



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of July 10, 2010**

DATE: June 30, 2010

SUBJECT: SP#402 SITE PLAN AMENDMENT for a comprehensive sign plan including a rooftop sign and a temporary sign at Penrose Square located at 2501 9th Rd. South (RPCs: 25-016-012, -013, and -014.)

Applicant:

Carbon Thompson Development LLC
Garrett W. Erdle
13650 Dulles Technology Drive, Ste 250
Herndon, Virginia 20171

C. M. RECOMMENDATION:

Approve the site plan amendment request for a comprehensive sign plan at Penrose Square, subject to all previous conditions and revised Condition #50.

ISSUES: This is a site plan amendment request for a comprehensive sign plan at Penrose Square and no issues have been identified.

SUMMARY: Penrose Square is a mixed-use retail and residential development under construction along Columbia Pike. The request was deferred from the June 12, 2010 County Board meeting at the request of the applicant, to allow time to make some revisions to the proposal for additional flexibility for the proposed retail signs. A variety of signs are proposed, including retail tenant signs (including signs for the new Giant Food store), building identification signs, directional signs for the leasing office, loading dock, and parking, and one (1) temporary leasing sign. The proposed parking, loading, clearance bar, Giant Food retail signs, and building identification signs exceed what is permitted by-right by the Zoning Ordinance and require modifications. The proposed project signs are generally consistent with the *Sign Guidelines for Site Plan Buildings* and would provide a consistent design scheme throughout the large, mixed-use project. Although this is a site plan, the project is also generally consistent with the sign standards of the Columbia Pike Form Based Code (FBC), which were used to evaluate signs on FBC projects in the vicinity of the subject site along Columbia Pike. The proposed signs are within the total amount of sign area permitted based on linear frontage, and the amount of signs is reasonable given the scale of this mixed-use project. In addition,

County Manager: MB/GA

County Attorney: CWM/SJM

Staff: Melanie Jesick, DCPHD, Planning Division

PLA-5638

many of the signs are used to direct pedestrians to retail and the leasing office in the pedestrian walkway located between the buildings set back from Columbia Pike. Therefore, staff recommends approval of the site plan amendment request for a comprehensive sign plan at Penrose Square, subject to all previous conditions and revised Condition #50.

BACKGROUND: Penrose Square was approved in October 2006 as a mixed-use retail and residential development. The following provides additional information on the site:

Site: The 167,897 square foot (3.85 acres) site is bounded by South Adams Street, South Cleveland Street, 9th St. South, and Columbia Pike. The site previously was developed as a strip shopping center, including a grocery store, assorted other retail, and associated parking.

To the north: Single-family homes and townhomes.

To the west: Fillmore Gardens Shopping Center and Apartments.

To the east: Siena Park, a recently completed Form Based Code mixed-use project.

To the south: Arlington Village Condominiums and existing strip commercial.

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

General Land Use Plan Designation: The site is designated on the General Land Use Plan (GLUP) as "Medium" Office-Apartment-Hotel (2.5 F.A.R. Office Density, Up to 115 units per acre Apartment Density, up to 180 units per acre Hotel Density) with special provisions within the Columbia Pike Special Revitalization District. This project is located within the Town Center node of the Columbia Pike Special Revitalization District.

Neighborhood: The site is located within the Penrose Civic Association. The Columbia Heights Civic Association is across Columbia Pike from the site. The Penrose Civic Association and Columbia Heights Civic Association were notified but have not provided a response on the proposed comprehensive sign plan. The Columbia Pike Revitalization Organization (CPRO) was involved in the review of the site plan and was also notified of the proposal and has not provided comments to date.

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

Type of sign (quantity)	Sign area for each individual sign (total sign area)	Text	Materials	Location
BUILDING IDENTIFICATION				
Penrose blade sign (1) above 35'	68 sq. ft.	Penrose Square	Acrylic; lexan faces with applied vinyl	Columbia Pike at S. Barton St.
Residence sign (1)	12 sq. ft.	Residences at Penrose Square	Aluminum channel letters on top of canopy	9 th Rd.
DIRECTIONAL				
Leasing office – vertical blade (1)	6 sq. ft.	“Leasing Office” with arrow	Aluminum	Facing 9 th Rd. in the pedestrian walkway.
Residential Leasing office – horizontal blade (1)	4.625 sq. ft.	“Residential Leasing Office” with arrow	Aluminum	9 th St. South
Loading dock (1)	4.625 sq. ft.	“Loading Dock” with arrow	Aluminum with attached acrylic and applied vinyl	S. Adams St.
Residential Loading Dock (1)	4.625	“Residential Loading Dock” with arrow	Aluminum with attached acrylic and applied vinyl	9 th St. South
RETAIL				
Retail tenant wall, blade, awning, and window signs.	624 square feet total retail signs permitted based on linear frontage of retail spaces. + up to 180 sq. ft. for second floor retail	TBD, based on tenant.	Aluminum wall; canvas cloth for awnings; etched glass for window.	At retail spaces throughout the project.
Giant food blade (1)	27.5 sq. ft.	Giant	Aluminum.	9 th Rd. in pedestrian walkway.
Giant wall signs (3)	83 sq. ft. (249 sq. ft. total)	Giant	Channel letter with plex faces.	S. Barton St. and S. Adams St. and within the pedestrian walkway.
Giant pharmacy (1)	33.875 sq. ft.	Giant Pharmacy	Channel letters on narrow raceway.	9 th Rd. and the pedestrian walkway.
Bank sign (1)	16.285 sq. ft.	TBD, based on tenant.	Channel letters on narrow raceway.	Within pedestrian walkway.
OTHER (Parking, Clearance, etc.)				
Parking blade sign (3)	3 sq. ft. (9 sq. ft. total)	“P”	Aluminum, acrylic and applied vinyl	S. Barton St., 9 th St. South, and S. Adams St.
Resident & Public parking entrance & exit (2)	7.82 (15.64 sq. ft. total)	Resident and Public Parking; exit; entrance; arrows	Aluminum, acrylic and applied vinyl	S. Barton St. and S. Adams St.
Public parking entrance and exit (1)	9 sq. ft.	Public Parking; entrance; exit; arrows.	Aluminum, acrylic and applied vinyl	9 th St. South
Clearance bar (3)	6 sq. ft. (18 sq. ft. total)	8’2” Clearance	Digital print	S. Barton St., 9 th St. South, and S. Adams St.
Parking rates (3)	4 sq. ft. (12 sq. ft. total)	“Parking Rates” with actual rates below	Aluminum with applied vinyl	S. Barton St., 9 th St. South, and S. Adams St.
Exit sign (1)	5.46	“Exit Only”	Aluminum with applied vinyl	9 th Rd.

SIGNS NOT COUNTED TOWARDS SIGN AREA				
<i>Temporary leasing banner</i>	<i>120 sq. ft.</i>	<i>TBD; possibly Penrose Square.com</i>	<i>Vinyl or mesh banner.</i>	<i>9th Rd. or Columbia Pike or S. Barton St.</i>
Total sign area proposed:	1120 sq. ft. + up to 180 sq. ft. for second floor retail			
Total sign area permitted based on the total linear frontage:	2,283 linear ft.			

Proposed Retail Tenant Signs

The comprehensive sign plan is proposing up to three (3) signs per retail tenant, and each retail tenant may choose from the following four (4) sign types: a wall or canopy sign, a window sign; an awning, and a blade sign. While this is inconsistent with the guidelines for retail signs in the *Sign Guidelines for Site Plan Buildings*, which call for a maximum of two (2) retail signs per tenant, it is less than the number of retail signs permitted in the sign standards of the Form Based Code (FBC). The FBC, which governs other projects along Columbia Pike in the immediate vicinity of the subject site, allows for, “one (1) blade sign, one (1) graphics sign and up to three (3) wall or window signs per tenant.” The FBC goes on to say that, “one (1) additional wall or window sign and one (1) additional blade sign are permitted for tenants occupying retail or office spaces with more than one (1) street frontage.” The FBC also lists canopy signs as prohibited types of signs unless approved by the County Board through Special Exception, as was done for the Siena Park and 55 Hundred FBC projects. The amount and size of the proposed retail signs are reasonable and guide visitors through the project, which has a large amount of street frontage and an internal pedestrian walkway.

The applicant would also like the option of placing retail signs at second floor retail space along Columbia Pike. When the Penrose project was originally approved in October 2006, the developer was encouraged to provide second floor retail facing the street, instead of the space being occupied by the proposed Giant. Signs are needed for this second floor retail space in order to ensure the retail is viable and visible, as this is part of a revitalization area along the Columbia Pike corridor where this amount of retail has not been previously present. The developer does not know at this point how many retail tenants will occupy this approximately 8,600 sq. ft. second floor space, but anticipates one (1) to three (3) retail tenants. These second floor tenants would be different than the first floor tenants (in other words, no tenant would have both first and second floor space). For other projects such as Clarendon Market Common, additional sign area for second floor retailers was permitted. As a matter of right, the Zoning Ordinance would allow for 60 square feet of sign area for each second floor tenant, as the sign area would not be based on a linear frontage (since second floor spaces do not have frontage). Staff recommends 60 sq. ft. of sign area per tenant if there are three (3) tenants (for a total sign area of 180 sq. ft. of sign area for the second floor retail). If there are two (2) retail tenants, staff recommends 90 sq. ft. each of sign area (180 divided by 2), or 180 sq. ft. of sign area if there is one (1) retail tenant. As a side note, the 180 sq. ft. of sign area is essentially what the first floor retail along the Columbia Pike frontage would be permitted, as the first floor frontage is 179 feet. The revised comprehensive sign plan condition addresses the permitted sign area for the second floor retail space and the permitted sign locations for this area are depicted on the attached comprehensive sign plan. The FBC does not address second story retail in general, and therefore does not address second story

retail signs. The second story retail was something that was encouraged and negotiated at the time of the Penrose Square site plan approval. All proposed wall signs for the second story would be located below 35 feet.

Proposed Giant Food Signs

The proposed Giant Food retail signs are beyond what is permitted under the Zoning Ordinance. The Zoning Ordinance permits three (3) signs per tenant. Proposed for the Giant signs are three (3) wall signs, one (1) blade sign, and one (1) Giant Pharmacy sign, for a total of five (5) signs for Giant. The Zoning Ordinance also states that, in addition to the three (3) wall signs, one (1) double-sided blade sign is permitted totaling a maximum of three (3) square feet on each face. The Giant Food wall signs are located on three (3) different sides of the building, as the building has frontages along South Adams Street and South Barton Street. There are three (3) garage entrances and two (2) pedestrian entrances to the Giant store, and the additional signs are needed to direct patrons to these entrances. The proposed blade sign is 27.5 square feet in size, but is needed to direct pedestrians to the Giant entrance located in the South Barton Street pedestrian walkway between the buildings. The Giant wall signs located on the walls of the internal walkway will likely not be visible from the primary roadways, with the exception of the Giant Pharmacy sign, in which case the word "Giant" in that sign is relatively small; the focus is more on the pharmacy. Therefore, the number of the proposed signs for Giant alone is appropriate. The FBC permits three (3) wall or window signs per tenant, one (1) additional wall or window sign for tenants with more than one (1) frontage, and a blade sign. Therefore, the amount of Giant signs proposed is consistent with the FBC. However, the FBC goes on to say that letters on wall signs should not exceed 18 inches in height. The Giant wall signs are approximately 3.6 feet in height. In addition, while the FBC does encourage the use of blade signs, the FBC states that blade signs shall not be more than six (6) square feet. The proposed Giant blade sign in the pedestrian walkway is 27.5 feet in size. The proposed Giant foods blade sign is located approximately 21 feet off of the internal walkway sidewalk, which is consistent with the FBC standard that blade signs be a minimum of 9 feet from the sidewalk. That said, the approved condition for the Penrose Square project anticipated modifications for grocery store signs. The County also has a grocery store policy to encourage retaining and attracting new grocery stores in Arlington, and the proposed Giant food signs are consistent with that policy.

Proposed Building Identification Sign

The applicant is proposing one (1) sign to be located above 35 feet. The Penrose Square building identification blade sign would be located between a height of 35 ft. to 58 ft. above grade. As the sign is proposed to be illuminated, a condition requiring dimmable lighting is required and recommended in revised Condition #50. The request to locate this building identification sign above 35 feet is appropriate. Although the sign technically meets the County's definition of a rooftop sign, it will not be located on or near the roof. It is the only building identification sign proposed for the Penrose Square project as a whole. The other identification sign proposed is the canopy sign that is intended to identify the residence portion of the building only. In terms of building identification signs, the FBC allows for a bronze or masonry plaque, up to 8 square feet, placed near the building roof line. The proposed building identification sign would be beyond the FBC standard. However, the County Board has approved modifications to the FBC for building

identification signs before, such as for the Siena Park project, which has a building identification blade sign of approximately 54 feet in size. Additionally, blade signs are encouraged by the FBC, although specifically for retail tenants, not necessarily a standard option for building identification signs.

