

City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 6, 2009

TO: THE CHAIRMAN AND MEMBERS OF PLANNING COMMISSION

FROM: FAROLL HAMER, DIRECTOR
DEPARTMENT OF PLANNING AND ZONING

SUBJECT: LANDBAY G – COORDINATED SIGN PROGRAM

The staff and the applicant have worked to refine the Coordinated Sign Program for Landbay – G. The Planning Commission received a copy of the Program dated December 17, 2008. The attached document dated January 5, 2009 is the final version for consideration. Changes made to the December 17, 2008 document are highlighted in blue print

Changes contained in the January 5, 2008 version are focused around creativity of design, quality of materials, impacts on residential uses and the George Washington Memorial Parkway, and coordination with the City's wayfinding program.

In order to ensure that the signage in the Town Center relates to the high quality urban center that the City envisions for Landbay G, language has been added to the Coordinated Sign Program that encourages "creativity, uniqueness and excellence" as well as "variety and creativity of design." In furtherance of this concept, materials of signs are proposed to be "polished or painted metal, glazed ceramic tiles, etched, cut or stained glass, cast stone or natural stone." Awning and canopies will be required to be "metal, glass or a woven material that projects the natural material of canvas."

Signage impacts on residential uses and the George Washington Memorial Parkway are addressed by requiring lighted signs to be on a time clock and by limiting the height of signs on Potomac Avenue, and therefore the Parkway, to no more than 20 feet.

The Program has also been amended to require that directional signage and directories provided in Landbay G will be coordinated with the City's wayfinding program. This will provide consistent directional signage throughout the City and identify the Town Center as a part of the City.

Staff recommends that the final version of the Coordinated Sign Program be approved and condition #1 be amended as follows:

1. All signage within Landbay-G shall be consistent with the Coordinated Sign Program prepared by Gensler dated ~~October 3, 2008~~ January 5, 2009, and shall also be subject to the following recommendations. ~~The design intent shall be revised to state "Creativity, uniqueness and high quality graphics are the intent of the coordinated sign program. Tenants are encouraged to take maximum advantage of store logos, specialty letter types and graphic flourishes. Variety and creativity of design are encouraged by the City of Alexandria."~~

Potomac Yard Town Center
Landbay G

Coordinated Sign Program

December 17, 2008

Gensler

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Chapter 1: Project Signage and Wayfinding

Introduction

Potomac Yard Town Center is a unique and upscale mixed use development within the City of Alexandria, Virginia. At the Town Center, office space, hotels and residential buildings come together through a strong retail base and a distinctive plaza to create not only a one of a kind community for Alexandria, but also a destination for the Washington DC metropolitan area.

This chapter of the Comprehensive Signage and Retail Guidelines will focus on project wide identification signage and wayfinding elements. These signs will become an integral part of the identity of Potomac Yard Town Center and will contribute to the vitality and interest of its tenants and residents.

This Chapter does not include signs for retail tenant identification. Please refer to Chapter 2: Exterior Retail Guidelines for all exterior tenant signage, storefront and outdoor dining items.

This document only applies to Landbay G, excluding Block K (Fire station).

Additional Notes:

All dimensions shown in this chapter are maximums allowed.

"Potomac Yard Town Center" text used in all signs is not the actual proposed text but a place holder for the final Town Center name, which is to be determined.

Each sign(s) shall require a separate sign permit, which shall include a photomontage or comparable image of the proposed signage.

Hotel and office signage above 20 feet above the grade of the adjoining sidewalk (excluding Potomac Avenue) is permitted and the signage may be illuminated provided that the illumination does not have an adverse impact on adjoining residential uses, parks, the George Washington Memorial Parkway and streets. However, in no case shall the height of hotel and office signs exceed 90 ft. above the grade of the building and signage above 33 ft. shall not be permitted on the northern façade of the E1 and E2 buildings.

Building signage on Potomac Avenue shall be limited to retail use(s) (which shall not exceed 20 feet above the grade of the adjoining sidewalk) and building identification for the office and residential buildings.

Applicants shall provide directional signage for the parking garages and any valet locations.

SIGN LOCATION PLAN

RT. 1/JEFFERSON DAVIS HWY

Sign location Key

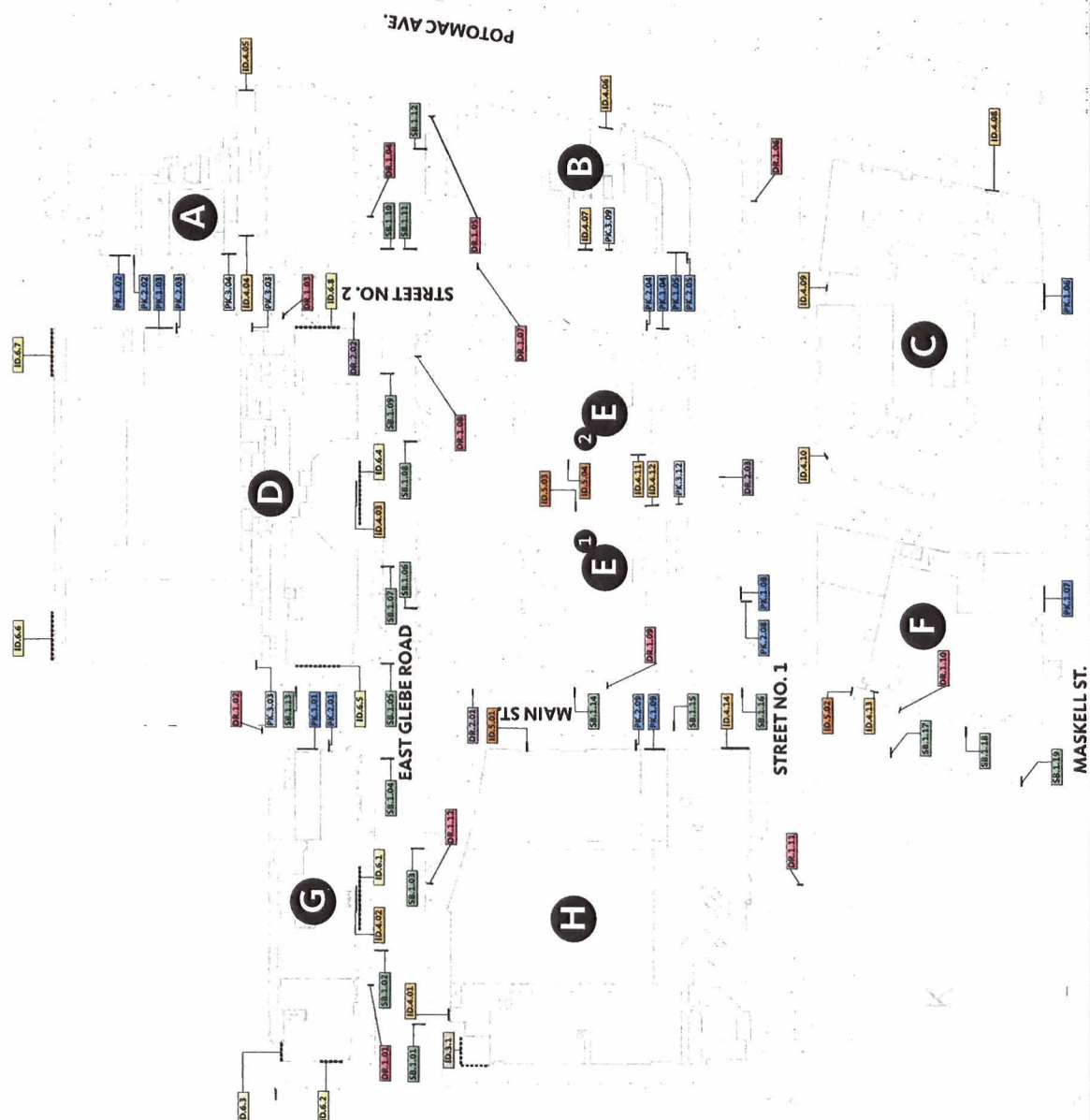
Sign Type
As per Sign Type Legend

Location Number
01-99 Sequential

ID.1.01

Sign Type Legend

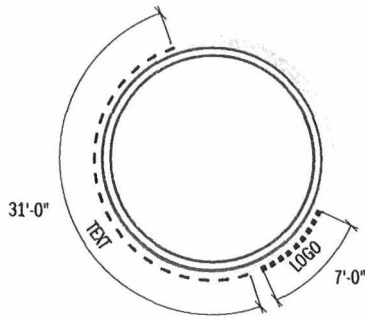
- ID.1 = Not Used
- ID.2 = Not Used
- ID.3 = Project ID-Building mounted
- ID.4 = Building ID-Canopy mounted
- ID.5 = Building ID-Blade Sign
- ID.6 = Building ID-Hotel
- DB.1 = Directional
- DB.2 = Directory
- PK.1 = Parking ID-Canopy
- PK.2 = Parking ID-Blade
- PK.3 = Parking ID-Pedestrian
- MD.1 = Not Used
- SE.1 = Seasonal Banners



SIGN TYPE ID.3

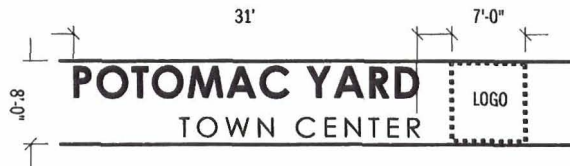
DESCRIPTION: DEVELOPMENT IDENTIFIERS, BUILDING MOUNTED

QTY: 1



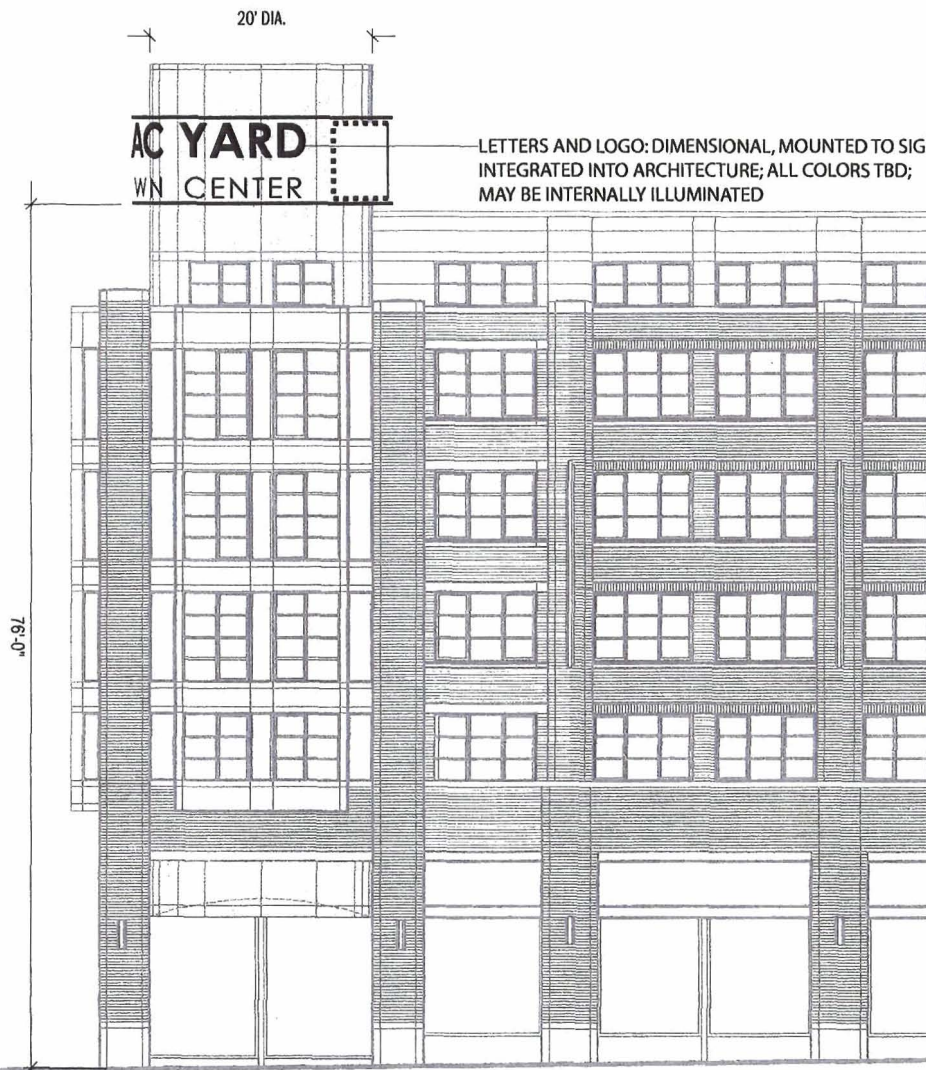
1 PLAN

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



2 UNFOLDED SIGN ELEVATION

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



3 OVERALL ELEVATION

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

The sign type ID-3 shall not be illuminated between the hours of 12:00 a.m. and 7:00 a.m., seven days per week. The sign shall be metal and shall project from the drum of the building and shall be consistent with the "industrial" design of the building.

