



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of June 12, 2010**

DATE: June 3, 2010

SUBJECT: SP #346 SITE PLAN AMENDMENT REQUEST, for façade modifications and a comprehensive sign plan including rooftop signs at Potomac Yard Land Bay B; located at 2800, 2850 Potomac Ave., (RPC: 34-027-066).

Applicant:

Potomac Yards Acquisition LLC

By:

Martin D. Walsh, Attorney
2200 Clarendon Boulevard, 13th Floor
Arlington, Virginia 22201

C. M. RECOMMENDATION:

Approve the site plan amendment for façade modifications and a comprehensive sign plan including two (2) rooftop signs, at Potomac Yard Land Bay B, 2800, 2850 Potomac Ave., subject to all previous conditions and revised Condition #50.

ISSUES: This is a request for facade modifications (including lighting) and a comprehensive sign plan including rooftop signs at Potomac Yard Land Bay B. This item was deferred from the May Board meeting to allow the applicant to revise their rooftop sign request to remove one (1) sign thus reducing the proposed number of rooftop signs to two (2).

SUMMARY: This is a request for façade modifications (including lighting) and a comprehensive sign plan including rooftop signs at Potomac Yard Land Bay B in the Potomac Yard Phased Development Site Plan area. Land Bay B is proposed to have two hotels in one (1) structure on the same parcel of land, a Renaissance Hotel and a Residence Inn. The applicant proposes permanent building signs (excluding the proposed rooftop signs) totaling approximately 431 square feet; and two (2) rooftop signs, one (1) for the Renaissance Hotel and the other for the Residence Inn, totaling 441 square feet. The placement, size, and total area of signs proposed, including rooftop signs, are consistent with the *Potomac Yard Overall Sign Guidelines*, and the *Sign Guidelines for Site Plan Buildings*.

County Manager: MB/GA

County Attorney: CDM SM

Staff: Peter Schulz, DCPHD, Planning Division

PLA-5618

The façade modifications consist of optional non-sign vinyl window graphics that will cover kitchens and other back of house operations on the second floor where transparency is not a requirement. There is also one (1) window in the ground floor coffee shop the applicant requests to have non-sign window graphics in order to cover the coffee shop's office and storage. Staff also supports this request because the proposed graphics represent only 14% of the coffee shop's total ground floor windows, and the applicant still complies with Condition #34 that requires 50% total transparency from floor to ceiling and 80% transparency between three (3) feet and eight (8) feet above grade.

Finally, the applicant also proposes architectural lighting at the rooftop level facing the George Washington Parkway. The architectural lighting was suggested by staff at the post-approval façade review to add visual interest to that side of the building.

Therefore, staff recommends approval of the site plan amendment request for a comprehensive sign plan including two (2) rooftop signs, and façade modifications and architectural lighting, subject to all previous conditions and a revised Condition #50.

BACKGROUND: The subject property is a 625-room hotel building with 10,000 square feet of retail that will be divided into two (2) hotels, a Renaissance Hotel and a Residence Inn. The site plan was approved on December 18, 2007. Condition #50 of the site plan approval had the standard site plan language requiring a site plan amendment for rooftop signs, but a provision was also added for County Board approval of any façade lighting at a level above 35 feet. The discussions of the architecture during the site plan review included architectural lighting facing the George Washington Parkway as a way to provide visual interest on that façade as well as to illuminate a "false" top story that hides mechanical equipment.

The subject site plan request was deferred from the May 2010 County Board agenda at the applicant's request for additional time to revise their request.

The following provides more information about the site:

Site: The site consists of a hotel building under construction.

| | |
|---------------|--|
| To the north: | Across 27 th Street South, 2 Potomac Yard office building zoned "C-O-1.5", part of SP #346. |
| To the south | Future 29 th Street South right of way, future Potomac Yard Land Bay C office buildings (SP #346). |
| To the east: | Across Potomac Ave., railroad tracks (Zoned "C-O-1.5") and a National Park Service maintenance area zoned "M-1", both designated "Public" on the GLUP. |
| To the west: | Across Crystal Drive, a Courtyard By Marriott Hotel (SP #189), zoned "C-O", and designated on the GLUP 5/7 "High" Residential and 2/7 "High" Office-Apartment-Hotel. |

Zoning: The site is zoned "C-O-1.5" Commercial Office Building, Hotel and Apartment Districts.

Land Use: The subject site is designated 1/3 “Medium” Residential (up to 32-72 units/acre) and 2/3 “Low” Office-Apartment-Hotel (up to 1.5 F.A.R Office Density, up to 72 units/acre Apartment Density, and up to 110 units/acre Hotel Density) on the General Land Use Plan.

Neighborhood: The site is not located within an official Civic Association. The nearby Aurora Highlands Civic Association was notified but as of the date of this writing has not responded to staff’s request for comments. Citizens who have been involved in the Crystal City Sector Plan process have also been notified of this request, and there have been no comments to date.

DISCUSSION: The following table outlines additional detail on the proposed signs:

| Type of sign (quantity) | Sign area (per sign) | Text | Materials | Location |
|---|----------------------|--------------------------|--|---|
| RETAIL | | | | |
| Illy cafe (1) | 7 s.f. | Espressamente Illy | Vinyl window graphics | 2a on applicant’s exhibit (coffee shop window) |
| Illy café (1) | 4 s.f. | Illy | Stainless steel disk with red background | 2b (projecting sign on coffee shop front) |
| Illy café (1) | 15.6 s.f. | Espressamente Illy | Painted steel channel letter | 2c logo on sign band |
| Retail A (1) | 10.75 s.f. | TBD | Stainless steel channel letter | 9a on sign band |
| Retail A (2) | 12 s.f. | TBD | Vinyl on window | 9a on window |
| Retail B (1) | 32 s.f. | TBD | Stainless steel channel letter | 9b on sign band |
| Retail B (1) | 6 s.f. | TBD | Vinyl on window | 9b on window |
| Retail C (1) | 19 s.f. | TBD | Stainless steel channel letter | 9c on sign band |
| Retail C (3) | 18 s.f. | TBD | Vinyl on window | 9c on window |
| Freestanding Restaurant sign (1) | 18 s.f. | TBD | 3d Sculptural logo Sign with base | Restaurant outdoor entrance |
| BUILDING IDENTIFICATION | | | | |
| Renaissance Hotel Entry Canopy (1) | 24 s.f. | Renaissance | Stainless Steel Channel Letters | Above entrance canopy, Potomac Ave. |
| Renaissance Hotel Plaque (2) | 5 s.f. total | Renaissance Potomac Yard | Stainless Steel Plaques | At pedestrian entrance on Potomac Ave. |
| Residence Inn Entrance Canopy Letters (2) | 63 s.f. total | Residence Inn Marriott | Painted Stainless Steel Channel Letter | At entrance on corner of Potomac Ave. and 29 th Street |
| Residence Inn entrance plaque | 2.5 s.f. | Residence Inn Marriott | Stainless Steel Plaques | At pedestrian entrance 29 th Street |
| Renaissance Name sign (1) | 45.8 s.f. | Renaissance | Painted Stainless Steel channel letters, | South terrace |

| Type of sign (quantity) | Sign area (per sign) | Text | Materials | Location |
|---|----------------------|--|----------------------------------|---|
| OTHER | | | | |
| Loading dock (1) | 6.25 s.f. | Truck symbol | Stainless steel projecting disk. | At Potomac Ave. loading dock |
| Parking (1) | 20.5 s.f. | Parking | Painted stainless steel disks | At garage entrance on Potomac Ave. |
| Projecting Parking sign (1) | 6.25 s.f. | P | Stainless steel projecting disk | Next to garage entrance |
| Parking clearance bar (1) | 3.75 s.f. | CLEARANCE 8'2" | Vinyl applied to clearance bar | At garage entrance |
| "Lot Full" electronic sign (1) | 1.75 s.f. | FULL/OPEN | LED sign cabinet | At garage entrance |
| Taxi stand sign (2—one for each hotel) | 8 s.f. total | TAXI CALL | Stainless steel disk | One on Potomac Ave., one on 29 th Street. |
| Building-mounted Parking directional sign (1) | 4 s.f. | PARK and arrow | Stainless steel disk | Potomac Ave near Crystal Dr. |
| Building-mounted sign (1) | 4 s.f. | (No left turn) | Stainless steel disk | At garage exit |
| Vehicular wayfinding (3) | 28.125 s.f. | "Potomac Yard", hotel names, parking/loading | Painted Metal. | 1. At corner of Potomac Ave. and Crystal Drive. 2. At corner of 29 th Street and Crystal Drive. 3. At Corner of 29 th Street and Potomac Ave. |
| Pedestrian Wayfinding (1) | 9.375 s.f. | Map of Potomac Yard project | Painted Metal | Corner of Potomac Ave. and Crystal Drive |
| Total proposed sign area proposed: | 373 s.f. | | | |
| Total sign area permitted | 1,183 s.f. | | | |

Retail and Tenant Signs (excluding rooftop)

The applicant proposes a sign package for the hotel tenants and potential retail tenants totaling 373 square feet (including the wayfinding signs discussed below), well below the maximum permissible sign area by the Zoning Ordinance. The proposed sign package fulfils the goal of the *Potomac Yard Overall Sign Guidelines* (the "*Potomac Yard Guidelines*") to "establish a strong sense of place...while creating memorable addresses for individual tenants". (Please note that on the applicant's proposed sign package some of the proposed retail tenant signs are for illustrative purposes only and may not represent the actual tenant).

The most notable of the proposed retail tenant signs is the applicant's proposed freestanding "sculptural" restaurant identification sign. This is the only sign the applicant is proposing for the restaurant tenant. The *Potomac Yard Overall Sign Guidelines* do not address such non-

traditional freestanding signs. *The Sign Guidelines for Site Plan Buildings*, however, do address such signs in an addendum. The *Sign Guidelines* state that staff supports such signs in areas where there is substantial pedestrian activity and could support such signs where they “make a contribution to a lively streetscape, are located in a unified development under single ownership or control, are placed in a location where the sign contributes to the identity of the place, are placed in lieu of a traditional freestanding project identification sign, of a pedestrian oriented size (no more than six feet in any direction), are not illuminated, are not higher than six (6) feet above the ground, permanent (not a temporary sign), and will not impair visibility of vehicles or pedestrians”. The proposed sign meets all of these requirements; therefore, staff believes a non-traditional freestanding sign is justified in this case.

Rooftop Signs

The proposed rooftop signs include one (1) for the Residence Inn and one (1) for the Renaissance Hotel. None of the proposed rooftop signs face the George Washington Parkway or a residential area, which is consistent with the *Potomac Yard Guidelines*. The applicant will also agree to the usual requirement for a dimmer switch for the rooftop signs. Condition #50 of the approved site plan required that the applicant’s proposed signs be consistent with the *Potomac Yard Overall Sign Guidelines*, *The Sign Guidelines for Site Plan Buildings*, and Section 34 of the Zoning Ordinance. The proposed rooftop signs are indeed consistent with the *Guidelines* and Zoning Ordinance.

The following chart details the proposed rooftop signs:

| Sign Type (Quantity) | Area (Sq. ft) | Text | Location | Materials | Lit? Y/N |
|---|----------------------|--------------------------|--|---|-----------------|
| Renaissance | 336 | “Renaissance” | South façade, below roofline, where Crystal Drive and Potomac Ave. intersect | Channel letter | Y, internally |
| Residence Inn | 105 | “Residence Inn Marriott” | Below roofline, Facing 29 th Street | Painted Stainless Steel channel letters | Y, halo |
| Total rooftop sign area proposed | | 441 s.f. | | | |
| Total rooftop sign area permitted, based on linear frontage (s.f.) | | 1183 s.f. | | | |

Other Signs

The applicant also proposes one (1) freestanding pedestrian wayfinding and three (3) freestanding vehicular wayfinding signs. While staff policy is to discourage freestanding signs in site plan projects, the applicant’s proposed wayfinding signs conform to the size, placement, and number of wayfinding signs recommended for this site in the *Potomac Yard Guidelines*. One of the stated goals of the *Potomac Yard Guidelines* is to “create a lasting identity and provide wayfinding clarity”, and the *Guidelines* give examples of both pedestrian and vehicular wayfinding signage, and suggested locations of such signs. The applicant’s proposed vehicular

wayfinding signs reinforce the Potomac Yard identity while discreetly directing traffic to the hotel parking and loading areas. It is important to note that Crystal Drive is a one-way northbound street at this location, and the parking garage is located on the Potomac Avenue side of the building, necessitating a right turn on Potomac Avenue. It is anticipated that much of the traffic to the hotel will be traveling up Crystal Drive (one-way northbound) from where it branches off from Jefferson Davis Highway (vehicles coming from the Airport will also need to access the property from Jefferson Davis Highway). The proposed pedestrian wayfinding sign will match the existing pedestrian wayfinding signs elsewhere in Potomac Yard and will have a map of the overall Potomac Yard project and depict pedestrian pathways, notable sights, and transit stops among other things. The proposed freestanding wayfinding signs also have justification in the *Sign Guidelines for Site Plan Buildings*, where freestanding “directional” signs with tenant names on them may be permitted by the County Board, subject to the proposed freestanding directional signs being included in the comprehensive sign plan and must count towards the total permitted project sign area. The *Sign Guidelines* do not state a limit on how many such directional signs might be supported by staff, nor do the *Guidelines* recommend where such signs may be placed.

Façade Modifications

The applicant also proposes optional façade modifications in the form of non-sign decorative vinyl window graphics on the second floor on part of the Crystal Drive elevation, and in one (1) window of the ground floor coffee shop.

The proposed graphics on the second floor area will cover back-of-house kitchen areas of the hotels, and will cover a prep area and office for the coffee shop. The second floor has no transparency requirement and the graphics provide more visual interest than what is currently approved, which is opaque glass. The proposed graphics would not be signs because they will not be used to “direct, identify or inform” but would have to remain purely decorative.

On the ground floor, the applicant proposes to cover one (1) window of the coffee shop to cover prep areas and an office for the coffee shop, areas that staff has found it is desirable to obscure from passers-by. The applicant proposes a window treatment of gradient film that will gradually be more transparent as it goes upwards. All of the other coffee shop ground floor windows will remain transparent according to the requirements of the site plan. The applicant agrees to a condition that the proposed graphics shall be not lighted, not be used to direct, identify or inform, and not have logos or text or refer to goods and services. They are therefore not considered to be signs by the terms of the Zoning Ordinance. Staff also supports this request because the proposed graphics represent only 14% of the coffee shop’s total ground floor windows, and the applicant still complies with Condition #34 that requires 50% total transparency from floor to ceiling and 80% transparency between three (3) feet and eight (8) feet above grade.

Architectural Lighting

Finally, the applicant requests approval of architectural lighting on the east (Parkway) façade of the building above 35 feet. The lighting will be white, and will not change color or intensity. The proposed façade lighting was discussed with staff during the review of the proposed façade of the building as a way to add visual interest to what would otherwise be a dark side of the building. The light in the “tower” on the far left of the illustration (attached in applicant’s

exhibit titled "Proposed Façade Lighting Package" prepared by Cooper Carry and dated March 15, 2010) will be internal in a false top floor that hides mechanical equipment and would otherwise be always dark. The applicant agrees to have a dimmer switch attached to these lights. The other architectural lighting will be the backlighting of six (6) "fins" toward the top of the east façade, in a 5/8"-wide strip, 100 feet above grade. The applicant states they are unable to attach a dimmer to these lights, but staff believes that the small width, and the fact that the lights only face the Environmental Protection Agency office building (and not residential uses), the lights are unlikely to cause problems. The applicant, however, agrees to a condition that if they are determined to have an adverse effect on residential uses they will take measures to dim the lights. Because the architectural lighting will be neutral and diffuse, and was discussed with staff at the time of the post-approval façade review as a way to add visual interest, the proposed lighting was determined by the Zoning Administrator to not be a "sign".

CONCLUSION: The applicant's proposed comprehensive sign plan, including the proposed rooftop signs and proposed wayfinding signs, conform to the *Potomac Yard Overall Sign Guidelines* and the *Sign Guidelines for Site Plan Buildings*. Therefore, staff recommends approval of the proposed comprehensive sign plan subject to all previous conditions and an amended Condition #50:

Proposed amended condition:

50. ~~The developer agrees to develop and submit a comprehensive sign plan that is consistent with the approved Potomac Yard Overall Sign Guidelines. All exterior signs (including identification and directional signage) shall be consistent with the approved Potomac Yard Overall Sign Guidelines, the guidelines contained in "Sign Guidelines for Site Plan Buildings" and with Section 34 of the Zoning Ordinance. No sign permits will be issued until a comprehensive sign plan for the final site plan for Land Bay B is approved by the County Board. The developer agrees to obtain approval from the County Board of the comprehensive sign plan before the issuance of the first Certificate of Occupancy. All proposed rooftop signs and rooftop façade lighting, defined as all signs and exterior lighting illumination that are 35 feet or more above the ground, shall require a site plan approval or amendment.~~
 - a. The developer agrees that all project signs except for rooftop signs shall be consistent with the comprehensive sign plan entitled "Potomac Yard Renaissance & Residence Inn Comprehensive Sign Plan" prepared by Cooper Carry and dated May 3, 2010, with revisions dated May 19, 2010 and May 21, 2010; and approved by the County Board on June 12, 2010. The developer further agrees that all signs shall be of the number, size, location, design, materials, and structure shown on the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance. The total project sign excluding rooftop signs area shall not exceed 373 square feet. The developer further agrees that the proposed rooftop signs as shown on a document entitled "Potomac Yard Renaissance & Residence Inn Comprehensive Sign Plan" prepared by Cooper Carry and dated May 3, 2010, with revisions dated May 19, 2010 and May 21, 2010; and approved

by the County Board on June 12, 2010. The total rooftop sign area shall not exceed 441 square feet.

- b. The developer agrees that rooftop façade lighting shall be as shown on applicant's exhibit titled "Potomac Yard Renaissance and Residence Inn Proposed Façade Lighting Package prepared by Cooper Carry and dated March 15, 2010 and approved by the County Board on June 12, 2010.
- c. The developer agrees that 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 a sign to meet field conditions (less than 1 foot in any direction); or (ii) a minor change in the area of an individual sign (less than 5%).
- d. The developer agrees that the vinyl graphics as shown on the exhibits titled "Optional Decorative Vinyl Window Graphics" and "Sign 2d" prepared by Cooper Carry and dated May 3, 2010 and approved by the County Board on June 12, 2010, shall be noncommercial, shall not be used to direct, identify or inform the public and shall be purely decorative. They shall not have text or corporate logos, and shall neither advertise nor refer to products or services that are for sale on- or off-site. They may be changed periodically subject to the above condition.
- e. The developer agrees that the proposed freestanding signs shall not be placed in such a way as to constitute a visual obstruction to vehicles as defined in the Zoning Ordinance Section 32.D.4.
- f. The developer agrees to install a rheostat or other appropriate variable resistor to the proposed rooftop signs and proposed rooftop lighting (with the sole exception of the six [6] 5/8"-wide fin lights on the east facade) that will allow the developer to adjust (decrease) the rooftop signs' or rooftop lighting's intensity. The developer further agrees that if the County Manager finds that the intensity of the rooftop signs has an adverse effect on the surrounding area, the developer will, within 24 hours notice from the County Manager, 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. The applicant further agrees that should the architectural lights be found by the County Manager as having an adverse affect on residential property owners or renters in the surrounding area, the developer will work with the County Manager to reduce the intensity so the lights no longer have an adverse affect and such solution shall be approved administratively.

PREVIOUS COUNTY BOARD ACTIONS (Land Bay B ONLY):

October 21, 2000

South Tract: Approved a General Land Use Plan (GLUP) Amendment to a striped pattern of 1/3 "Medium" Residential (37-72 units/acre) and 2/3 "Low" Office-Apartment-Hotel, with Note 18.

Approved Amendments to the Master Transportation Plan, including Part I to add public streets and designate several streets as private; Arlington Bicycle Plan to add on-street bike lanes; Arlington County Pedestrian Transportation Plan to add a pedestrian corridor; and establishment of a transitway.

Approved a rezoning from "M-1" to "C-O-1.5".

Approved a Phased Development Site Plan for a mixed use office, retail, hotel and residential development.

Adopted a resolution affirming Arlington County's commitments to developing transit facilities to provide high quality local transit service in the Jefferson Davis Corridor and facilitating traffic movements between U.S. 1 in Arlington and Potomac Avenue.

North Tract: Approved a General Land Use Plan (GLUP) Amendment for the area north of 6th Street South, from "Service Industry" to "Public".

Approved a General Land Use Plan (GLUP) Amendment for the area south of 6th Street from "Service Industry" to "Low" Office-Apartment-Hotel.

April 20, 2002

Approved a Preliminary Infrastructure Plan (PIP) for the Potomac Yard PDSP.

April 21, 2007

Approved a PDSP Amendment to convert office to residential in Land Bay D-West, to increase the maximum permitted residential units to 1,548 units, and to reallocate and convert densities within and

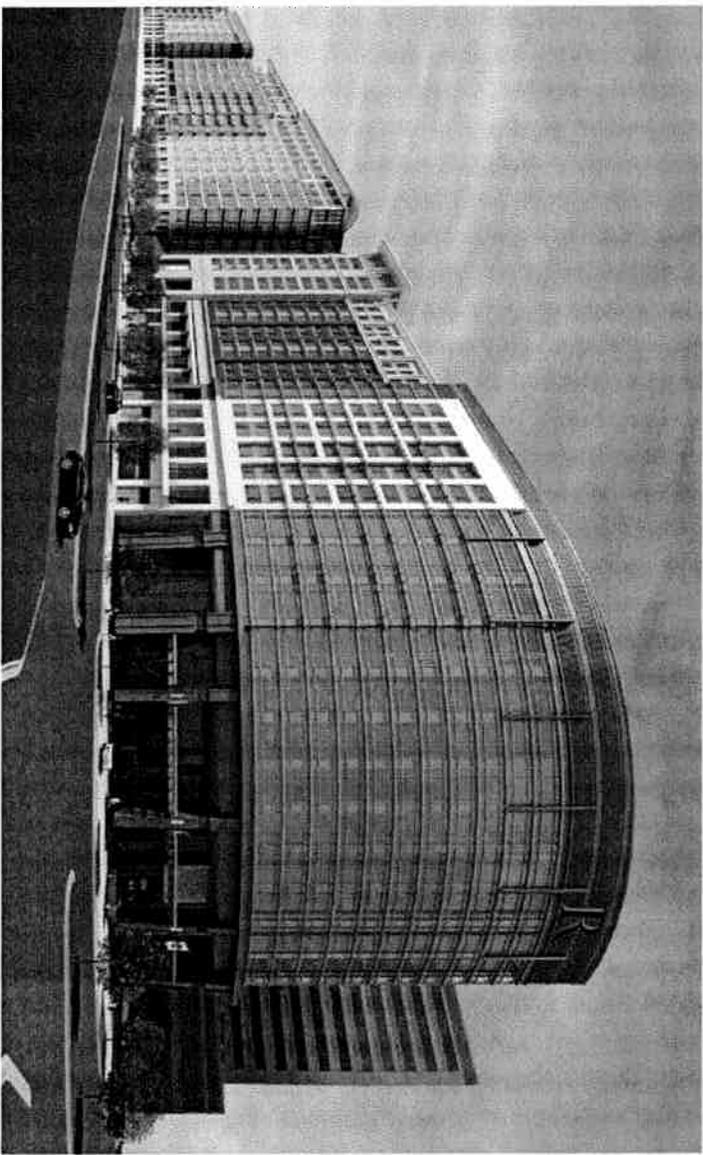
between Land Bays B, C, D-East, D-West and E-West, subject to amended PDSP Condition #4.