Proposed Parking, Loading, and Clearance Signs

The parking, loading, and clearance signs proposed are larger and there are more proposed than are permitted under the Zoning Ordinance. The Zoning Ordinance permits no more than two (2) entrance or exit signs at each vehicular entrance, not to exceed three (3) square feet each. At some parking lot locations, for example, on South Adams Street and on South Barton Street, three (3) signs are proposed: a "resident and public parking" directional sign, a clearance bar, and a parking rates sign. The sizes of the proposed parking signs are also above 3 sq. ft. The amount and size of the proposed parking signs are appropriate for this large, mixed-use project and they provide information to motorists on the type of parking provided (resident and/or public), parking rates, and clearance warnings before entering the garage. In addition, the parking blade signs with a "P" will help guide motorist to the garage entrances that may not be easily seen from Columbia Pike. Due to the placement of the three (3) different garage entrances at various side streets and not along Columbia Pike (including one of those entrances at the rear of the building, on 9th Street South), a greater need for way-finding exists on this site as compared to most, justifying the need for more and larger signs in this instance. Public parking is an important component of this project, which will have many retail tenants, including a large Giant food store. Signs are important to directing motorists to the public area of the garage and identifying parking rates at the onset. In addition, by advertising the availability of public parking, patrons are less likely to park in the nearby residential neighborhoods. The FBC is silent on parking, loading, and clearance signs, but references that these types of signs are permitted as per Section 34 of the Zoning Ordinance. This is why a modification is needed for these types of signs.

Proposed Temporary Sign

One (1), 120 sq. ft. temporary leasing sign is proposed, which is consistent with what is permitted by-right under the Zoning Ordinance. The leasing sign is required to be removed one (1) year after placement on the building. The Zoning Administrator may re-approve the temporary leasing signs for six (6) months at any time the developer demonstrates that the leased space is vacant or will become vacant within a period of sixty (60) days. The FBC is silent on temporary leasing signs, but states that signs are permitted under Zoning Ordinance Section 34.F.5, which contains the temporary leasing sign provisions. As stated above, the proposed sign is consistent with that provision.

Signs Prohibited Under the Form Based Code (FBC)

The standards of the FBC contains a list of prohibited signs (unless approved by the County Board through Special Exception) including: canopy signs, marquees, signs located above 35 feet except masonry or bronze plaques, freestanding signs, painted window signs, signs painted on the exterior walls of buildings, and any flashing signs. The only types of these signs being proposed with the comprehensive sign plan are canopy signs and the proposed building

identification sign above 35 feet. Regarding the proposed canopy signs, the approved sign condition for the Penrose Square project specifically stated that the comprehensive sign plan could include canopy signs. Canopy signs for retail tenants were approved via special exception for other FBC projects on Columbia Pike, including Siena Park and 55 Hundred. Regarding the proposed “Penrose Square” building identification sign above 35 ft., as stated above, modifications have been approved before by the County Board to allow similar types of project identification signs for Siena Park and the Halstead projects. With the exception of the proposed canopy signs and building identification sign, which the applicant is asking for special approval of now, the comprehensive sign plan is proposing no signs that are prohibited by the FBC.

CONCLUSION: The proposed signs are within the total amount of sign area permitted and the amount of signs is reasonable given the scale of this mixed-use project. In addition, many of the signs are used to direct pedestrians to retail and the leasing office in the pedestrian walkway between the buildings and to the parking garage. Therefore, staff recommends approval of the site plan amendment request for a comprehensive sign plan at Penrose Square, subject to all previous conditions and revised condition #50.

Revised condition #50:

50. The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs (including identification and directional signage) shall be consistent with the guidelines contained in "Sign Guidelines for Site Plan Buildings" and meet, when possible, the guidelines contained in the Columbia Pike Form Based Code (Section 20. – Appendix A of the Zoning Ordinance) and with Section 34 of the Zoning Ordinance. Modifications to the guidelines found within the Columbia Pike Form Based Code are permitted for the grocery store signs. The Zoning Administrator shall determine whether the signs meet the standards of the guidelines and the Ordinance. No sign permits will be issued until a comprehensive sign plan is approved. The developer agrees to obtain approval from the Zoning Administrator of the comprehensive sign plan before the issuance of the first Certificate of Occupancy. All proposed rooftop signs, defined as all signs that are 35 feet or more above the ground elevation at entrances, shall require a site plan approval or amendment.

The developer further agrees, in its fulfillment of Condition #64 below (retail attraction and marketing plan), that the only types of retail signs that shall be permitted shall be consistent with types of signs permitted by Section 34 of the Zoning Ordinance or with the comprehensive sign plan approved by the County Board on July 10, 2010, and shall include some or all of the following: building wall signs; blade signs; window signs; carved, painted or sculptural signs; canopy or awning signs; logo signs; and, permanent quotes on building walls and blade signs.

The colors and materials of retail tenant signs shall harmonize with and complement the exterior materials and design of the individual retail storefronts so as to present a unified design approach for the individual retail unit. Individual tenants must apply for and obtain sign permits, including the design, colors, and materials of the signs, which shall

be reviewed by the County Manager to ensure consistency with the comprehensive sign plan.

- a. The developer agrees that all project signs shall be consistent with the comprehensive sign plan prepared by Dodd Creative Group and dated June 30, 2010 and approved by the County Board on July 10, 2010. The developer further agrees that all signs shall be of the number, type, size, location, and structure shown on the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance. The total project sign area shall not exceed 1,120 square feet, plus the additional 180 sq. ft. for the second floor retail along Columbia Pike as outlined below.
- b. The developer agrees that retail signage is limited to three (3) signs per retail bay, with the option of choosing among three (3) of the four (4) types of retail sign types (wall or canopy mounted, projecting, awning, or window) depicted in the comprehensive sign plan. The developer agrees that flexibility is permitted in the location of retail tenant signs (with the exception of the Giant Food store signs) in that the non-Giant retail tenant signs can be moved within each retail bay, so long as the sign area for each retail tenant is not exceeded. The developer agrees that each individual retail tenant will obtain sign permits for their signs, and will submit information on the total linear frontage for each retail tenant when applying for individual sign permits. The sign area for each retail sign will be based on the linear frontage for each retail tenant. The total retail linear frontage for the entire project will not exceed 624 sq. ft. for the 1st floor retail.
- c. The developer agrees that the second floor retail is permitted a total of 180 sq. ft. of retail signage, which shall be allocated as follows: 60 sq. ft. per tenant if there are three (3) second floor tenants, 90 sq. ft. per tenant if there are two (2) second floor tenants, and 180 sq. ft. total if there is one (1) second floor tenant. The developer agrees that retail signage for the second floor is limited to three (3) signs per retail bay, with the option of choosing among a wall, canopy mounted, projecting, or window, in the locations depicted in the comprehensive sign plan. For the projecting signs, each second story tenant shall be allowed to deploy such sign at the ground floor entrance in the location(s) depicted on the comprehensive sign plan.
- d. 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%).
- e. The developer agrees that one (1) temporary leasing sign is permitted as shown in the comprehensive sign plan. The temporary leasing sign must be removed one (1) year after placement on the building. The Zoning Administrator may re-approve the temporary leasing signs for a period of six (6) months at any time the

developer demonstrates to the Zoning Administrator that the leased space is vacant or will become vacant within a period of sixty (60) days.

- f. The developer agrees that the Penrose Square rooftop building identification sign above 35 feet will include dimmable lighting that will allow the applicant to adjust the rooftop sign's lighting intensity. The applicant further agrees that if the County Manager finds that the intensity of the rooftop sign's lighting has an adverse effect on the surrounding area, the applicant 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.

PREVIOUS COUNTY BOARD ACTIONS:

August 1961	Designated as “Undetermined Uses” on the General Land Use Plan.
May 16, 1964	Approved a rezoning of RPC #25-016-006, -009, -011 from “C-1” and “C-2” to “C-S-C”, and approved a site plan (SP #38) as part of the rezoning.
December 1964	Designated “General Business” on the General Land Use Plan.
April 1975	Designated as “Service Commercial” (Personal and business services. Generally one to three stories, maximum 1.0 FAR) on the General Land Use Plan.
June 25, 1977	Approved a rezoning of RPCs #25-016-006, -009, -011 from “C-S-C” to “C-1” because “C-S-C” had been deleted from the Zoning Ordinance.
September 15, 1981	Approved a rezoning of RPCs #25-016-006, -009, -011 from “C-1” to “C-2”.
November 15, 1986	General Land Use Plan amended to include the Columbia Pike Special Revitalization District.
1987	In 1987, the description of “Service Commercial” was shown as “Personal and business services. Generally one to four stories. Maximum 1.5 FAR” on the General Land Use Plan.
December 17, 2002	Columbia Pike Special Revitalization District boundaries amended on the General Land Use Plan.
February 25, 2003	Columbia Pike Special Revitalization District Form Based Code (Section 20 of the Zoning Ordinance) adopted.
February 10, 2004	Columbia Pike Street Space Plan adopted and Columbia Pike Special Revitalization District Form Based Code amended to include new Required Building lines. The description of “Service Commercial” was also shown as “Personal and business services. Generally one to four stories.

Maximum 1.5 FAR with special provisions within the Columbia Pike Special Revitalization District” on this GLUP.

July 10, 2006

County Board accepted the withdrawal of a use permit request for approval under the Columbia Pike Form Based Code (RPCs #25-016-006, -009, -011).

County Board authorized advertisement of a General Land Use Plan amendment from “Service Commercial” to “Medium” Office-Apartment-Hotel; a rezoning from “C-2” to “C-O-2.5;” and a site plan.

September 16, 2006

County Board authorized advertisement of a General Land Use Plan amendment from “Service Commercial” to “Public” and of a rezoning from “C-2” to “S-3A” for the portion of the site to be included in the public square called for in the Columbia Pike Special Revitalization District Form Based Code.

October 24, 2006

Approved the Site Plan to construct approx. 299 dwelling units, approx. 61,500 sq ft grocery store, approx. 36,000 sq ft retail, modification of use regulations for density.

Amended the General Land Use Plan for the subject parcels to “Medium” Office-Apartment –Hotel (2.5 F.A.R. Office Density, Up to 115 units per acre Apartment Density, up to 180 units per acre Hotel Density).

Rezoned the subject parcels from “C-2” Service Commercial – Community Business Districts to “C-O-2.5” Commercial Office Building, Hotel and Apartment Districts.

July 11, 2009

Approved Site Plan Amendment pertaining to Plat of Excavated Area.

September 26, 2009

Approved amendment to conditions pertaining to vacation and encroachments, Columbia Pike Site Frontage, sidewalk and design improvements,

sanitary sewer main improvements and water main improvements.

June 12, 2010

Deferred the request for a comprehensive sign plan for Penrose Square to the July 10, 2010 County Board meeting.

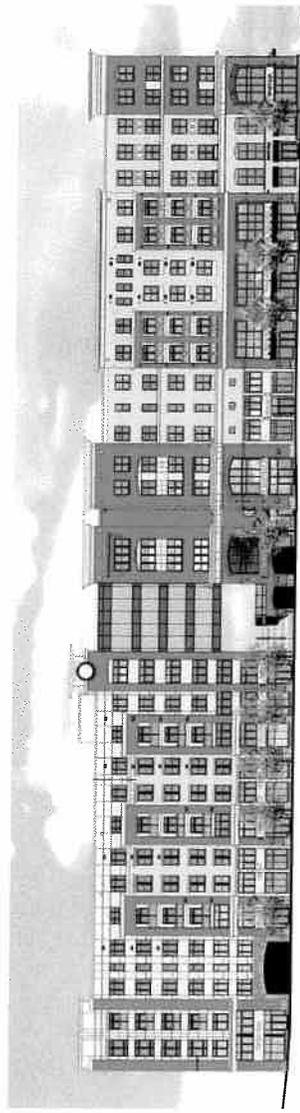
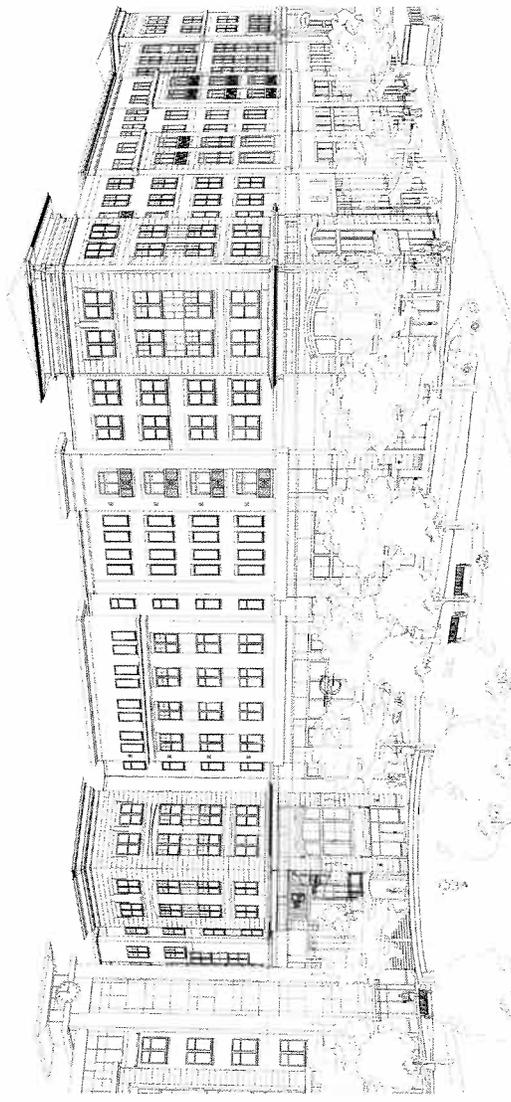
PS PENROSE SQUARE

In the heart of Town Center at the Colorado River, Penrose Square offers a new, vibrant, and exciting opportunity. The project is a new, multi-story, multi-unit residential building that will include a mix of studio, one, and two-bedroom units.

Penrose Square will consist of 100 luxury rental units and will also include a retail space, which will include the new "Hugoboss" food store.

Penrose Square is the result of a comprehensive design process, a key element of the project is Colorado River Town Square, a new city park. It will also include a new playground that has been planned for the community.

Penrose Square is a new addition to the Colorado River development. The project is a key element of the project in Colorado River Town Square, a new city park. It will also include a new playground that has been planned for the community. The project is a key element of the project in Colorado River Town Square, a new city park. It will also include a new playground that has been planned for the community.