SIGN TYPE ID.4

DESCRIPTION: **BUILDING IDENTIFICATION, PIN MOUNTED**

QTY: 13

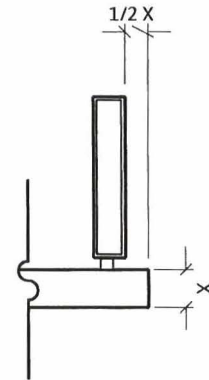
NOTES: Sign Option A for building address (numbers) only

Option B to be used for building names

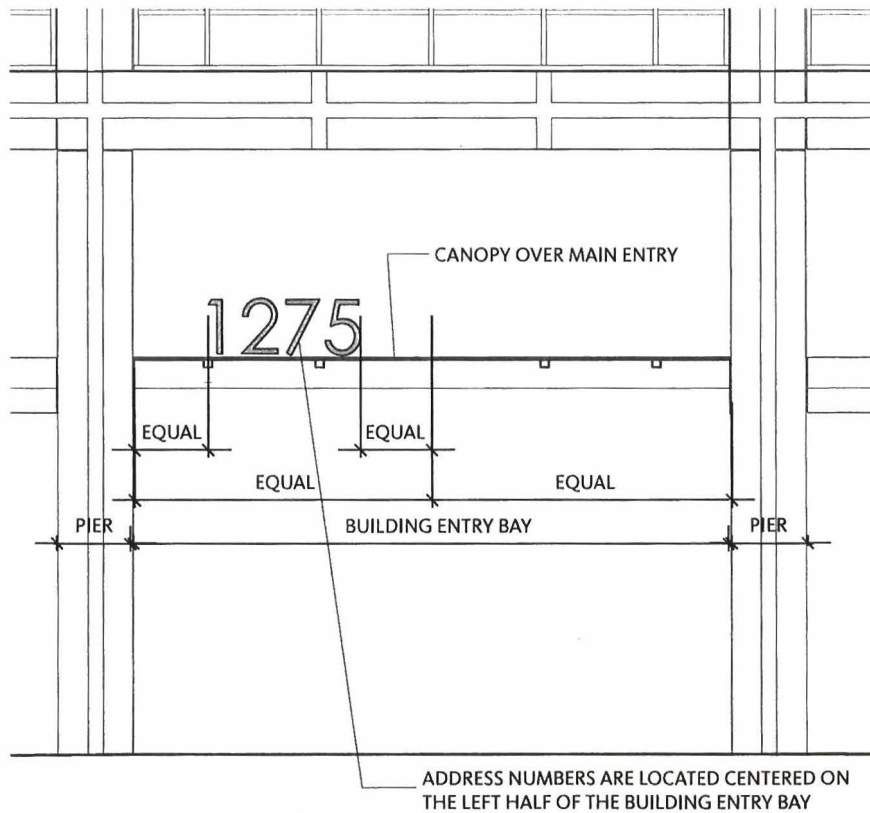
May be externally illuminated from base building sources.



1 **DETAIL ELEVATION-option A**
SCALE: 3/8"=1'-0"

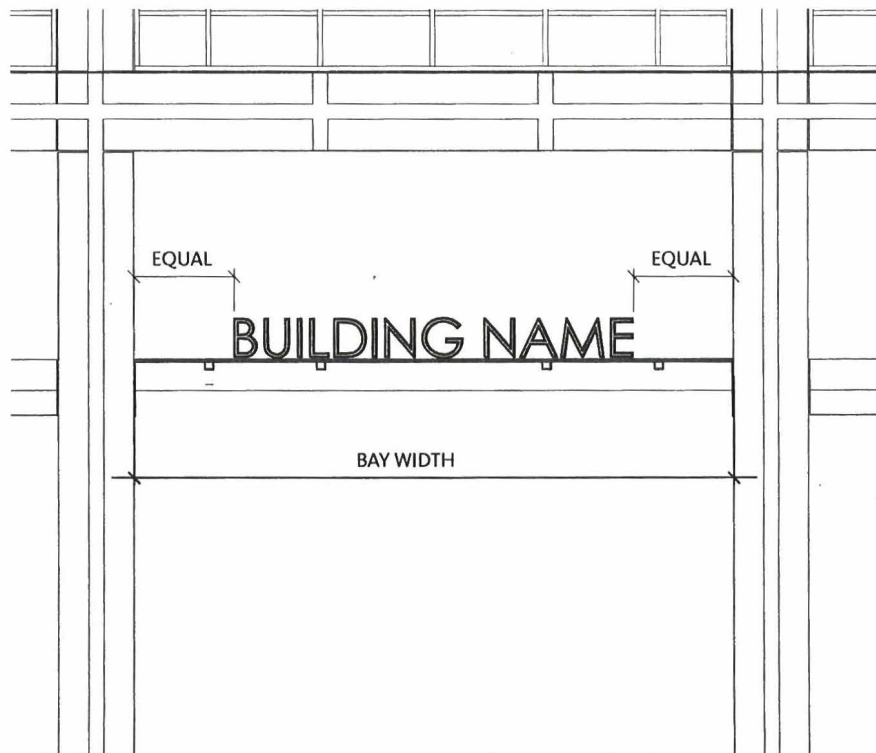
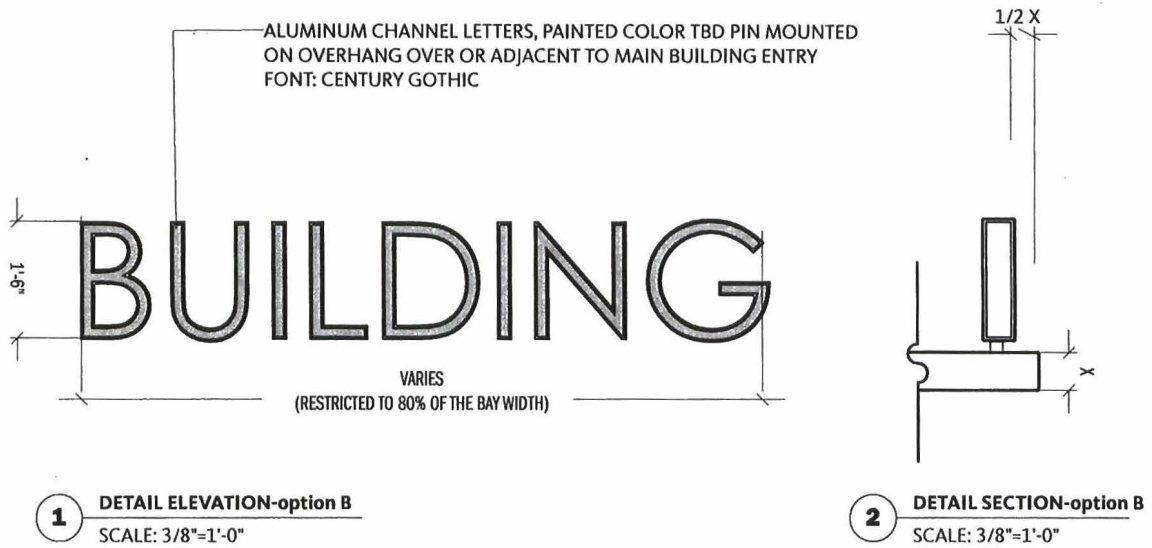


2 **DETAIL SECTION-option A**
SCALE: 3/8"=1'-0"



3 **LOCATION ELEVATION-option A (address number only)**
SCALE: 1/8"=1'-0"

SIGN TYPE ID.4



SIGN TYPE ID.4

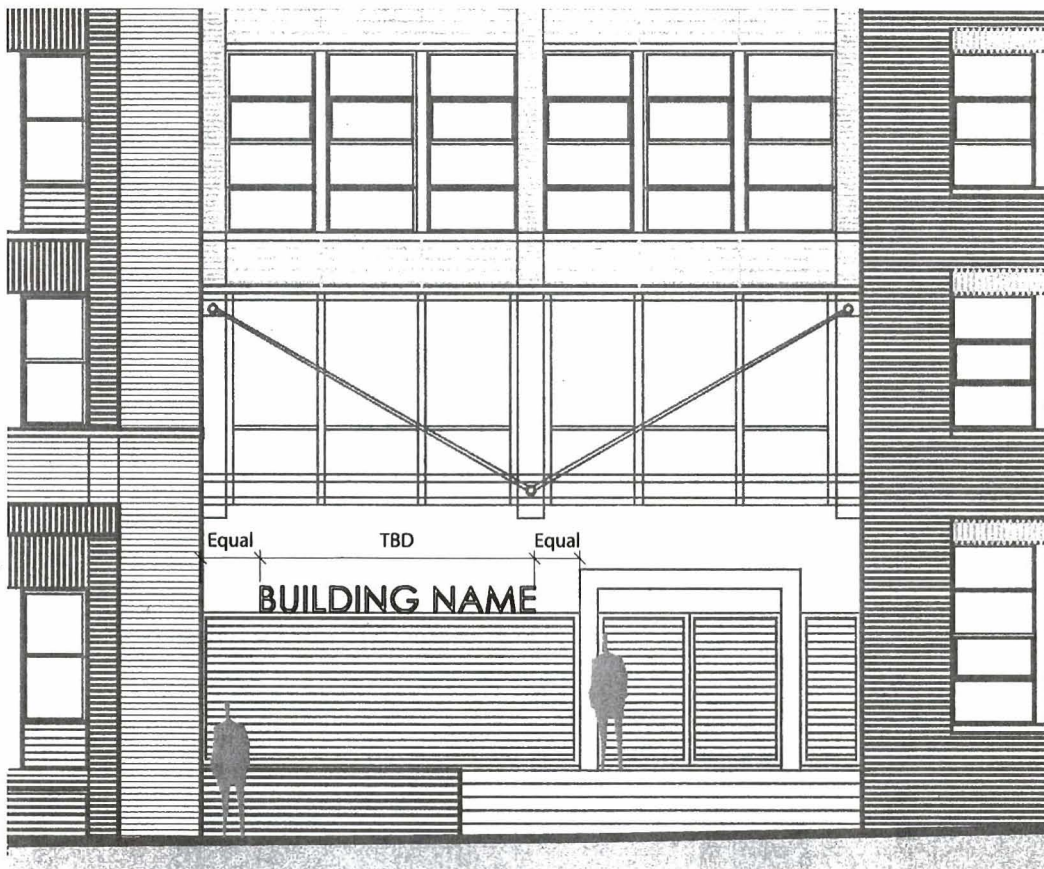
DESCRIPTION: **BUILDING IDENTIFICATION, FENCE MOUNTED**

QTY: 1

LOCATION: ID.4.09



2 ELEVATION
SCALE: 3/8"=1'-0"



1 OVERALL ELEVATION-STREET 1
SCALE: 1/8"=1'-0'

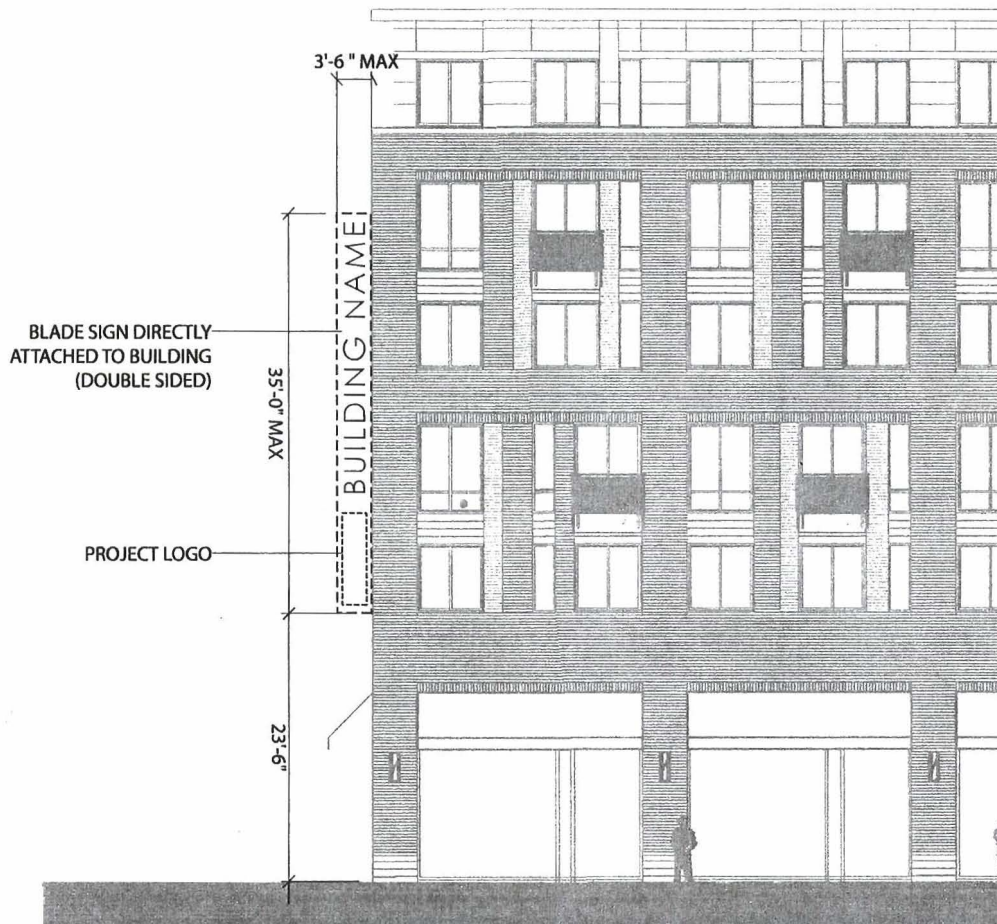
SIGN TYPE ID.5

DESCRIPTION: **BUILDING IDENTIFICATION-BLADE SIGN**

QTY: 1

LOCATION: ID.5.01

NOTES: Sign type ID.5 may be illuminated, provided that the illumination does not have an adverse impact on adjoining residential uses, parks, or roadways.