December 18, 2007

Approved final site plan to construct approx. 625 hotel rooms, approx 10,000 sq ft retail with modification of use regulations for exclusion of storage area from gross floor area, parking ratio; (Land Bay B, RPC #34-027-066).

April 28, 2009

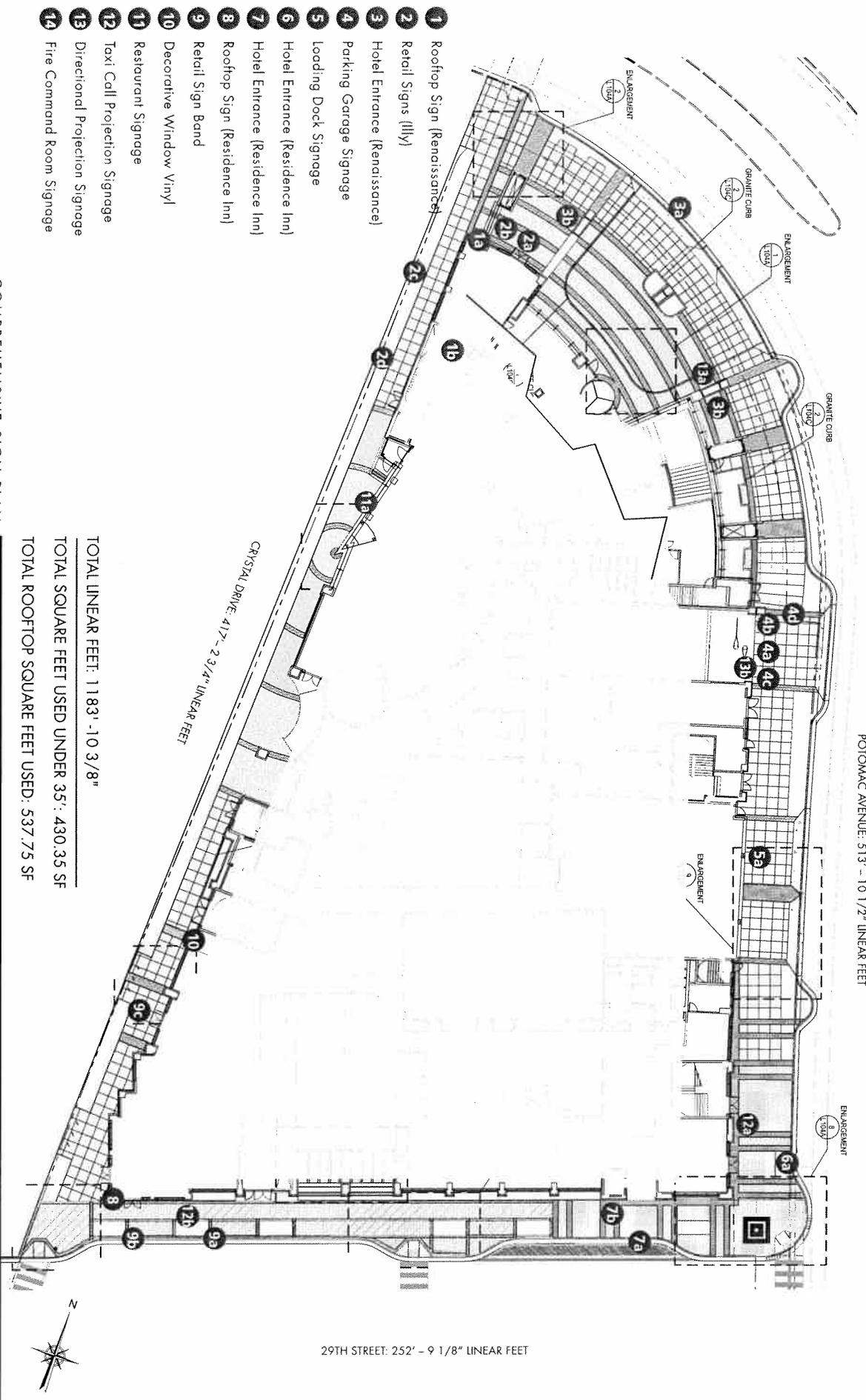
Approved a site plan amendment to conditions #34 and #69.b (Land Bay B).



POTOMAC YARD RENAISSANCE & RESIDENCE INN
COMPREHENSIVE SIGN PLAN
DESIGN DEVELOPMENT



MAY 3, 2010



- 1 Rooftop Sign (Renaissance)
- 2 Retail Signs (illy)
- 3 Hotel Entrance (Renaissance)
- 4 Parking Garage Signage
- 5 Loading Dock Signage
- 6 Hotel Entrance (Residence Inn)
- 7 Hotel Entrance (Residence Inn)
- 8 Rooftop Sign (Residence Inn)
- 9 Retail Sign Band
- 10 Decorative Window Vinyl
- 11 Restaurant Signage
- 12 Taxi Call Projection Signage
- 13 Directional Projection Signage
- 14 Fire Command Room Signage

COMPREHENSIVE SIGN PLAN
SIGN LOCATION PLAN

TOTAL LINEAR FEET: 1183' - 10 3/8"
 TOTAL SQUARE FEET USED UNDER 35': 430.35 SF
 TOTAL ROOFTOP SQUARE FEET USED: 537.75 SF

ph.gd
 Patricia Hord, Geophila Design
 111 South Alfred Street
 Alexandria, Virginia 22314

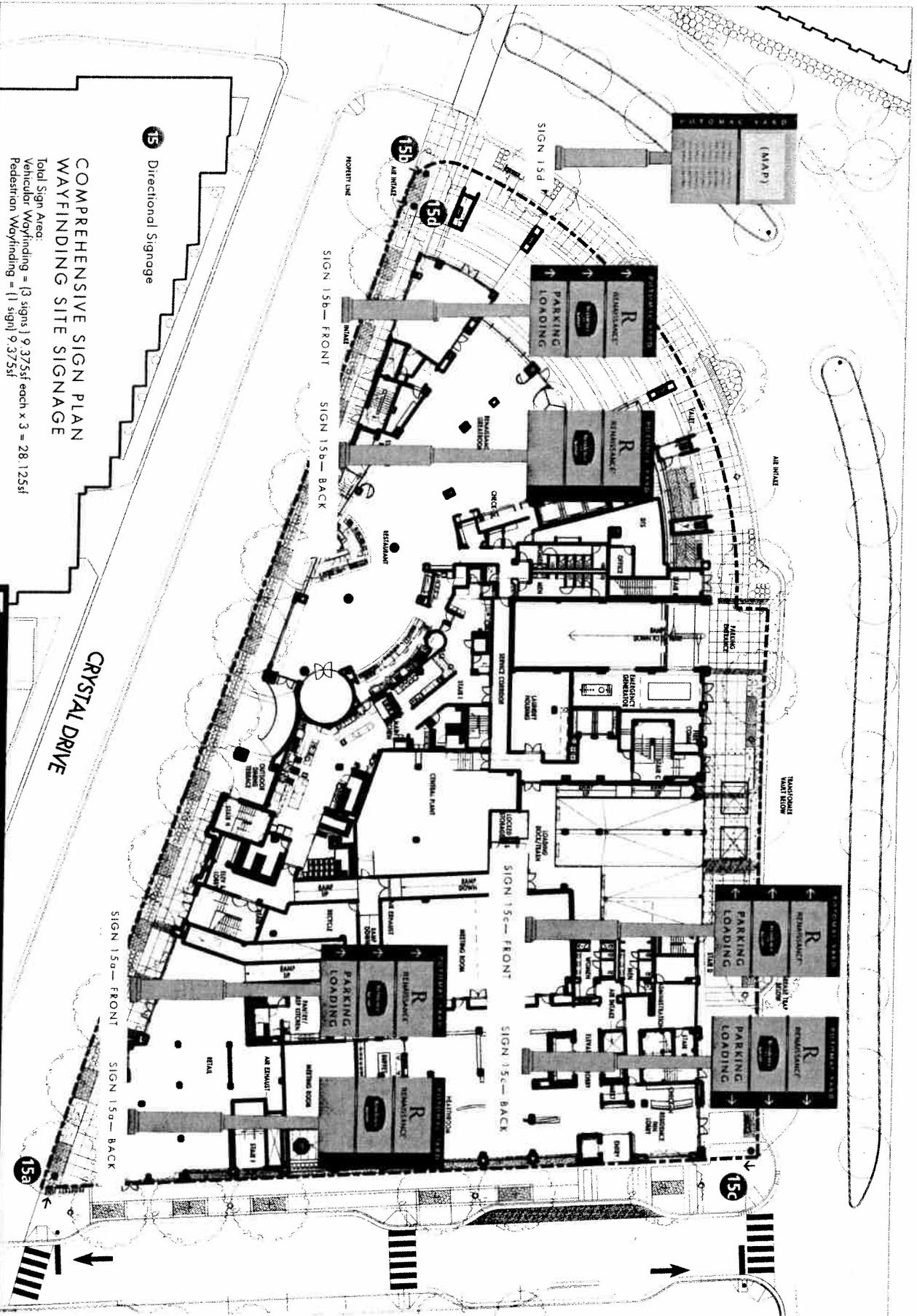
Renaissance & Residence Inn
 Feinberg Yard Comprehensive Sign Plan
 Design Development

Done: May 3, 2010
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29TH STREET: 252' - 9 1/8" LINEAR FEET

POTOMAC AVENUE: 513' - 10 1/2" LINEAR FEET





**COMPREHENSIVE SIGN PLAN
WAYFINDING SITE SIGNAGE**

Total Sign Area:
 Vehicular Wayfinding = (3 signs) 9 375sf each x 3 = 28 125sf
 Pedestrian Wayfinding = (1 sign) 9 375sf

15 Directional Signage

CRYSTAL DRIVE

ph.gcd
 PARTICLE HERD GROUP
 1750 S. 10th Street
 Phoenix, AZ 85006
 Phone: 602.426.2211
 Fax: 602.426.2212
 Website: www.phgcd.com

Particle Herd Group
 Architecture & Interiors Design
 Wayfinding and Comprehensive Signage
 Design Development

Date: May 15, 2019
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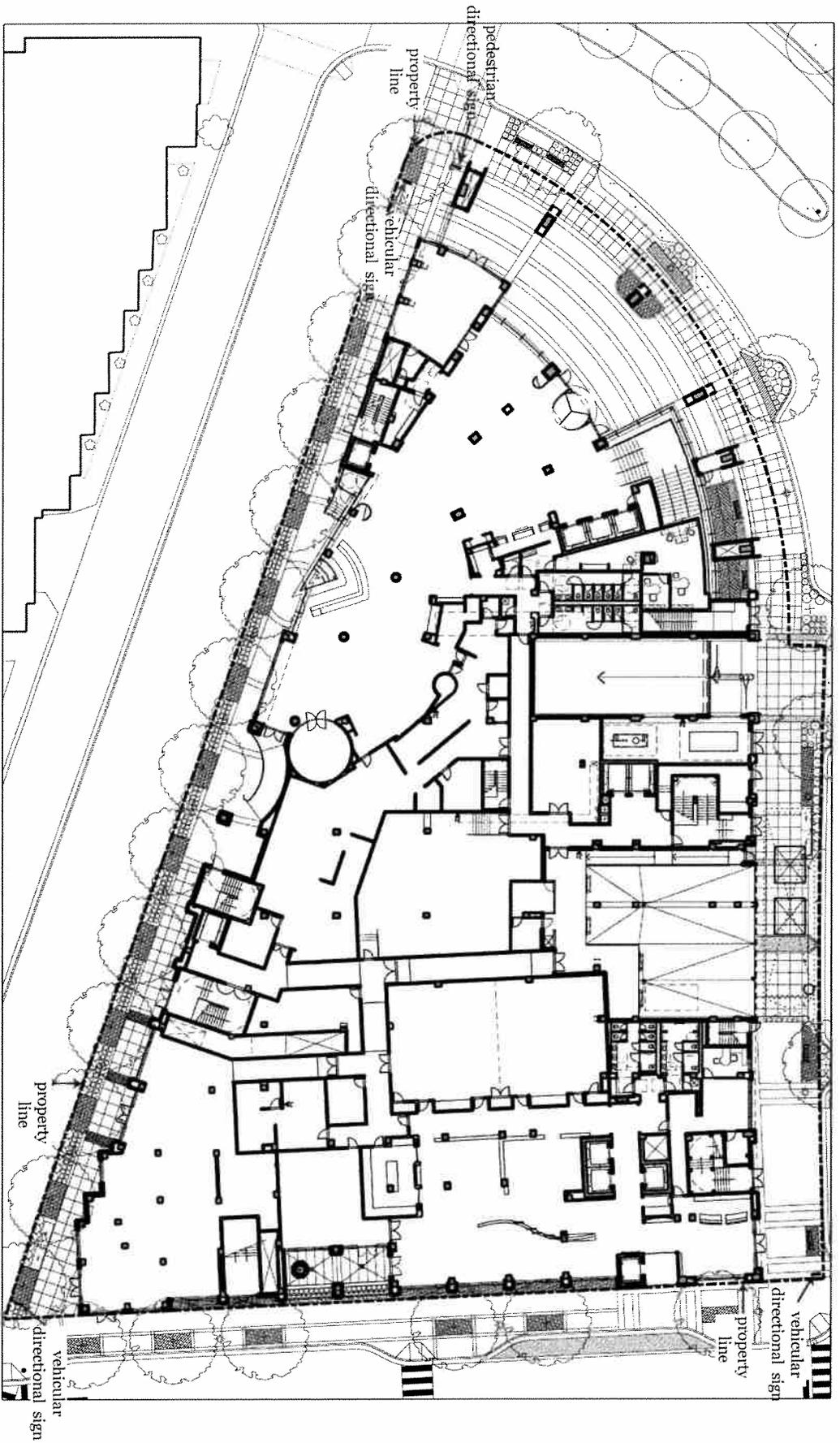


exhibit a - wayfinding site signage



potomac yard - renaissance & residence inn
 may 3, 2010



Marriott
 HOTELS · RESORTS · SUITES

COMPREHENSIVE SIGN PLAN
SIGNAGE MESSAGE SCHEDULE

| LOCATION | PAGE(S) | SIGN TYPE | MESSAGE | MATERIAL | ILLUMINATION | SIZE | SIGN AREA |
|--------------------------------------|------------|--|----------------------------------|---|----------------------------|-------------------|-------------|
| ROOFTOP | 8, 9, 10 | Rooftop Sign (Renaissance) | Renaissance Logo | Stainless Steel Channel Letters | Internal Illumination | 12'-6" x 16'-0" | 280 sq ft |
| 1a | 31 | Rooftop Sign (Residence Inn) | Morriot, Residence Inn | Painted Stainless Steel Channel Letters | Halo-Illumination | 38'-0" x 2'-9" | 104.5 sq ft |
| TOTAL | | | | | | | 384.5 sq ft |
| <i>Will be changed by applicator</i> | | | | | | | |
| BELOW 35' | 11 | Rooftop Sign (Renaissance) | Renaissance Type | Stainless Steel Channel Letters | Internal Illumination | 22'-0" x 25" | 45.8 sq ft |
| 1b | 12 | Retail Tenant Signage | Espresso/ment Illy | Vinyl applied to glass window | None | 7'-0" x 12" | 7 sq ft |
| 2a | 13, 32 | Retail Projection Mounted Sign | Espresso/ment Illy | Stainless Steel disk with red background | Halo-Illuminated logo | 24" x 24" | 4 sq ft |
| 2b | 14, 15 | Retail Tenant Sign Band Logo | Espresso/ment Illy | Painted Stainless Steel Channel Letter | Halo-lighting | 11'-9" x 1'-6" | 15.0 sq ft |
| 2c | 17, 18, 19 | Renaissance Hotel Entry Canopy Letters | RENAISSANCE | Painted Stainless Steel Channel Letter | Halo-lighting | 16'-0" x 1'-8" | 24 sq ft |
| 3a | 5, 6 | Renaissance Entrance Plaque | Logo: Renaissance; Petromac Yard | Stainless Steel Plaque with dimensional letters | None | 24" x 7 1/2" (2x) | 12.5 sq ft |
| 3b | 20, 21 | Parking Entrance Sign | PARKING | Painted Stainless Steel disks | Halo-lighting | 12'-6" x 19 1/2" | 20.5 sq ft |
| 4a | 20, 22 | Parking Projection Mounted Sign | CLEARANCE 8'2" | Stainless Steel disk | Halo-Illuminated "P" | 30" x 30" | 6.25 sq ft |
| 4b | 20 | Clearance Bar | FULL / OPEN | Vinyl applied to headocche bar | None | 7'-6" x 6" | 3.75 sq ft |
| 4c | 20, 23 | "Lot Full" Sign | FULL / OPEN | LED Sign Cabinet | LED | 18" x 14" | 1.75 sq ft |
| 5a | 24 | Loading Dock Projection Mounted Sign | (Truck Graphic) | Stainless Steel disk | Halo-Illuminated graphic | 30" x 30" | 6.25 sq ft |
| 6a | 25, 26 | Residence Inn Hotel Entry Canopy Letters | Morriot RESIDENCE INN | Painted Stainless Steel Channel Letter | Halo-lighting | 21'-0" x 1'-8" | 31.5 sq ft |
| 7a | 27 | Residence Inn Hotel Entry Canopy Letters | Residence Inn, Morriot | Painted Stainless Steel Channel Letter | Halo-lighting | 21'-0" x 1'-8" | 31.5 sq ft |
| 7b | 7 | Entrance Plaque | Residence Inn, Morriot | Stainless Steel Plaque with dimensional letters | None | 24" x 15" | 2.5 sq ft |
| 9a | 28 | Retail Tenant Sign Band Logo | (Tenant TBD) | Vinyl applied directly to glass window | Halo-lighting | 8'-0" x 1'-6" | 10.75 sq ft |
| 9a | 28 | Retail Tenant Window Logo | (Tenant TBD) | Vinyl applied directly to glass window | None | 24" x 36" (2x) | 17.28 sq ft |
| 9b | 28 | Retail Tenant Sign Band Logo | (Tenant TBD) | Painted Stainless Steel Channel Letter | Halo-lighting | 24" x 16" | 3.2 sq ft |
| 9b | 28 | Retail Tenant Window Logo | (Tenant TBD) | Vinyl applied directly to glass window | None | 24" x 36" | 6 sq ft |
| 9c | 29, 30 | Retail Tenant Sign Band Logo | (Tenant TBD) | Painted Stainless Steel Channel Letter | Halo-lighting | 14'-0" x 1'-6" | 19 sq ft |
| 9c | 29 | Retail Tenant Window Logo | (Tenant TBD) | Vinyl applied directly to glass window | None | 24" x 36" (3x) | 18 sq ft |
| 11a | 33, 34 | Restaurant ID Freestanding Sign | TAXI CALL | 3D Sculptural logo sign with base | None | 3'-0" x 6'-0" | 18 sq ft |
| 12 | 32, 35 | Projection Mounted Sign | TAXI CALL | Stainless Steel disk | Halo-Illuminated perimeter | 24" x 24" (2x) | 8 sq ft |
| 13a | 32 | Projection Mounted Sign | PARK (arrow right) | Stainless Steel disk | Halo-Illuminated perimeter | 24" x 24" | 4 sq ft |
| 13b | 32 | Projection Mounted Sign | (No left turn) | Stainless Steel disk | Halo-Illuminated perimeter | 24" x 24" | 4 sq ft |



Patricia Herd, Graphic Design
11 South 40th Street
Aurora, Virginia 22214

Entrepreneur & Key Branding
Patricia Herd, Graphic Design
Design Development

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| LOCATION | PAGE(S) | SIGN TYPE | MESSAGE | MATERIAL | ILLUMINATION | SIZE | SIGN AREA |
|-----------|---------|---|--|---|--------------|-------------|--------------|
| 15a Front | 36, 2 | Vehicular Directional Sign Post-mounted | (arrow up) Renaissance (arrow up) Residence Inn, Marriott (arrow up) Parking (arrow up) Loading | Painted metal sign w/ stainless accents & applied graphics | None | 2'9" x 3'9" | 9.375 sq ft |
| 15a Back | | | Renaissance Palmac Yard Residence Inn, Marriott | Painted metal sign w/ stainless accents & applied graphics | None | 2'9" x 3'9" | |
| 15b Front | 36, 2 | Vehicular Directional Sign Post-mounted | (arrow right) Renaissance (arrow right) Residence Inn, Marriott (arrow right) Parking (arrow right) Loading | Painted metal sign w/ stainless accents & applied graphics | None | 2'9" x 3'9" | 9.375 sq ft |
| 15b Back | | | (arrow left) Renaissance (arrow left) Residence Inn, Marriott (arrow left) Parking (arrow left) Loading | Painted metal sign w/ stainless accents & applied graphics | None | 2'9" x 3'9" | |
| 15c Front | 36, 2 | Vehicular Directional Sign Post-mounted | (arrow left) Renaissance (arrow left) Residence Inn, Marriott (arrow left) Parking (arrow left) Loading | Painted metal sign w/ stainless accents & applied graphics | None | 2'9" x 3'9" | 9.375 sq ft |
| 15c Back | | | (arrow right) Renaissance (arrow right) Residence Inn, Marriott (arrow right) Parking (arrow right) Loading | Painted metal sign w/ stainless accents & applied graphics | None | 2'9" x 3'9" | |
| 15d Front | 37, 2 | Pedestrian Directional Sign Post-mounted | (map) (listing) | Painted metal sign w/ stainless accents & applied graphics | None | 2'9" x 3'9" | 9.375 sq ft |
| 15d Back | 37, 2 | Pedestrian Directional Sign Post-mounted | (map) (listing) | Painted metal sign w/ stainless accents & applied graphics | None | 2'9" x 3'9" | |
| TOTAL | | | | | | | 372.15 sq ft |

COMPREHENSIVE SIGN PLAN
SIGNAGE MESSAGE SCHEDULE



ph.gd
Partis Hard Graphics Design
111 South Silver Street
Alhambra, CA 91804-2214

