite 201  
 nashville, tn 37214  
 phone 615 883 1661  
 fax 615 883 1703  
 web www.sigmgmt.com

Graphics shown are representative only. Use only approved artwork and graphics standards for final execution.  
 This is an original unpublished design, created by Sign Management, Inc. All rights reserved. No part of this document may be used except for the project to which they were developed, without owner approval. These documents are for design intent purposes and shall not be interpreted as a final design. The project manufacturer shall be responsible for all structural, electrical, and mechanical engineering.

Holiday Inn Arlington Ballston Comprehensive Sign Plan  
 4610 N. Fairfax Drive  
 Arlington, VA

**SIGNAGE CALCULATIONS**

Sign Number	Sign Type	Sign Height (FT)	Sign Length (FT)	Sign Area (SF)	Sign Area Above 35' (SF)	Sign Area Below 35' (SF)	Text	Location	
1	Bldg. Name	3'-1"	12'-8.75"	28	28	0	Holiday Inn	Building - North	
2	Bldg. Name	16'-0"	14'-5"	95.14	95.14	0	Holiday Inn	Building - East	
3	Bldg. Name	4'-1"	16'-10.25"	49	0	49	Holiday Inn	Canopy - East	
4	Bldg. Name	4'-1"	16'-10.25"	49	0	49	Holiday Inn	Canopy - West	
5	Light	1'-0"	10'-0"	10	0	10	n/a	Canopy Column	
6	Light	1'-0"	10'-0"	10	0	10	n/a	Canopy Column	
7	Light	1'-0"	65'-0"	65	65	0	n/a	Building - East	
8	Light	1'-0"	65'-0"	65	65	0	n/a	Building - North	
Subtotal (SF):					123.14	248			
Allowable (SF):					271	271			
under (over) SF:					147.86	23			



InterContinental Hotels Group

InterContinental Hotels Group  
Three Ravinia Drive  
Suite 100  
Atlanta, GA 30346-2149

Holiday Inn

**Comprehensive  
Sign Plan**

December 12, 2009

**Arlington At Ballston**  
4610 N. Fairfax Dr  
Arlington, VA 22203  
Site Number: VA02661  
Inn Code: WASFX

**Existing  
Site Photos**



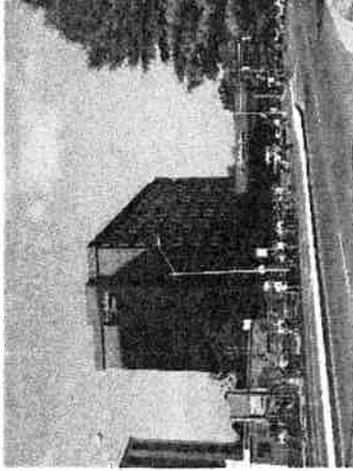
sign management consultants, inc.

2307 palmer place dr., suite 201  
nashville, tn 37214  
phone 615 865 1661  
fax 615 865 1703  
web www.signmgmt.com

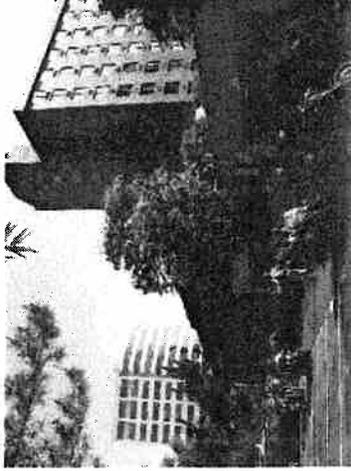
Graphics shown are representative only. Use only approved artwork and graphics standards for face decoration.

This is an original unpublished design, created by Sign Management Consultants, Inc. These drawings shall not be used except for the project in which they were developed without owner approval. These documents are for design intent purposes and shall not be interpreted as a final design. The drawings are subject to change without notice for all structural, electrical, and mechanical engineering.