CONTENTS

General Criteria	3
B1 Floor Plan	4
1st Floor Plan	5
Building Sign Elevations	7-10
Building Signage	11-30
Giant Food Signage	31-34
Wall Sign Examples	36
Blade Sign Examples	37
Awning Examples	38
Window Sign Examples	39
Retail Signage Elevations	40-42
Signage Calculations	43-45



General Criteria

Introduction

The intent of this Comprehensive Sign Plan is to ensure the quality of signage as well as the allowance of flexibility in size and number of signs within the Project. The requirements contained herein are intended to provide adequate exposure for the Tenant's merchandising and identification while maintaining the overall appearance critical to the success of the Project.

Tenant Signage

1. Tenant signing is expected to enhance and extend the spirit of the architecture for the entire facility, and to be an expression of the high quality of merchants and services within.
2. Graphic Design shall be imaginative, simple and clear. Signage shall be limited to the logo and/or name of the tenant. Additional icon/imagery for tenants will be considered (at the sole discretion of the Landlord) as long as it contributes to the overall identity of the store. Tenants are expected to retain the services of a professionally trained graphic designer to create their identity and sign program.

3. Formula for square footage calculation:
Square footage is determined by multiplying a tenant's linear store frontage by 1 for the total signage square footage allowed. Tenants are allowed three signs total and may use any combination of (4) sign types listed below, as long as the aggregate total does not exceed total allowable square footage.

4. Allowable Sign Types:
 - Wall or Canopy Mounted Signs
 - Projecting Signs
 - Awning Signs
 - Window Signs

Each sign type has a specific area on the building where it can be installed. These areas are shown on the building elevations with the corresponding color indicators (pages 40-42).



5. Corner tenants:
Corner tenants are allowed signage on both storefronts so long as they do not exceed the total allowable square footage for their lease space. There are three available corner spaces: S. Cleveland St. / 9th Rd, S. Barton St. / Columbia Pike and Columbia Pike / S. Adams St.

6. Second Story Tenants
Refer to Site Plan condition language for details on allowable signage for second story tenants.

7. With respect to window signs, the developer agrees that all retail storefronts along public rights-of-way are required to have an overall minimum transparency of 50% as measured from floor to ceiling. In addition, the portion of the retail storefronts that is located between three and eight feet from grade is required to be at least 80% transparent. The purpose of this condition is to allow pedestrians to view the activity within the retail establishment and to allow patrons and employees of the retail establishments to view the activity on the sidewalk and street. "Transparency" shall mean using glass or other transparent exterior material offering a view into an area of the retail establishment where human activity normally occurs and shall not be satisfied by views into areas blocked by display cases, the rear of shelving, interior walls, blinds, hallways, or the like. Provided that the exterior material is glass or other transparent material, a tenant may apply to the County Board for a site plan amendment to grant an exception to this condition for a specified duration.

Building Identification and Giant Food Signs

1. Building identification signs and other directional signs are denoted by Yellow Hexagons on the following plans and elevations. Giant Food signs are denoted by Green Hexagons on the following plans and elevations. These types of signs may be any of the Acceptable Sign Types described above and may not exceed the allowable sign square footage shown herein.



B1 SIGNAGE
TOTAL LINEAR FEET FOR PROJECT: 2283

PUBLIC RIGHT OF WAY

BUILDING SIGNAGE

RETAIL STORE FRONTAGE

(TOTAL: 624)



City of Cleveland, Ohio

1ST FLOOR SIGNAGE
TOTAL LINEAR FEET FOR PROJECT: 2283

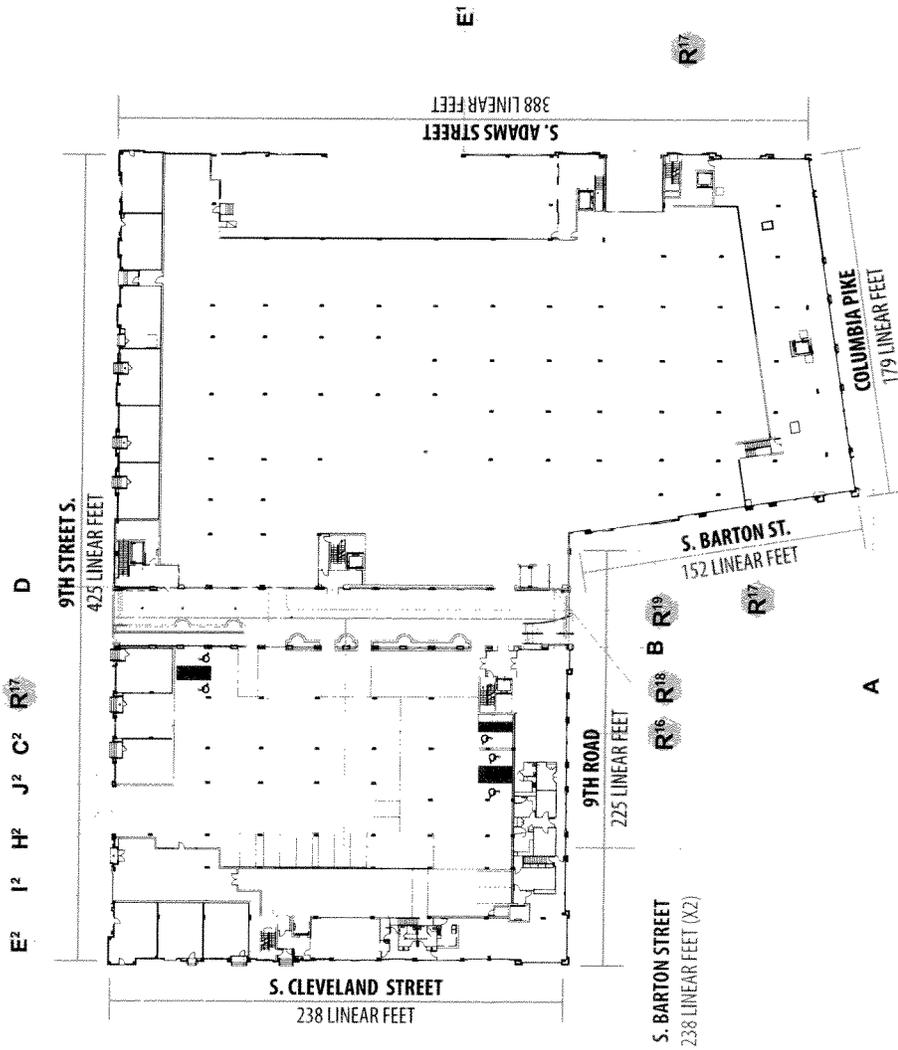
PUBLIC RIGHT OF WAY

BUILDING SIGNAGE

GIANT SIGNAGE

RETAIL STORE FRONTAGE

(TOTAL: 624)

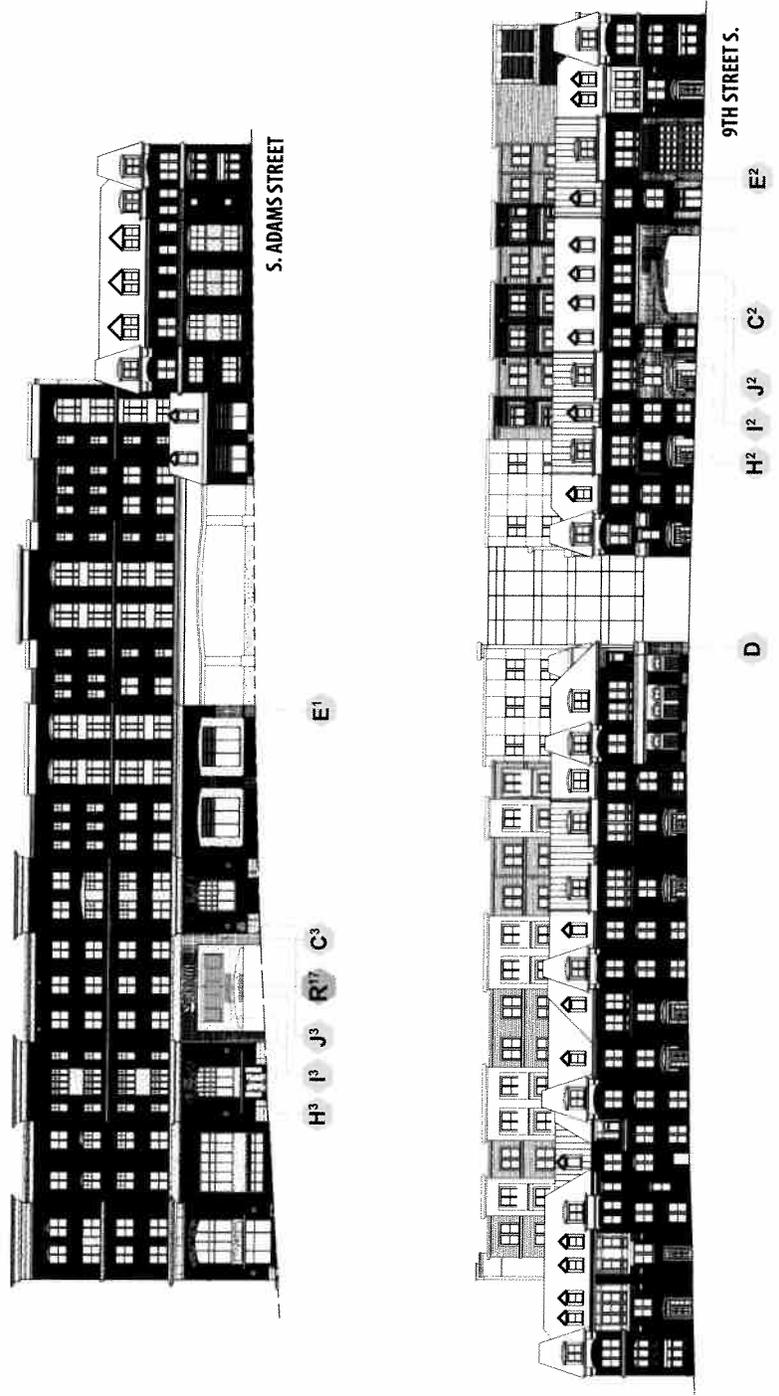


BUILDING & GIANT SIGNAGE



S. ADAMS ST. & 9TH STREET S.
TOTAL LINEAR FEET FOR PROJECT: 2283

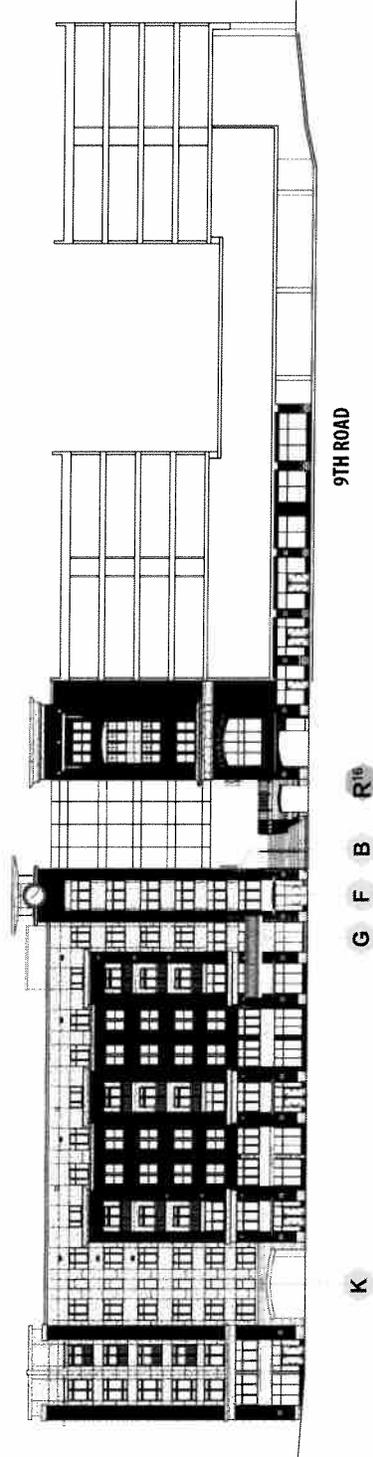
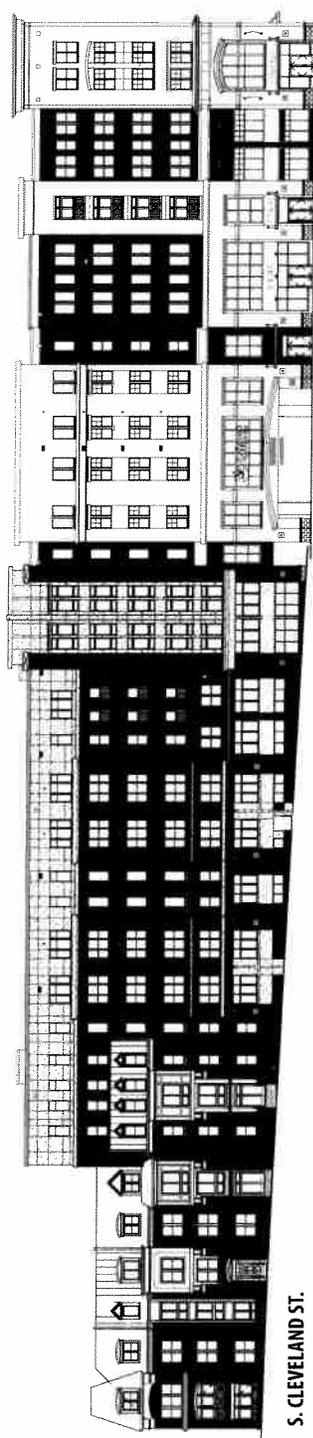
-  BUILDING SIGNAGE
-  GIANT SIGNAGE



The information on this drawing is for informational purposes only.