Renaissance & Residence Inn
Palmac Yard (Cerritos) Signage
Design Development

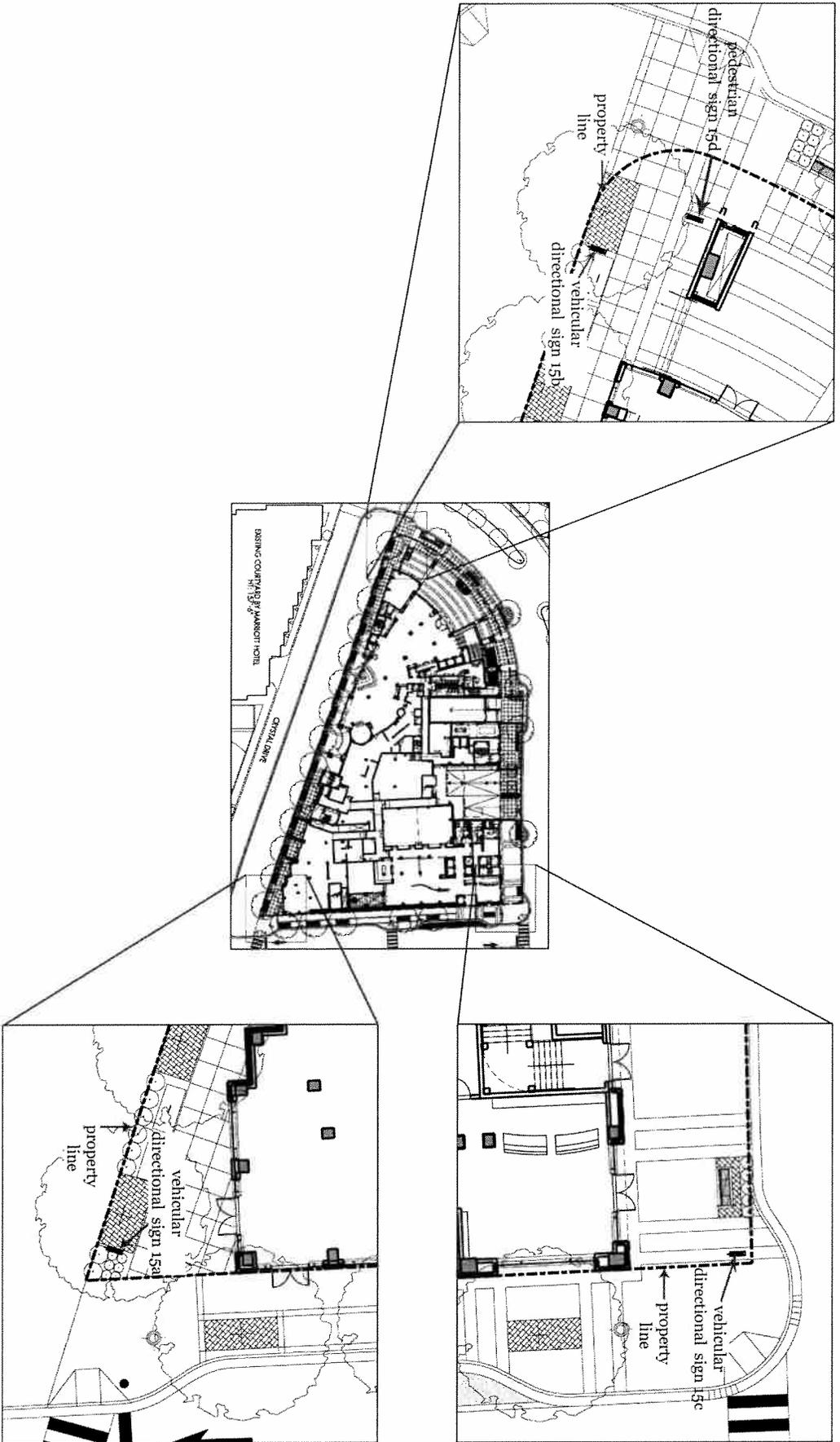
Date: May 21, 2015
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exhibit b - wayfinding site signage

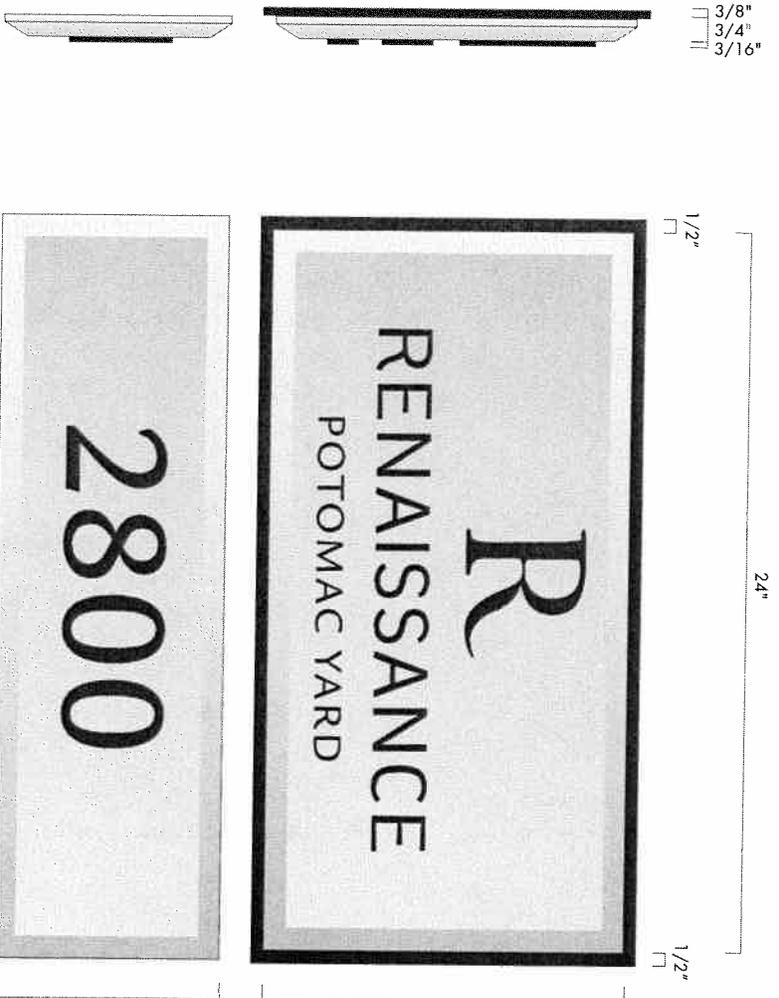


potomac yard - renaissance & residence inn

may 3, 2010



3/8"
3/4"
3/16"



SIDE VIEW



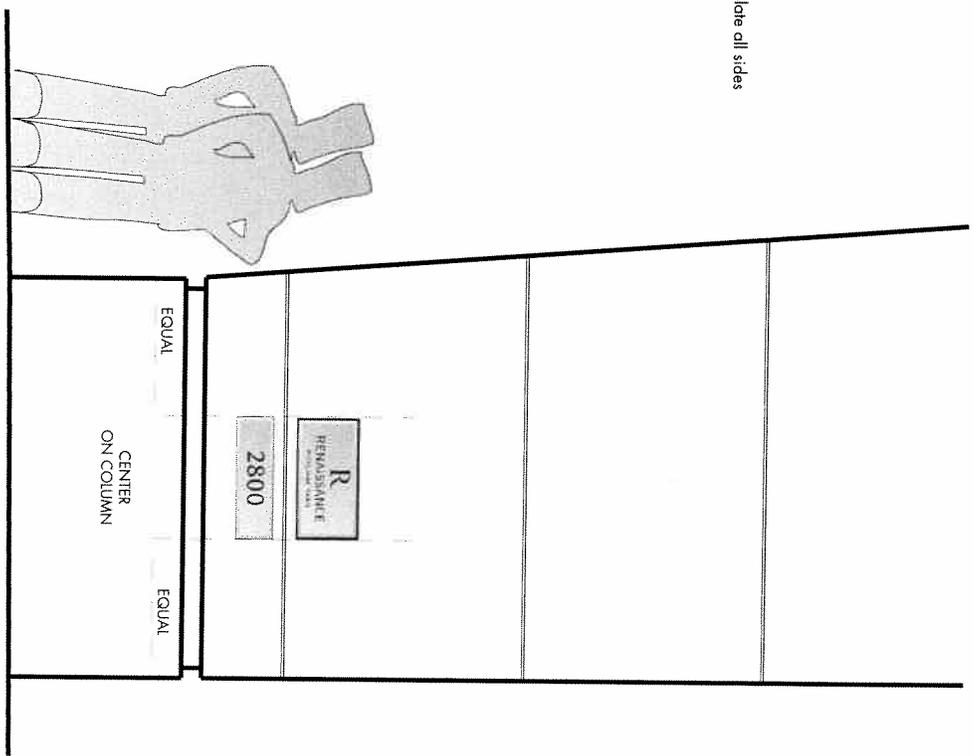
12" x 24" x 3/4" thick Stainless Steel Entry Plaque with 3/16" thick dimensional letters in charcoal grey.
All graphics to be mechanically fastened to plaque. Charcoal Grey to match PMS Cool Grey 11C, painted backplate to be 13" x 25" x 3/8"
Mounts to column with pins.

SIGN ON MASTER LOCATION PLAN

Total Sign Area: 2sf (two plaques) 4sf and 1.25sf (two address plaques not counted against total sq ft used)

RENAISSANCE ENTRY IDENTIFICATION
(EAST) POTOMAC AVENUE

Scale: 1/4" = 1'



Plaques to be installed on outside of both columns which flank the main entry.
Height and location to be confirmed by designer and architect prior to installation.
Scale: 1/2" = 10'



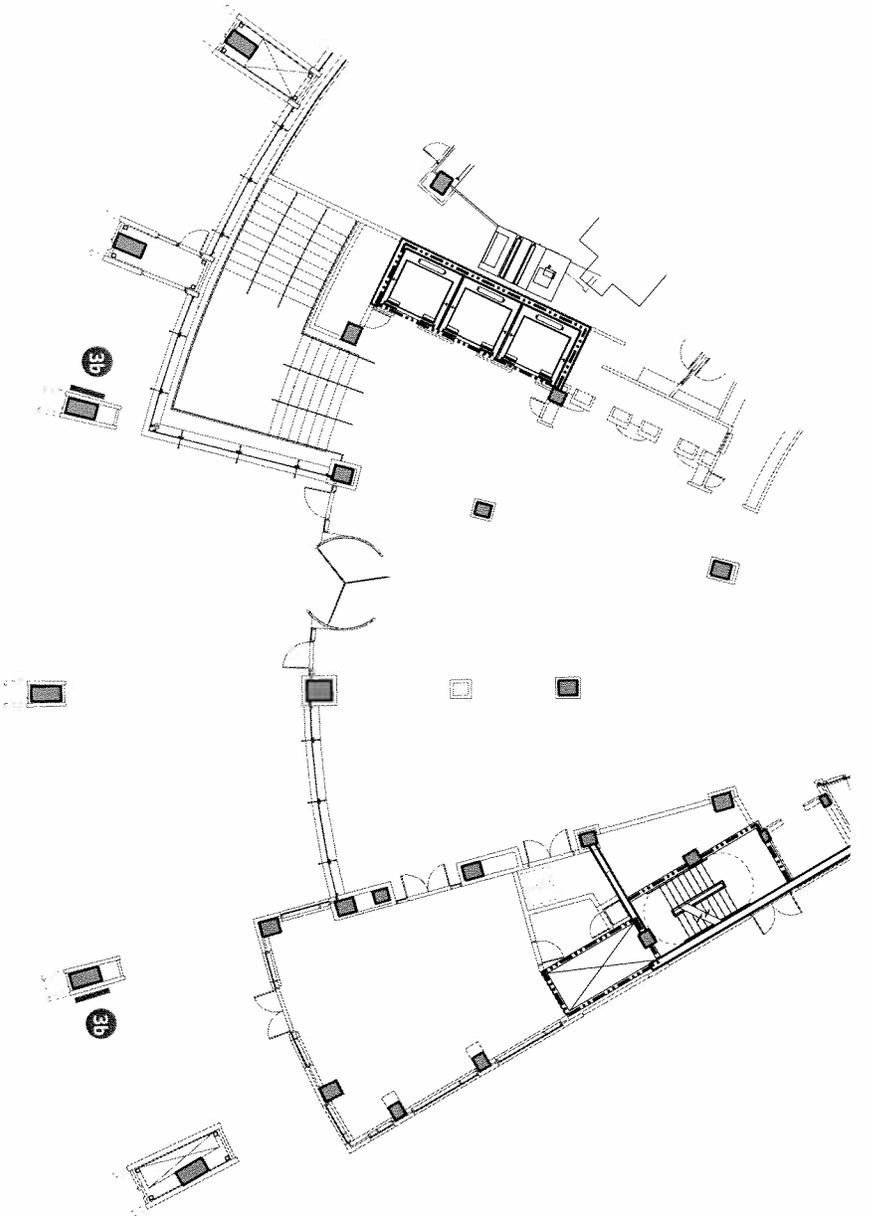
PHOTOGRAFIA
ARCHITECTURA

ph.gd

Partita Hord/Graphic Design
111 South Albion Street
Alexandria, Virginia 22314

Renaissance & Furniture Inc.
Recessed Ford Comprehensive Sign Plan
Design Development

Date: May 3, 2010
Page 5



LOCATION PLAN

SIGN **3b** ON MASTER LOCATION PLAN

RENAISSANCE ENTRY IDENTIFICATION PLAN VIEW
(EAST) POTOMAC AVENUE
Scale: NTS

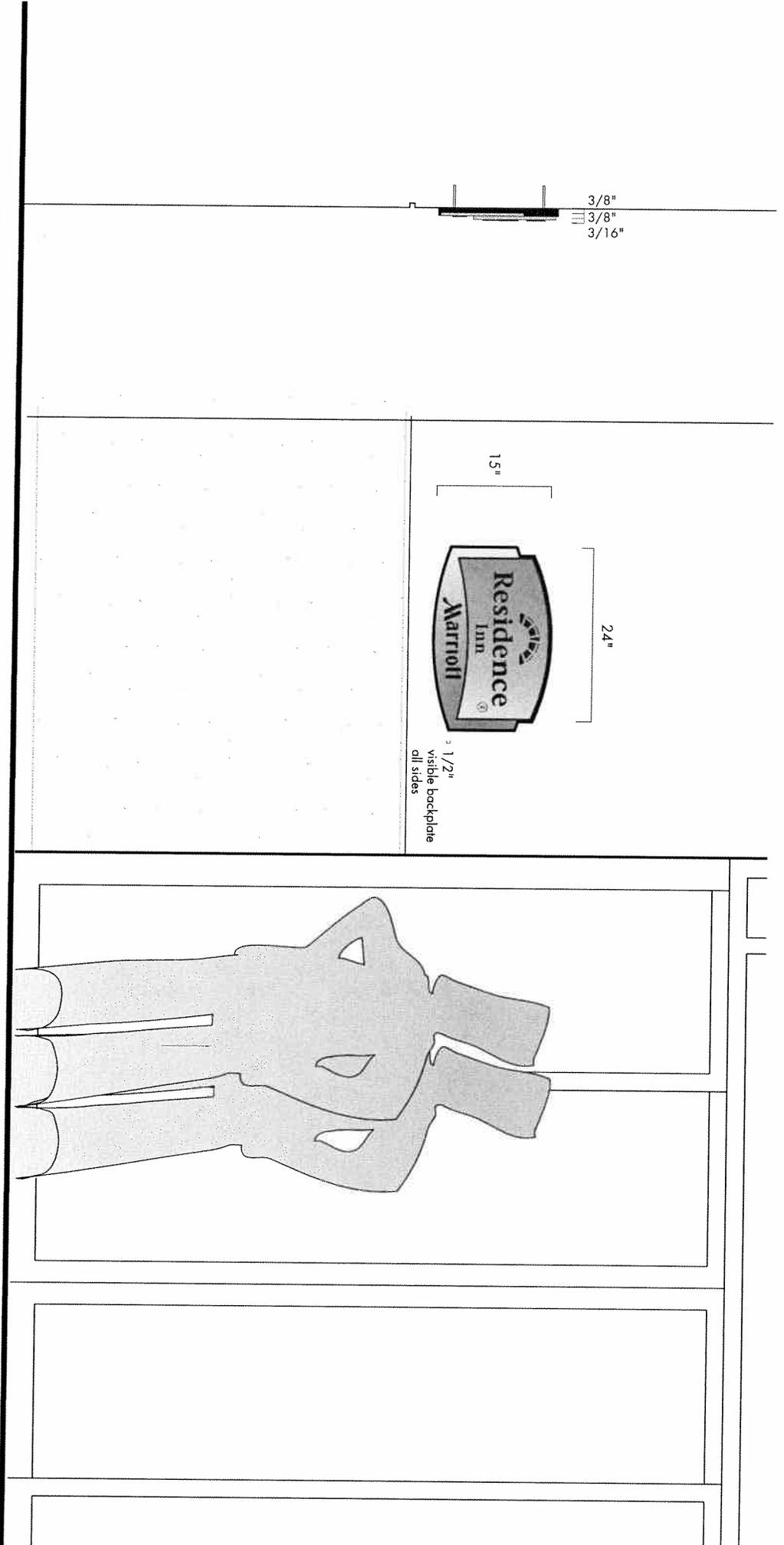
 COOPER CARRY

ph.gd

Patricia Herd, Graphic Design
111 South Alfred Street
Alexandria, Virginia 22314

Renovation & Refurbish for
Renaissance Ford Comprehensive Sign Plan
Design Development

Date: May 3, 2010
Page 5



SIDE VIEW

24" x 15" x 3/4" thick Stainless Steel Entry Plaque with 3/16" thick dimensional letters and graphics in charcoal grey. PMS Cool Grey 11C.
 All graphics to be mechanically fastened to plaque. "Residence Inn" Red. PMS 7427, painted backplate to be 13" x 25" x 3/8"
 Mounts to wall with pins.

Height and location to be confirmed by designer and architect prior to installation.

SIGN 7b ON MASTER LOCATION PLAN
 Total Sign Area: 2.5sf [plaque]

RESIDENCE INN ENTRANCE IDENTIFICATION
 (SOUTH) 291h STREET
 Scale: 1" = 10'

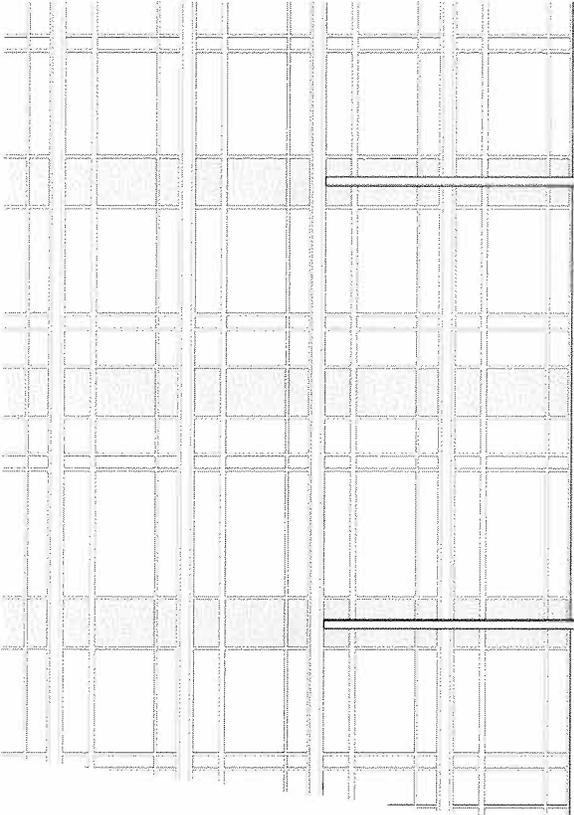
 COOPER C. ALLEN
 **ph.gd**
 Patricia Ford Graphic Design
 111 South Main Street
 Alexandria, Virginia 22314
 Representation & Guidance firm
 Patricia Ford Comprehensive Sign Plans
 Design Development
 Date: May 3, 2010
 Page 7

56'0"

RENAISSANCE

Dark Grey Panel System

6'0"



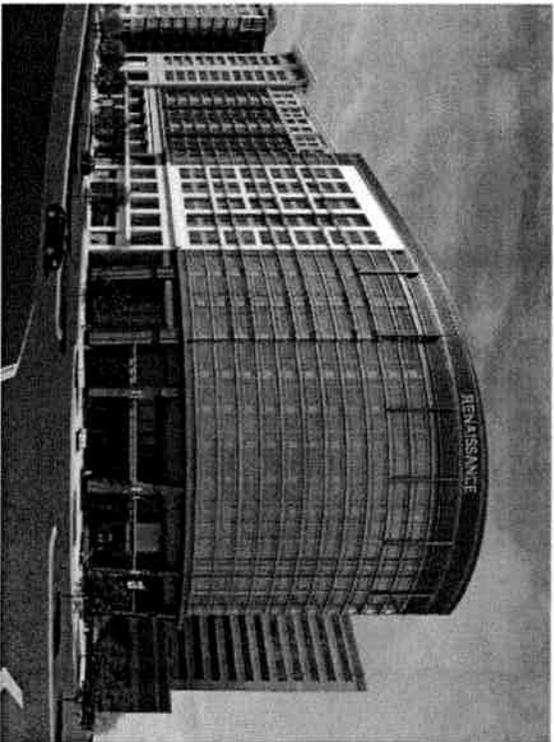
SIGN ON MASTER LOCATION PLAN

Total Sign Area: 336 sf (Roof-top Signage)

RENAISSANCE ROOFTOP SIGN
(NORTH-EAST) POTOMAC AVE-CRYSTAL DR

Scale: 1/8" = 1'0"

56'0" x 6'0" x 5" - 10" Deep Renaissance channel letters with opaque, perforated, dual-color film in Renaissance Brown, PMS 4625C, during the day and illuminated white at night.
To be fabricated by Marriotti-approved sign vendor only.