1 EAST GLEBE ELEVATION - MOUNTING LOCATION
SCALE: 1/16"=1'-0"

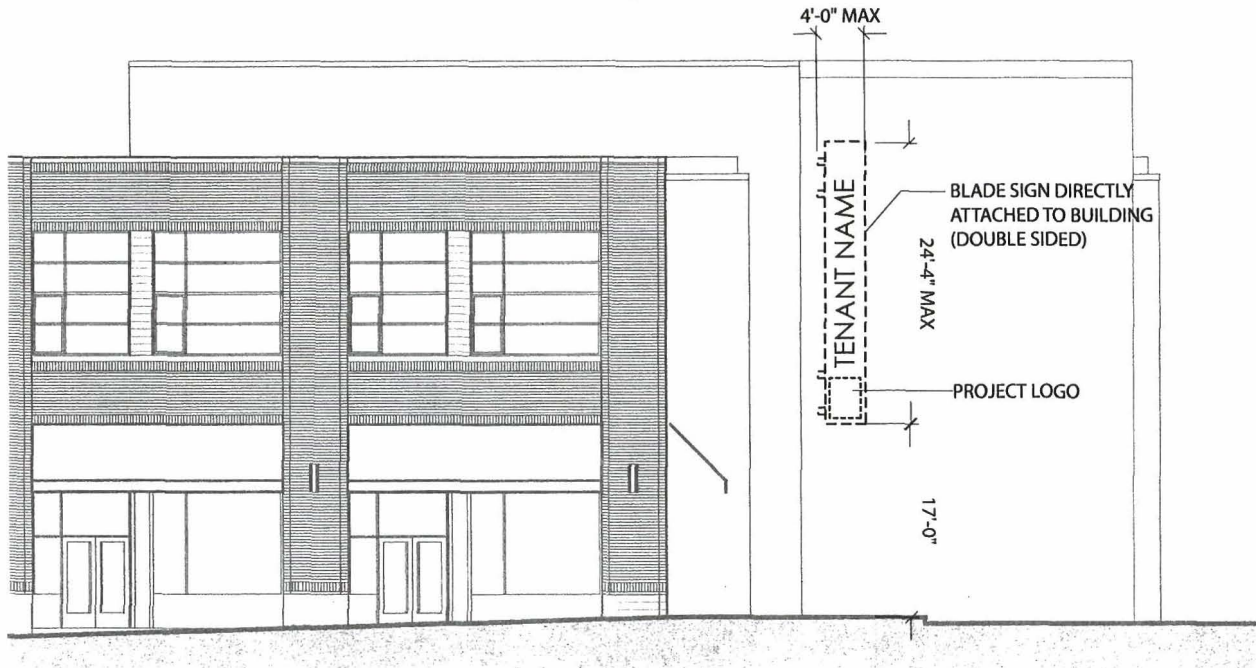
SIGN TYPE ID.5

DESCRIPTION: **BUILDING IDENTIFICATION-BLADE SIGN**

QTY: 1

LOCATION: ID.5.02

Sign type ID.5 may be illuminated, provided that the illumination does not have an adverse impact on adjoining residential uses, parks, or roadways.



2

STREET 1 ELEVATION - MOUNTING LOCATION

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



1

MAIN ST. ELEVATION - MOUNTING LOCATION

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

SIGN TYPE ID.5

DESCRIPTION: **BUILDING IDENTIFICATION-BLADE SIGN**

QTY: 2

LOCATIONS: ID.5.03 & ID.5.04

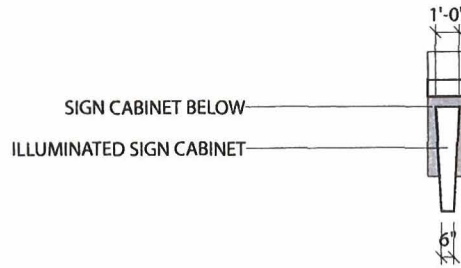


1

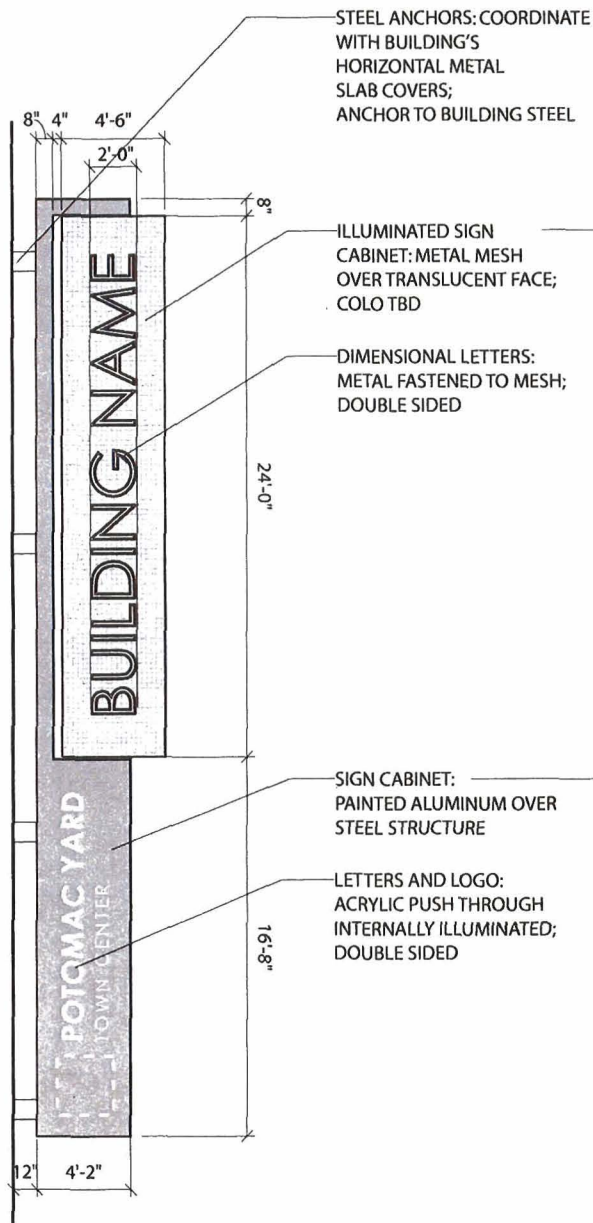
OVERALL ELEVATION

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

SIGN TYPE ID.5



3 PLAN
SCALE: 1/8" = 1'-0"



1 ELEVATION
SCALE: 1/8" = 1'-0"

2 SIDE ELEVATION
SCALE: 1/8" = 1'-0"

SIGN TYPE ID.6

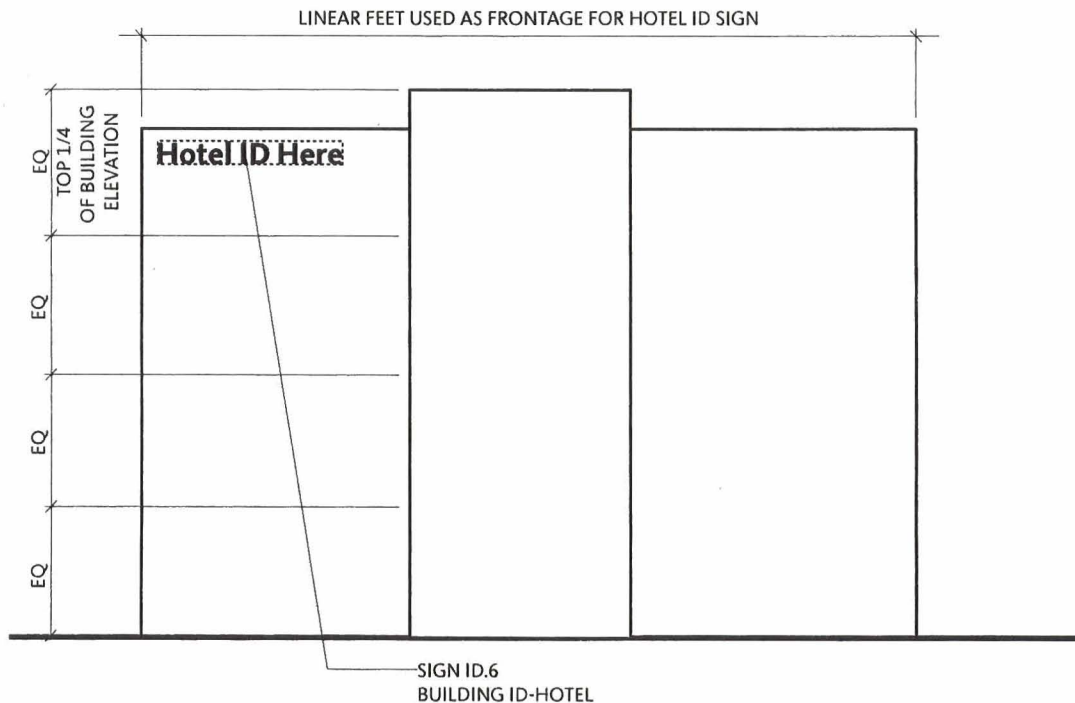
DESCRIPTION: **BUILDING IDENTIFICATION, HOTEL**

QTY: 8

NOTES: Rooftop signs (above 35'), internally or externally illuminated

All signs shall comply with article IX of the Alexandria City Zoning ordinance, unless otherwise indicated in these guidelines and approved by city council as part of the Coordinated Sign Program DSUP #___-___.

- Hotels are limited to (1) Sign type ID.6 per building elevation. If (2) hotel brands occupy a single building, (1) sign per brand may be located on each facade.
- The use of sign type ID.6 above 20 feet above the grade of the adjoining sidewalk (excluding Potomac Avenue) is permitted and the signage may be illuminated provided that the illumination does not have an adverse impact on adjoining residential uses, parks, the George Washington Memorial Parkway and streets. However, in no case shall the height of hotel sign exceed 90 ft. above the grade of the building.
- Hotel identification signs installed greater than 20' above grade shall be permitted a maximum sign area of 1 square foot per linear foot of building frontage not to exceed 700 square feet. For purposes of calculation sign area building frontage shall be limited to frontage on a public street or streets with public access easements. For these signs, refer to Chapter 2: Exterior Retail Guidelines.
- For instructions on how to measure sign area, refer to Appendix: Computation of Sign Area.