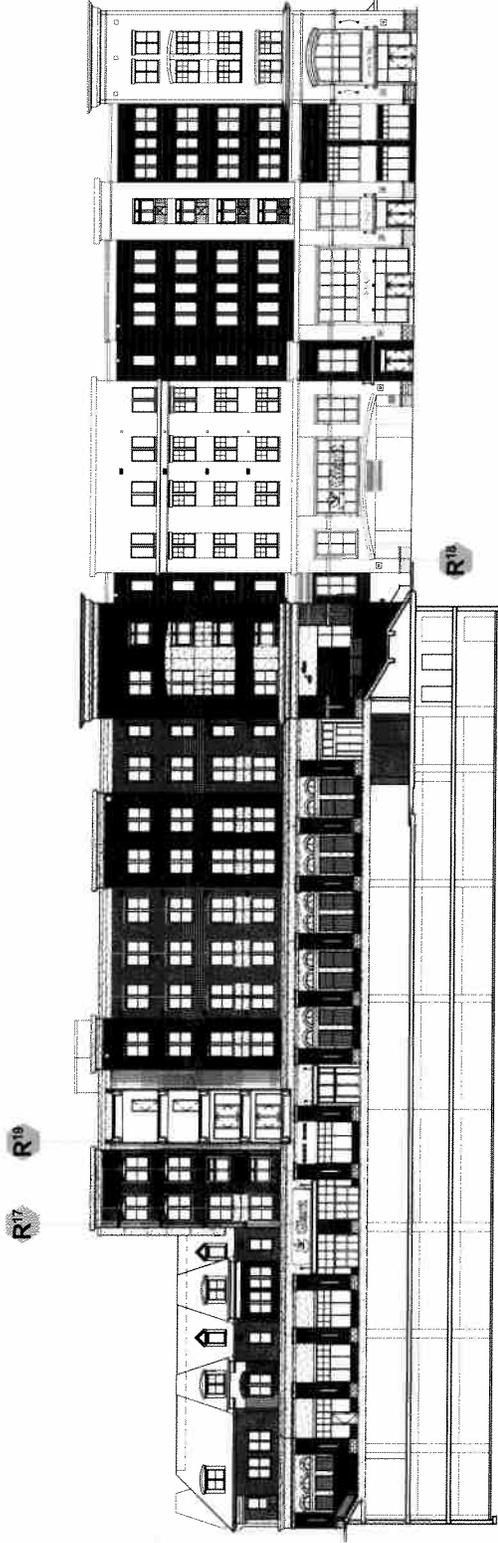
S. CLEVELAND STREET & 9TH RD
TOTAL LINEAR FEET FOR PROJECT: 2283

-  BUILDING SIGNAGE
-  GIANT SIGNAGE

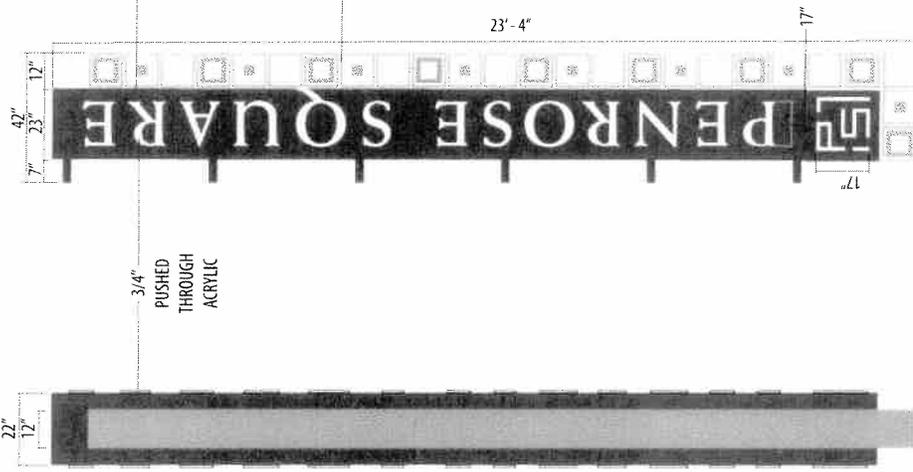


S. BARTON ST. EAST
TOTAL LINEAR FEET FOR PROJECT: 2283

-  BUILDING SIGNAGE
-  GIANT SIGNAGE

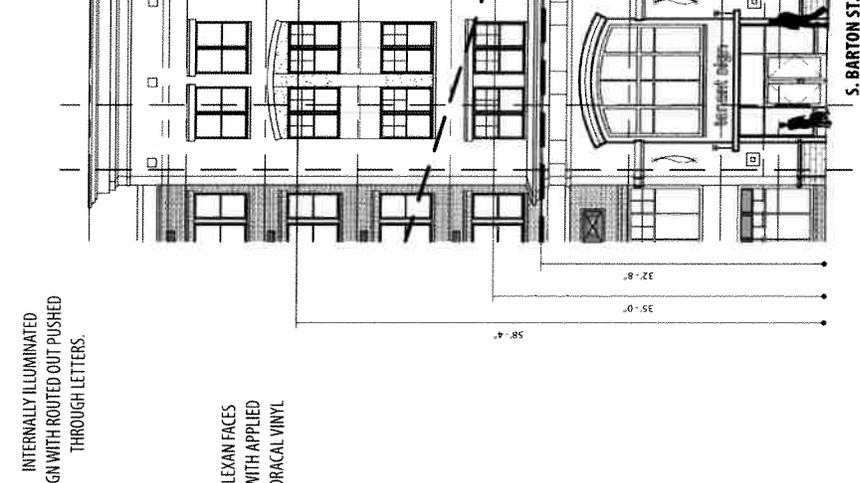


PENROSE BLADE SIGN - COLUMBIA PIKE



- PMS 478C
- PMS WARM GRAY 7C
- ORACAL 8800 748 LATERLITE GREY
- 7328 WHITE ACRYLIC

A



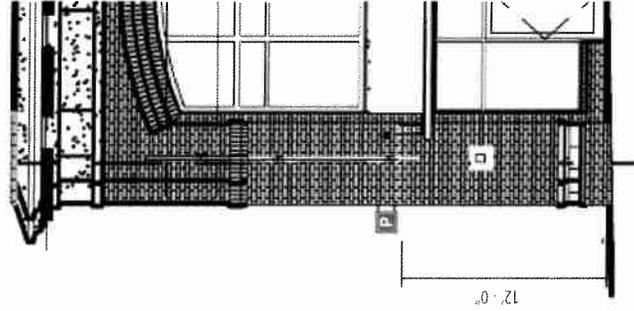
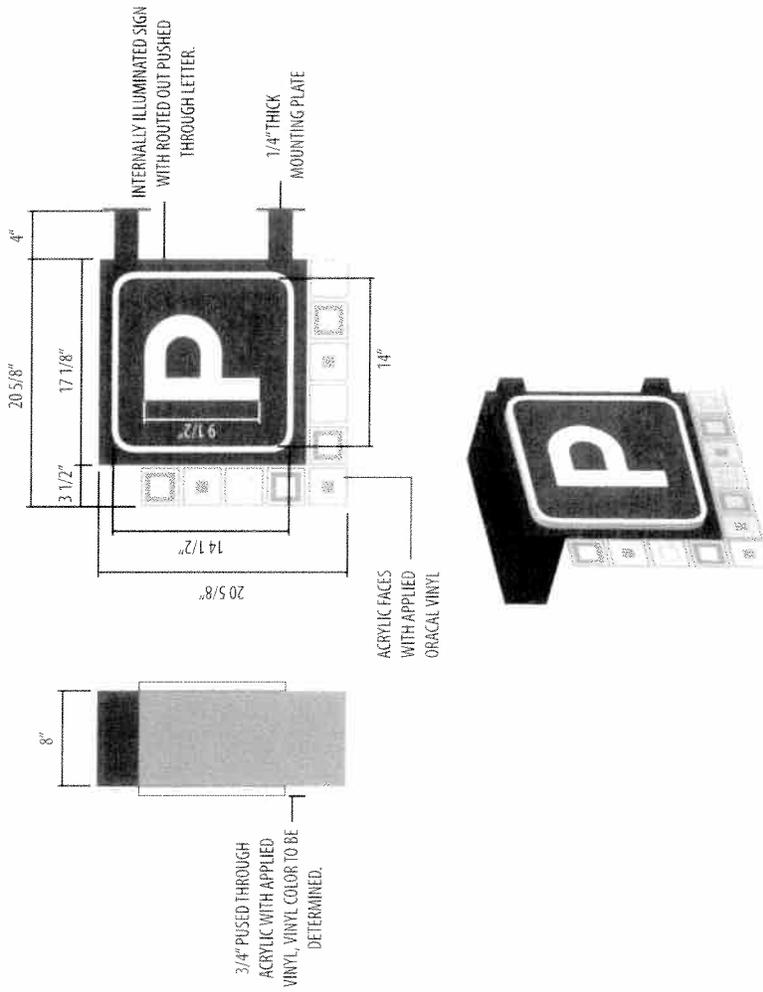
INTERNALLY ILLUMINATED SIGN WITH ROUTED OUT PUSHED THROUGH LETTERS.

LEXAN FACES WITH APPLIED ORACAL VINYL

SIGN AREA: 68 SQFT

PARKING BLADE SIGN - S. BARTON STREET

C1



COLUMBIA PIKE



S. BARTON STREET

7328 WHITE ACRYLIC

ORACAL 8800 748 LATERITE GREY

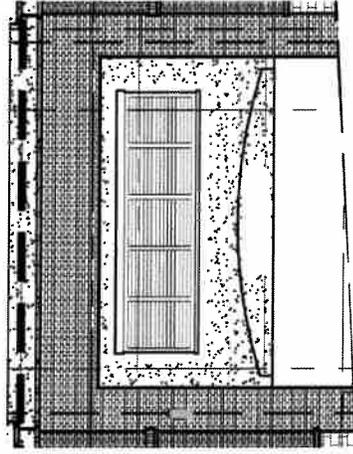
PMS 2735C (TBD)

PMS 478C

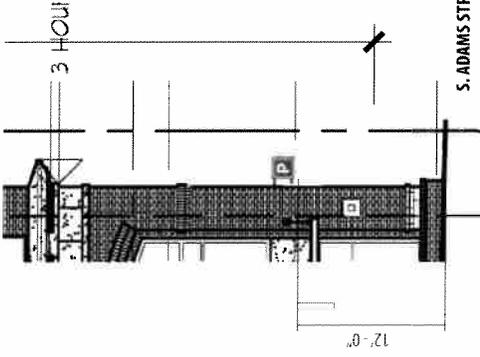


PARKING BLADE SIGN - S. ADAMS STREET

C3

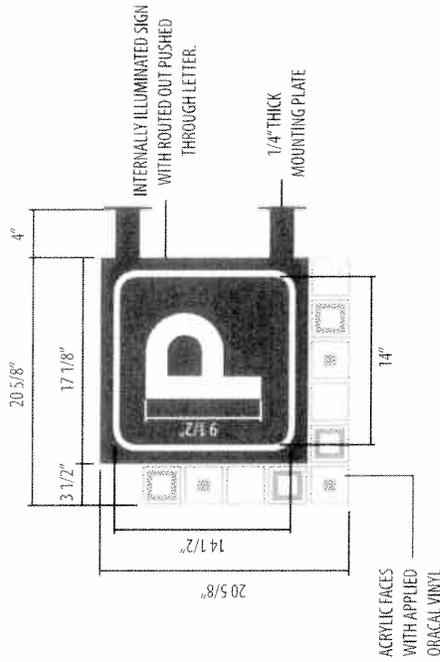


S. ADAMS STREET

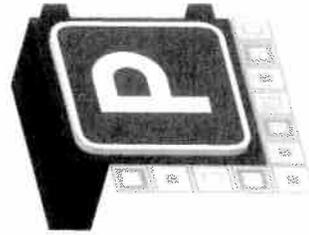


S. ADAMS STREET

ELEVATION TO SCALE. SIGN AREA: 3 SQFT



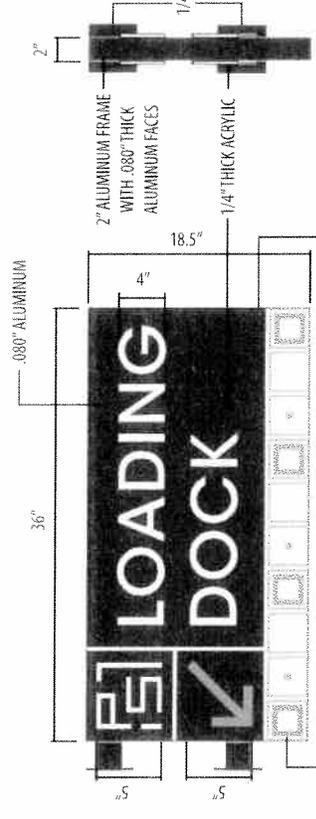
3/4" PUSHED THROUGH ACRYLIC WITH APPLIED VINYL. VINYL COLOR TO BE DETERMINED.