**Photo 2**  
Approaching on Fairfax Dr.  
westbound.



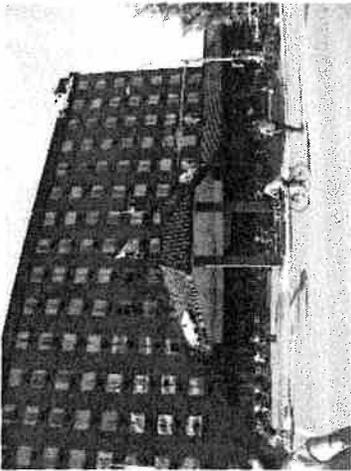
**Photo 4**  
Right side elevation.



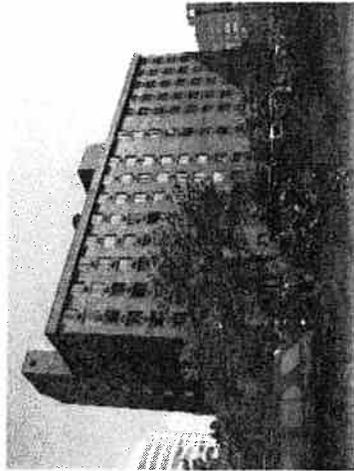
**Photo 1**  
Approaching on Fairfax Dr.  
eastbound, off I-66.



**Photo 3**  
Front elevation.



**Photo 5**  
Rear elevation.





**InterContinental Hotels Group**  
 Three Ravinia Drive  
 Suite 100  
 Atlanta, GA 30346-2149

**Holiday Inn**  
**Comprehensive**  
**Sign Plan**

December 12, 2009

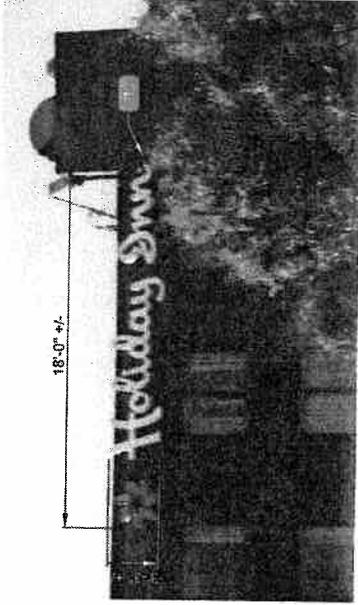
**Arlington At Ballston**  
 4610 N. Fairfax Dr  
 Arlington, VA 22203  
 Site Number: VA02681  
 Inn Code: WASFX

**Recommendation Drawing**

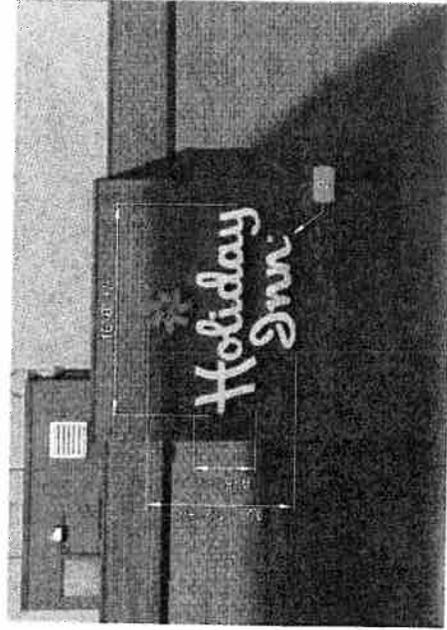


2501 Perimeter Place Dr., Suite 201  
 Nashville, TN 37214  
 phone 615 885 1661  
 fax 615 845 1703  
 web www.signmgmt.com

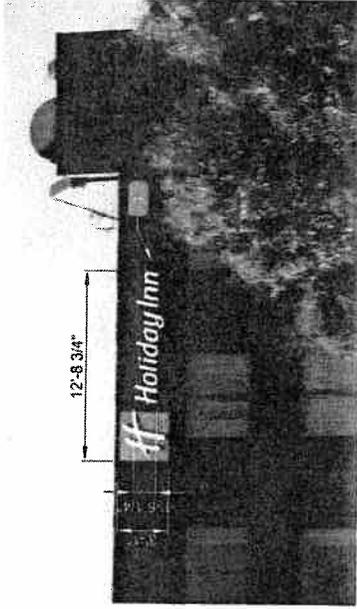
*Graphics shown are representative only. Use only approved artwork and graphics standards for final execution.*  
 This is an original unpublished design, created by Sign Management, Inc. These drawings shall not be used without the written consent of Sign Management, Inc. without owner approval. These documents are for design intent purposes and shall not be interpreted as a final design. The product manufacturer shall be responsible for all structural, electrical, and mechanical engineering.