1

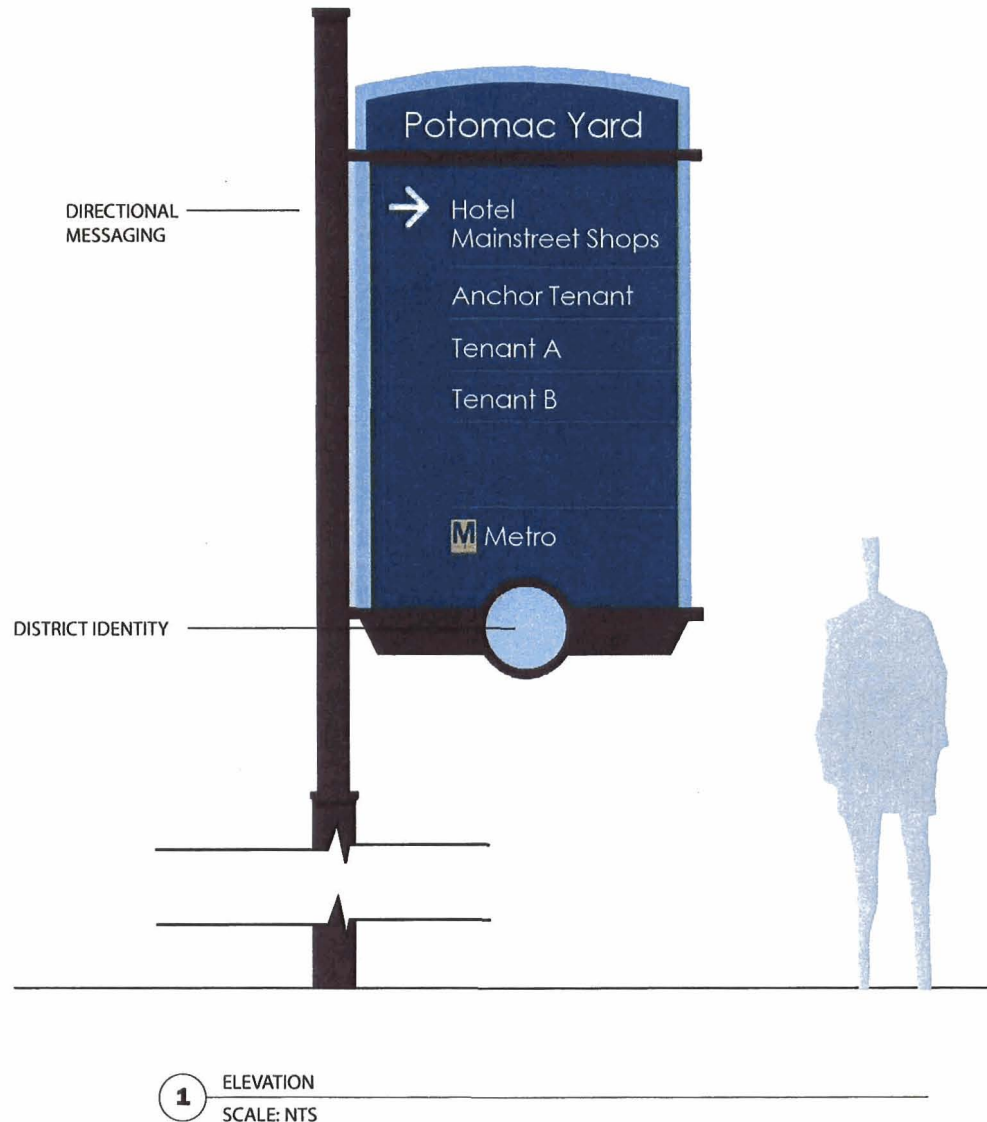
ELEVATION - MOUNTING LOCATION EXAMPLE

Not to scale

SIGN TYPE DR.1

DESCRIPTION: VEHICULAR/PEDESTRIAN DIRECTIONAL
QTY: 12

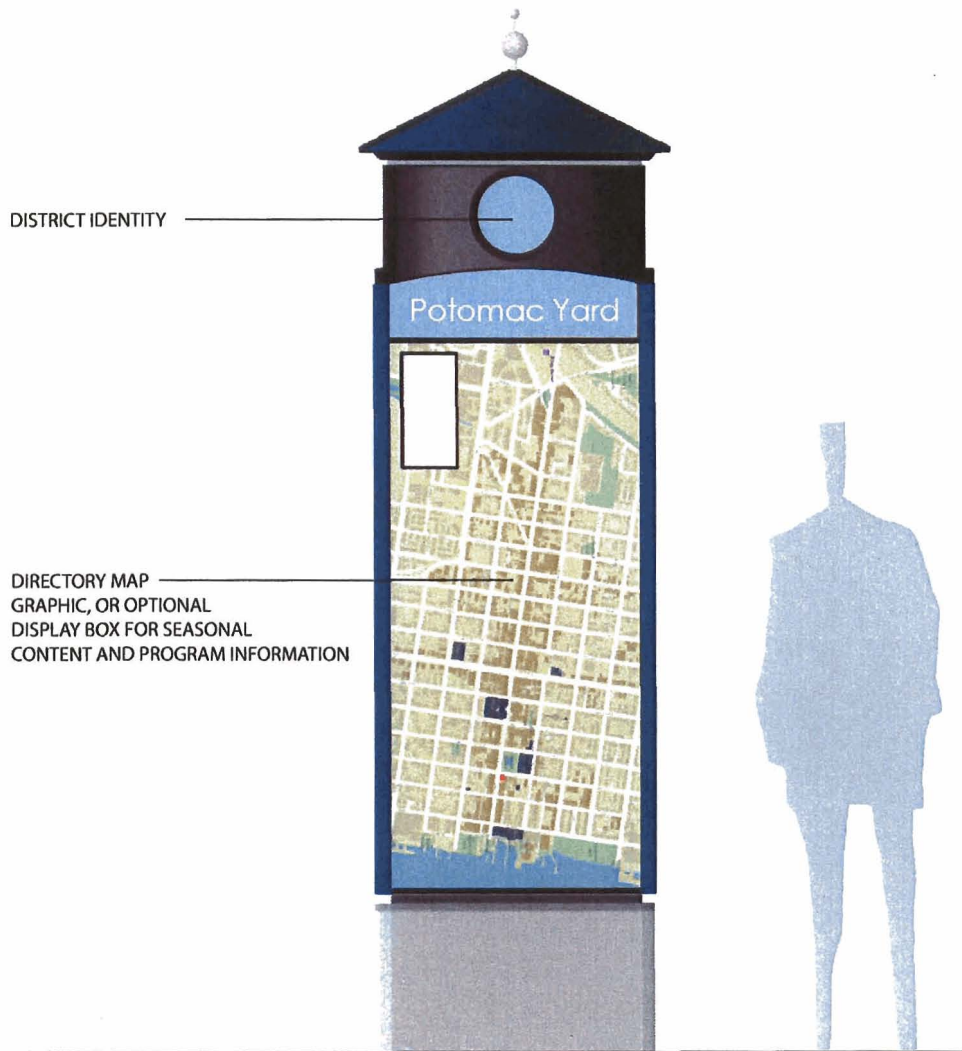
NOTE:
FRANKLIN GOTHIC TYPEFACE USED
THROUGHOUT. COLORS TO BE DETERMINED.



SIGN TYPE DR.2

DESCRIPTION: **PROJECT IDENTIFICATION-DIRECTORIES**
QTY: 3

NOTE:
FRANKLIN GOTHIC TYPEFACE USED
THROUGHOUT. COLORS TO BE DETERMINED.



1

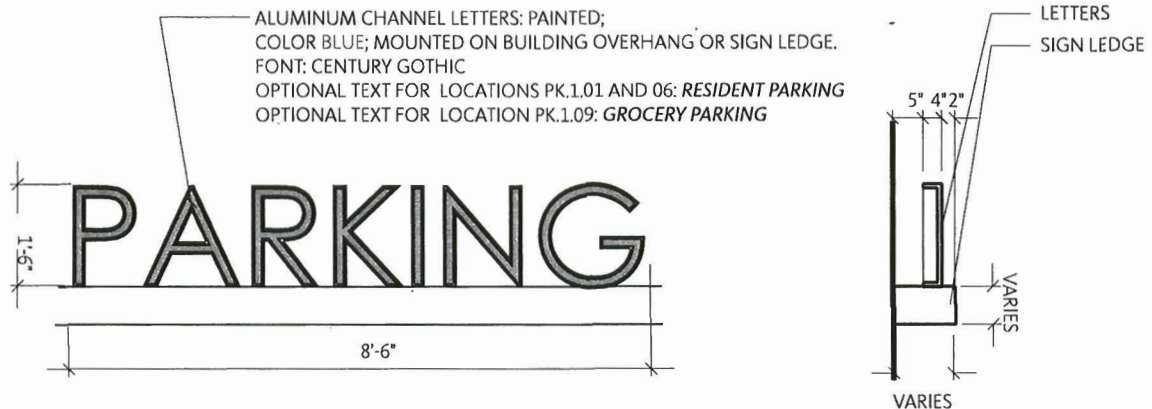
ELEVATION
SCALE: NTS

SIGN TYPE PK.1

DESCRIPTION: **PARKING IDENTIFICATION, PIN MOUNTED**

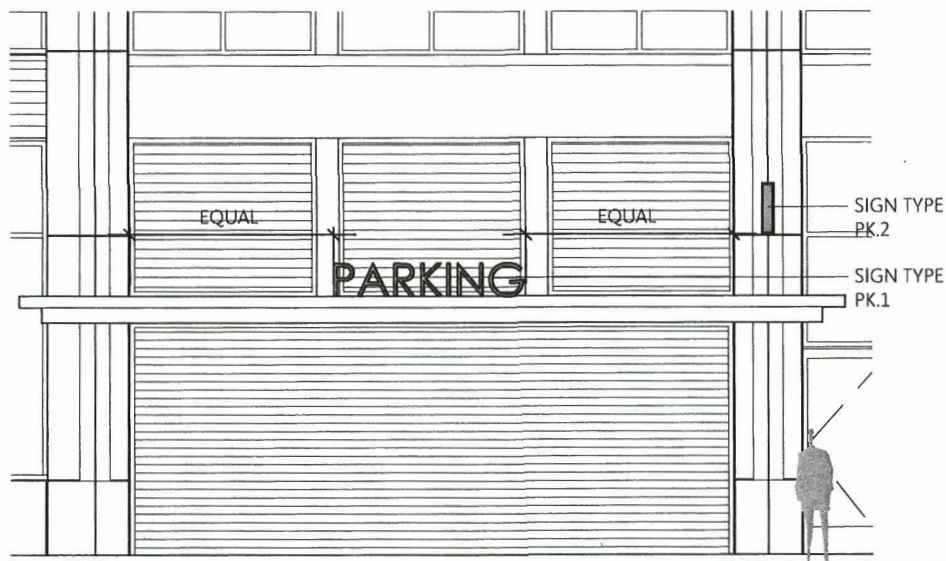
QTY: 9

NOTE: OPTIONAL INTERNALLY ILLUMINATED



1 DETAIL ELEVATION
SCALE: 3/8"=1'-0"

2 DETAIL SECTION
SCALE: 3/8"=1'-0"



3 TYP. SIGN LOCATION ELEVATION
SCALE: 1/8"=1'-0"

SIGN TYPE PK.2

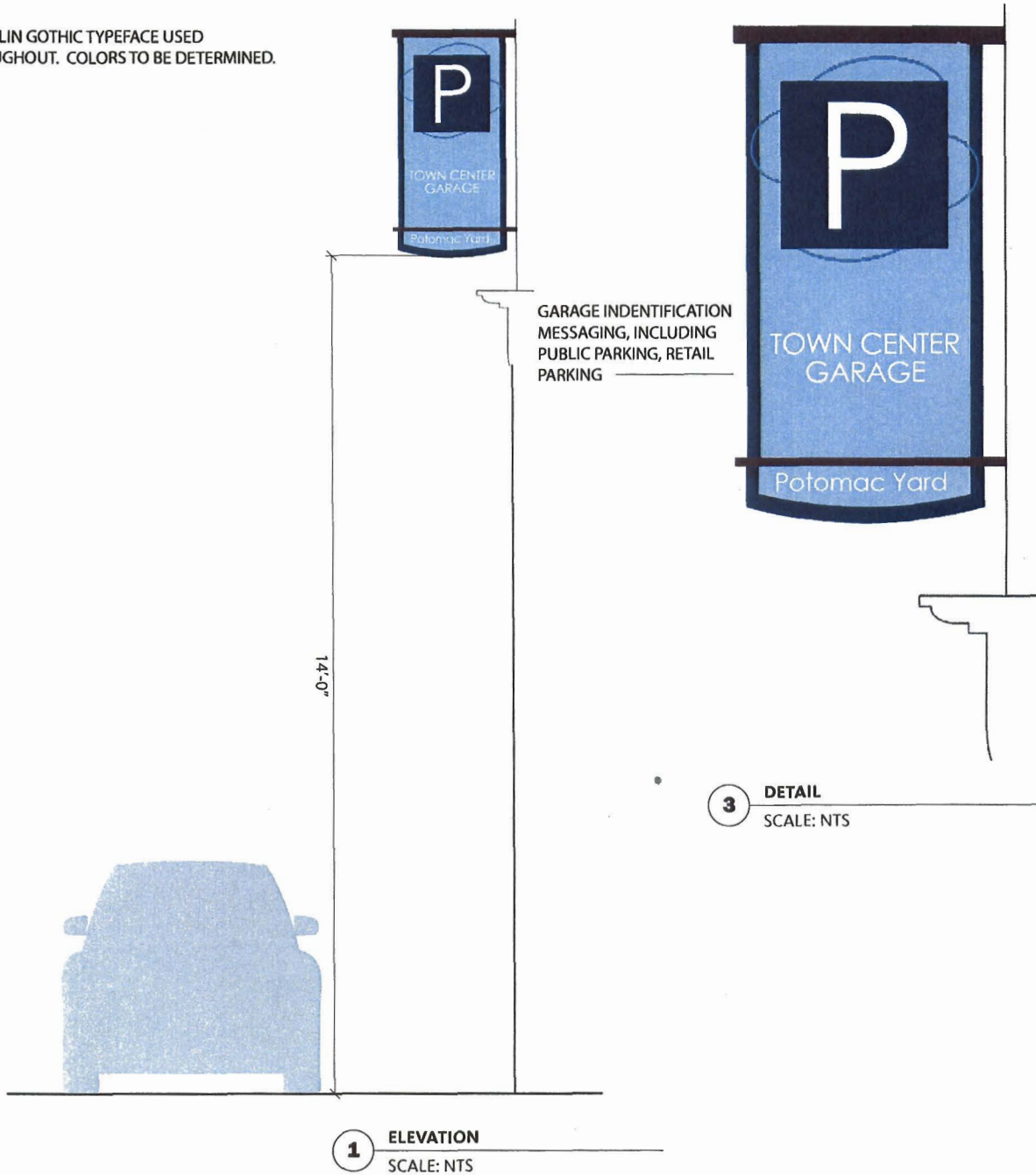
DESCRIPTION: **PARKING IDENTIFICATION, WALL MOUNTED**