- PMS 478C
- PMS 2735C (TBD)
- ORACAL 8800 748 LATERITE GREY
- 7328 WHITE ACRYLIC

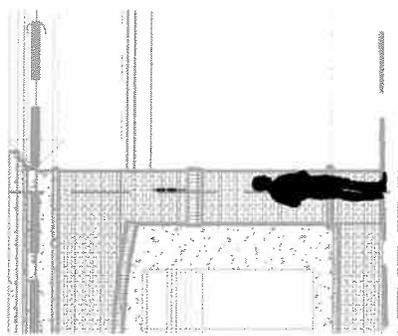
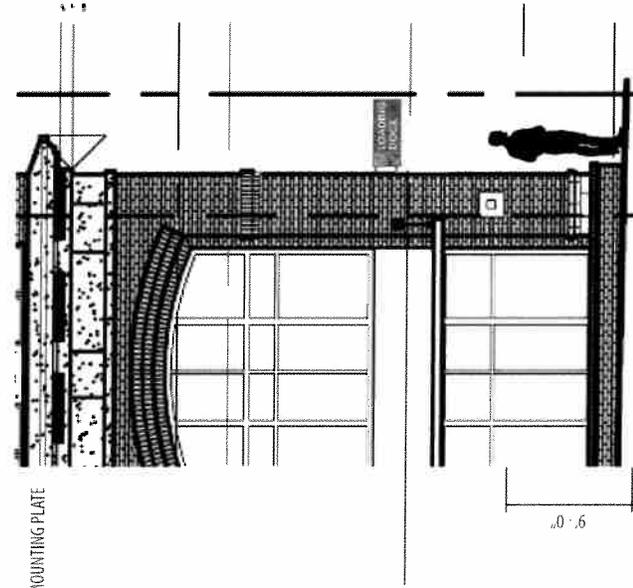
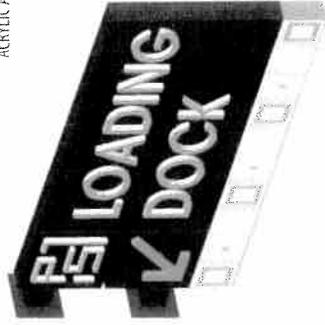
LOADING DOCK BLADE SIGN - S. ADAMS STREET

E1



APPLIED ORACAL VINYL

ALUMINUM WITH ATTACHED ACRYLIC AND APPLIED VINYL



- PMS 478C
- PMS WARM GREY 7C
- MP 07317 WHITE
- ORACAL 8800 748 LATERITE GREY

S. ADAMS STREET

ELEVATION TO SCALE. SIGN AREA: 4.625 SQFT

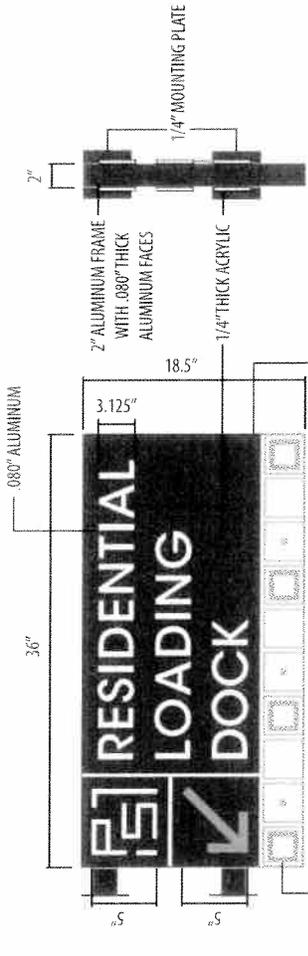


DODD CREATIVE GROUP

1000 S. ADAMS STREET
S. ADAMS STREET
DALLAS, TX 75201
TEL: 214-421-1000
WWW.DODDCREATIVE.COM

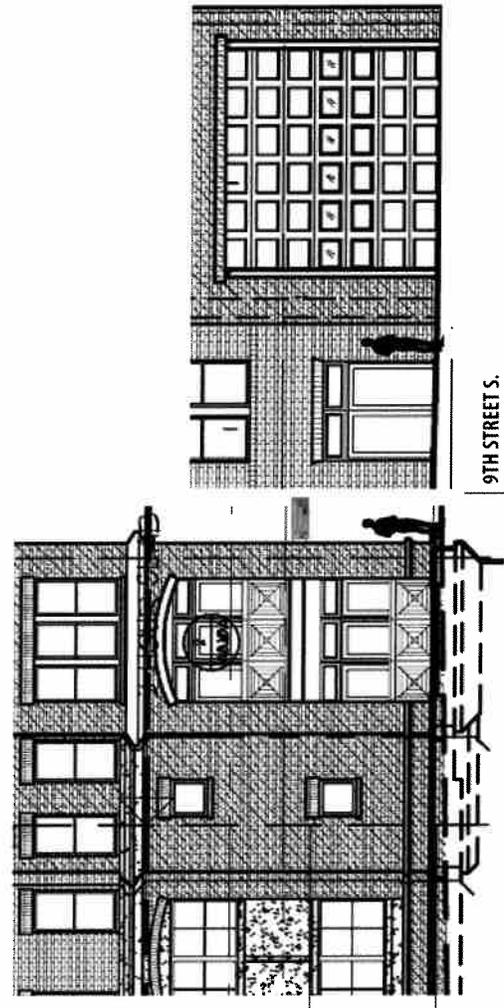
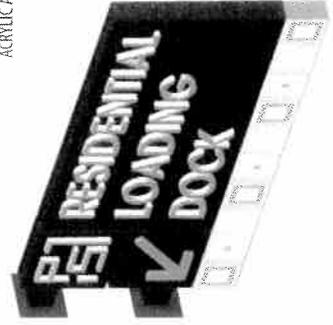
LOADING DOCK BLADE SIGN - 9TH STREET S.

E2



APPLIED ORACAL VINYL

ALUMINUM WITH ATTACHED ACRYLIC AND APPLIED VINYL



9TH STREET S.

ELEVATION TO SCALE. SIGN AREA: 4.625 SQFT

- PMS 478C
- PMS WARM GREY 7C
- MP 07317 WHITE
- ORACAL 8800 748 LATERITE GREY



TEMPORARY BANNER - 9TH ROAD

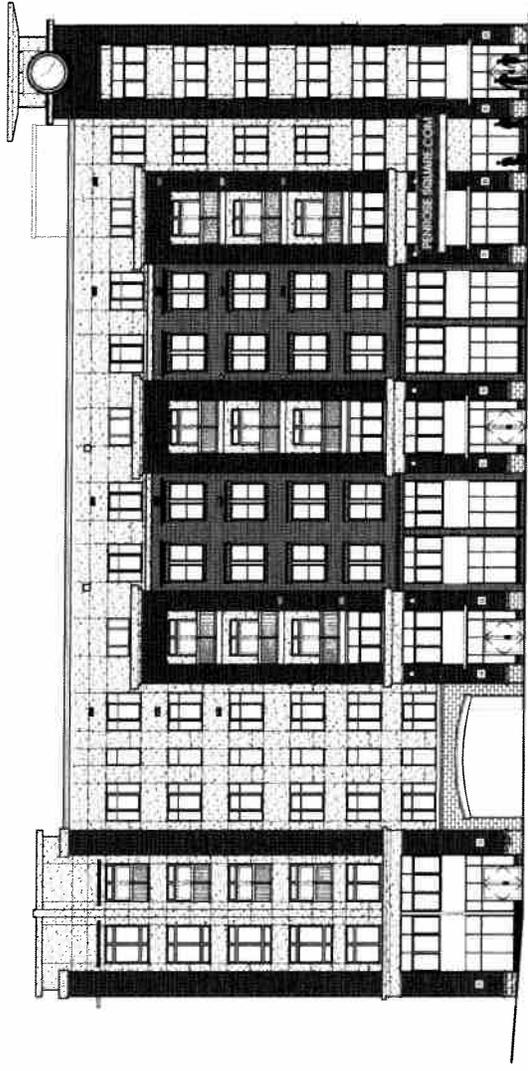
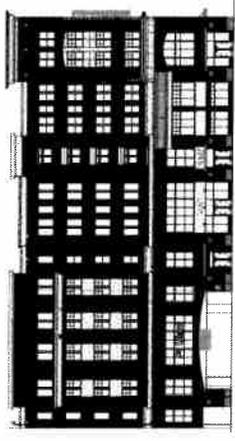
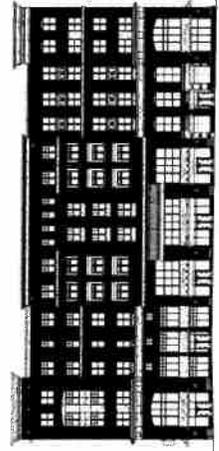
G



DIGITALLY PRINTED VINYL OR MESH BANNER

BANNER INTENT IS TO MARKET LEASING ACTIVITY.

EXAMPLE ONLY. VERBIAGE AND BANNER PLACEMENT MAY CHANGE DURING TEMPORARY PERIOD. (ALTERNATE LOCATIONS S. BARTON ST. ELEVATION & COLUMBIA PIKE ELEVATION).



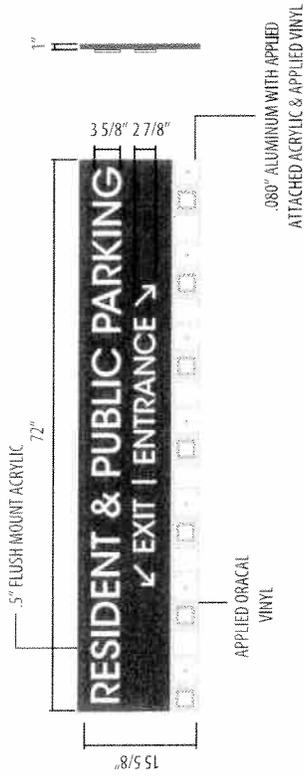
■ PMS 478C

■ PMS WARM GRAY 7C

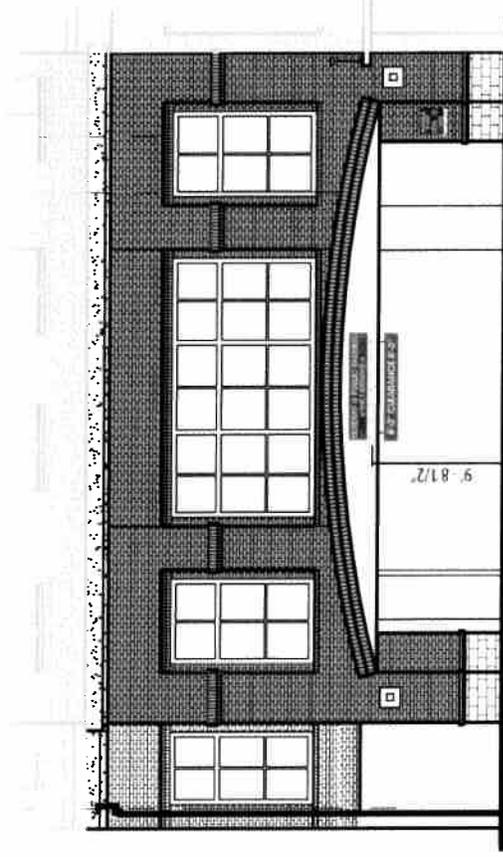
ELEVATION TO SCALE. SIGN AREA: 120 SQFT

PARKING WALL SIGN - S. BARTON STREET

H1



-  PMS 479C
-  ORACAL 951 010 WHITE
-  ORACAL 8800 748 LATERLITE GREY
-  7328 WHITE ACRYLIC



S. BARTON STREET

ELEVATION TO SCALE. SIGN AREA: 7.82 SQFT

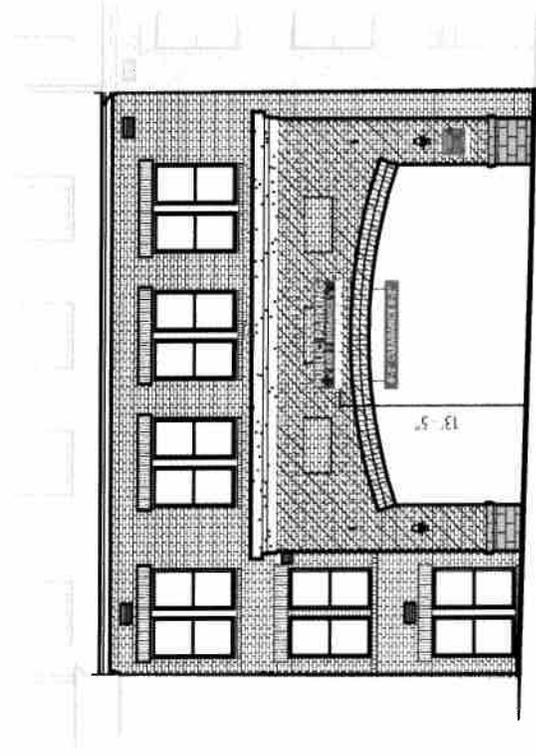
OGD Creative Group
 1000 S. Barton Street
 Suite 200
 Los Angeles, CA 90015
 P: 310.461.1000
 F: 310.461.1001

PARKING WALL SIGN - 9TH STREET S.