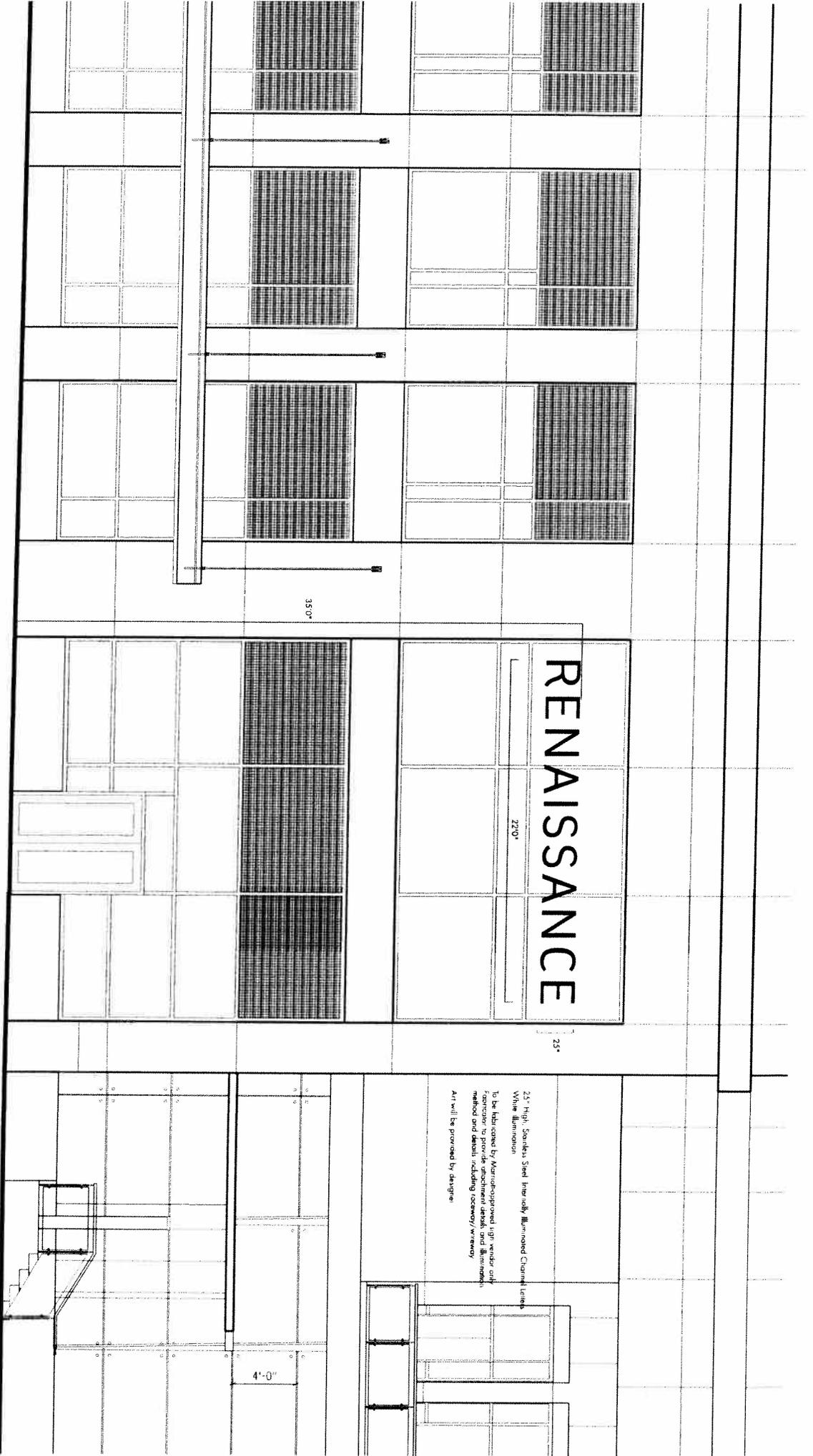
COOPER CARRY

ph.gd

Patricia Herd, Graphic Design
111 South Alfred Street
Alexandria, Virginia 22314

Renaissance & Residence Inn
Procure, Ford Comprehensive Sign Plan
Design Development

Date: June 2, 2010
Page 8



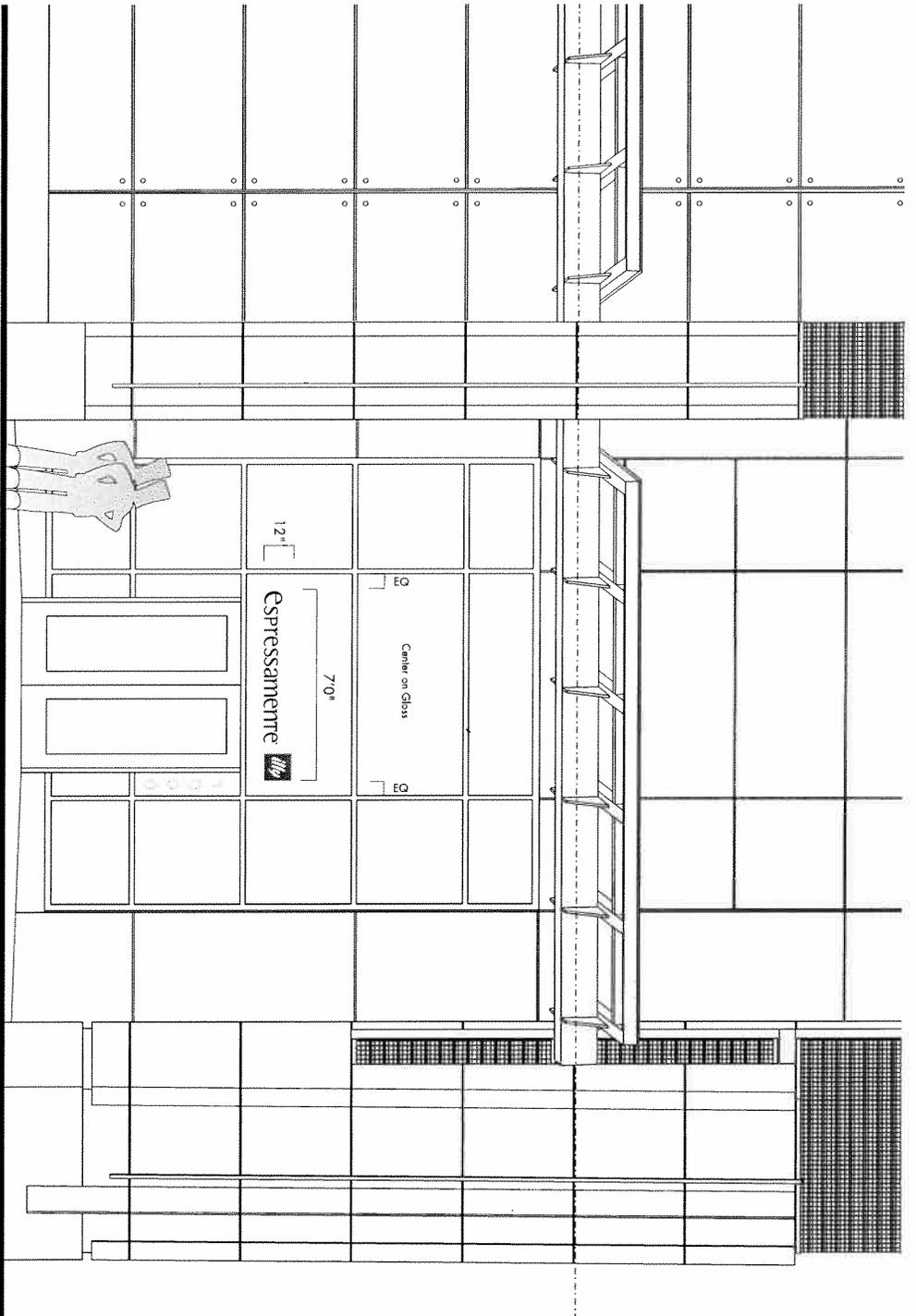
SIGN ON MASTER LOCATION PLAN
 Total Sign Area: 45.8sf

DESIGN OPTION 5-209

ph.gd
 Partida Herd Group + Design
 111 South Alhambra Street
 Alhambra, Virginia 22117

Interiors & Residence Design
 Project: 303 Conference Center
 Design Development

Date: May 19, 2010
 Page: 11



Business Address to be silver vinyl installed inside glass.
See Page 29 for more details.

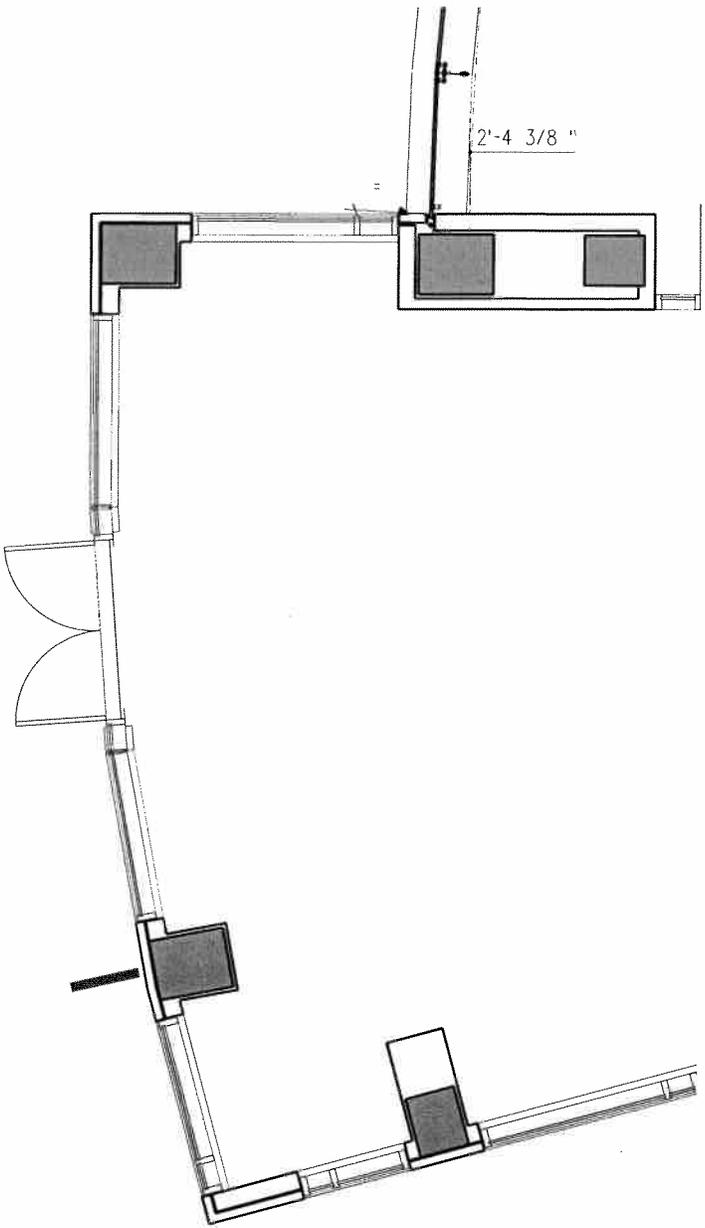
Vinyl logo above door.
Shown: 7 sqft.
Not to exceed 7 sqft.

SIGN 2a ON MASTER LOCATION PLAN
Total Sign Area: 7 sf

RETAIL TENANT SIGNAGE
(EAST] POTOMAC AVENUE
Scale: 1/4" = 1'0"


PH:GD
 Patricia Hord, Graphic Design
 111 South Alfred Street
 Alexandria, Virginia 22314
 Phone: 703.836.1111
 Fax: 703.836.1112
 Email: ph@gd.com
 www.phgd.com

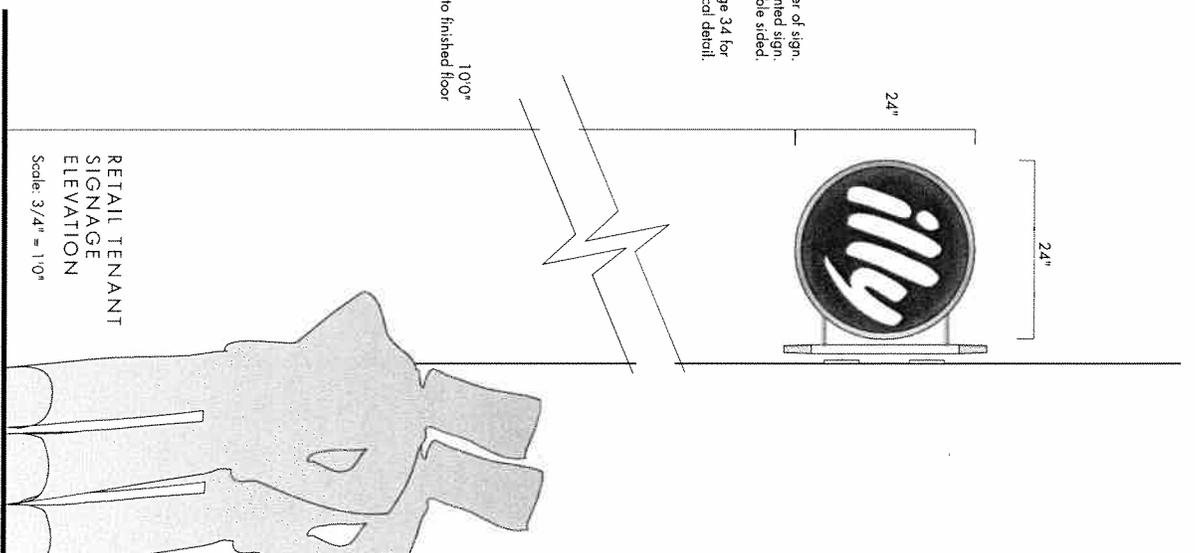
Date: May 3, 2010
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SIGN 2b ON MASTER LOCATION PLAN
 Total Sign Area: 4 sf

RETAIL TENANT SIGNAGE OPTION
 (EAST) POTOMAC AVENUE
 Scale: 1/4" = 1'0"

LED Illuminated Perimeter of sign.
 Protection mounted sign.
 Double sided.
 See page 34 for
 typical detail.



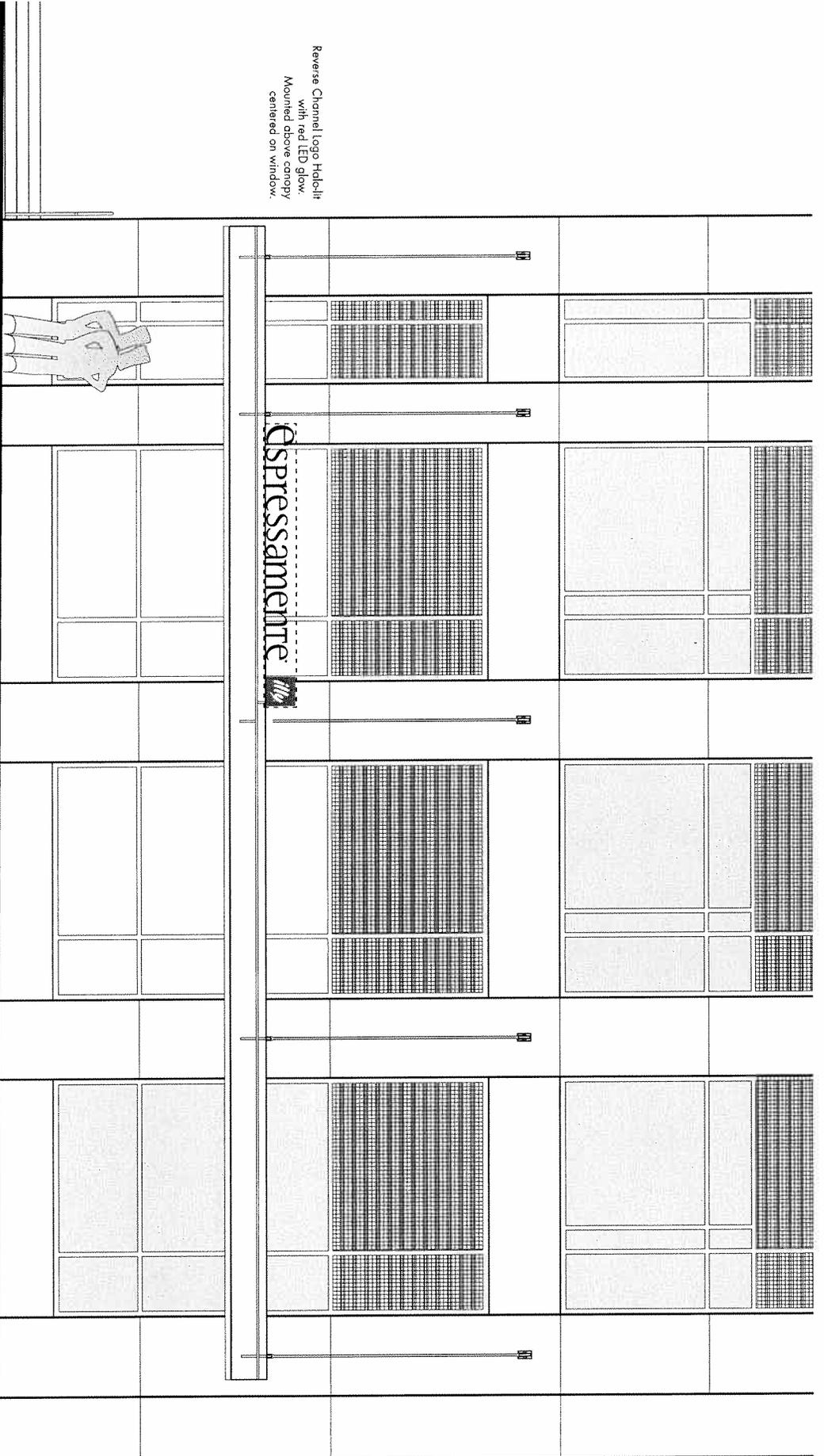
COOPER CAREY

ph.gd

Patricia Hard, Graphic Design
 111 South Alfred Street
 Alexandria, Virginia 22314

Restaurance & Residence Firm
 Economic Feasibility, Comprehensive Sign Plan
 Design Development

Done: May 3, 2010
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Reverse Channel Logo Halohlt
with red LED glow.
Mounted above canopy
centered on window.

Espressamente

Height not exceed
1'6"
SHOWN:
15.6 sqft

SIGN 2c ON MASTER LOCATION PLAN
Total Sign Area: SHOWN: 15.6sf

RETAIL TENANT SIGNAGE
(WEST) CRYSTAL DRIVE
Scale: 1/4" = 1'0"

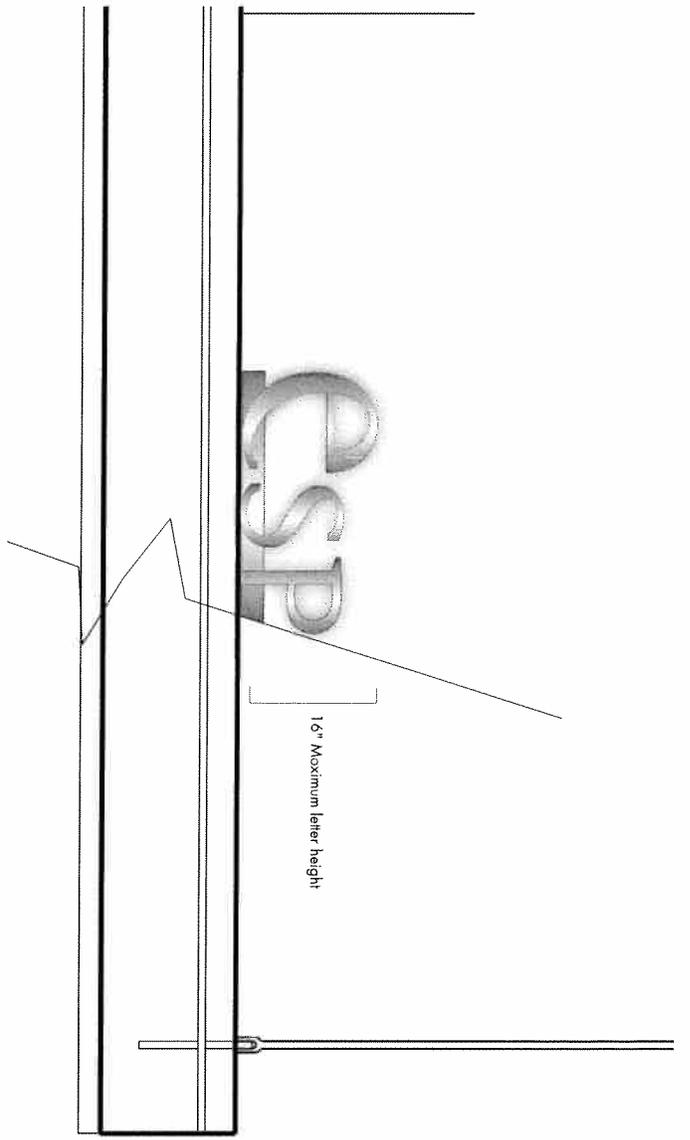
 PH CONSULTING GROUP

ph.gd

Parita Herd Architectural Design
111 South Alfred Street
Alexandria, Virginia 22314

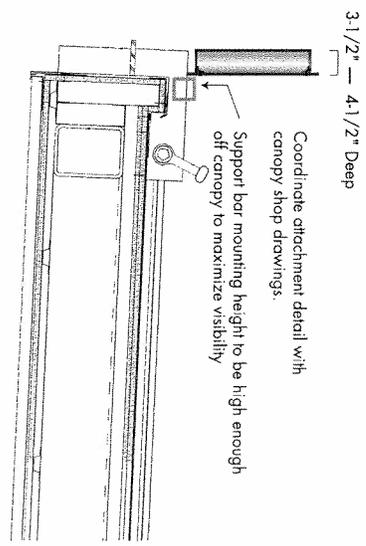
Maintenance & Residence Inc.
Palmer, York Center/Innovative Sign Film
Design Development

Date: May 9, 2010
Page 14



1/2" Maximum letter height

1/2" Reverse Channel Letter



3 1/2" - 4 1/2" Deep

Coordinate attachment detail with canopy shop drawings.
Support bar mounting height to be high enough off canopy to maximize visibility

1/2" High (maximum) Stainless Steel, Halohit reverse Channel Letters.
(Custom logo, custom color to match corporate color schemes)

Retail logo mounted to support bar mounted above white metal canopy

SIDE VIEW
Scale: 3/4" = 1'0"

SIGN 2c ON MASTER LOCATION PLAN

**RETAIL TENANT SIGN DETAIL
(WEST) CRYSTAL DRIVE**

Scale: 3/4" = 1'0"

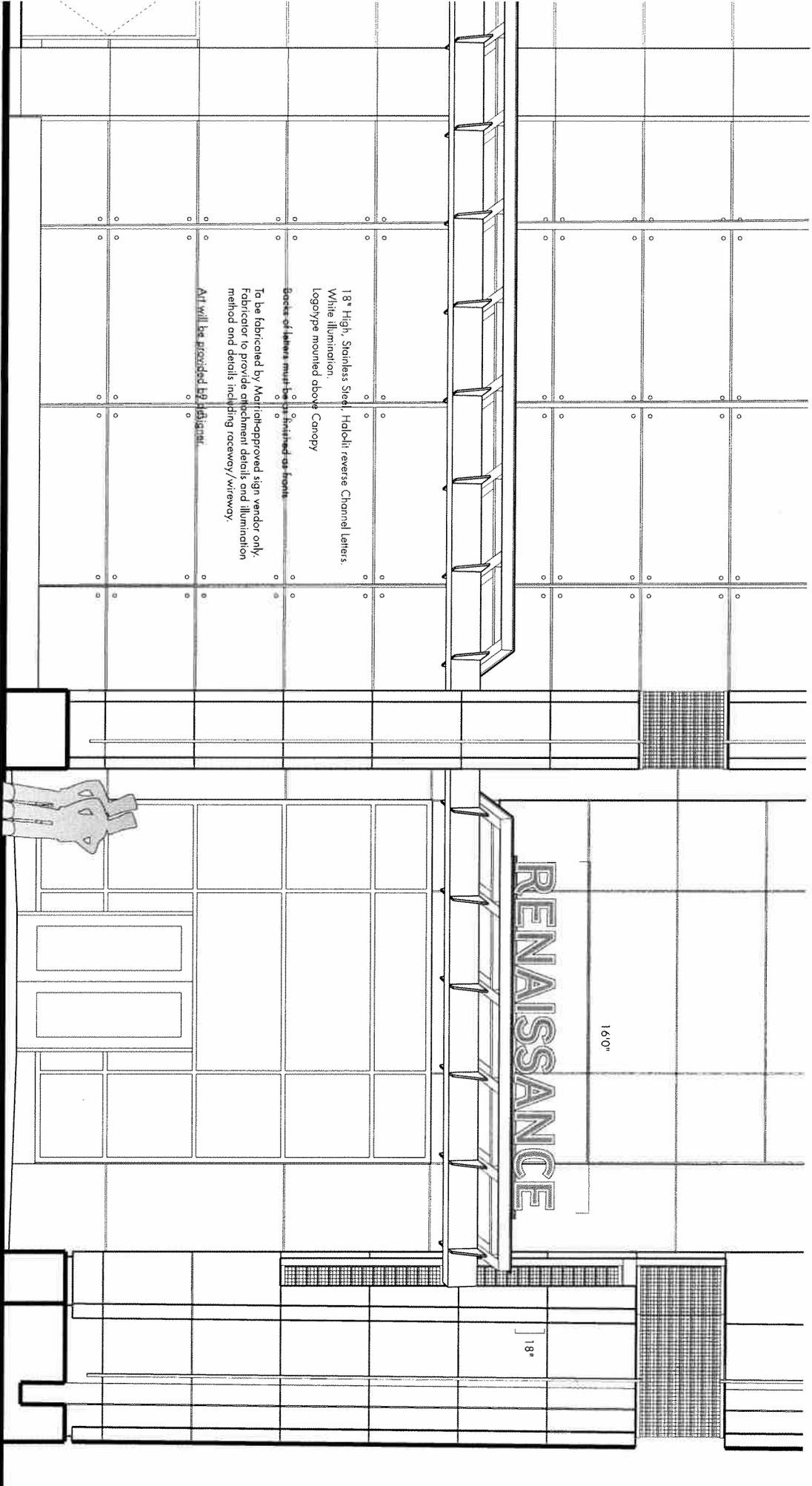
ph.gd GROUP INC. ARCHITECTS

Portland, Oregon
111 South Albion Street
Axeonville, Portland, Oregon 97214

Reston, Virginia
Reston Square & Residence Inn
Robson's Ford Comprehensive Sign Film
Design Development

Date: May 3, 2010
Page 15

PAGE 16 REMOVED



18" High, Stainless Steel, Halohal reverse Channel Letters.
 White illumination.
 Logotype mounted above Canopy

Backs of letters must be finished as fronts.
 To be fabricated by Match-approved sign vendor only.
 Fabricator to provide attachment details and illumination
 method and details including raceway/wireway.