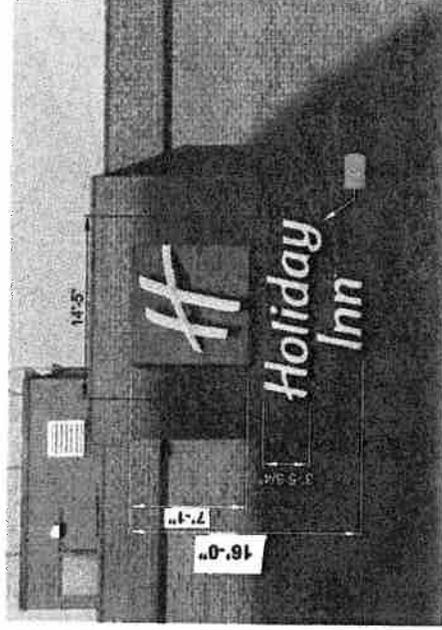
Existing Internally Illuminated 18 ft. Script Sign  
 (Approx. 59 sq. ft.)



Existing Internally Illuminated 27 ft. Script Sign  
 (Approx. 161 sq. ft.)



Proposed Internally Illuminated Linear Building Letters w/ 3'-1" Monogram  
 (28 sq. ft.)



Proposed Internally Illuminated Stacked Building Letters w/ 7'-1" Monogram  
 (95.14 sq. ft.)



InterContinental Hotels Group

Intercontinental Hotels Group  
Three Ravenna Drive  
Suite 100  
Atlanta, GA 30346-2149

Holiday Inn

**Comprehensive  
Sign Plan**

December 12, 2009

**Arlington At Ballston**

4610 N. Fairfax Dr  
Arlington, VA 22203  
Site Number: VA02681  
Inn Code: WAFX

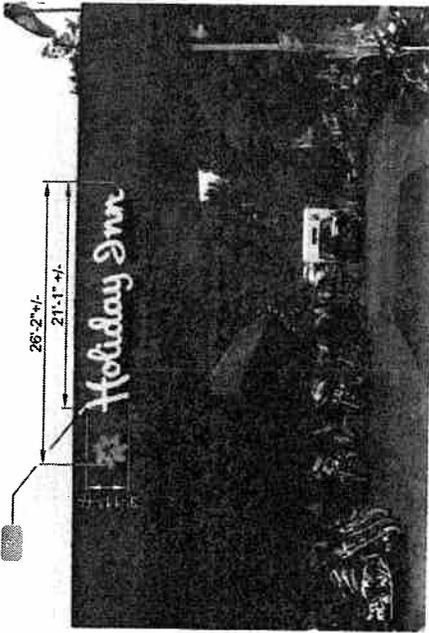
**Recommendation Drawing**



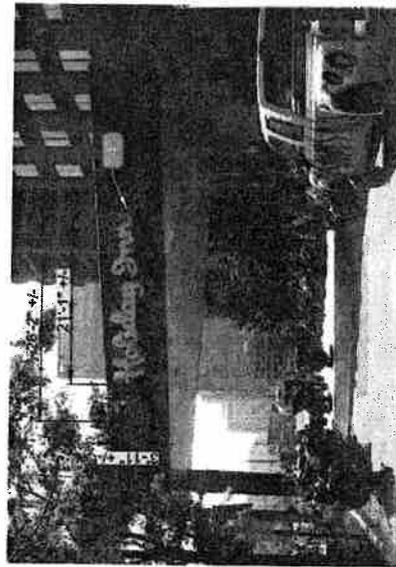
Sign Management Consultants, Inc.