H2



- PMS 478C
- ORACAL 951 010 WHITE
- ORACAL 8800 748 LATERITE GREY
- 7328 WHITE ACRYLIC

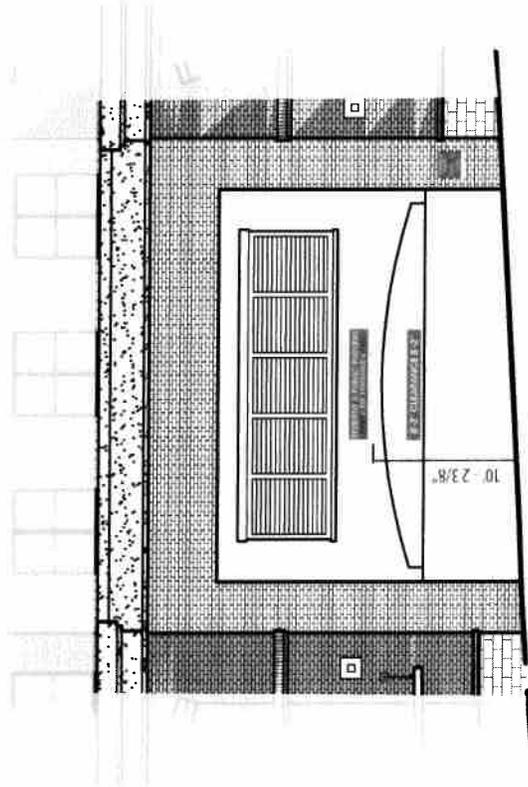
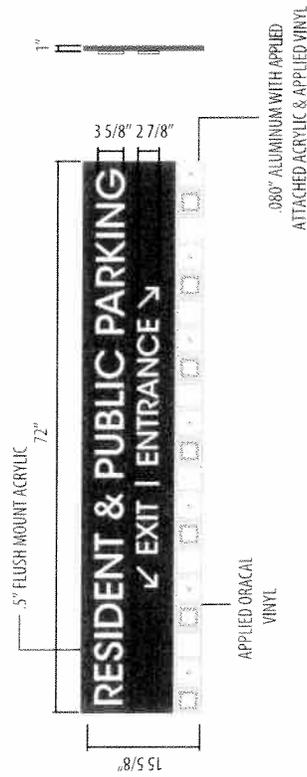


ELEVATION TO SCALE. SIGN AREA: 9 SQFT

1000 E. 10th Street
 Suite 201
 Denver, CO 80202
 Phone: 303.733.1111
 Fax: 303.733.1112

PARKING WALL SIGN - S. ADAMS STREET

H3



S. ADAMS STREET

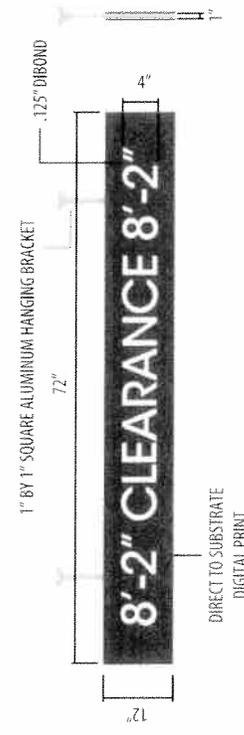
-  PMS 478C
-  ORACAL 951 010 WHITE
-  ORACAL 8800 748 LATERLITE GREY
-  7328 WHITE ACRYLIC

ELEVATION TO SCALE. SIGN AREA: 7.82 SQFT



278 30th Street, Philadelphia, PA 19104
 Tel: 215-621-4000
 Fax: 215-621-1022
 www.dodocreative.com

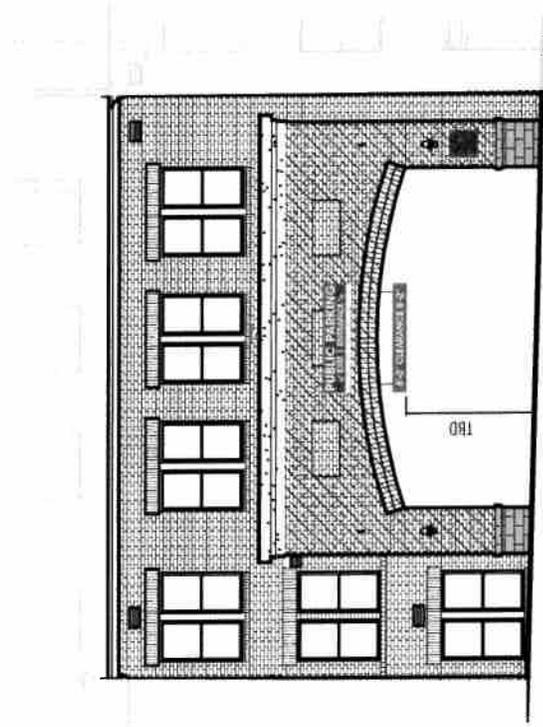
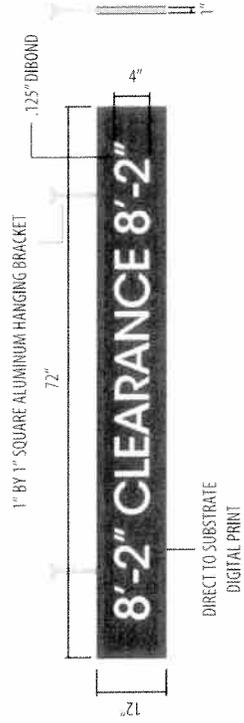
OVERHEAD MOUNTED CLEARANCE BAR - S. BARTON STREET



ELEVATION TO SCALE. SIGN AREA: 6 SQFT

OGGO CREATIVE GROUP
 11214 82nd Avenue
 Houston, TX 77036

OVERHEAD MOUNTED CLEARANCE BAR - 9TH STREET S.



9TH STREET S.



PMS 478C

WHITE

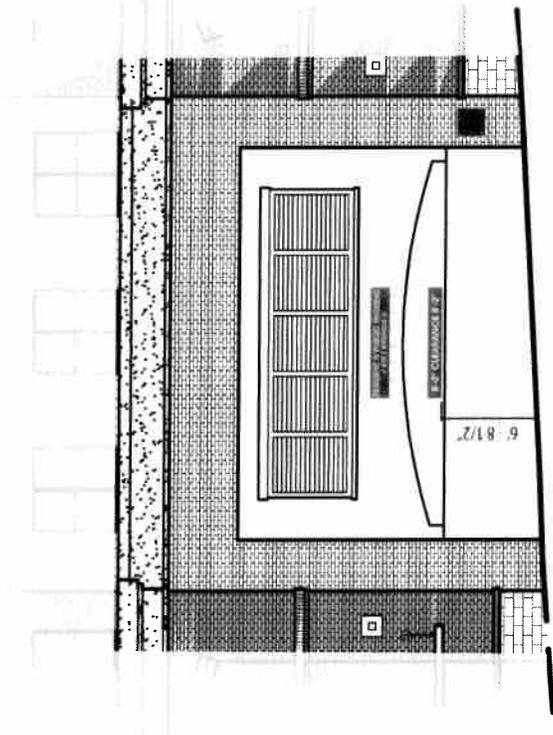
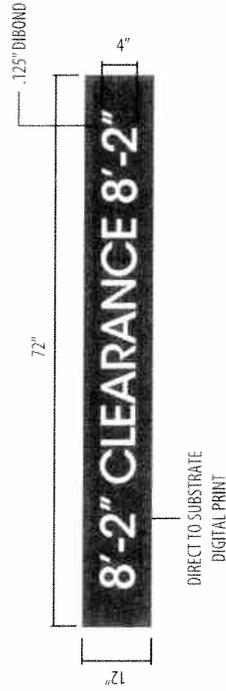
ELEVATION TO SCALE. SIGN AREA: 6 SQFT



DODD CREATIVE GROUP

4000 N. Central Expressway | Suite 1000 | Dallas, TX 75204
 Phone: 214.416.1000 | Fax: 214.416.1001
 Website: www.doddcreative.com

CLEARANCE BAR WALL SIGN - S. ADAMS STREET



S. ADAMS STREET

PMS 478C



WHITE



ELEVATION TO SCALE. SIGN AREA: 6 SQFT



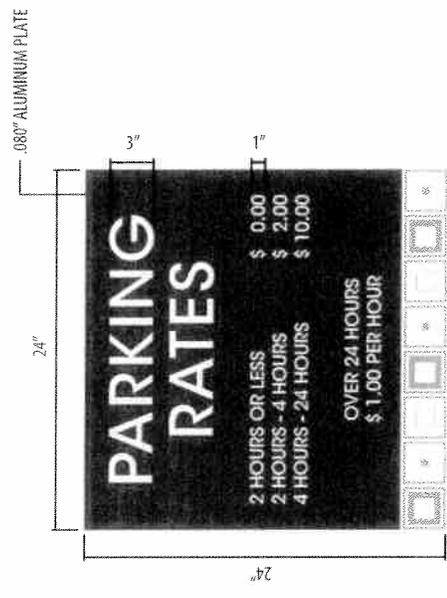
DOGGY CREATIVE GROUP

© 2010 Doggy Creative Group
Dallas, Texas
www.doggycreativegroup.com
P: 214.261.1974
F: 214.261.1974



PARKING RATES WALL SIGN - S. BARTON STREET

J1



APPLIED ORACAL VINYL

ACTUAL VERBIAGE TO BE DETERMINED

- PMS 478C
- ORACAL 951 010 WHITE
- ORACAL 8800 748 LATERLITE GREY



DODD CREATIVE GROUP

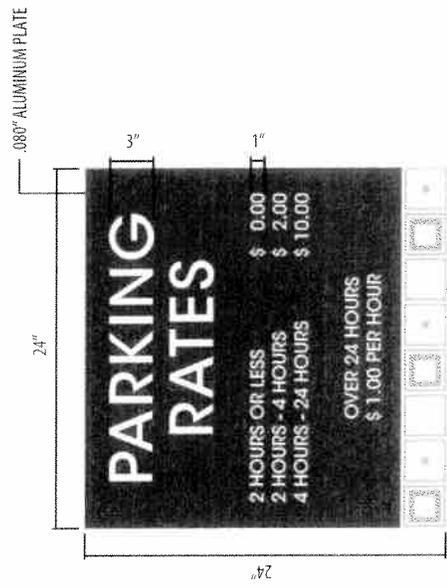


S. BARTON STREET

ELEVATION TO SCALE. SIGN AREA: 4.50FT

PARKING WALL SIGN - S. ADAMS STREET

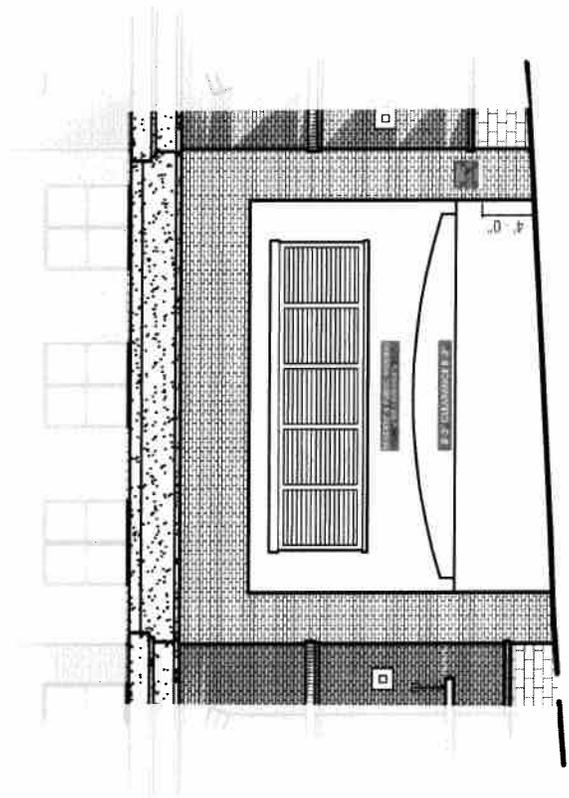
J3



ACTUAL VERBIAGE TO BE DETERMINED

S. ADAMS STREET

-  PMS 478C
-  ORACAL 951 010 WHITE
-  ORACAL 8800 748 LATERLITE GREY

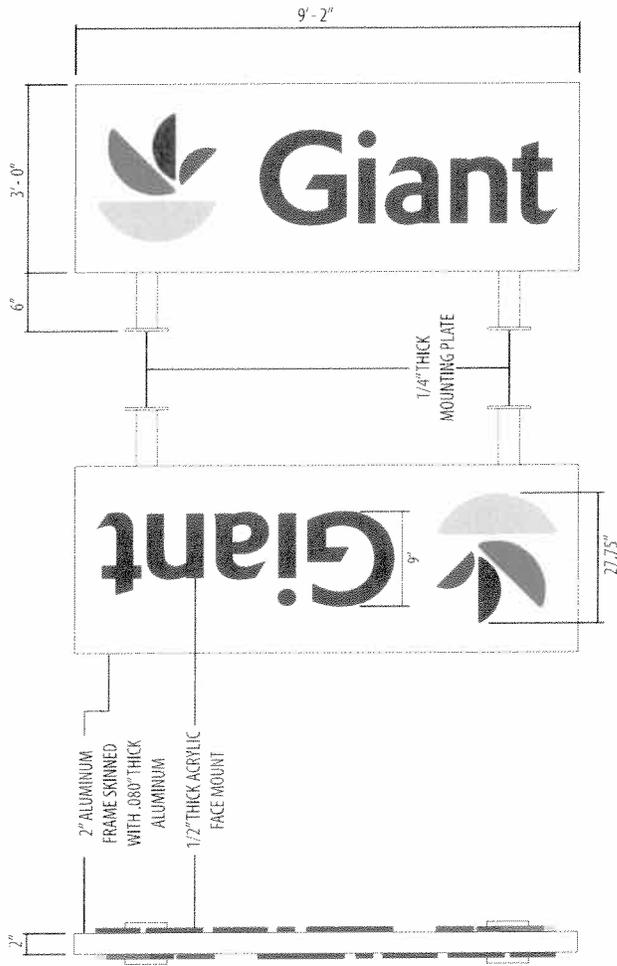
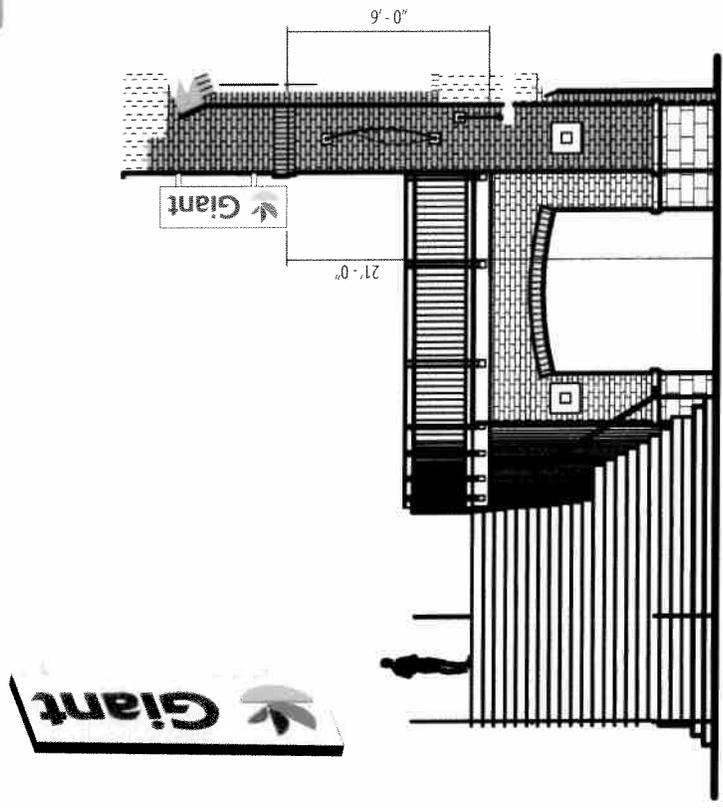


ELEVATION TO SCALE. SIGN AREA: 4 SQFT

4000 N. Central Expressway
 Suite 125
 Dallas, TX 75208
 Phone: 214-621-1000
 Fax: 214-621-1001

GIANT FOOD BLADE SIGN - 9TH ROAD

R16



ACTUAL GRAPHIC AND/OR ORIENTATION OF SIGN SUSCEPTIBLE TO CHANGE.
COLORS TO BE DETERMINED.