All will be provided by designer.

SIGN 33 ON MASTER LOCATION PLAN
 Total Sign Area: 24sf

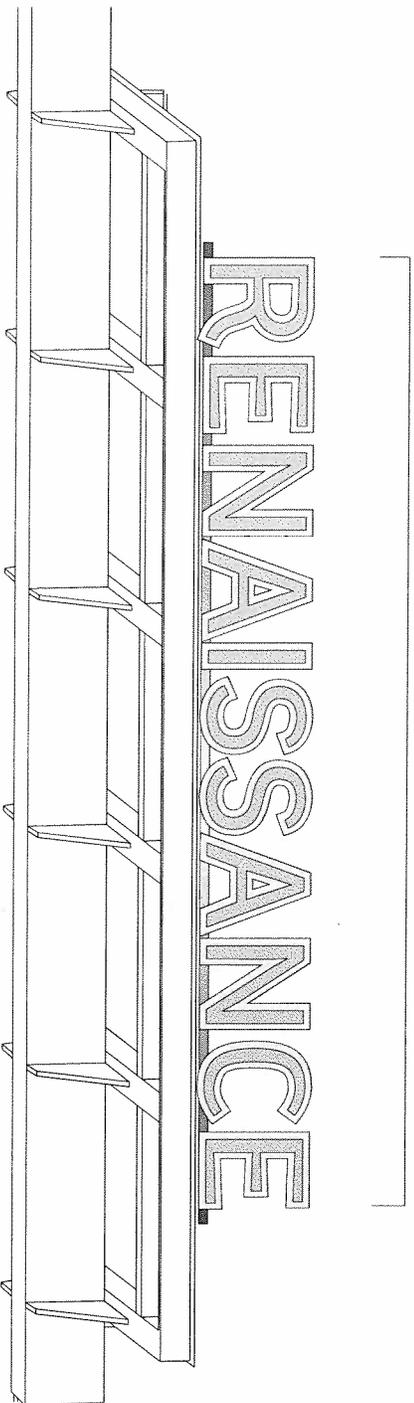
RENAISSANCE ENTRY IDENTIFICATION
 (EAST) POTOMAC AVENUE

Scale: 1/4" = 1'0"

PHOGD
 Portland, Oregon Graphic Design
 111 South Allied Street
 Alexandria, Virginia 22314

Residences & Retailers Inc.
 Residences and Comprehensive Sign Plan
 Design Development

Date: May 3, 2010
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16'0"

18" High, Stainless Steel, Halohit reverse Channel Letters.
 Logotype mounted above Canopy. White illumination.

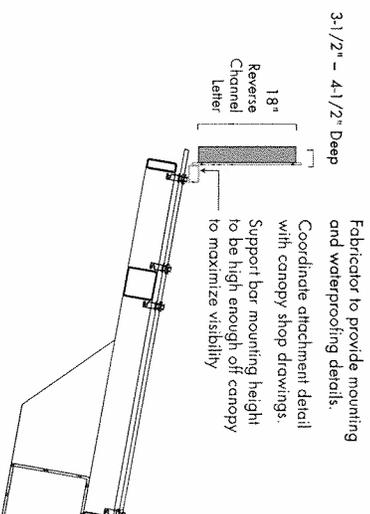
Backs of letters must be as finished as fronts.

To be fabricated by Morrit-approved sign vendor only.
 Fabricator to provide attachment details and illumination
 method and details including raceway/wireway.

Art will be provided by designer.

SIGN **3b** ON MASTER LOCATION PLAN

RENAISSANCE ENTRY IDENTIFICATION — DETAIL
 (EAST) POTOMAC AVENUE
 Scale: 1/2" = 1'0"

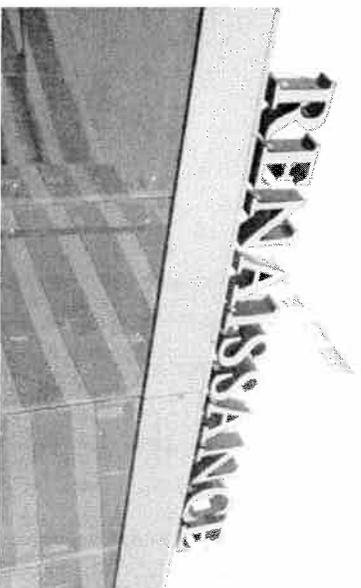


3-1/2" - 4-1/2" Deep

18"
 Reverse
 Channel
 Letter

Fabricator to provide mounting
 and waterproofing details.
 Coordinate attachment detail
 with canopy shop drawings.
 Support bar mounting height
 to be high enough off canopy
 to maximize visibility.

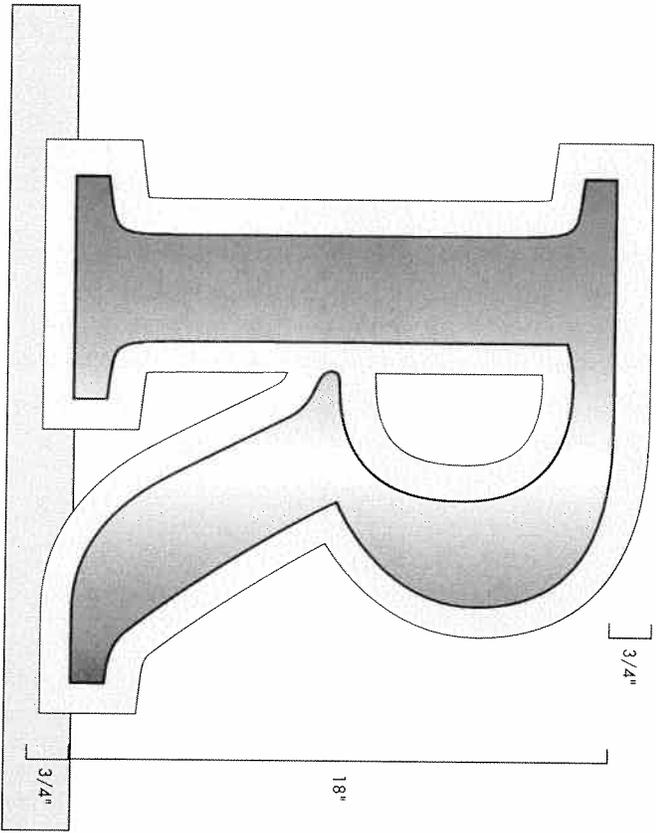
EXAMPLE PHOTO





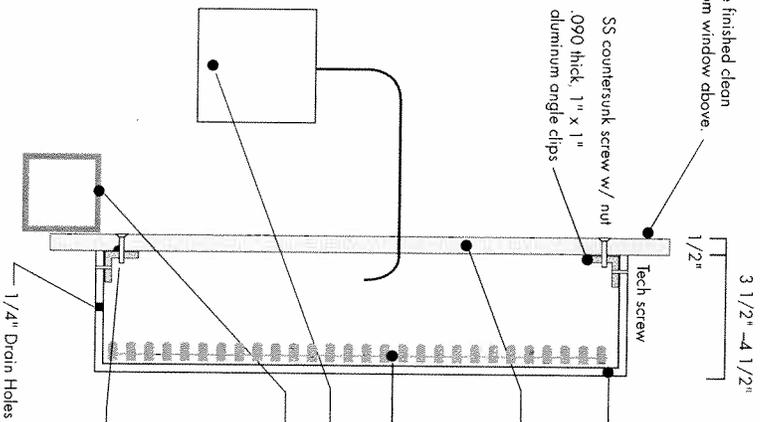
TOP VIEW

Reverse Channel Letters with painted Returns to match PMS Cool Gray 11C



TYPICAL LETTER — FRONT VIEW
Internally Illuminated Halo-It Reverse Channel Letters
Scale: 1/4" = 1"

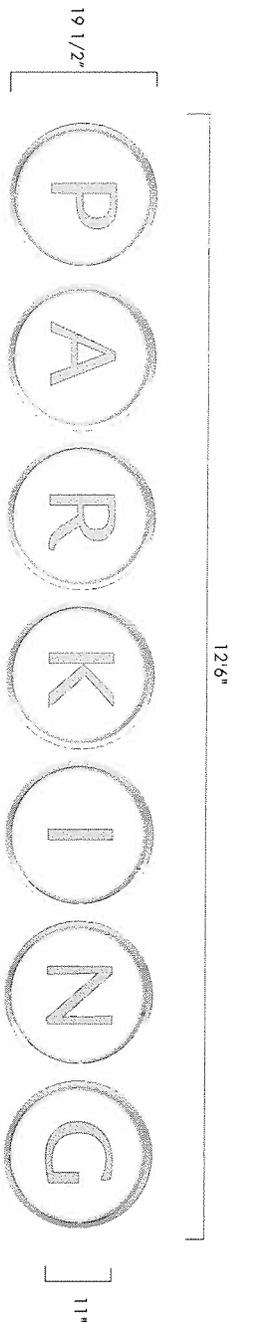
Backs of letters must be finished clean due to rear visibility from window above



Mounting height to be high enough off canopy to maximize visibility
To be fabricated by Marriah-approved sign vendor only.

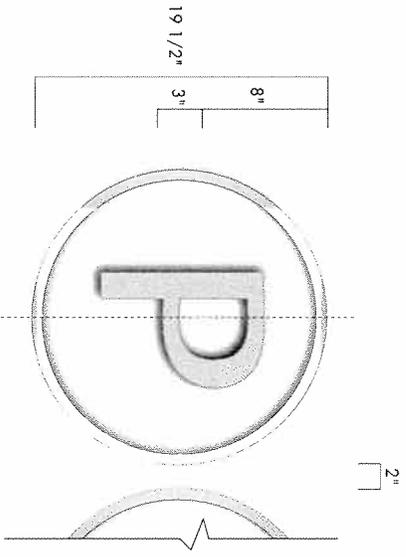
SECTION
Internally Illuminated Halo-It Reverse Channel Letters
Scale: 1/4" = 1"

- 12" High Reverse channel Halo-Illuminated
- .063 Stainless Steel letters with polished faces and polished returns internally welded to face
- 1/2" thick acrylic backs: Acrylic Acryglass #AC1969BP05, Frosted Crystal letterbacks with edges frosted and backs finished opaque; GGP low glass white Acryglass backs to extend 3/4" beyond each letter/logo element.
- LED Lighting - White Exterior Grade
- Remotely located transformer — size/capacity as necessary;
- Horizontal 2.5 x 2.5 x .125 stainless steel sq. tube support bar with sharp corners with ends to be capped.
- Fully weld to supports.
- Provide weeps in bottom of tubes. Affix to letters as required.
- Bar length varies. Attaches to canopy structure.
- Attach acrylic to channel letter with aluminum angle clips.
- Letter must be engineered for easy maintenance/service

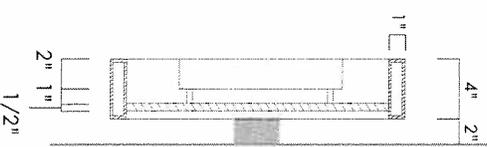


FRONT VIEW
Scale: 3/4" = 1'0"

Mounts directly to wall
Fabricator to provide mounting specifications.



FRONT VIEW
Scale: 1 1/2" = 1'0"



SIDE SECTION VIEW
Scale: 1 1/2" = 1'0"

SIDE VIEW

SIGNAGE FABRICATION SPECIFICATIONS

19 1/2" x 12'6" Round circle wall mounted sign

OUTER RING
4" deep fabricated ring encapsulates background disc. Ring has polished finish and is welded to background disc. Welds not to be exposed from any visible angle

BACKGROUND DISC
1/2" thk. background disc is secured to the outer ring and supports the pin mounted letter. Background disc finish to be Uni-Frost Anodized silver to match door handle

LETTER
"P" letter is 2" thk reverse channel letter with halo illumination. Lighting color to be blue. Letter will be mounted 1" off the surface of the Background disc. Letter finish to be #4 satin.

MOUNTING BRACKET
3" wide x 2" deep x 12'9" long, fabricated aluminum mounting bar. Bar mounts directly to surface behind it. Each letter disc should be mechanically fastened to the bar with all hardware unexposed from any visible angle.
Mounting bar is painted to match wall and contains electrical wiring as needed

SIGN 4a ON MASTER LOCATION PLAN
Total Sign Area: 20.5sf

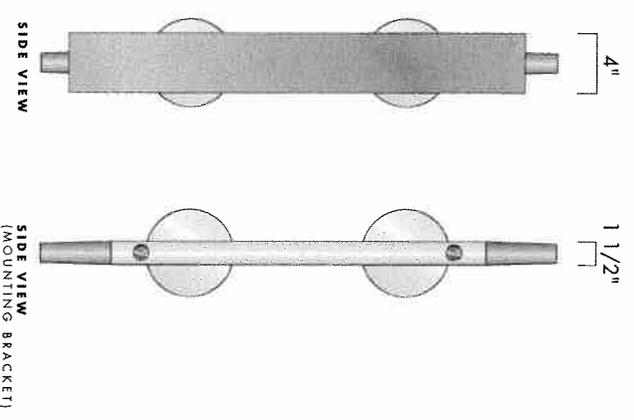
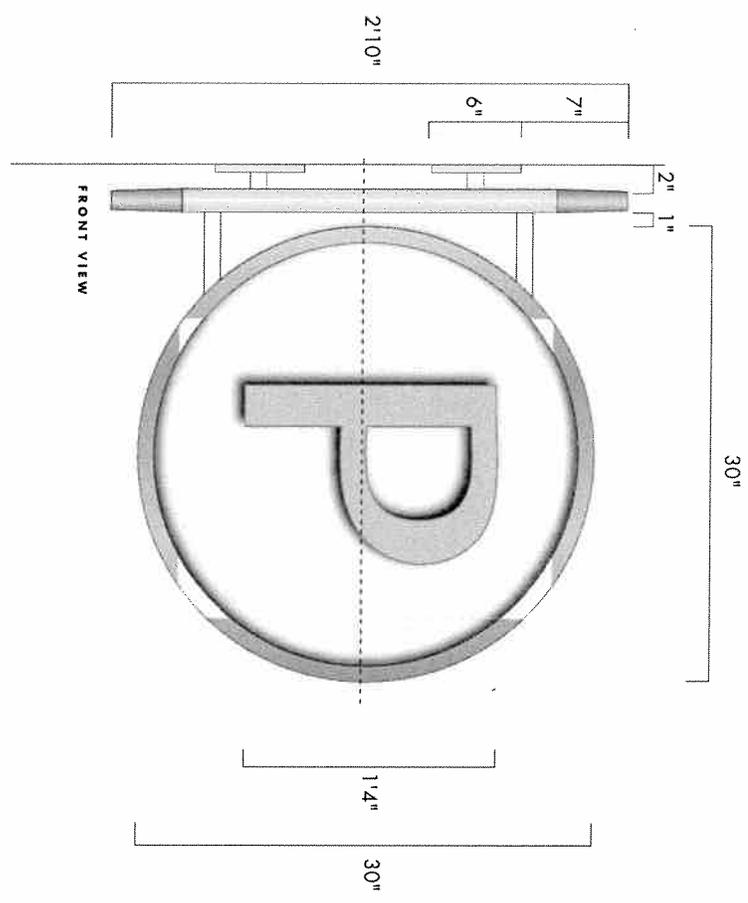
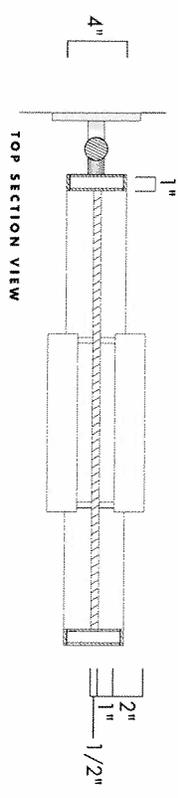
PARKING ENTRY IDENTIFICATION
(EAST) POTOMAC AVENUE
Scale: AS NOTED




Portia Nord, Graphic Design
 111 South Allen Street
 Alexandria, Virginia 22314

 Resonance & Balance, Inc.
 Potomac Yard Comprehensive Sign Plan
 Design Development

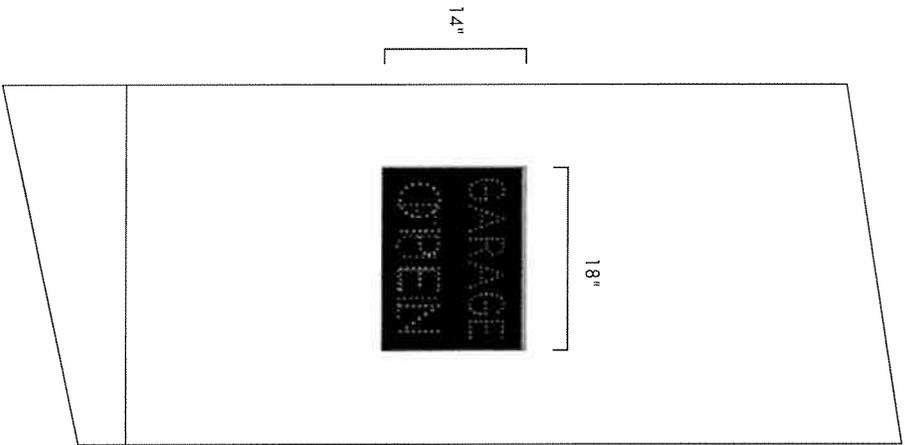
Date: May 3, 2010
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SIGNAGE FABRICATION SPECIFICATIONS

- 30" Round Projection Mounted Sign
- OUTER RING
4" wide fabricated ring encapsulates bkgnd disc. Ring has polished finish and is welded to background disc. Welds not to be exposed from any visible angle
- BACKGROUND DISC
1/2" thk. Background disc is secured to the outer ring and supports the pin mounted letter. Background disc finish to be Uni-Frost Anodized silver to match door handle. Must be non-reflective finish.
- LETTER
"P" letter is 2" thk reverse channel letter, #4 satin finish with halo illumination. LED lights to be linear formation with continuous path of illumination. (No hot spots or dead areas) Letter to be mounted 1" off the surface of the background disc.
- Letter "P" to have frosted acrylic diffuser on back.
- MOUNTING BRACKET
Custom fabricated bracket to match door handles. Center of bracket to match Uni-Frost Anodized silver, tapered ends to be polished finish. All attachment points will be mechanically fastened. Hardware will be engineered not be exposed from any visible angles.