2501 Centimeter Place Dr., Suite 201  
Capeville, VA 22714  
phone 615 885 1661  
fax 615 885 1700  
web www.sigmgmt.com

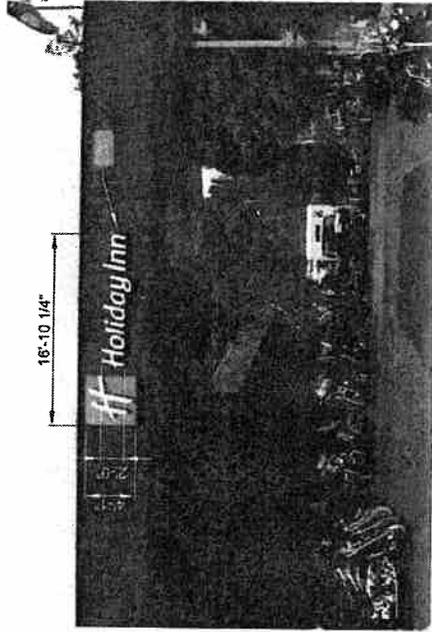
Graphics shown are representative only. Use only approved artwork and graphics standards for face decoration.  
This is an original unpublished design, created by Sign Management Consultants, Inc. These drawings shall not be used for any other project in which they were developed without written consent of the firm. The drawings are for intent purposes and shall not be interpreted as a final design. The product manufacturer shall be responsible for all structural, electrical, and mechanical engineering.



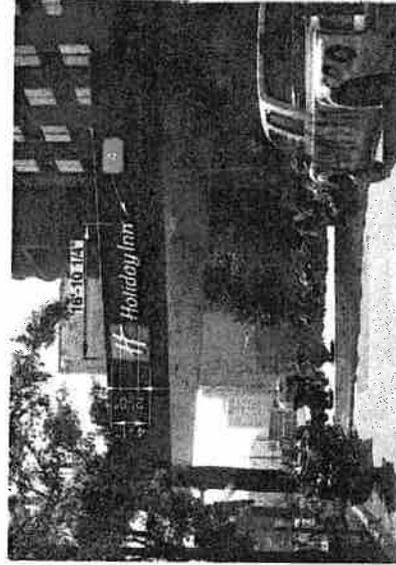
Existing Internally Illuminated 22 ft. Script Sign  
(Approx. 102 sq. ft.)



Existing Internally Illuminated 22 ft. Script Sign  
(Approx. 102 sq. ft.)



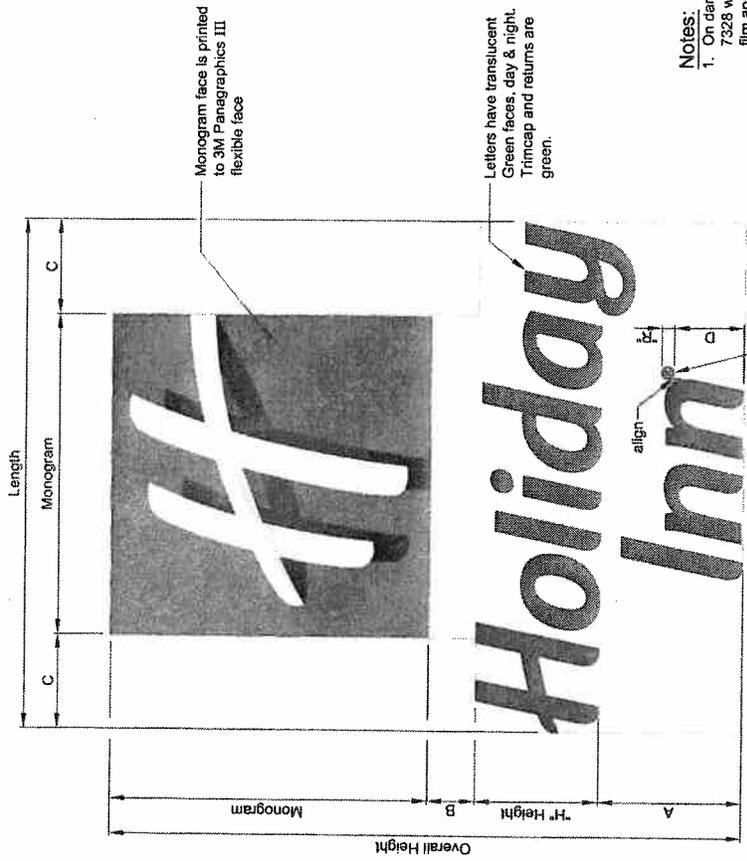
Proposed Internally Illuminated Linear Building Letters w/ 4'-1" Monogram  
(49 sq. ft.)