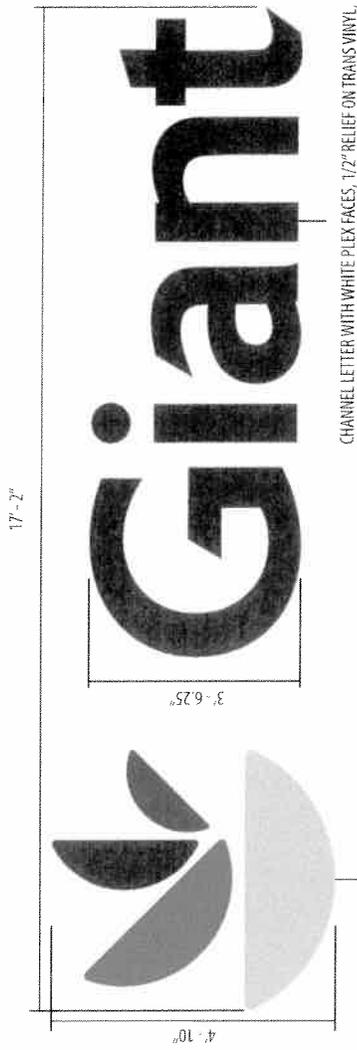
THESE SIGNS ARE ILLUSTRATIVE EXAMPLES AND NOT INTENDED TO IMPOSE SIGNS FOR SPECIFIC LOCATIONS.

ELEVATION TO SCALE. SIGN AREA: 27.5 SQFT

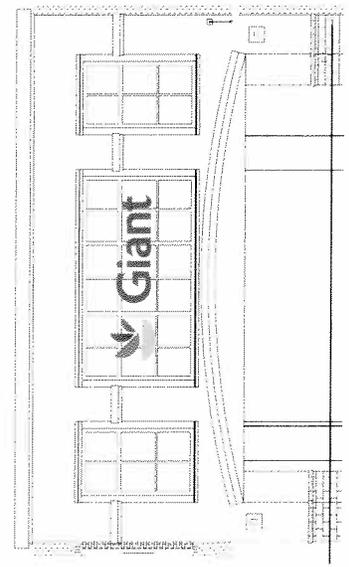


DODD CREATIVE GROUP
 10000 9TH ROAD HOUSTON, TX 77036
 TEL: 281-422-1000
 WWW.DODDCREATIVE.COM

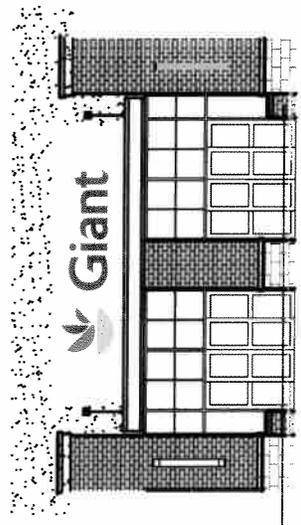
GIANT FOOD - INTERNALLY ILLUMINATED CHANNEL LETTERS & LOGO



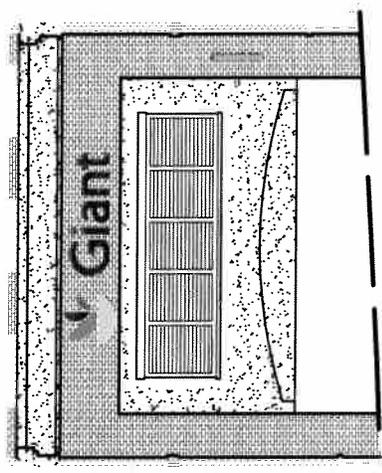
CHANNEL LETTER WITH WHITE PLEX FACES, 1/2" RELIEF ON TRANS VINYL,
3 ROWS L.E.D., WHITE TRIM, WHITE RETURNS AND DIBOND BACKS.
COLORS TO BE DETERMINED.



EXTERIOR MOUNT



EXTERIOR MOUNT



EXTERIOR MOUNT

THESE SIGNS ARE ILLUSTRATIVE EXAMPLES AND NOT INTENDED TO IMPOSE SIGNS FOR SPECIFIC LOCATIONS.

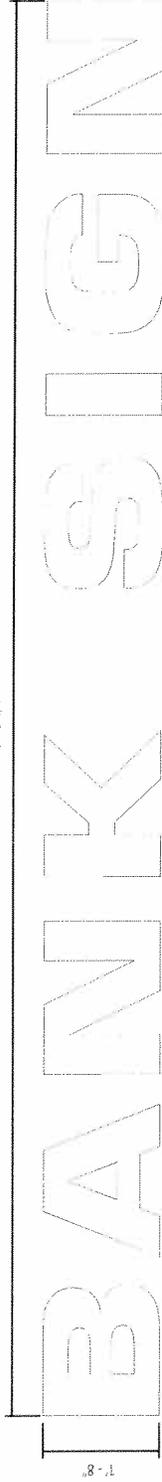
ELEVATION TO SCALE. SIGN AREA: 8350FT



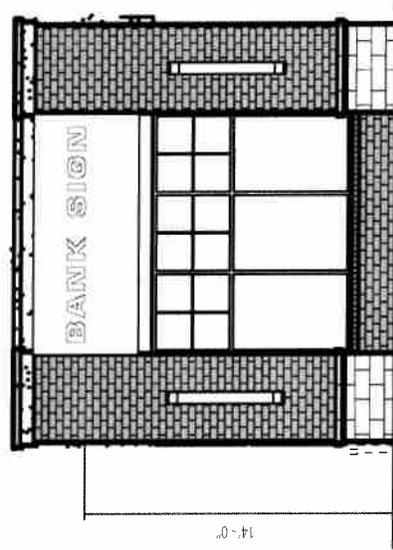
GIANT FOOD - INTERNALLY ILLUMINATED CHANNEL LETTERS



9'-9 1/4"



CHANNEL LETTERS ON NARROW
RACEWAY. RACEWAY PAINTED TO MATCH BUILDING.
COLORS TO BE DETERMINED.



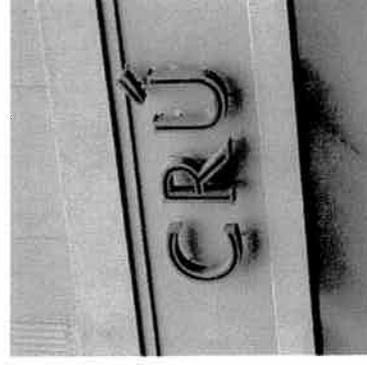
THESE SIGNS ARE ILLUSTRATIVE EXAMPLES AND NOT INTENDED TO IMPOSE SIGNS FOR SPECIFIC LOCATIONS.

ELEVATION TO SCALE. SIGN AREA: 16.285 SQFT

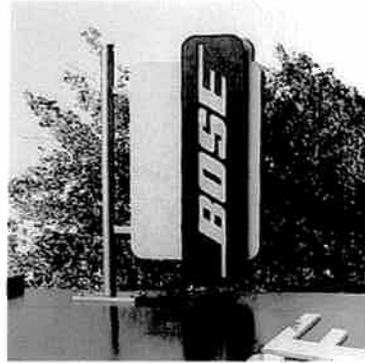
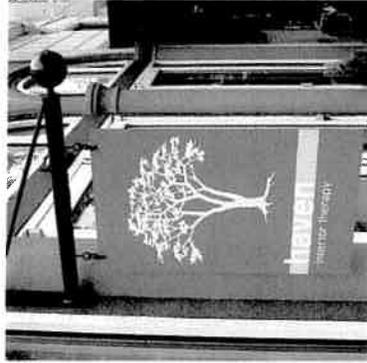


RETAIL SIGNAGE

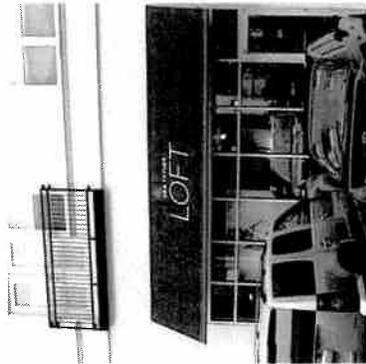
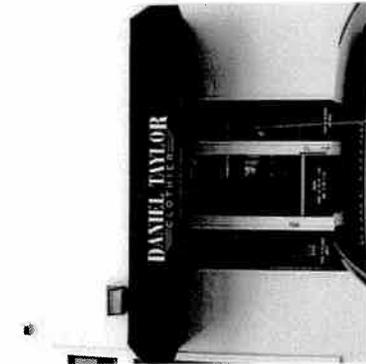
EXAMPLES OF WALL SIGNS



EXAMPLES OF BLADE SIGNS

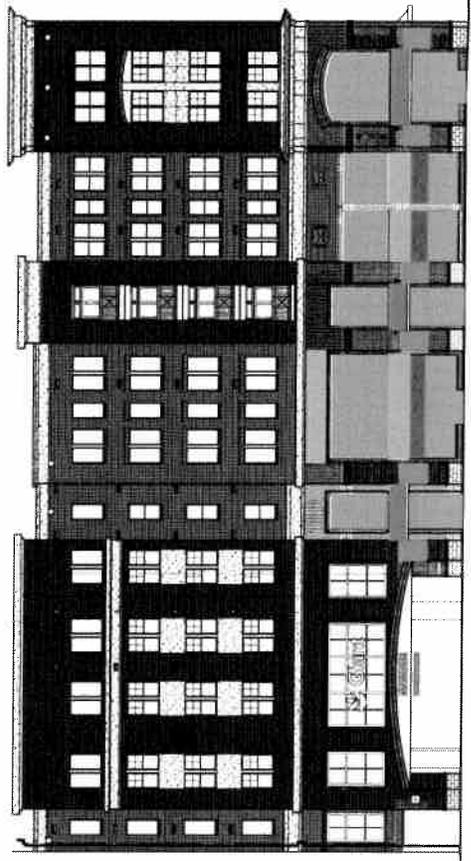


EXAMPLES OF AWNINGS



COLUMBIA PIKE & S. BARTON ST.
TOTAL LINEAR FEET FOR RETAIL: 624

- WALL SIGN LOCATIONS ONLY
- BLADE SIGN LOCATIONS
- WINDOW SIGN LOCATIONS
- AWNING LOCATIONS
- WALL OR CANOPY SIGN LOCATIONS



S. BARTON ST.

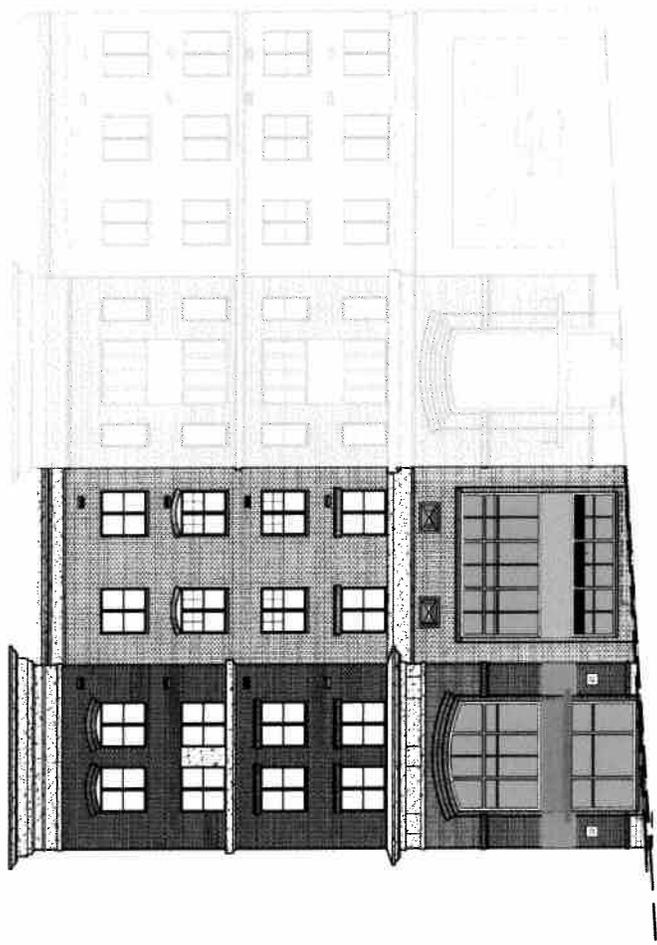


COLUMBIA PIKE

THE ARCHITECTURE FIRM

S. ADAMS ST. & 9TH STREET S.
TOTAL LINEAR FEET FOR RETAIL: 624

-  WALL SIGN LOCATIONS ONLY
-  BLADE SIGN LOCATIONS
-  WINDOW SIGN LOCATIONS
-  AWNING LOCATIONS
-  WALL OR CANOPY SIGN LOCATIONS