SIGN 4B ON MASTER LOCATION PLAN
 Total Sign Area: 6.25sf
PARKING ENTRY PROJECTION MOUNTED SIGN
 (EAST) POTOMAC AVENUE
 Scale: 1 1/2" = 10"



SIGN **4d** ON MASTER LOCATION PLAN
 Total Sign Area: 1.73sf

PARKING ENTRY IDENTIFICATION
 (EAST) POTOMAC AVENUE
 Scale: 1/4" = 1'0"

Direct-View LED Traffic Controller
TCL1418GGR-A101

PRODUCT NUMBER
 15683

CABINET DIMENSIONS
 1" H x 18" W x 2.5" D

ILLUMINATION SOURCE
 Super Light Emitting Diode (LED)
 High Power LED
 Message "View" view angle of emitting condition
 100% and peak output

ELECTRICAL
 Standard Voltage: 120VAC, 60Hz, 15A
 Maximum Power: 1800W
 Maximum Voltage: 132VAC, 60Hz, 15A
 Maximum Current: 15A
 Maximum Power: 1980W
 Maximum Voltage: 132VAC, 60Hz, 15A
 Maximum Current: 15A
 Maximum Power: 1980W

CONSTRUCTION
 Fabrication: 1.2mm thick stainless steel, corrosion resistant, aluminum
 Finish: Powder Coat
 Standard: 1.2mm thick stainless steel, powder coated finish, 150° view angle
 Standard: 1.2mm thick stainless steel, powder coated finish, 150° view angle

FINISH
 Standard: Powder Coat, Durable Finish
 Custom: Colors available upon request

| MESSAGE | COLOR | HEIGHT | AMPS |
|---------|----------------|--------|------|
| GARAGE | White/Red/Blue | 3.0" | 0.04 |
| OPEN | White/Red/Blue | 3.5" | 0.03 |
| FULL | White/Red/Blue | 3.5" | 0.02 |

Directional Systems
 111 South Allied Street
 Alexandria, Virginia 22314
 Phone: (703) 427-4299
 Fax: (703) 427-4291
 Email: info@directionalsystems.com
 Website: www.directionalsystems.com

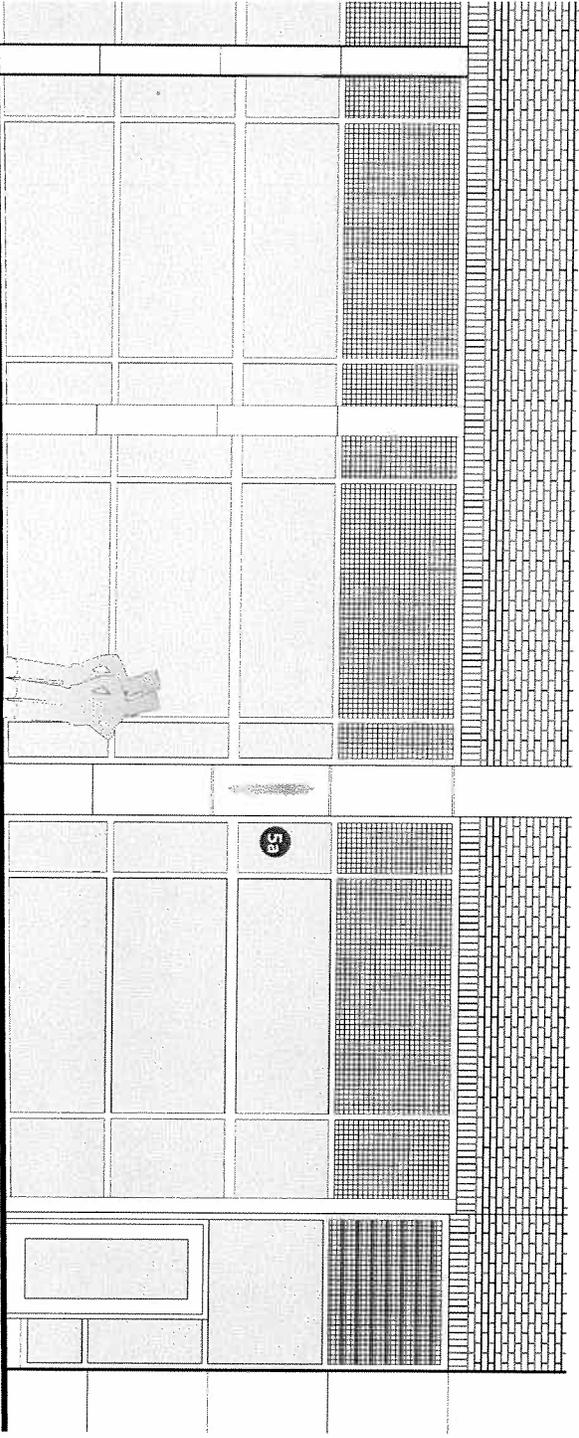
Copyright © 2010 Directional Systems

Product View

NOTE: Sign image may not exactly represent the actual product. For illustration purposes only.

REF: 13012300 1.0V1

ELECTRONIC PARKING AVAILABILITY DISPLAY UNIT AT GARAGE ENTRANCE
 CLEARLY VISIBLE FROM THE STREET

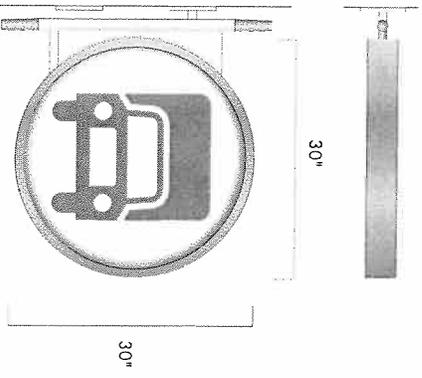


SIGN 58 ON MASTER LOCATION PLAN

Total Sign Area: 6.25sf

LOADING DOCK IDENTIFICATION
 (EAST) POTOMAC AVENUE
 Scale: 1/4" = 10'

TOP VIEW



FRONT VIEW

Projection Mounted Sign.
 30" x 30" Circular sign with graphics on both sides.
 Truck to be reverse halochit truck symbol with LED lighting to glow from behind the letter [WHITE].
 See page 22 for construction information.

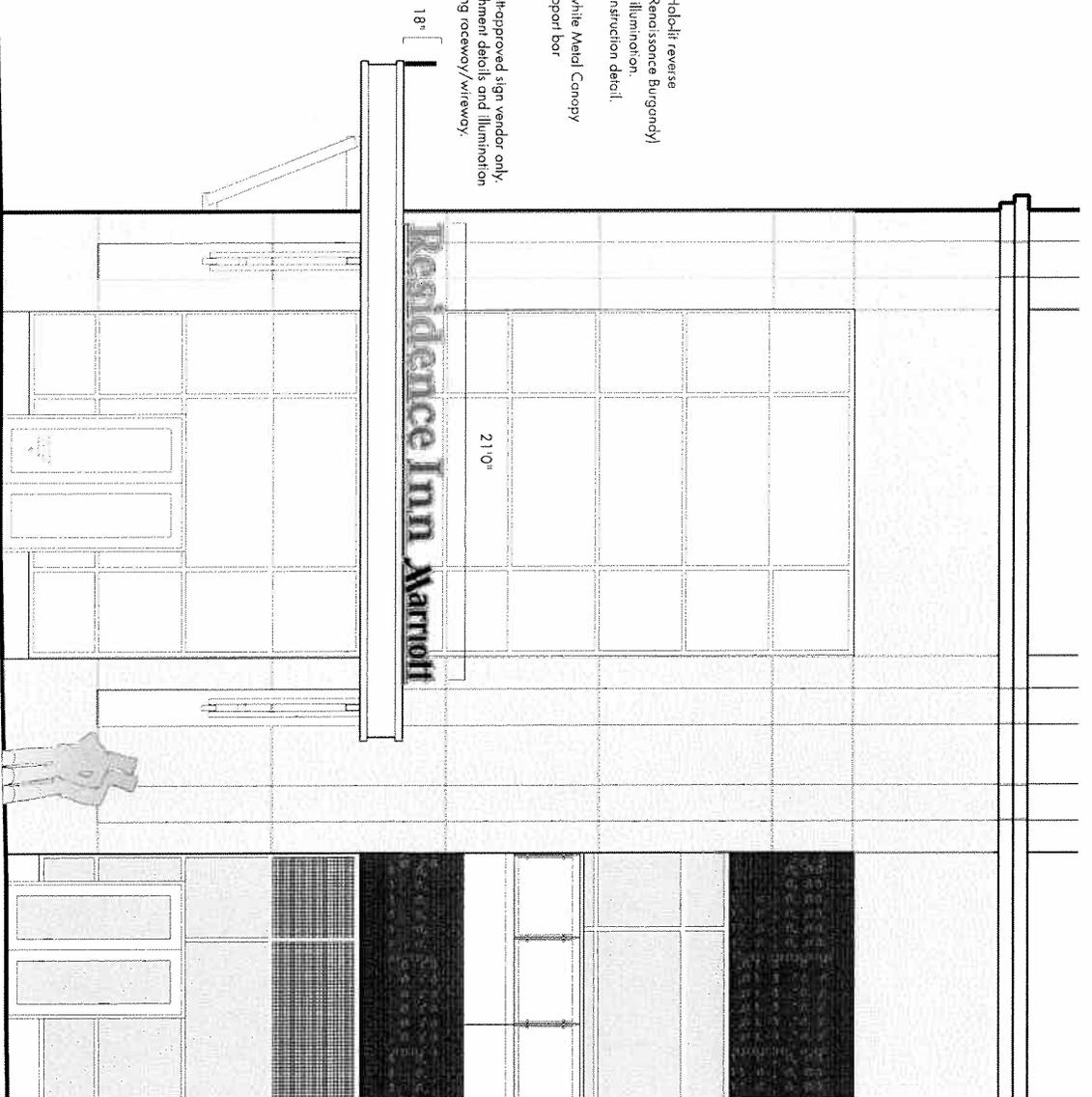
DETAIL
 Scale: 1" = 10"

 COOPER CARRY
 **ph.gd**
 Patricia Nord, Ecological Design
 111 South Alfred Street
 Alexandria, Virginia 22314
 Renaissance & Residence Inn
 Resource: Third Comprehensive Sign Plan
 Design Development
 Date: May 3, 2010
 Page 24

18" High, Stainless Steel, Hollow reverse Channel Letters, with Red (Renaissance Burgundy) PMS 7427, returns. White illumination. See page 18 for typical construction detail.

Logotype mounted above white Metal Canopy attached to square tube support bar attached to canopy.

To be fabricated by Marriott-approved sign vendor only. Fabricator to provide attachment details and illumination method and details including raceway/wireway.



18"

21'0"

Residence Inn Marriott

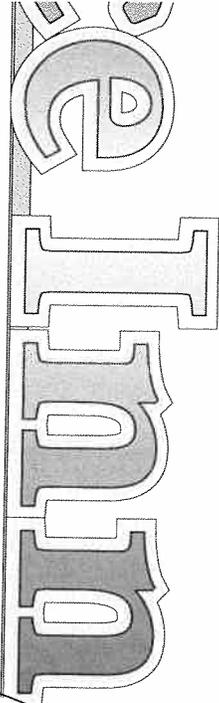
AFTER HOURS
USE MAIN
ENTRANCE
←

SIGN 6V

Silver Vinyl Letters (Sign Type 6V) applied directly to glass door

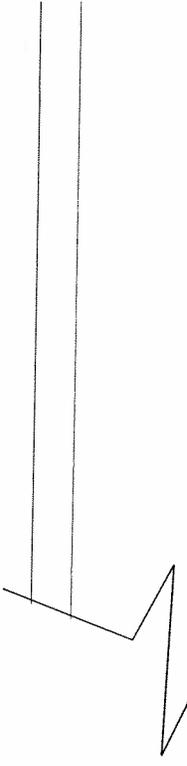
SIGN 6B ON MASTER LOCATION PLAN
Total Sign Area: 31.5sf (canopy)

RESIDENCE INN ENTRANCE IDENTIFICATION
(EAST) POTOMAC AVENUE
Scale: 3/16" = 1'0"

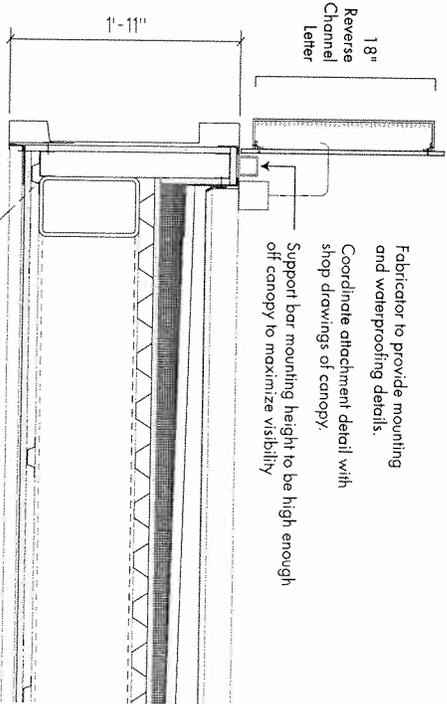


TYPICAL LETTER — FRONT VIEW
Internally Illuminated Halo-Fit Reverse Channel Letters

See page 18 for typical Halo-Fit reverse channel letter construction detail.



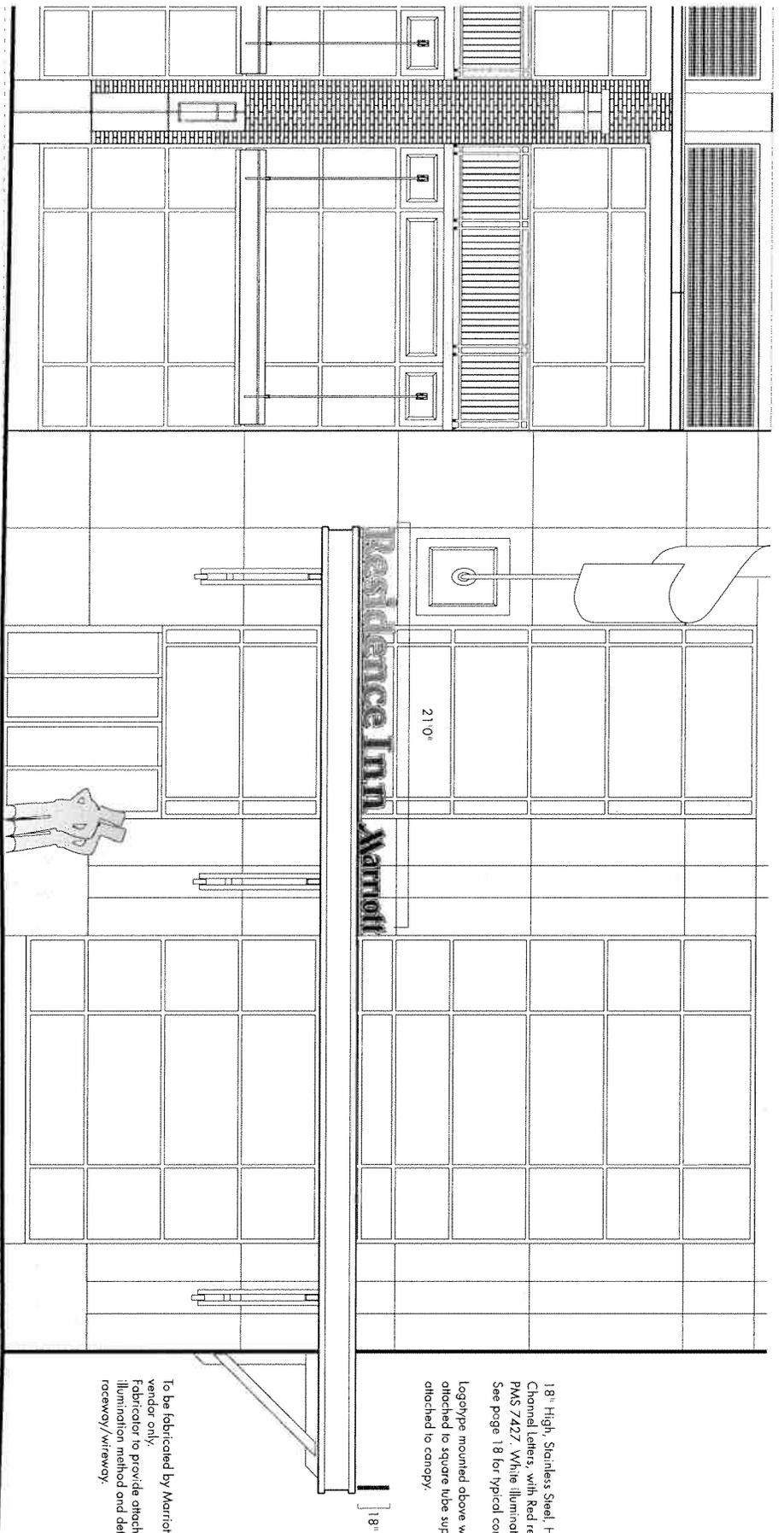
3-1/2" — 4-1/2" Deep. Fabricator to confirm all sizes.



18" Reverse Channel Letter
Fabricator to provide mounting and waterproofing details.
Coordinate attachment detail with shop drawings of canopy.
Support bar mounting height to be high enough off canopy to maximize visibility

MOUNTING
Internally Illuminated Halo-Fit Reverse Channel Letters
To be fabricated by Marriott-approved sign vendor only.

ENTRANCE ID LETTERING — MOUNTING DETAIL
(EAST) POTOMAC AVENUE
Scale: 1" = 10'



18" High, Stainless Steel, Half-lit reverse Channel Letters, with Red returns to match PMS 7427. White illumination.
See page 18 for typical construction detail.
Logotype mounted above white Metal Canopy attached to square tube support bar attached to canopy.

To be fabricated by Marriott-approved sign vendor only.
Fabricator to provide attachment details and illumination method and details including raceway/wireway.

EXAMPLE PHOTO



SIGN 7a ON MASTER LOCATION PLAN
Total Sign Area: 31.5sf [canopy]
RESIDENCE INN ENTRANCE IDENTIFICATION
(SOUTH) 29th STREET
Scale: 3/16" = 1'0"

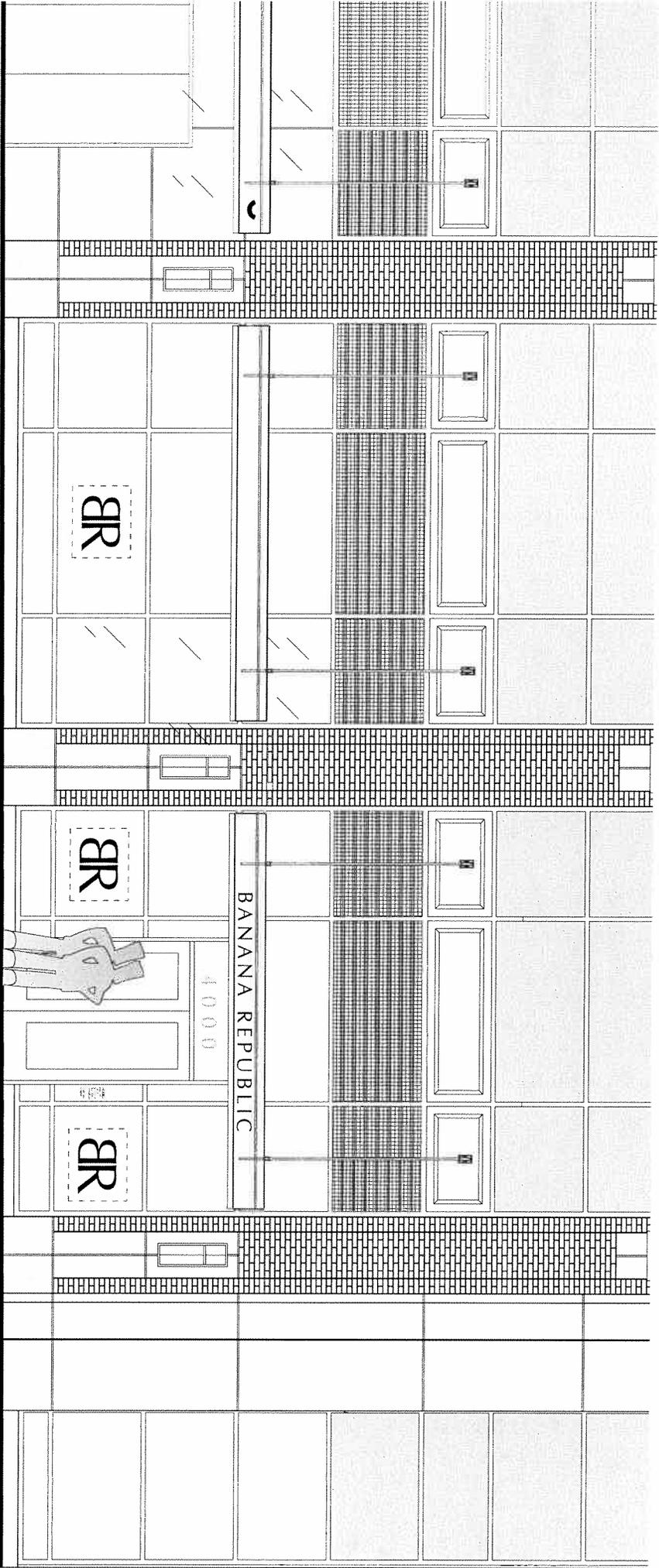


ph.gd

Portland Hord, Graphic Design
111 South Albion Street
Alexandria, Virginia 22314

Residence Inn Marriott
Portland, Oregon
Design Development

Date: May 3, 2010
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24" x 36" maximum Metallic Silver Vinyl Logos
 Adhered to reverse side of glass,
 Not to exceed 20% of total window area
 18ft shown

16" High, Stainless Steel, painted silver,
 Hid-Clit Reverse Channel Letters
 mounted to White Sign Band
 Height not exceed
 16"

SHOWN: 32 sf
 (1) 14'0" x 16' Canopy (18,75sf)
 (3) 2'0" x 3'0" Window Logos (18sf)

NOTE:
 TENANT TEXT AND LOGO
 FOR VISUAL PLACEMENT
 ONLY.
 ACTUAL TENANT/ART
 TO BE DETERMINED

9c ON MASTER LOCATION PLAN
 Total Sign Area: 18,75sf [canopy] plus 18sf [window graphics] = 36,75sf

RETAIL TENANT SIGNAGE
 [WEST] CRYSTAL DRIVE

Scale: 1/4" = 1'0"

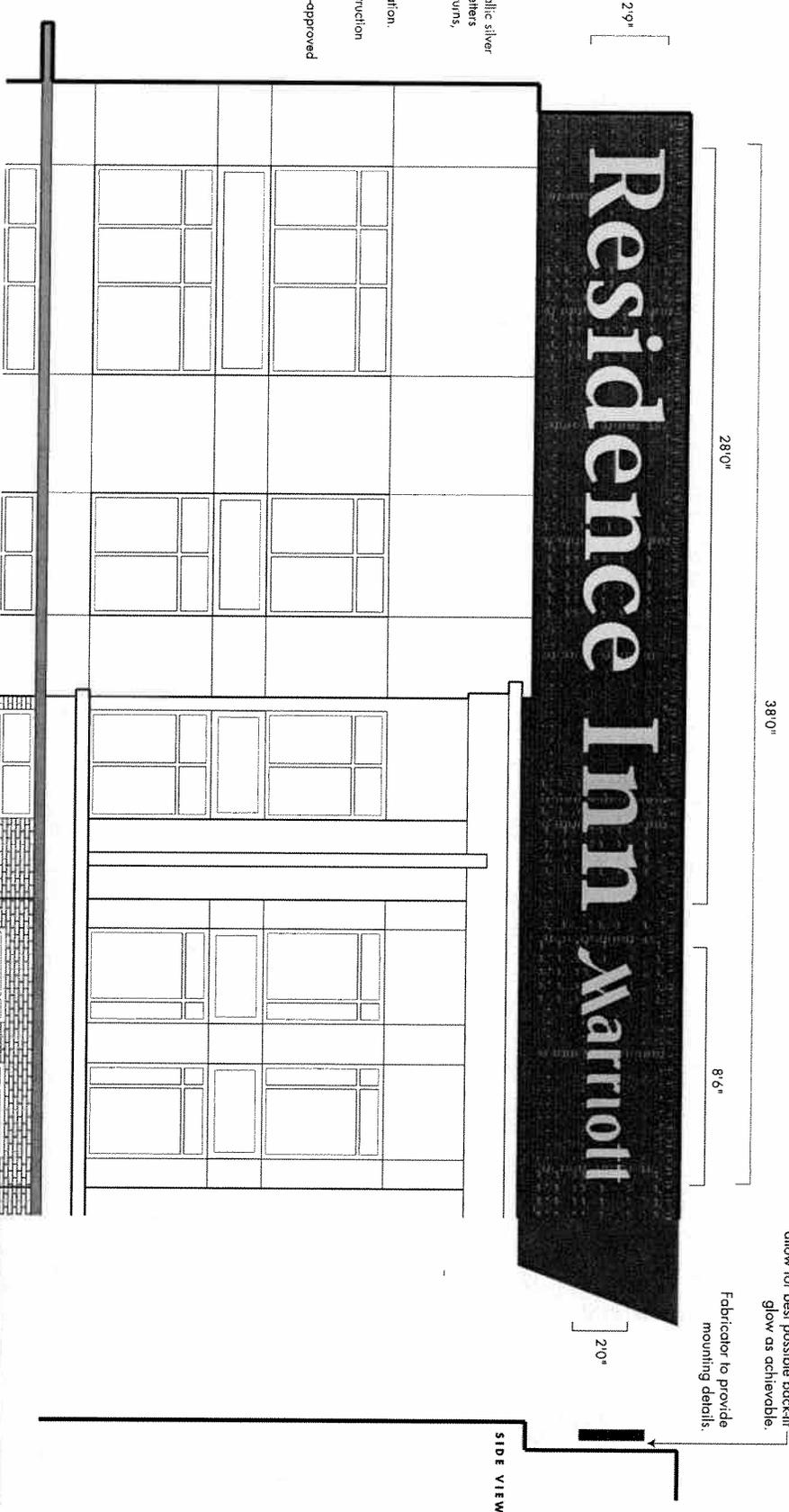
 COOPER CARRY

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Patricia Hoed, Graphic Design
 111 South Atlas Street
 Alexandria, Virginia 22314

Restoration & Renovation Inc.
 Planning and Comprehensive Sign Plan
 Design Development

Date: May 3, 2010
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Stainless Steel, painted metallic silver Reverse Channel logotype letters with 'Residence Inn Red' Returns, PMS 7427.