Proposed Internally Illuminated Linear Building Letters w/ 4'-1" Monogram  
(49 sq. ft.)

**Holiday Inn**  
 Comprehensive  
 Sign Plan  
 December 12, 2009

**Holiday Inn Stacked  
 Layout with Monogram**



**Elevation**

- Notes:**
1. On dark colored buildings, letters faces are 7328 white acrylic with Green translucent film applied second surface (White day / Green night).
  2. See Color & Materials Specifications drawing for decoration and material information.
  3. Registration symbol is not required for lettersets above the fourth floor.

"R" symbol is flat cut out alum., painted, with film decoration. See Registration Symbol Fabrication Drawing & Notes.

Monogram	"H" Height	Overall Height	Length	"R"	A	B	C	D
3'-1" [940]	1'-2" [588]	6'-1 1/4" [1861]	4'-11" [1489]	1 1/2" [38]	1'-4 3/4" [425]	5 1/2" [140]	11" [279]	8" [203]
4'-1" [1245]	1'-6 3/4" [479]	8'-1" [2464]	6'-8" [1981]	2" [51]	1'-10" [559]	7 1/4" [184]	1'-2 1/2" [368]	10 3/4" [273]
5'-1" [1548]	1'-11 1/2" [697]	10'-1" [3073]	8'-1" [2464]	2 1/2" [64]	2'-3 1/4" [692]	9 1/4" [239]	1'-6" [457]	1'-1 1/4" [337]
6'-1" [1852]	2'-4" [711]	12'-0 1/2" [3670]	9'-8" [2946]	3" [76]	2'-8 3/4" [832]	10 3/4" [273]	1'-9 1/2" [346]	1'-4" [406]
7'-1" [2156]	2'-8 1/2" [828]	14'-0" [4267]	11'-5" [3429]	3 3/8" [86]	3'-2" [895]	1'-0 1/2" [318]	2'-1" [635]	1'-8 1/2" [470]
8'-1" [2464]	3'-1" [940]	16'-0" [4877]	12'-10" [3912]	3 7/8" [98]	3'-7 1/2" [1105]	1'-2 1/2" [368]	2'-4 1/2" [724]	1'-9" [533]
9'-1" [2768]	3'-5 3/4" [1060]	18'-0" [5488]	14'-5" [4394]	4 3/8" [111]	4'-1" [1245]	1'-4 1/4" [413]	2'-8" [813]	1'-11 3/4" [803]
10'-1" [3073]	3'-10 1/4" [1175]	19'-1 1/2" [6083]	16'-0" [4877]	4 7/8" [124]	4'-6 1/4" [1378]	1'-5" [457]	2'-11 1/2" [902]	2'-2 1/4" [667]

\*Note: Area listed is based upon dashed line shown on elevation.