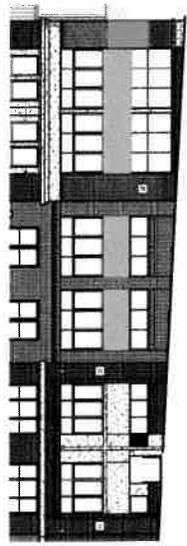


S. ADAMS STREET

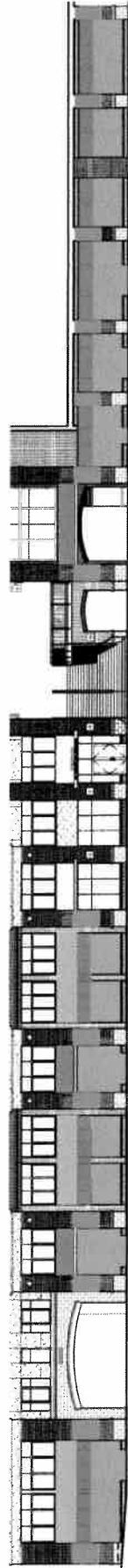
The information contained herein is confidential.

S. CLEVELAND STREET & 9TH RD
TOTAL LINEAR FEET FOR RETAIL: 624

-  WALL SIGN LOCATIONS ONLY
-  BLADE SIGN LOCATIONS
-  WINDOW SIGN LOCATIONS
-  AWNING LOCATIONS
-  WALL OR CANOPY SIGN LOCATIONS



S. CLEVELAND ST.



9TH ROAD

TYPE	QTY	SIZE	SIGN AREA TOTAL	TEXT	LOCATION	MATERIALS/COLOR
A-Blade	(1)	2'-11" wide by 24'-4" high	68 sqft.	Penrose Square	Columbia Pike	Internally illuminated aluminum, lean & acrylic, painted PMS 478 C & Warm Grey 7C match, with applied high grade vinyl to match PMS Warm Grey 7C.
B-Blade Sign	(1)	1'-0" wide by 6'-0" high	6 sqft.	Leasing Office with arrow	9th Rd.	Aluminum & acrylic, painted PMS 478 C & Warm Grey 7C match, with applied high grade vinyl to match PMS Warm Grey 7C.
C-Blade Sign	(1)	1'-8 5/8" wide by 1'-8 5/8" high	3 sqft.	Parking	S. Barton St.	Internally illuminated aluminum & acrylic, painted PMS 478 C & Warm Grey 7C match, with applied high grade vinyl to match PMS Warm Grey 7C.
C-Blade Sign	(1)	1'-8 5/8" wide by 1'-8 5/8" high	3 sqft.	Parking	9th St. S.	Internally illuminated aluminum & acrylic, painted PMS 478 C & Warm Grey 7C match, with applied high grade vinyl to match PMS Warm Grey 7C.
C-Blade Sign	(1)	1'-8 5/8" wide by 1'-8 5/8" high	3 sqft.	Parking	S. Adams St.	Internally illuminated aluminum & acrylic, painted PMS 478 C & Warm Grey 7C match, with applied high grade vinyl to match PMS Warm Grey 7C.
D-Blade Sign	(1)	3'-0" wide by 1'-6 1/2" high	4.625 sqft.	Leasing Office with arrow	9th St. S.	Aluminum & acrylic, painted PMS 478 C & Warm Grey 7C match, with applied high grade vinyl to match PMS Warm Grey 7C.
E-Blade Sign	(1)	3'-0" wide by 1'-6 1/2" high	4.625 sqft.	Loading Dock with arrow	S. Adams St.	Aluminum & acrylic, painted PMS 478 C & Warm Grey 7C match, with applied high grade vinyl to match PMS Warm Grey 7C.
E-Blade Sign	(1)	3'-0" wide by 1'-6 1/2" high	4.625 sqft.	Loading Dock with arrow	9th St. S.	Aluminum & acrylic, painted PMS 478 C & Warm Grey 7C match, with applied high grade vinyl to match PMS Warm Grey 7C.
F-Building ID	(1)	8'-8" wide by 1'-4.3/4" high	12 sqft.	Residences at Penrose Square	9th Rd.	Aluminum channel letters, painted PMS 478 C & individual .25" thick aluminum dimensional letters painted MP 07317 White.
G-Banner Temporary	(1)	24'-0" wide by 5'-0" high	120 sqft. Does not count against allowed square footage for project.	TBD	9th Rd.	Digitally printed vinyl or mesh banner. Color TBD.

TOTAL: 108.875 sqft.



TYPE	QTY	SIZE	SIGN AREA TOTAL	TEXT	LOCATION	MATERIALS/COLOR
H1-Wall Sign	(1)	6'-0" wide by 1'-3 5/8" high	7.82 sqft.	Parking- Exit/Entrance w/ arrows	S. Barton St.	Aluminum & acrylic painted PMS 478 C with applied high grade vinyl to match PMS Warm Grey 7C & White.
H1-Wall Sign	(1)	6'-0" wide by 1'-6" high	9 sqft.	Parking- Exit/Entrance w/ arrows	9th St. S.	Aluminum & acrylic painted PMS 478 C with applied high grade vinyl to match PMS Warm Grey 7C & White.
H1-Wall Sign	(1)	6'-0" wide by 1'-3 5/8" high	7.82 sqft.	Parking- Exit/Entrance w/ arrows	S. Adams St.	Aluminum & acrylic painted PMS 478 C with applied high grade vinyl to match PMS Warm Grey 7C & White.
H1-Hanging Sign	(1)	6'-0" wide by 1'-0" high	6 sqft.	Parking- Exit/Entrance w/ arrows	S. Barton St.	Digitally printed Dibond mounted to an aluminum frame.
H1-Hanging Sign	(1)	6'-0" wide by 1'-0" high	6 sqft.	Parking- Exit/Entrance w/ arrows	9th St. S.	Digitally printed Dibond mounted to an aluminum frame.
H1-Wall Sign	(1)	6'-0" wide by 1'-0" high	6 sqft.	Parking- Exit/Entrance w/ arrows	S. Adams St.	Digitally printed Dibond mounted to an aluminum frame.
J1-Wall Sign	(1)	2'-0" wide by 2'-0" high	4 sqft.	TBD	S. Barton St.	Aluminum painted PMS 478 C with applied high grade vinyl to match PMS Warm Grey 7C & White.
J1-Wall Sign	(1)	2'-0" wide by 2'-0" high	4 sqft.	TBD	9th St. S.	Aluminum painted PMS 478 C with applied high grade vinyl to match PMS Warm Grey 7C & White.
J1-Wall Sign	(1)	2'-0" wide by 2'-0" high	4 sqft.	TBD	S. Adams St.	Aluminum painted PMS 478 C with applied high grade vinyl to match PMS Warm Grey 7C & White.
K-Wall Sign	(1)	4'-0" wide by 1'-3/8" high	5.46 sqft.	Exit Only	9th Road	Aluminum & acrylic painted PMS 478 C with applied high grade vinyl to match PMS Warm Grey 7C & White.
R1-Wall Sign	(1)	3'-0" wide by 9'-2" high	27.5 sqft.	Giant w/logo(TBD)	9th Rd.	Aluminum & acrylic painted. Colors TBD.
R1-Wall Sign	(3)	17'-2" wide by 4'-10" high	249 sqft.	Giant w/logo	S. Barton St. & S. Adams St.	Channel letters with white plex faces. 1/2" relief on trans vinyl. 3 rows L.E.D., white trim, white returns, & dibond backs. Colors TBD.
R1-Wall Sign	(1)	11'-3.5" wide by 3'-0" high	33.875 sqft.	Giant Pharmacy w/logo(TBD)	S. Barton St.	Channel letters on narrow raceway, painted to match building. Colors TBD.
R1-Wall Sign	(1)	9'-0 1/4" wide by 1'-8" high	16.285 sqft.	Bank Sign(TBD)	S. Barton St.	Channel letters on narrow raceway, painted to match building. Colors TBD.

TOTAL: 386.76 sqft.



TYPE QTY SIZE SIGN AREA TOTAL TEXT LOCATION MATERIALS/COLOR

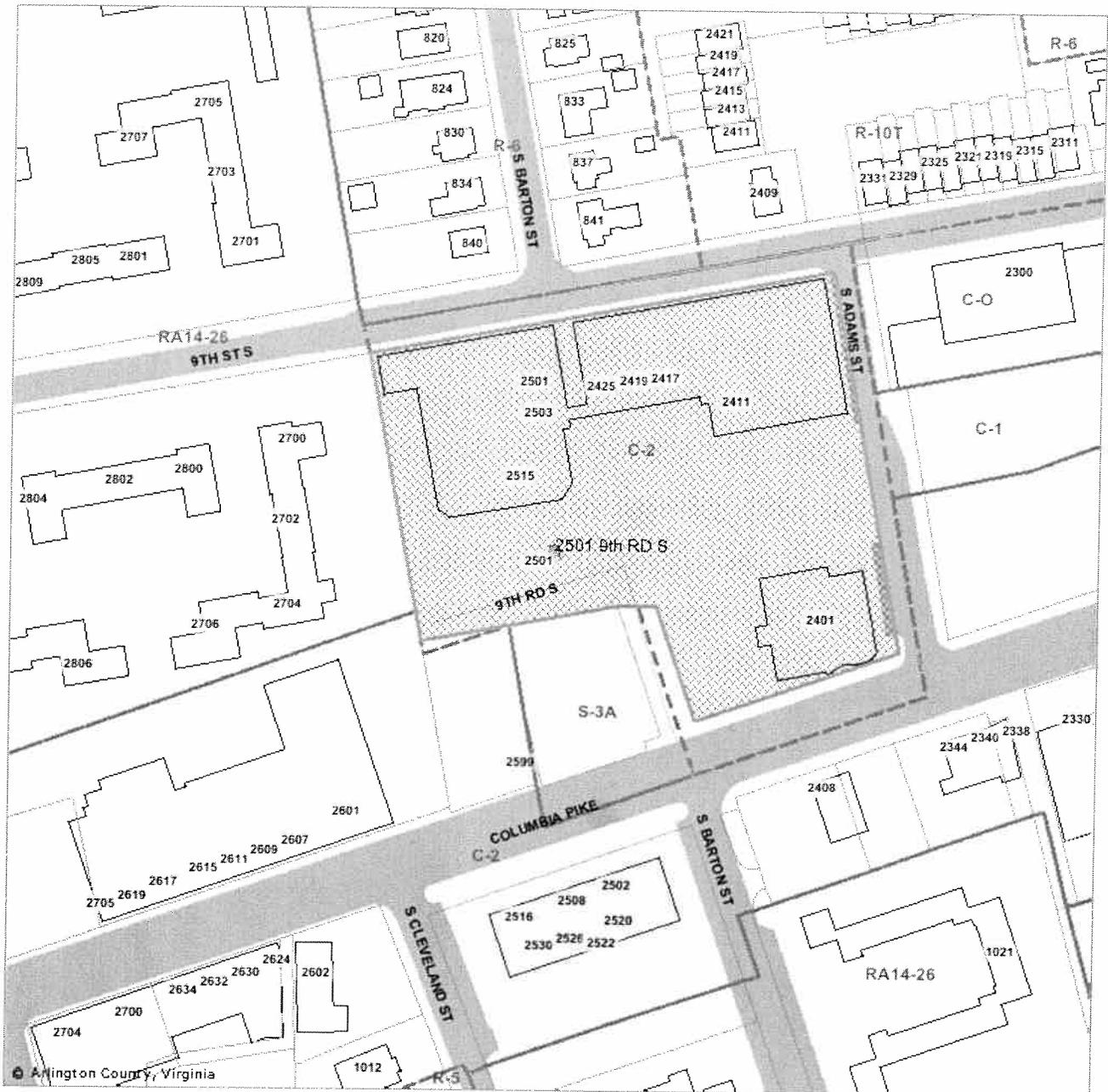
Linear Frontage:
 Columbia Pike: 179
 9th Rd.: 425
 S. Barton Street: 152
 Barton Street Pedestrian: 476
 S. Cleveland Street: 238
 9th Street S.: 425
 S. Adams Street: 388
Total : 2283

Linear Retail Frontage (B1 & 1st Floors):
 Columbia Pike: 179
 9th Rd.: 218
 S. Barton Street: 105
 S. Cleveland Street: 73
 S. Adams Street: 49
Total : 624

Sign Area
 Page 43: 108,875
 Page 44: 386,76
 Retail: 624
Total : 1119,635



11/15/2017 10:00 AM

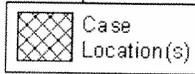


SP#402
2501 9th Road South
RPCs: 25-016-012, -013, and -014

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



Not To Scale



Department of Community Planning, Housing and Development

Planning Division