Hold-lit, illuminated logo and lettering. White illumination.

See page 7 for typical construction details.

To be fabricated by Marriott-approved sign vendor only.

SIGN 8 ON MASTER LOCATION PLAN
 Total Sign Area: 104.5sf (Roof-top Signage)

RESIDENCE INN ROOFTOP SIGN (SOUTH) 29th STREET
 Scale: 1/4" = 1'0"

Distance from sign to wall to allow for best possible backlit glow as achievable.

Fabricator to provide mounting details.

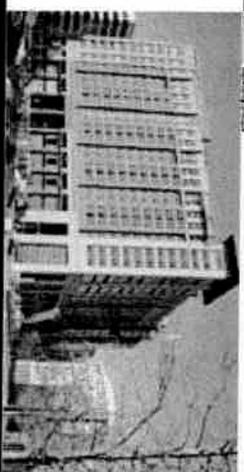
 COOPER CARRY

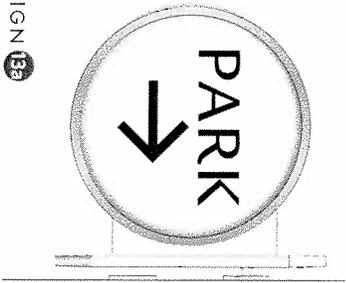
 **ph.gd**

Patricia Hord, Georgia Design
 111 South Alfred Street
 Alexandria, Virginia 22314

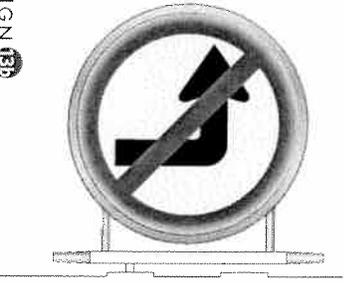
Renaissance & Residence Inn
 Polemon, York Comprehensive Sign Plan
 Design Development

Date: May 3, 2010
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SIGN 13a
Total Sign Area: 4 sf (single sided)
Blue illumination



SIGN 13b
Total Sign Area: 4 sf (single sided)
Red illumination



SIGN 12
Total Sign Area: 4 sf (double sided)
Yellow illumination

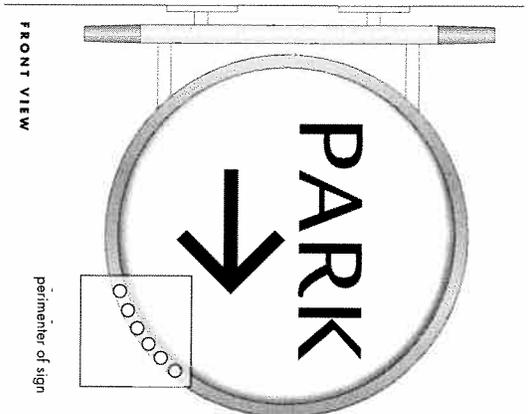


SIGN 2b
Total Sign Area: 4 sf (double sided)

NOTE:
TENANT TEXT AND LOGO
FOR VISUAL PLACEMENT
ONLY.
ACTUAL TENANT/ART
TO BE DETERMINED



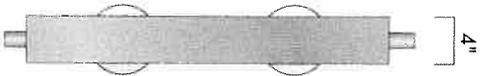
24"



FRONT VIEW

perimeter of sign

24"



SIDE VIEW

4"

10'0" to finished floor

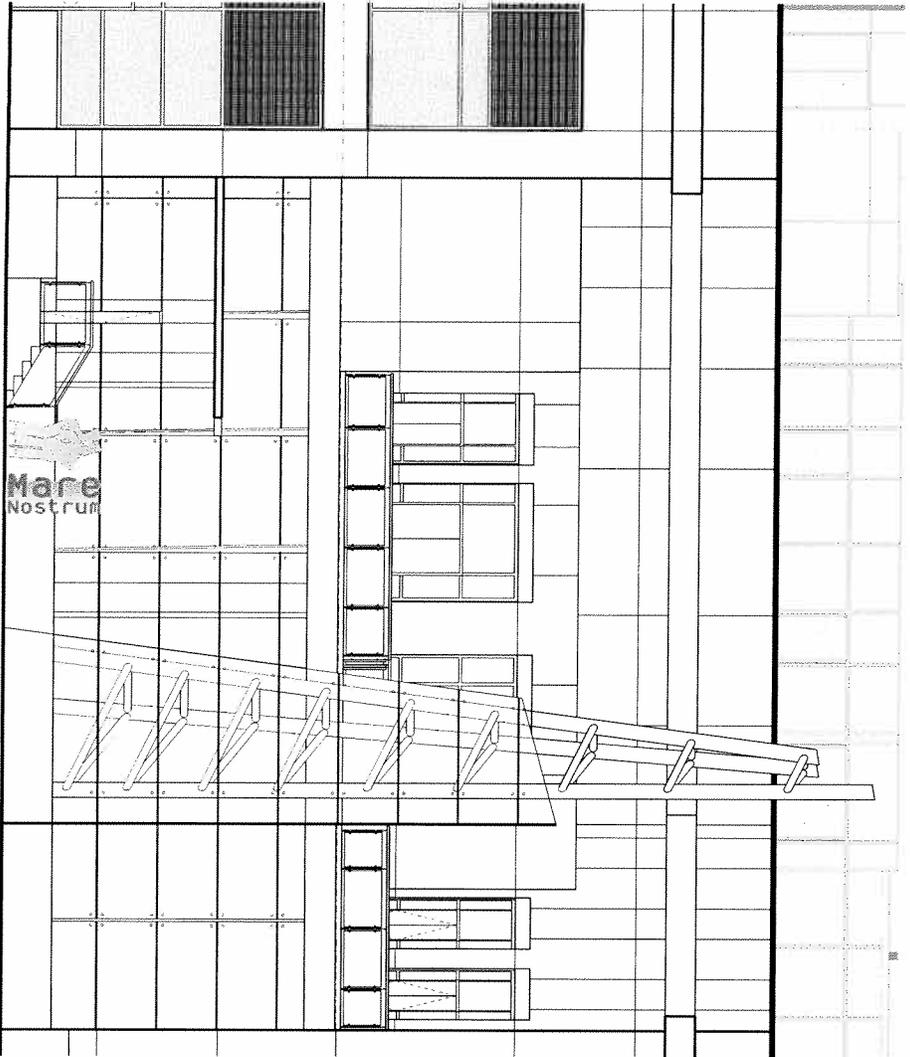
Projection Mounted Sign.
Circular sign background with graphics on both sides.
LED lights around perimeter of sign to illuminate graphics face
4 sf each

DETAIL

Scale: 1 1/2" = 1'0"

TYPICAL PROJECTION MOUNTED SIGN

Scale: 1" = 1'0"



3'0" x 3'0" x 6'0" Freestanding sculptural restaurant sign

3'0"W x 3'0"D x 6'0"H
 Custom fabricated, painted aluminum sculptural custom logo
 sign with base.

NOTE: ACTUAL NAME/WORDS/GRAPHICS TO BE DETERMINED
 ART SHOWN FOR PLACEMENT ONLY

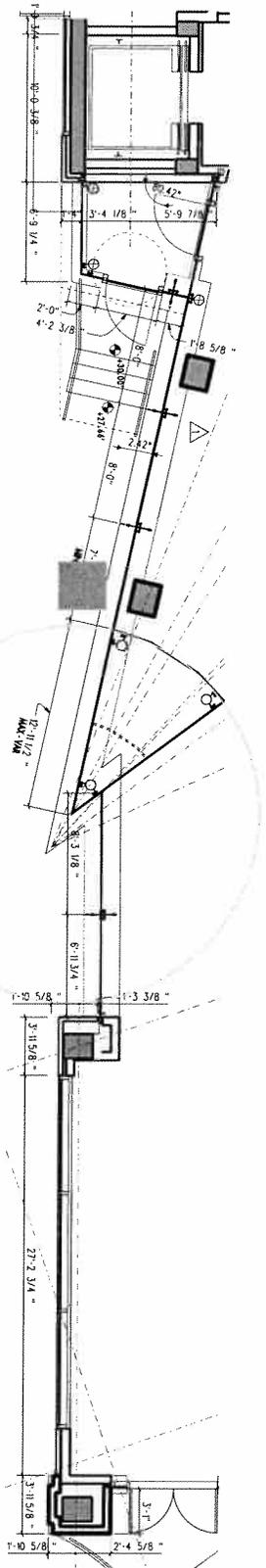
SIGN 11a ON MASTER LOCATION PLAN

Total Sign Area: 18 sf

**RESTAURANT IDENTIFICATION SIGN
 (WEST) CRYSTAL DRIVE**

Scale: 1/8" = 1'0"

 COOPER CARRY
 **phgd**
 Patricia Nord, Graphic Design
 111 South Alfred Street
 Alexandria, Virginia 22314
 Pennington & Fieldner Inc.
 Project: West Comprehensive Sign Plan
 Design Development
 Date: May 3, 2010
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Actual location to be determined by architect

SIGN **11a** ON MASTER LOCATION PLAN

RESTAURANT IDENTIFICATION SIGN PLAN (LOCATION)
 (WEST) CRYSTAL DRIVE

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


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 PARTICLE HORN GROUP, INC.
 111 South Alfred Street
 Alexandria, Virginia 22314

Restaurant & Residence Inn
 Renaissance Comprehensive Sign Plan
 Design Development

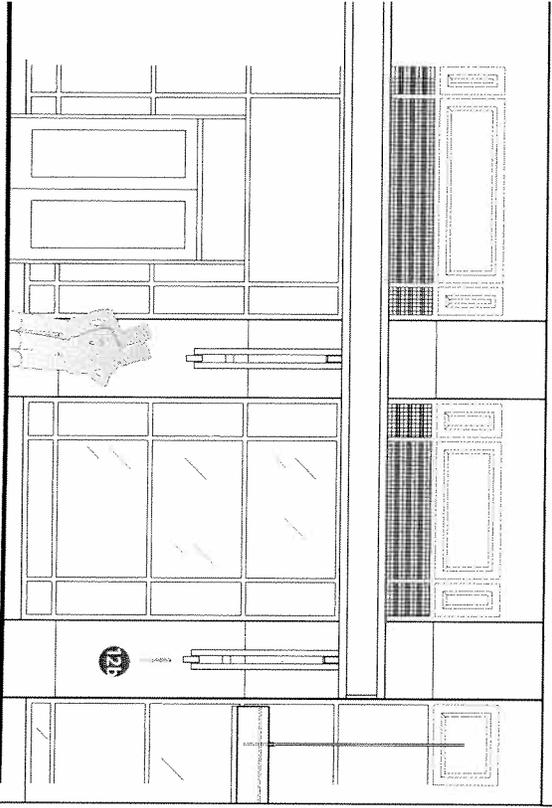
Date: May 3, 2010
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Sign perimeter illuminates yellow off and on, when taxi is called.

SIGN 12

Double sided
See page 32 for typical detail.

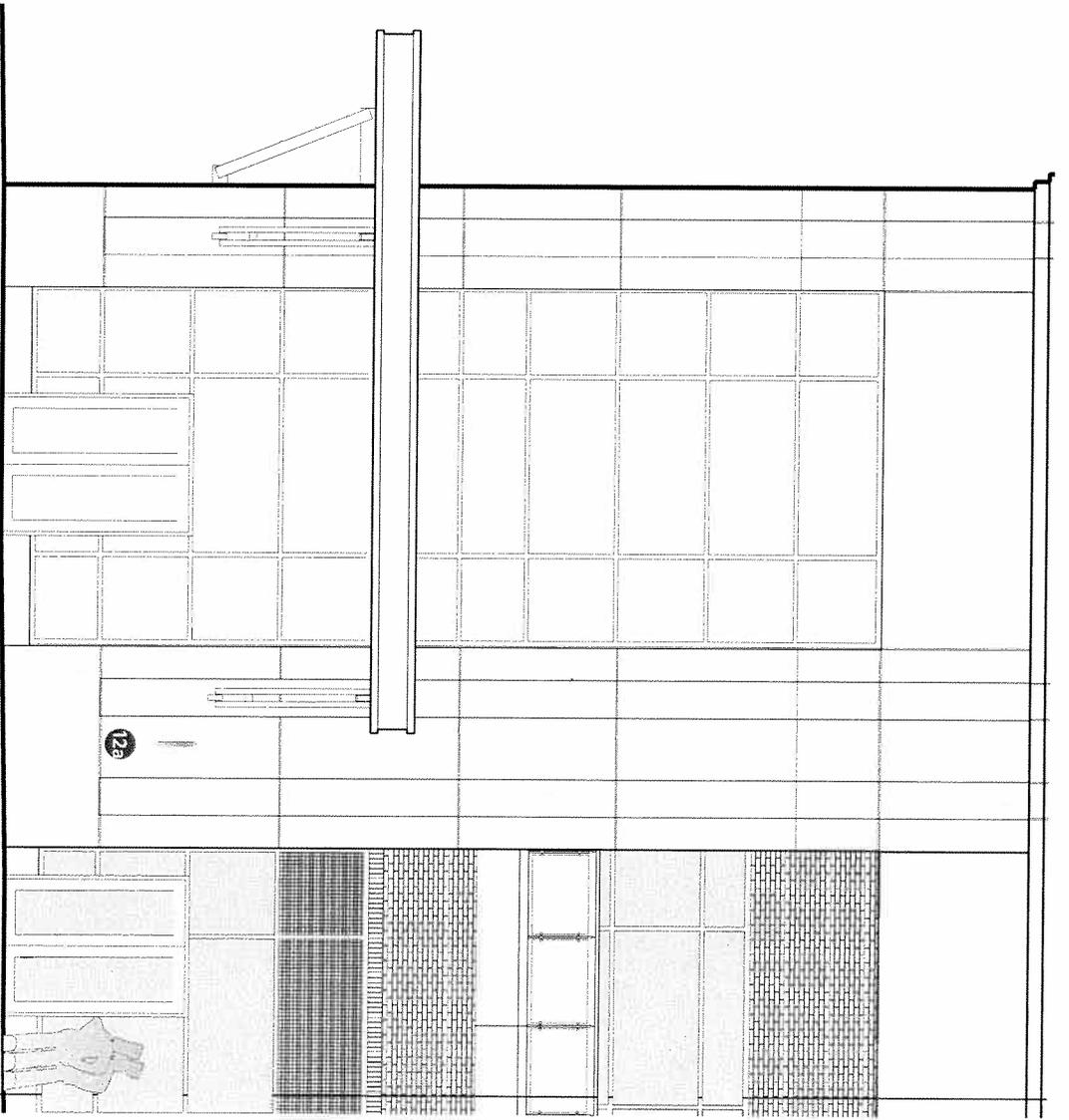


29TH STREET

SIGN 12 ON MASTER LOCATION PLAN

Total Sign Area: 8sf (2x 4sf)

TAXI CALL — PROJECTION MOUNTED SIGN LOCATIONS
(EAST) POTOMAC AVENUE
Scale: NTS



POTOMAC AVE



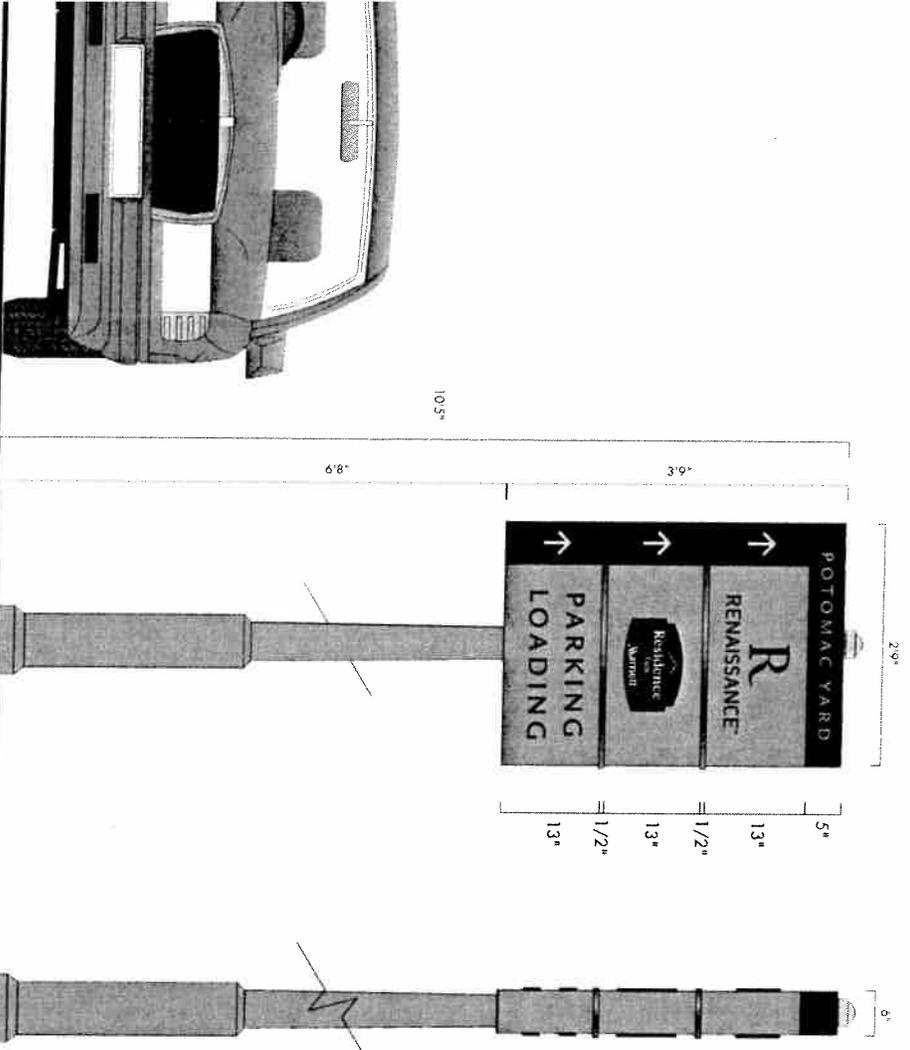
COOPER CARRY

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Patricia Hard Graphic Design
111 South Alfred Street
Alexandria, Virginia 22314

Excellence & Residence Inc.
Business Unit Comprehensive Sign Plan
Design Development

Date: May 3, 2010
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VEHICULAR DIRECTIONAL

SIGN 15 ON EXTERIOR SITE WAYFINDING PLAN
 Total Sign Area: 9.375sf each side

VEHICULAR DIRECTIONAL SIGN

Scale: 3/4" = 1'0"

SIGNAGE FABRICATION SPECIFICATIONS

2'-9" x 3'-9" Vehicular Sign, Double Sided

SIGN FACE

6" thk. fabricated aluminum sign painted metallic silver
 PMS 877 with 1/4" thick, painted aluminum logos
 in full branding colors and text to match Charcoal Grey
 PMS Cool Grey 11C, mechanically fastened text and graphics.

DIRECTIONAL PANEL

Painted to match Charcoal Grey PMS Cool Grey 11C
 with silver arrows and silver "POTOMAC YARD"

ACCENT DIVIDER BANDS

1" Stainless steel accent band to wrap three sides of sign

POST

Painted medium grey. Robust post construction.