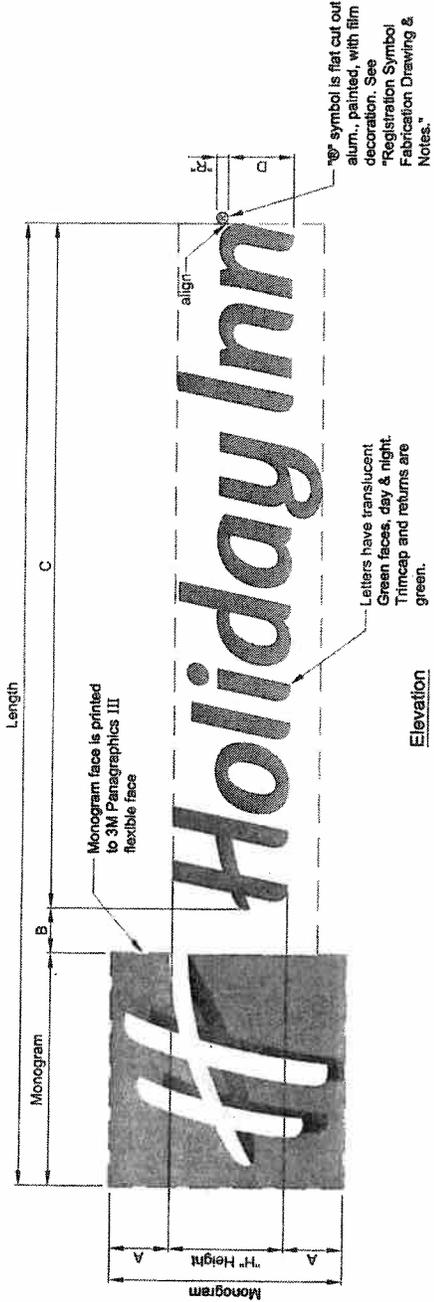
Request this size \*\*

**Holiday Inn**  
 Comprehensive  
 Sign Plan  
 December 12, 2009  
 Holiday Inn Linear Layout  
 with Monogram



sign management consultants, inc.  
 2501 perimeter place dr, suite 201  
 indianapolis, in 46214  
 phone 615.885.1661  
 fax 615.885.1703  
 web www.signmgmt.com

Graphics shown are representative only. Use only approved amount and graphic standards for final decoration.  
 This is an original unpublished design created by Sign Management Consultants, Inc. This design shall not be used except for the project in which they were developed without owner approval. These documents are for design intent purposes and shall not be construed as a contract. The manufacturer shall be responsible for all structural, electrical, and mechanical engineering.



Monogram	"H" Height	Length	"R"	A	B	C	D
3-1" [840]	1-3 1/4" [864]	12-3 3/4" [888]	1 7/8" [48]	9 3/8" [238]	7" [178]	9-0 3/4" [2782]	10 1/2" [267]
4-1" [1245]	2-0" [610]	16-10 1/4" [6137]	2 1/2" [64]	1-0 1/2" [318]	9 1/4" [235]	12-0" [3658]	1-1 3/4" [348]
5-1" [1548]	2-6" [762]	21-0" [6401]	3 1/8" [78]	1-3 1/2" [384]	1-0" [303]	14-11" [4647]	1-5" [432]
6-1" [1854]	3-0" [914]	25-1 1/2" [7658]	3 3/4" [95]	1-6 1/2" [470]	1-2" [506]	17-10 1/2" [5448]	1-8 1/2" [521]
7-1" [2160]	3-6" [1067]	29-3" [8915]	4 3/8" [111]	1-9 1/2" [546]	1-4 1/2" [419]	20-9 1/2" [6337]	2-0" [610]
8-1" [2464]	4-0" [1218]	33-4 1/2" [10173]	5" [127]	2-0 1/2" [622]	1-8 1/2" [470]	23-8" [7238]	2-3 1/4" [682]
9-1" [2769]	4-6 3/4" [1385]	37-6" [11480]	6 5/8" [149]	2-3 5/8" [702]	1-8" [633]	28-8" [8128]	2-6 1/2" [775]
10-1" [3073]	4-11 1/2" [1511]	41-7 1/2" [12887]	6 1/4" [159]	2-6 3/4" [781]	1-11" [694]	29-7 1/2" [9030]	2-10" [864]

\*Note: Area listed is based upon dashed line shown on elevation.

**Notes:**

- On dark colored buildings, letters faces are 7328 white acrylic with Green translucent film applied second surface (White day / Green night).
- See Color & Materials Specifications drawing for decoration and material information.
- Registration symbol is not required for lettersets above the fourth floor.