QTY: 6

LOCATIONS: PK.2.01, PK.2.02, PK.2.04, PK.2.05 & PK.2.06

NOTE:

RANKLIN GOTHIC TYPEFACE USED
THROUGHOUT. COLORS TO BE DETERMINED.



SIGN TYPE PK.3

DESCRIPTION: **PARKING IDENTIFICATION, PEDESTRIAN**

QTY: 5

NOTES: Building wall mounted at pedestrian garage lobbies

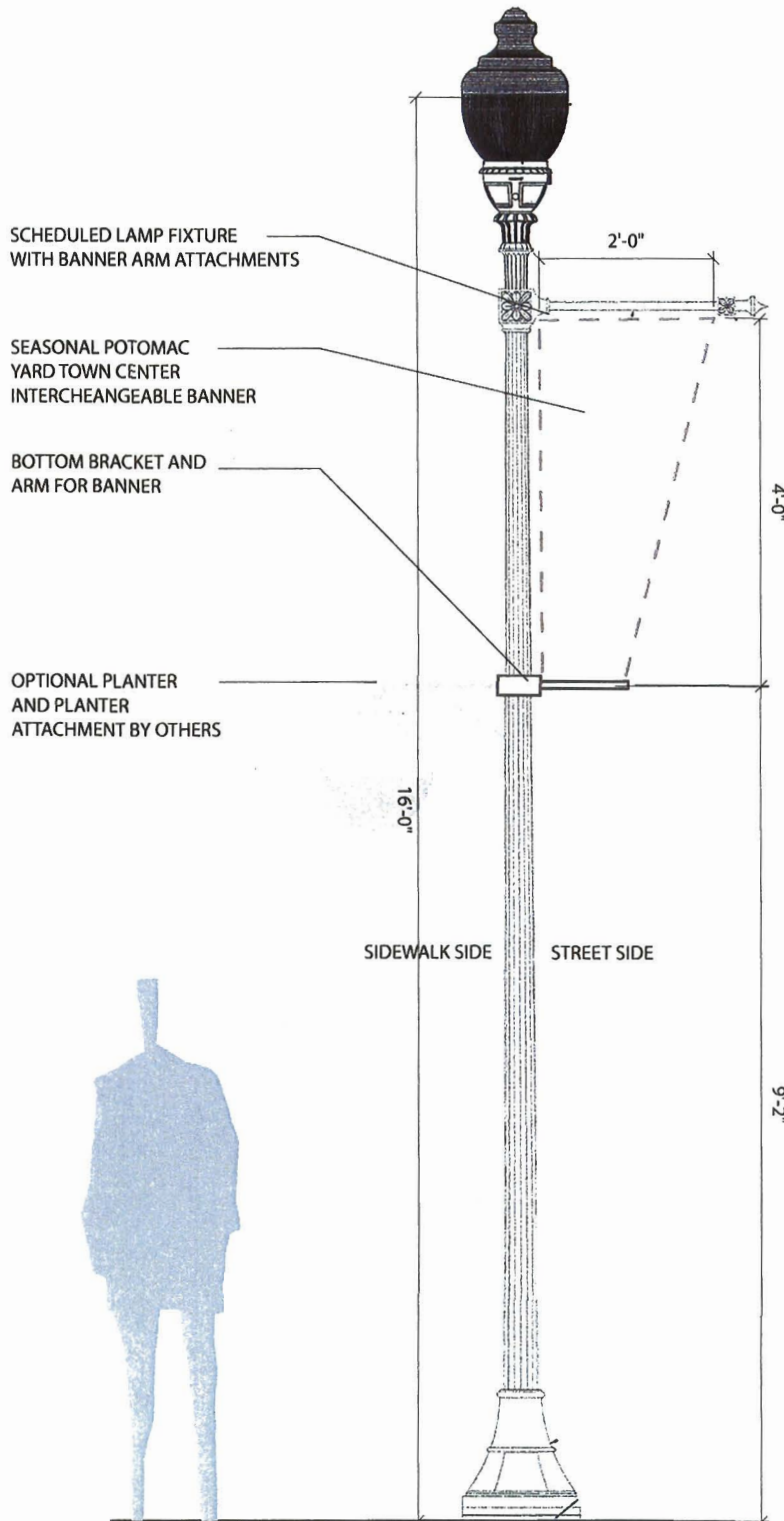
NOTE: REFER TO CITY OF ALEXANDRIA
WAYFINDING PROGRAM BY
SASAKI ASSOCIATES, INC. FOR
DETAILS, DIMENSIONS AND
MATERIAL INFORMATION



1 ELEVATION
SCALE: NTS

SIGN TYPE SB.1

DESCRIPTION: **SEASONAL BANNERS**
QTY: 26 (Light poles Route 1, Main st. & East Glebe Rd.)



1. Banners for specific community-oriented events may be approved for a defined period of time at the discretion of the Director of P&Z.

2. Banners for seasonal or recurring events may be installed on a regular basis.

3. The banners shall be maintained in good condition. Maintenance of the banners shall be the sole responsibility of the retail tenants and property owners.

1 ELEVATION

SCALE: 1/2" = 1'-0"

Chapter 2: Exterior Retail Guidelines

Introduction

The Exterior Retail Guidelines will ensure that signage and storefront treatments used by individual businesses will contribute to the vitality and interest of Potomac Yard Town Center while respecting the character of the City of Alexandria and the style of the project architecture. The criteria established here will complement other site amenities to create the look and feel of Potomac Yard Town Center.

Tenants are encouraged to be creative in designing their signs and storefronts, while complementing the project and working within the parameters outlined in this Criteria. The Potomac Yard Town Center provides a dramatic, upscale environment for tenant development. This calls for sophisticated signs and storefront treatments that are in keeping with the high quality standards of materials, finishes and details established in all parts of the architecture, streetscape and landscape.

The guidelines apply to all retail tenants, including those with established sign standards.

The Potomac Yard Town Center Exterior Retail Guidelines include three areas of tenant design review: retail tenant identification signs, storefront design and outdoor dining.

These guidelines do not apply to project signage, including but not limited to directional signs, monument signs and project identification signs. Project signage is described in Chapter 1: Project Signage and Wayfinding program.

The Potomac Yard Town Center retail base is divided into four 'Zones' or design districts, each describing a distinct character based on the architecture that contains it, its street frontage, and tenant visibility. The specific signage and storefront design requirements for each Zone are described in the following document.

These guidelines only apply to Landbay G, excluding Block K (Fire station).



Encourage storefront variety and vertical freedom. Difference in tenant accessories (awnings, signs, blade signs) play an important role in creating retail excitement at pedestrian level.

Definitions

These are definitions of some commonly used terms throughout this document.

Architectural Canopies: Horizontal projections within tenant storefronts built out of rigid construction materials, such as metal, glass and wood.

Awnings: Horizontal projections along storefronts made out of exterior grade fabric stretched over a metal frame, traditionally used to provide shade and provide a canvas for tenant identity display along tenant facades

Blade signs: Projecting signs to be seen at pedestrian level, mounted perpendicular to the storefront walls. These signs are usually built out of rigid materials with distinctive mounting.

Banners: Projecting signs to be seen at greater distances, usually consisting of stretched fabric over a frame and can be temporary in nature.

Decals (vinyl on glass): Vinyl text or graphics mounted on the storefront glass of the tenant.

Gooseneck Lamps: Wall mounted decorative light fixtures used to showcase different sign types.

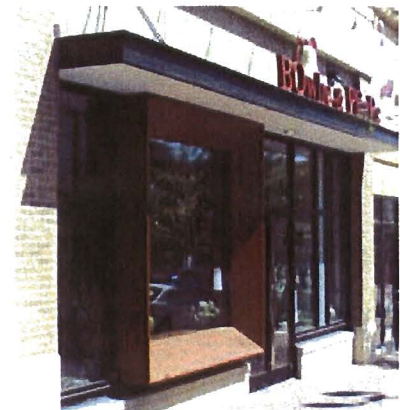
Outdoor Barriers: Legally required barriers to separate outdoor areas where alcohol is being served.

Storefront: Infill area within building facade that allows for tenant to express its individuality. Traditionally considered a glazing and mullion system.

Retail Opening: Opening at base of building designated for tenant infill. This opening is typically framed by the neutral pier and an architectural header.