INSTALLATION METHOD

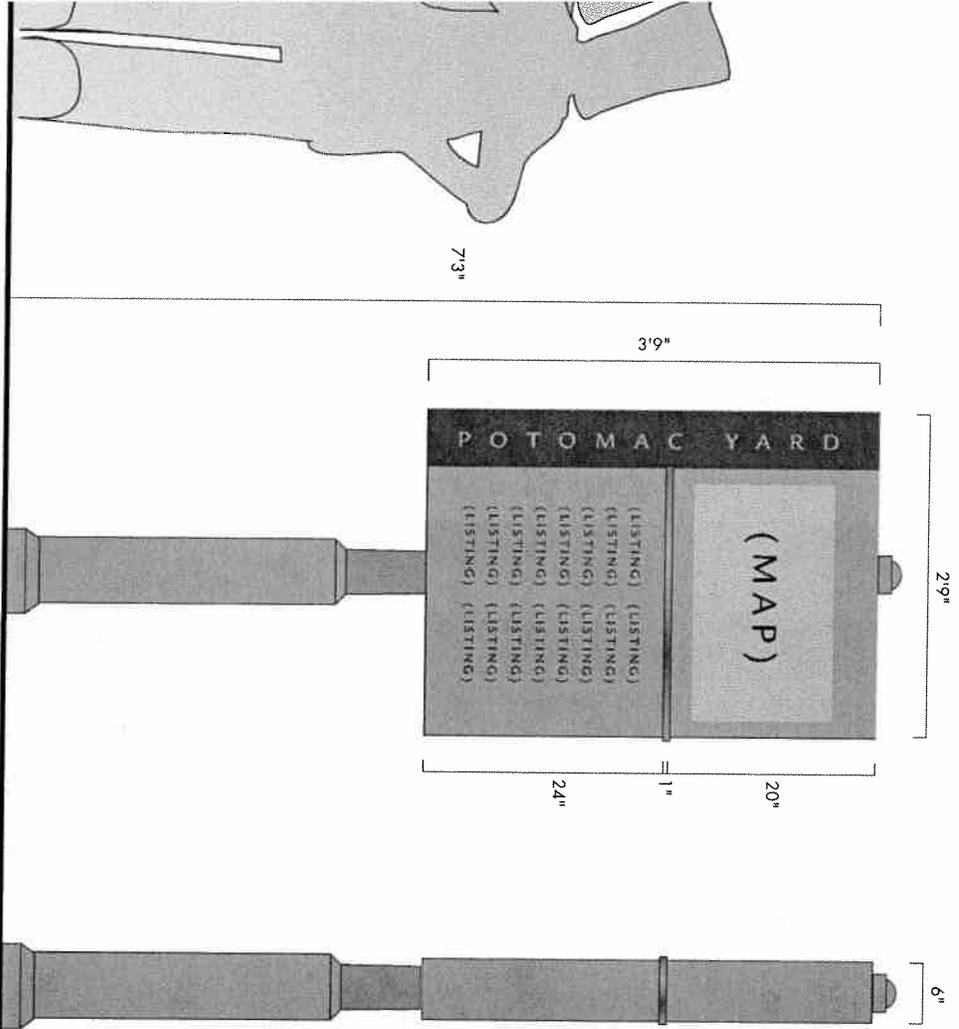
Installation details from fabricator to be included in shop drawings

LIGHTING

None

To be fabricated by Marriott-approved sign vendor only.

ph.gd
 Parrita Herd Group & Design
 1115 South Alhambra Street
 Alhambra, CA 91803
 Telephone: 626.441.2314
 Fax: 626.441.2314
 Email: info@phgd.com
 Website: www.phgd.com
 Date: April 21, 2010
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PEDESTRIAN DIRECTIONAL

SIGN 15d ON EXTERIOR SITE WAYFINDING PLAN
 Total Sign Area: 18.75sf each side

PEDESTRIAN DIRECTIONAL SIGN

Scale: 1" = 10"

SIGNAGE FABRICATION SPECIFICATIONS

- 29" x 39" Pedestrian Sign, Double Sided
 - SIGN FACE**
 6" thick, fabricated aluminum sign painted metallic silver PMS 877 with custom map, text and graphics.
 - DIRECTIONAL PANEL**
 Painted to match Charcoal Grey/PMS Cool Grey 11C with silver "POTOMAC YARD"
 - ACCENT DIVIDER BAND**
 1" Stainless steel accent band to wrap three sides of sign
 - POST**
 Painted medium grey. Robust post construction.
 - INSTALLATION METHOD**
 Installation details from fabricator to be included in shop drawings
 - LIGHTING**
 None
- To be fabricated by Marriott-approved sign vendor only.



COOPER CAMERA



Patricia Herd Concept/Design
 111 South Alfred Street
 Alexandria, Virginia 22314

Restoration & Reuse/Inn
 Potomac Yard Comprehensive Sign Plan
 Design Development

Date: May 3, 2016
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COOPER CARRY

PROJECT NO.: 207007

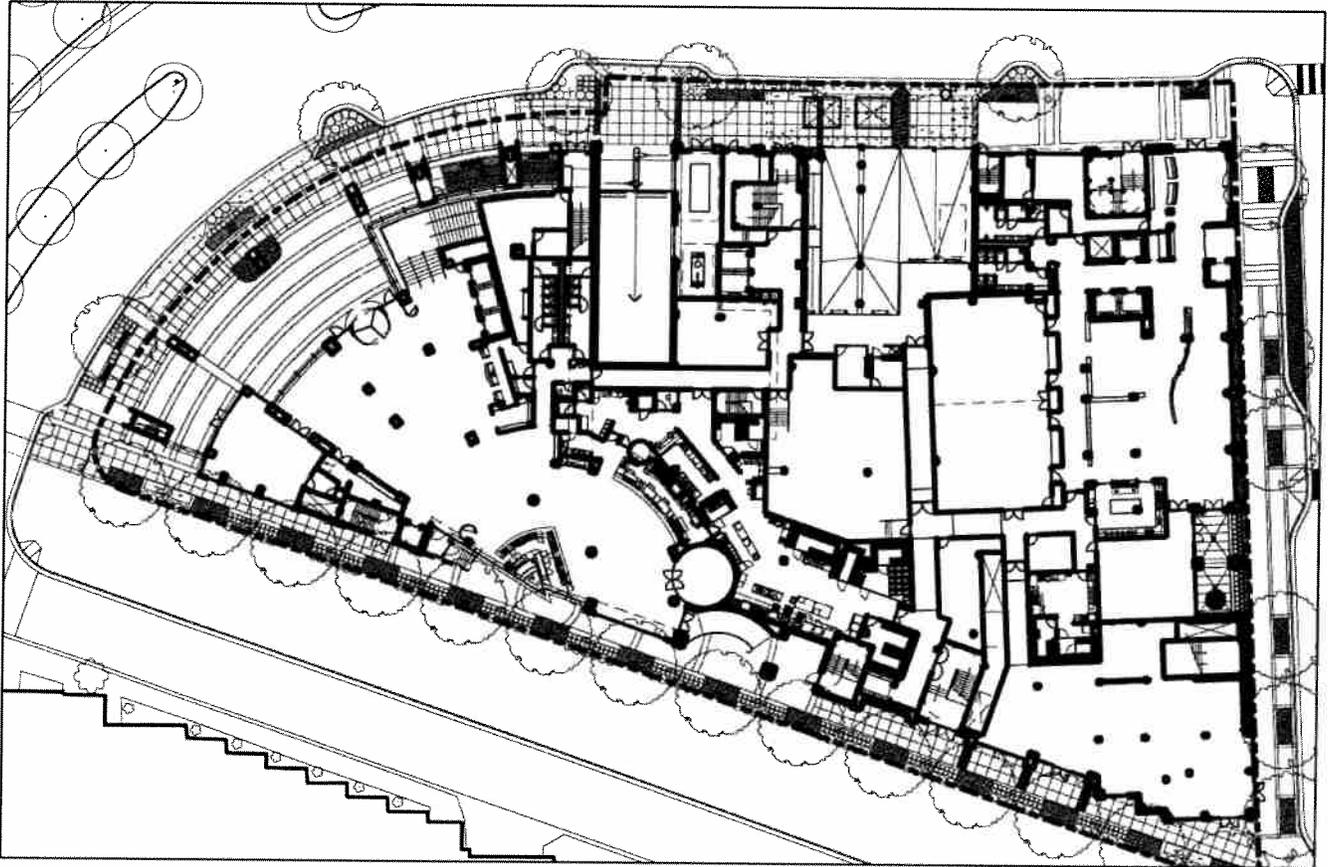
**POTOMAC YARD RENAISSANCE
AND RESIDENCE INN
ARLINGTON, VIRGINIA**

**Proposed Facade Lighting Package
Issued in Accordance with 4.1 Site Plan Condition #50
To be reviewed in conjunction with Comprehensive Sign Plan.
See Comprehensive Sign Plan for all signage information.**

DATE: February 5, 2010

DATE: March 15, 2010 Revised

VIEW A



key plan

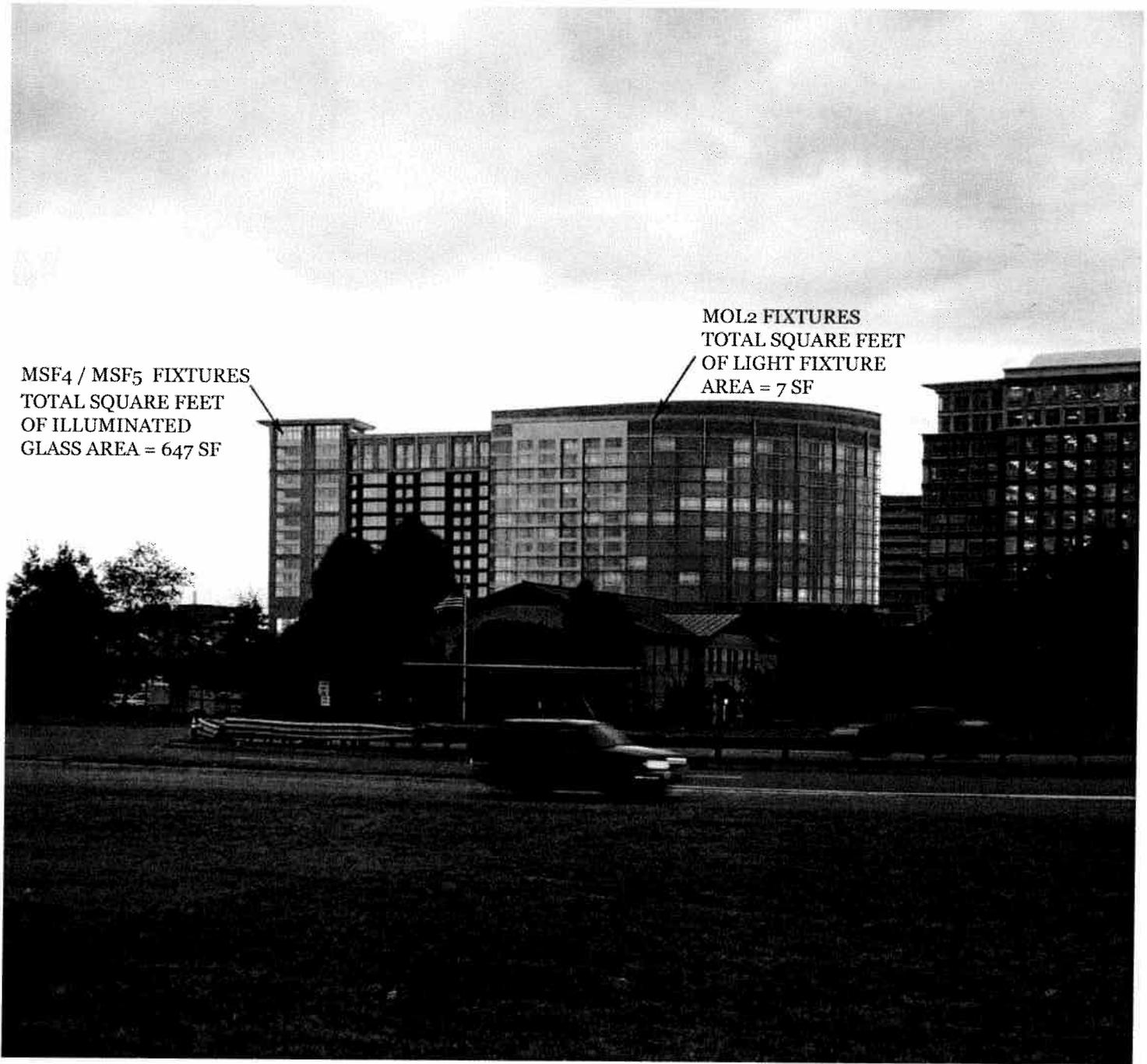
Marriott
HOTELS • RESORTS • SUITES



THE JBG COMPANIES



potomac yard - renaissance & residence inn march 15, 2010



No signage included in this rendering.
See comprehensive sign plan for all
signage information.

view a - façade lighting at roof

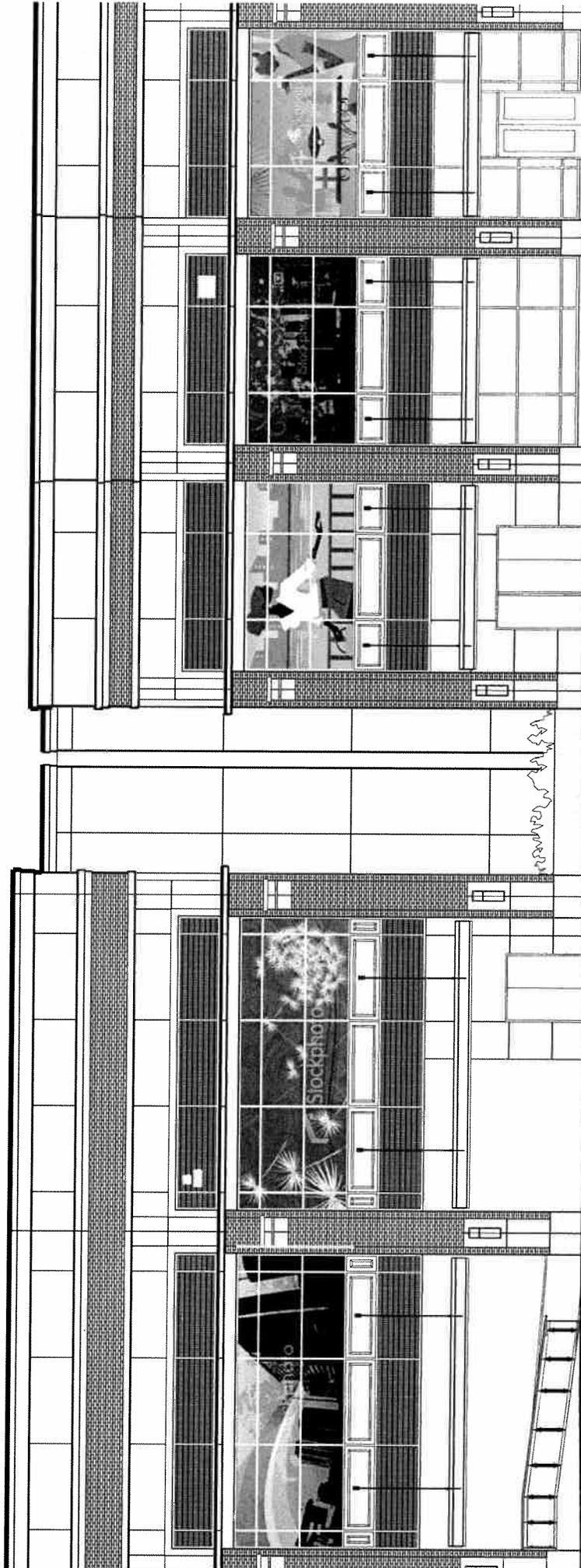
Marriott
HOTELS • RESORTS • SUITES



The JBG Companies



potomac yard - renaissance & residence inn march 15, 2010



10 x 27

10 x 27

10 x 17

10 x 17

10 x 17

SIGN 10 ON MASTER LOCATION PLAN
 Total Sign Area: 1050 sf (Signs not counted against total sq ft used)

**OPTIONAL DECORATIVE VINYL WINDOW GRAPHICS
 (WEST) CRYSTAL DRIVE ELEVATION**

Scale: NTS

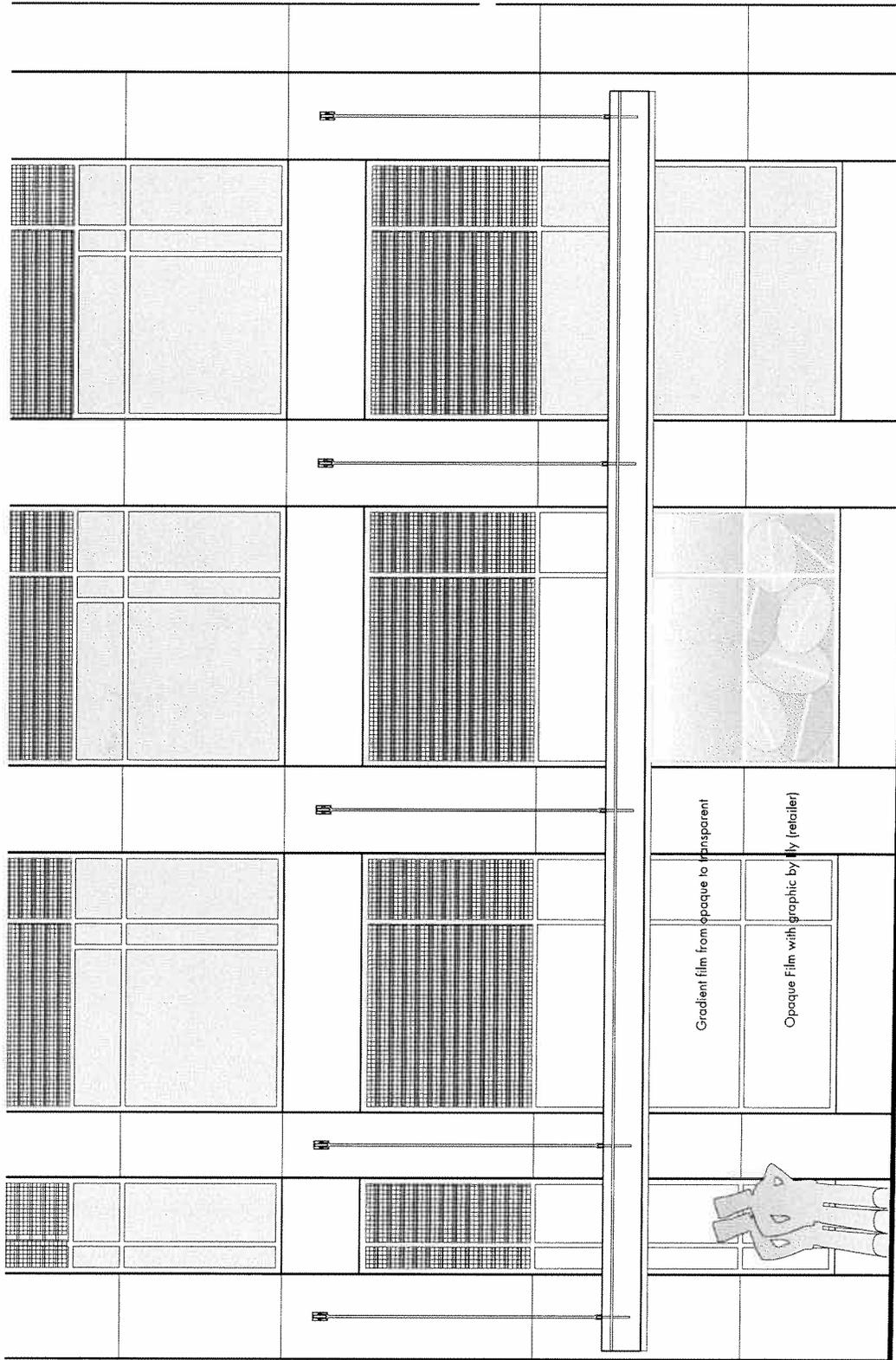
OPTIONAL Digital Output Window Vinyl
 Easily changeable, no logo use, just art/photography, no commercial messaging
 ACTUAL ART TO BE DETERMINED



Patricia Hard, Principal, Design
 111 South Alfred Street
 Alexandria, Virginia 22314

Renaissance & Renaissance IIm
 Potomac Yard Comprehensive Sign Plan
Design Development

July, May 3, 2010
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9'6" x 7'0" Decorative Window Vinyl Area

20 SIGN ON MASTER LOCATION PLAN

Total Sign Area: Decorative Window Vinyl Graphics: 66.5sf SHOWN

**RETAIL TENANT SIGNAGE
(WEST) CRYSTAL DRIVE**

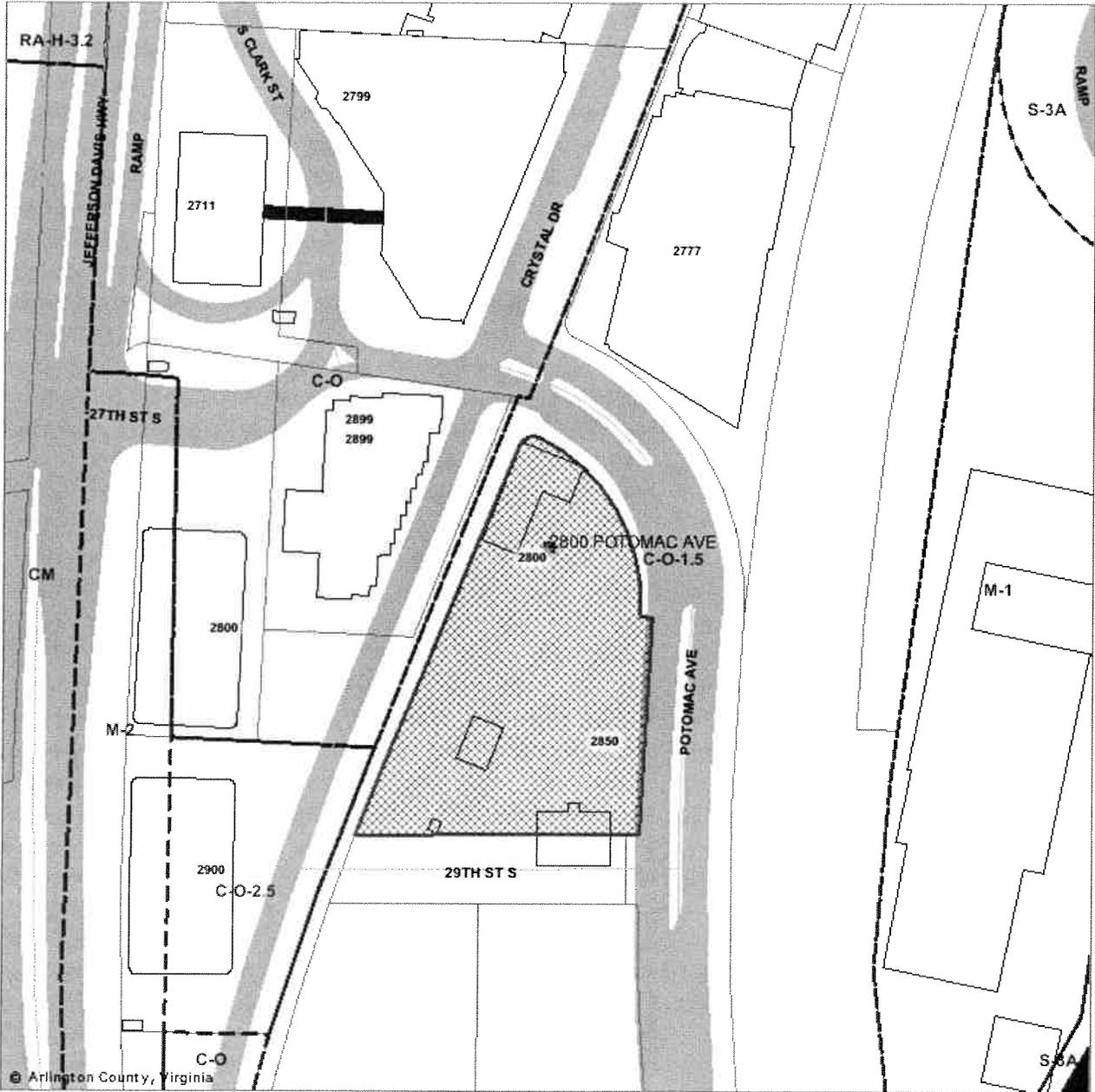
Scale: 1/4" = 1'0"



ph:gd

Patricia Nord-Graphic Design
 Renaissance & Residence Inn
 Phoenix West Comprehensive Sign Plan
 Design Development

Date: May 3, 2010
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SP#346
2800, 2850 Potomac Avenue
RPC: 34-027-066

Note: These maps are for property location assistance only.
 They may not represent the latest survey and other information.

Not To Scale

Case Location(s)