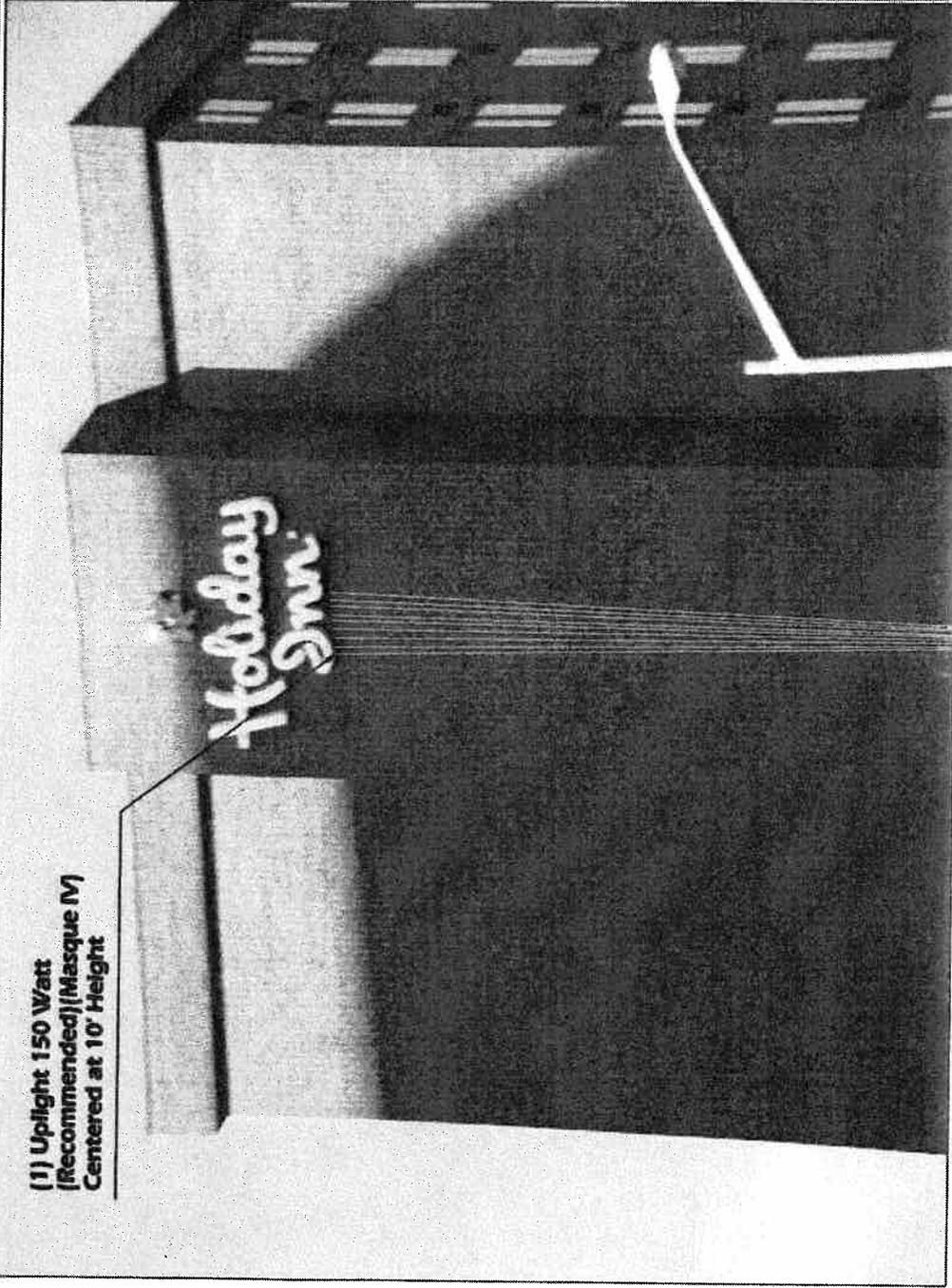
Request this size \*\*

Holiday Inn

Comprehensive  
Sign Plan

December 12, 2009

(1) Uplight 150 Watt  
(Recommended)/(Masque IV)  
Centered at 10' Height



MASQUE I  
MASQUE II

EXTERIOR  
ARCHITECTURAL  
LUMINAIRES  
FACADE LIGHTING PRECISION REFLECTORS  
CERAMIC METAL HALIDE / QUARTZ HALOGEN

Scott Longman, DBS

SUSTAINABLE  
MANAGEMENT  
SOLUTIONS, LLC

WASFX - Arlington, VA

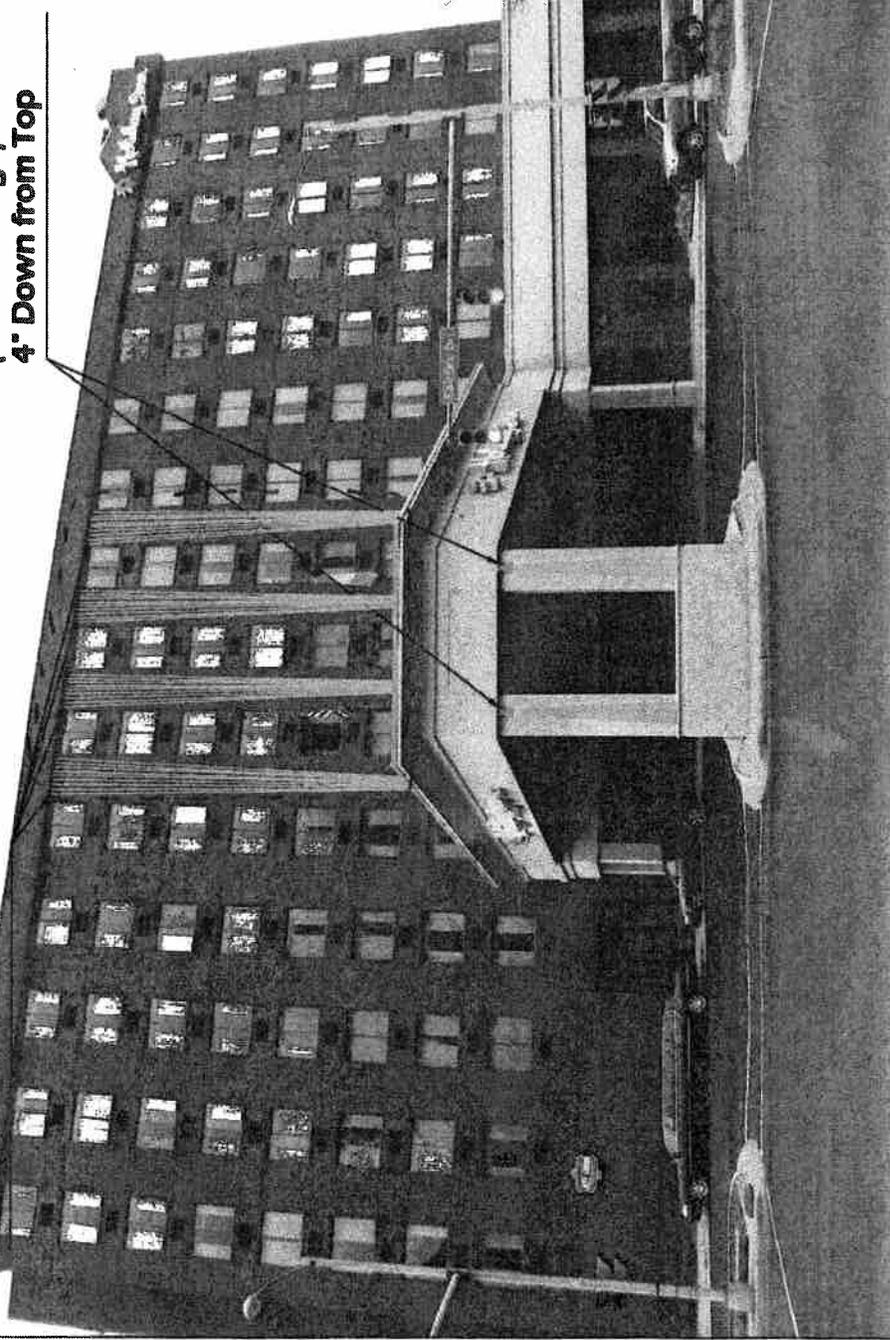
**Holiday Inn**

**Comprehensive  
Sign Plan**

December 12, 2009

**(1) Uplight 150 Watt  
(Base Package)(Masque M)  
Installed 6' Above Roof Line**

\*\*Location of uplight undetermined at this time;  
however one light will be installed  
in one of the potential locations shown below



EXTERIOR ARCHITECTURAL LUMINAIRES FACADE LIGHTING PRECISION REFLECTORS CERAMIC METAL HALIDE / QUARTZ HALOGEN	MASQUE I MASQUE II
Scott Longmire, SAIB	
SUSTAINABLE MANAGEMENT SOLUTIONS, LLC 277	
WASFX - Arlington, VA	