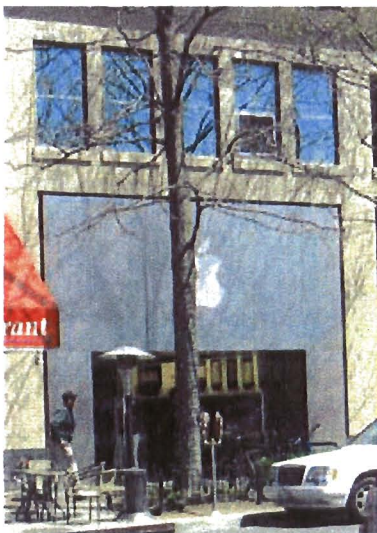
Awnings



Architectural Canopy with Signage



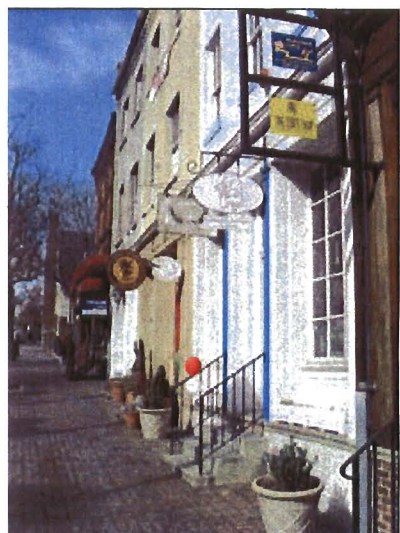
Gooseneck Lamps



Example of unique tenant storefront infill



Banners and outdoor planters



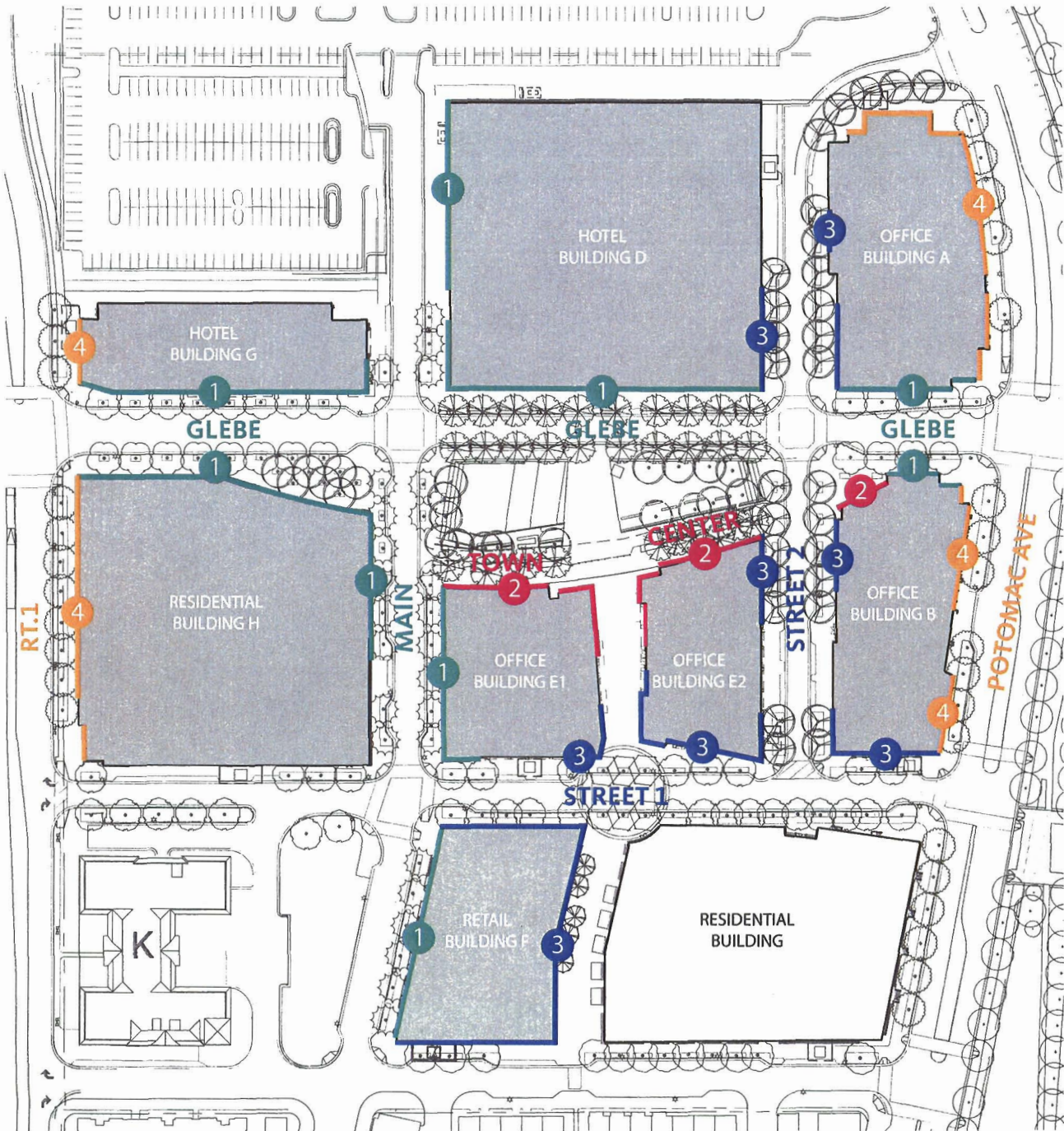
Blade signs

Design Approach: Zone Map

Allowable sign types, sign sizes and sign illumination vary with tenant types and the frontages on which the signs are to be placed. The Signage, Storefront & Outdoor Barriers Matrix in the following pages outlines the sign allowances by tenant frontage types, based on the categories shown in the adjacent key.

Tenants that occupy a corner site facing two zones will be allowed to use the zone where their primary entry is located for the entire storefront treatment.

- Zone 1
- Zone 2
- Zone 3
- Zone 4



Design Approach: Zone Descriptions

Zone		Streets	Description
1	<input type="checkbox"/>	East Glebe Rd., Main Street	Provide tenants with storefront design flexibility while being integrated to the receiving architecture. Pedestrian retail potential and vehicular visibility is taken into account.
2	<input type="checkbox"/>	Town Center	Provide tenants with maximum storefront design flexibility and higher elevation signage allowances for visibility from a greater distance. Focus on high quality pedestrian experience.
3	<input type="checkbox"/>	Street 1, Street 2	Zones face a more residential environment and storefronts are regulated within a grid that is respectful of the architecture receiving it. Focus on high quality pedestrian experience.
4	<input type="checkbox"/>	Route 1, Potomac Ave.	Provide tenants with storefront design flexibility within a specified system and regulated grid. Focus is on vehicular traffic visibility and experience an architectural integrity from high traffic areas.

Design Approach: Signage / Storefront / Outdoor Dining Matrix

Allowable Sign Area for Retail Tenants:

All businesses are permitted a maximum of 1 sf of sign area per linear foot of tenant storefront or 50 sq ft of signage, whichever is greater. The Director of P&Z may approve signage for retail uses up to 2 sq ft per linear foot of frontage for exceptional architectural design. Except for the grocery store and health club signs, retail signs shall be limited to a maximum height of 20 feet above the grade of the adjoining sidewalk. Each retail tenant shall install a minimum of one sign for each storefront facade appropriate to the scale of each facade. In addition, each retail tenant shall provide a second pedestrian-oriented sign such as a projecting sign, or window sign blade or window sign. Refer to Appendix for computation of sign areas.

Tenant I.D. Signs	Description	Location & Notes
Primary Signs (AA)	<input type="checkbox"/> Signage shall be constructed of durable, quality materials and finishes such as metals, wood and glass. All materials need to be suited for exterior applications. <input type="checkbox"/> Back-lit, halo-lit illumination or reverse channel letters with halo illumination are encouraged for lighting purposes. All illuminated signs shall be controlled by a time clock which shall coincide with the normal business hours of the Town Center. <input type="checkbox"/> Neon signs will be considered based on creativity and the overall compatibility and character of the tenant storefront design. <input type="checkbox"/> Letters and graphics mounted directly onto building facades must be pin-mounted at least 2 inches from the surface onto which it is mounted and provide dimensional returns. <input type="checkbox"/> One (1) sign per tenant above entry. If tenant occupies corner location and has additional entry on that corner, an additional sign may be permitted.	Applicable all zones.
Blade Signs (BB)	<input type="checkbox"/> Blade signs are encouraged and should be appropriately sized and proportional to the building and/or storefront and should be located near the primary entrance or doorway. <input type="checkbox"/> No more than one (1) blade sign should be installed for each business. If tenant occupies corner location and has additional entry on that corner, an additional sign may be permitted. <input type="checkbox"/> The bottom of a projecting sign shall be a minimum of seven feet (7') above a sidewalk and at least 14 feet (14') above a vehicular driveway. <input type="checkbox"/> May be internally illuminated. Externally illuminated projecting/blade signs shall have lighting fixtures that are complementary and integrated into the area allocated for storefront, not directly attached to the neutral pier. <input type="checkbox"/> Blade signs shall not project more than four feet (4') from the building surface and must allow a 7 ft. clearance from the ground plane below. <input type="checkbox"/> Design of blade signs should be double sided to address street and sidewalk traffic from both directions. <input type="checkbox"/> See designated typical bay diagrams for your Zone for additional guidelines.	Permitted all Zones, required for Zones 1 and 2
Awnings (CC)	<input type="checkbox"/> Signs on awnings giving the name of a retail establishment are permitted. Tenant graphics/logo can use 20% max coverage of the area not to exceed parameters for sign calculations. <input type="checkbox"/> Awnings when projecting from the face shall allow a clearance of 9 ft. from the grade of the adjoining sidewalk. <input type="checkbox"/> Awning or canopy materials shall be a woven fabric or other material that projects the natural material of canvas, metal, glass, etc. Fixed lightweight metal and glass structures are acceptable. <input type="checkbox"/> Internally illuminated plastic awnings and highly plasticized fabrics are not permitted. <input type="checkbox"/> Awnings shall be permitted to project up to four feet from the building, greater projections require approval of the Director of P&Z. Greater projections which encroach into the public street may require City Council approval of an encroachment. <input type="checkbox"/> See designated typical bay diagrams for your Zone for additional guidelines.	All Zones

Design Approach: Signage / Storefront / Outdoor Dining Matrix

Allowable Sign Area for Retail Tenants:

All businesses are permitted a maximum of 1 sf of sign area per linear foot of tenant storefront or 50 sq ft of signage, whichever is greater. The Director of P&Z may approve signage for retail uses up to 2 sq ft per linear foot of frontage for exceptional architectural design. Except for the grocery store and health club signs, retail signs shall be limited to a maximum height of 20 feet above the grade of the adjoining sidewalk. Each retail tenant shall install a minimum of one sign for each storefront facade appropriate to the scale of each facade. In addition, each retail tenant shall provide a second pedestrian-oriented sign such as a projecting sign, or window sign blade or window sign. Refer to Appendix for computation of sign areas.

All signs shall comply with article IX of the Alexandria City Zoning ordinance, unless otherwise indicated in these guidelines and approved by city council as part of the Coordinated Sign Program DSUP # ____ - ____.

Architectural Canopy Signs (DD)	<input type="checkbox"/> Used as primary retail identification sign option with letters pin mounted to architectural canopy over entrance elevation. <input type="checkbox"/> Dimensional metal letters and/or logo constructed for either uplight illumination from concealed light source or halo lit. 16" max. letter height. 20" max logo height. <input type="checkbox"/> Sign length is restricted to no more than 80% of the canopy width. <input type="checkbox"/> Canopy projections are restricted by zone. See designated Zone diagram for additional guidelines.	All Zones
Tenant Banners (EE)	<input type="checkbox"/> Tenant banners should be constructed of exterior grade canvas with silkscreened artwork on both sides. Highly plasticized fabrics are not permitted. <input type="checkbox"/> Banners should not project more than 2'-0" onto the sidewalk <input type="checkbox"/> See designated typical bay diagrams for your Zone for additional guidelines.	Permitted only Zones 1, 2 and 3 Required Zone 2
Glass Decals (FF)	<input type="checkbox"/> 20% percent max. glazing coverage allowable. <input type="checkbox"/> Tenants may incorporate window graphics; however at no time shall the window graphics exceed 20% of the window area. <input type="checkbox"/> All to be second surface applied when possible to avoid damage from exterior elements and patrons.	All Zones

Design Approach: Signage / Storefront / Outdoor Dining Matrix continued

Storefronts	Description	Location & Notes
Storefront system	<input type="checkbox"/> Each Zone has been provided with a façade diagram depicting the extent of the retail opening, a gridded template or a choice of layouts for tenant storefronts. Refer to your zone diagram for details. <input type="checkbox"/> Materials shall consist of metal, brick, stone, glass or concrete. Storefronts shall be predominantly glass, but glass shall not be the exclusive material. <input type="checkbox"/> Illumination of storefront signage is encouraged. The lighting shall be carefully integrated into the design of the sign so as not to create glare or detract from the sight. Low intensity lighting is encouraged.	All zones
Privacy screens	<input type="checkbox"/> Privacy screens are used to hide tenant back of house areas that otherwise would be unsightly from street level. These panels should not cover more than 70% of the entire storefront area for a tenant. <input type="checkbox"/> Display windows that are built 18" min off from the storefront system can be used as a privacy screen alternative, window coverage should not exceed 80% of the retail opening. Fixtures and display features should be distinct and high quality, appropriately displaying the tenant's merchandise. Standard merchandising racks and slat wall will not be allowed. <input type="checkbox"/> Privacy screens used as storefront window infills are permitted only as designed per zone diagrams for Zones 1 and 3.	Permitted only Zones 1 and 3
Lighting	<input type="checkbox"/> In general, lighting should be designed and located to accommodate public safety without creating glare or excessively high light levels. Fixtures should be chosen to control light trespass either vertically (toward the sky) or horizontally onto neighboring properties. <input type="checkbox"/> High pressure sodium vapor (yellow orange) lighting is prohibited for exterior use including buildings, parking facilities, service areas, signage, etc. Such lighting is also prohibited in parking garage entrances or building entries where it would be visible from the outside. <input type="checkbox"/> Projecting Primelite or Abolite LSI-type gooseneck light fixtures are permitted. Heads with angled reflectors are encouraged as long as the sign or façade will be sufficiently illuminated. Heads shall be focused onto a surface (ie: awning, vertical façade face, etc.) but shall not shine back into tenant space. <input type="checkbox"/> Fixture finish is to be corrosion-resistant aluminum or other or natural material such as copper. Non-durable painted finishes are discouraged, but powder-coated finishes are desirable. <input type="checkbox"/> Fixture canopies can be round or square, but should be as minimal as possible to cover electrical boxes and feeds. Canopy should not exceed 5" in diameter, nor exceed 1" in depth. <input type="checkbox"/> Goosenecks, or any other fixtures projecting from storefront shall project at a maximum of 2'-6" from building face. <input type="checkbox"/> All lumens exiting fixture shall fall within 10'-0" from building face, and shall not fall into neighboring tenants' property. <input type="checkbox"/> Wattage shall not exceed 200W per head for INC, nor 50W per head for metal halide.	All Zones

Design Approach: Signage / Storefront / Outdoor Dining Matrix continued

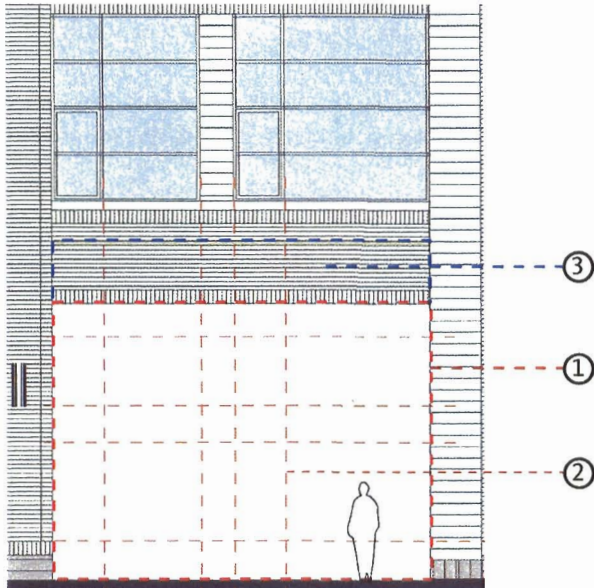
Outdoor Dining	Description	Location & Notes
Dining Barriers	<ul style="list-style-type: none"> <input type="checkbox"/> Barriers for designated outdoor dining areas should maintain the high level of design and enhance the overall outdoor experience. Unstable and lightweight barriers are prohibited. Barriers are intended to provide privacy for diners and not to completely enclose outdoor areas. Height limit for barriers is 36" but intermittent higher elements (to 8' maximum height) are allowed as long as they do not exceed 20% of the entire barrier elevation area. <input type="checkbox"/> Outdoor dining barriers are required for those tenants with a license to serve alcohol. Barriers are to comply with The Virginia Department of Alcoholic Beverage Control (ABC) and all applicable codes. See designated Dining Barrier Layout diagram in the Appendix for additional guidelines. <input type="checkbox"/> Layout of outdoor dining barriers should comply with egress requirements per the International Building Code 2006 or currently adopted building code by the City of Alexandria. <input type="checkbox"/> Dining Barriers shall not be permanently affixed to either the base building nor the sidewalk paving. <input type="checkbox"/> Changing or adding any floor surface material to the outdoor paving is prohibited. <input type="checkbox"/> Location of barrier perimeter and circulation space: all outdoor dining areas must leave at least 6 feet of unobstructed pedestrian space between its perimeter and any other landscape or streetscape feature. This 6 feet of pedestrian space must be clear of obstructions caused by trees, tree wells, posts, hydrants, or any other infrastructure. No part of an outdoor dining area (including plants) may extend into the 6-foot-unobstructed zone. See appendix for additional diagrams. 	All zones. Zone 2 has special conditions
Furniture	<ul style="list-style-type: none"> <input type="checkbox"/> A wide range of furniture styles, colors and materials are permitted. Tables and chairs may be colored or of a natural unpainted material (i.e., wood, metal etc.). Tables and chairs are not permitted to be white plastic or of any fluorescent or other strikingly bright or vivid color. <input type="checkbox"/> All chairs used within a particular establishment's outdoor seating area must match each other by being of visually similar design, construction and color. <input type="checkbox"/> All furniture and fixtures must be durable and of sufficiently sturdy construction as not to blow over with normal winds <input type="checkbox"/> Umbrellas must be free of advertisements <input type="checkbox"/> Umbrellas must be contained within the outdoor dining area. <input type="checkbox"/> Umbrella fabric is not permitted to be of any fluorescent or other strikingly bright or vivid color. One solid color is preferable. <input type="checkbox"/> Umbrella material must be suitable for outdoor use, and must be canvas-type. No plastic fabrics, plastic/vinyl-laminated fabrics, or any type of rigid materials are permitted for use as umbrellas within an outdoor seating area. <input type="checkbox"/> Maximum height: Any part of an umbrella used in an outdoor seating area may not exceed a height of 120" (10 feet) above the level of the sidewalk, in order to avoid causing an undue visual obstruction of other businesses. <input type="checkbox"/> Minimum height for sidewalk clearance: This measurement must include not only the umbrella frame and panels, but also any decorative borders such as fringes, tassels, or other such ornamentation. 	All zones.

Design Approach: How to use Zone Diagrams

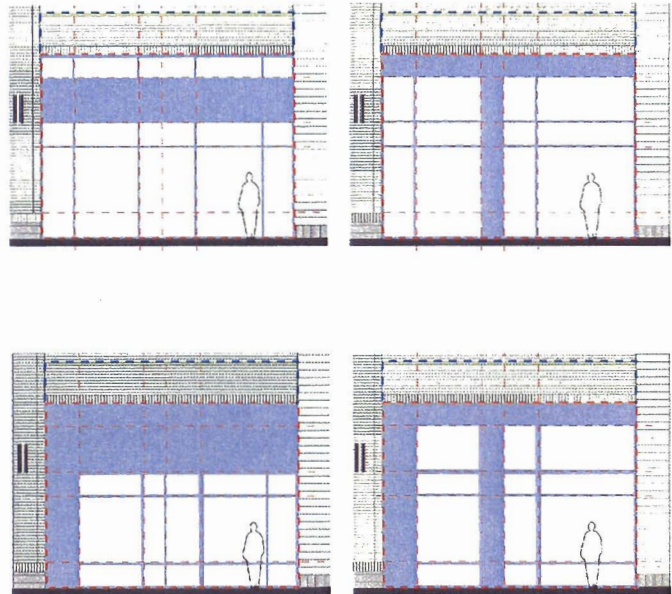
Typical exterior retail bay elevations have been provided for each Zone as examples to follow for location of signs, accessories and storefront design.

- ① The retail opening is outlined by a thick dashed red line. The retail opening is the absolute limit for any type of storefront system configuration.
- ② The smaller dashed line grid depicted in red inside the retail opening is the grid to be used for laying out your storefront design. This grid ensures that the integrity of the architectural lines within buildings is kept cohesive, and still provide design freedom for tenant identity expression.
- ③ The blue dashed area above the retail opening is the area where signage and accessories (i.e., gooseneck lamps and awnings) can extend to above the storefront limits. Note that architectural canopies are part of the retail opening limit and is not allowed in the blue zone.

Typical Bay example



Examples of storefront grid layouts:



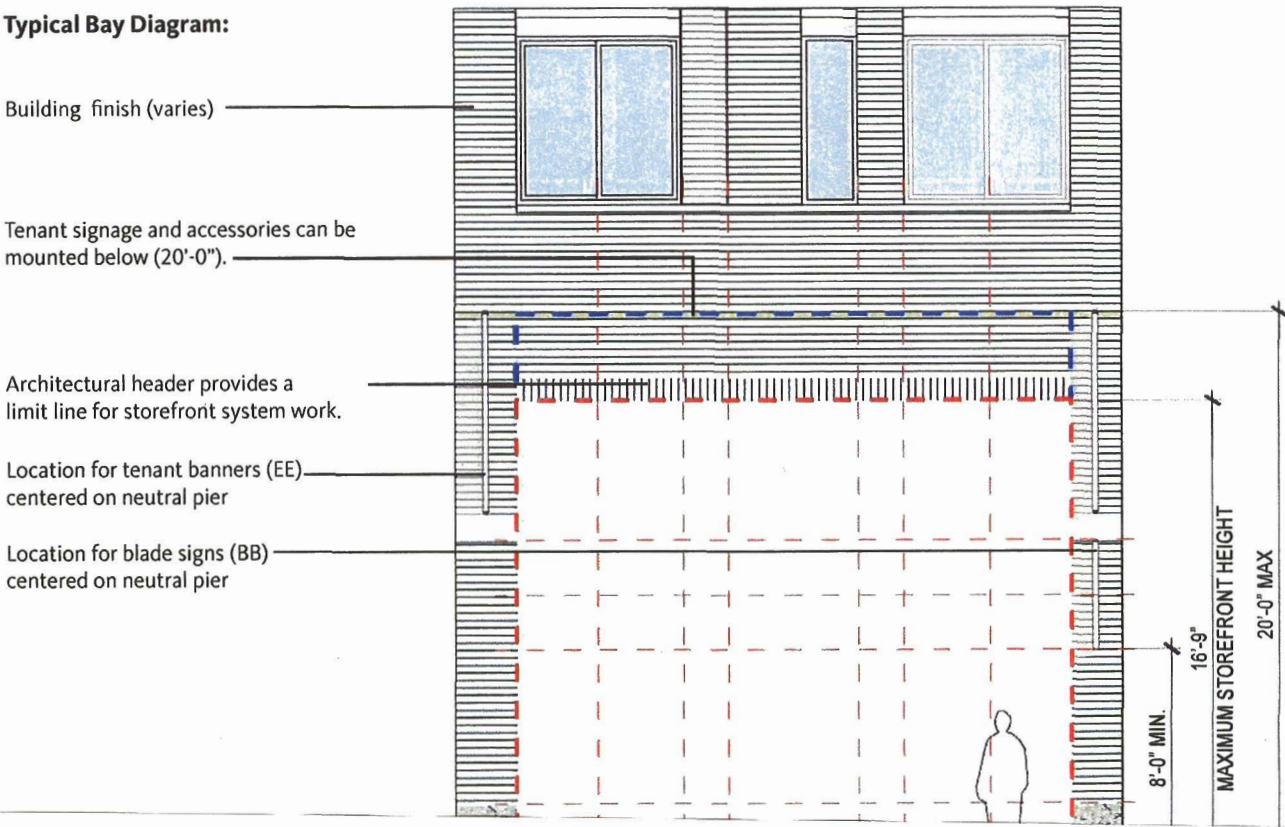
Please note that the degree of storefront design freedom is specific to each Zone, so notes should be carefully read.

Design Approach: Zone 1

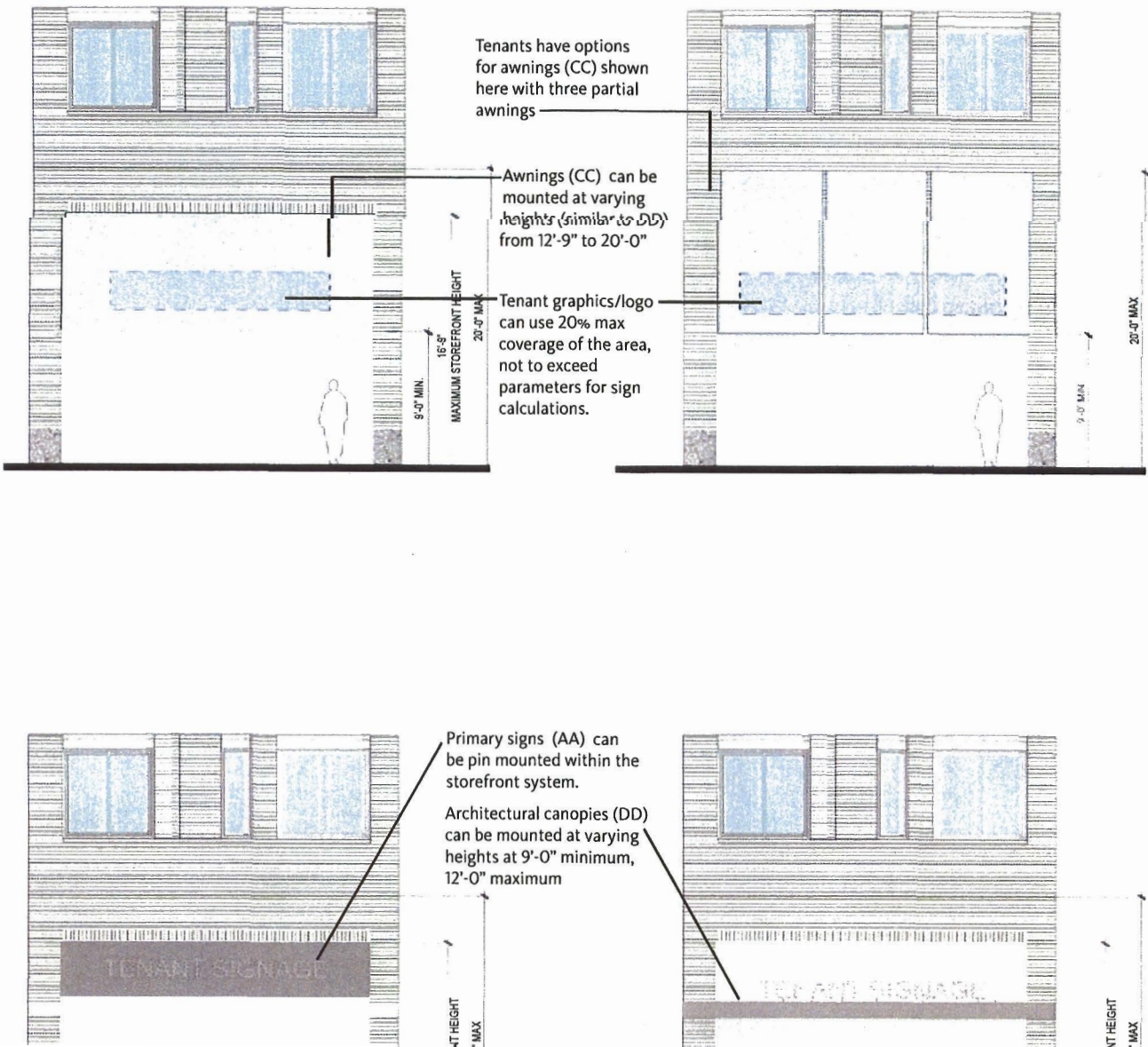
Exterior storefronts:

1. Location:
Tenant's storefront must be within the retail opening. All opaque storefront materials shall be separated by the building surround by a 1/2" x 1/2" black reveal, backed with a moisture proof barrier, and gaps filled with and approved sealant joint.
2. Materials:
See list of unacceptable materials in the appendix. All glazing shall be a minimum of 1/4" clear tempered or laminated glass and shall meet or exceed local glazing code requirements. Facade transparency should not be less than 60% of total storefront area, this calculation includes area covered by awnings and/or signage. Patterned glazing (sandblasted, etched or laminated) will be permitted in the areas at or below 6'-0" from the finished floor.
3. Projections over the lease line:
Projecting elements shall be designed and located so they do not create a significant visual barrier to adjacent tenant storefront facades. Projecting elements excluding blade signs, must be installed at a minimum of 9'-0", measuring from the finished floor to the bottom of the element. The maximum horizontal projection in Zone 1 is 2'-6" for an architectural canopy and 6' for an entry projection. Awnings shall not project more than 4' over the lease line.
4. Doors:
Porticos around the entry door may project up to 12 inches into the public right-of-way. Doors may be fully glazed, frameless glass, solid or any combination.
5. Bulkheads:
A window base or bulkhead below storefront windows should not be taller than 24 inches.
6. Lighting:
See list of unacceptable light sources in the appendix. Glare to both the pedestrians and patrons should be avoided at all costs. Ensure this by using shielded sources as much as possible, and focusing light sources intentionally on desired surfaces. When using reflector-backed lamps, focusing angle should be no greater than 35-degrees from vertical. Mixture of light source color temperatures is allowed if done intentionally, and is in tandem with storefront design.

Typical Bay Diagram:



Design Approach: Zone 1



Design Approach: Zone 2

Exterior storefronts:

1. Location:

Tenant's storefront must be within the retail opening. All opaque storefront materials shall be separated by the building surround by a 1/2" x 1/2" black reveal, backed with a moistureproof barrier, and gaps filled with and approved sealant joint.

2. Materials:

See list of unacceptable materials in the appendix. All glazing shall be a minimum of 1/4" clear tempered or laminated glass and shall meet or exceed local glazing code requirements. Facade transparency should not be less than 50% of total storefront area, this calculation includes area covered by awnings and/or signage. Patterned glazing (sandblasted, etched or laminated) will be permitted in the areas at or below 6'-0" from the finished floor.

3. Projections over the lease line:

Projecting elements shall be designed and located so they do not create a significant visual barrier to adjacent tenant storefront facades. Projecting elements *excluding* blade signs, must be installed at a minimum of 9'-0", measuring from the finished floor to the bottom of the element. The maximum horizontal projection in Zone 2 is 2'-6" for an architectural canopy and 6' for an entry projection. Awnings shall not project more than 4' over the lease line.

4. Doors:

Porticos around the entry door may project up to 12 inches into the public right-of-way. Doors may be fully glazed, frameless glass, solid or any combination.

5. Bulkheads:

A window base or bulkhead below storefront windows should not be taller than 24 inches.

6. Lighting:

See list of unacceptable light sources in the appendix. Glare to both the pedestrians and patrons should be avoided at all costs. Ensure this by using shielded sources as much as possible, and focusing light sources intentionally on desired surfaces. When using reflector-backed lamps, focusing angle should be no greater than 35-degrees from vertical. Mixture of light source color temperatures is allowed if done intentionally, and is in tandem with storefront design.

Typical Bay Diagram:

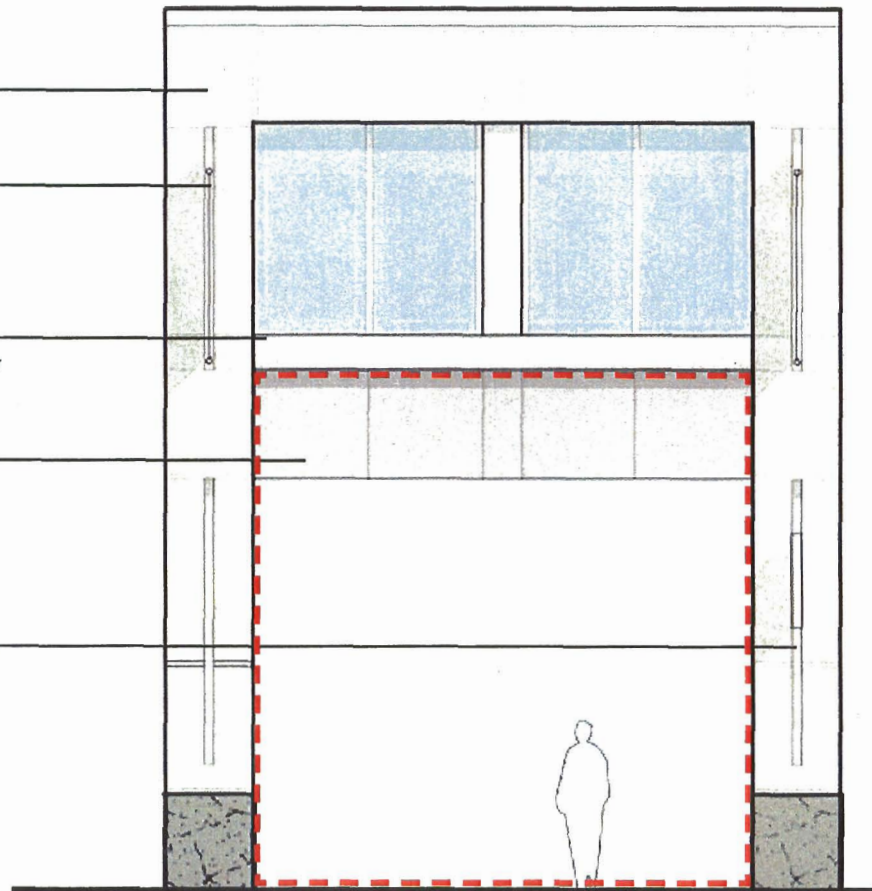
Building finish (varies)

Reveal in precast provides location for tenant banners (EE)

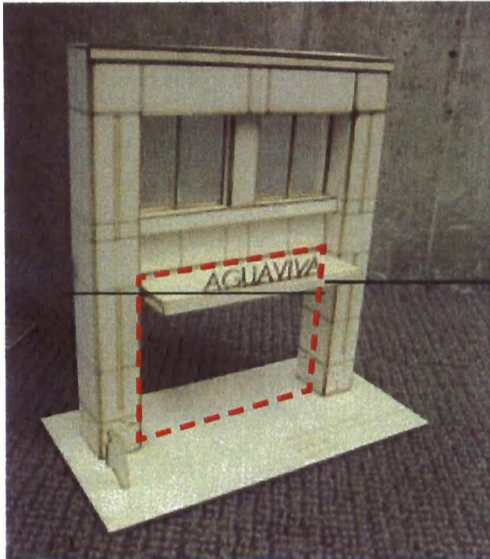
Horizontal band provides limit line for tenant work and acts as header for optional tenant storefront.

Metal panel provided by owner can be removed to allow for tenant provided storefront or cladding.

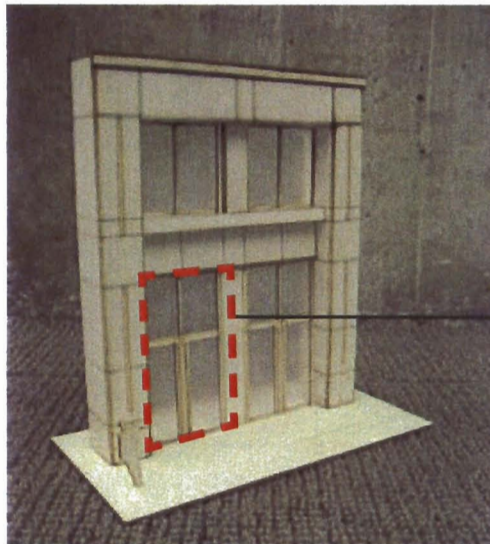
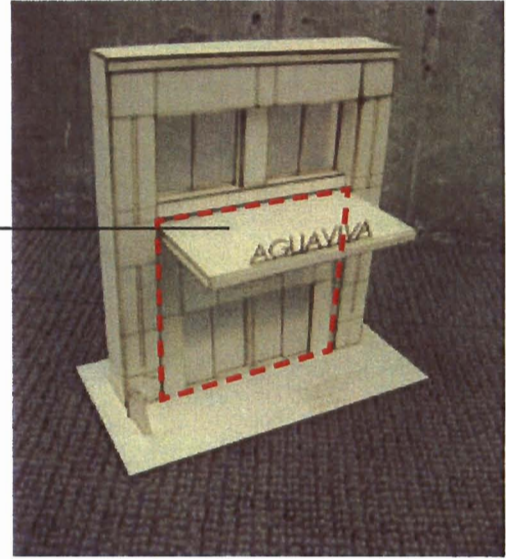
Architectural reveal provides location for blade signs (BB)



Design Approach: Zone 2

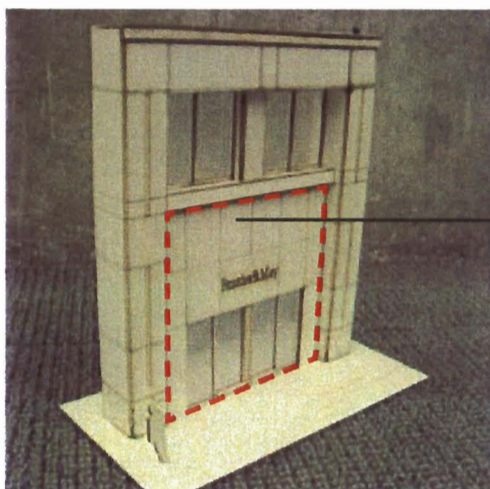
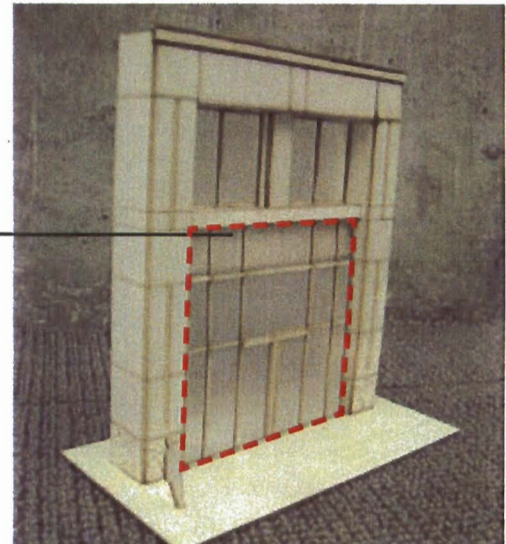


Tenants have options for canopy signs (DD) shown here at 17'-8" AFF
shown at 14'-0" AFF



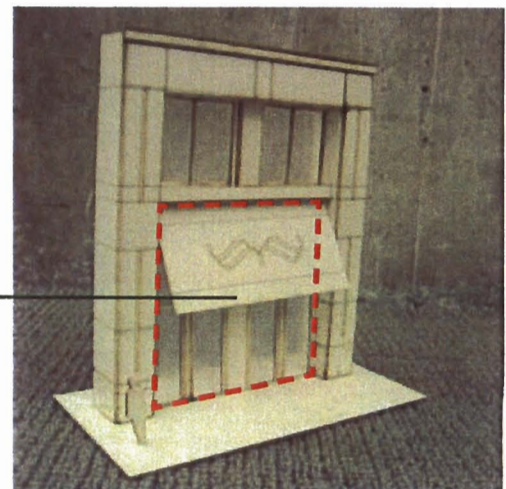
Tenant storefront can extend full height (17'-8") to meet precast header band

Vertical expression at midpoint of 20' bay allows for multiple tenant configurations, providing tenants with a 10' bay expression if desired



Tenant storefront can extend full height (17'-8") to meet precast header band and have design freedom within its storefront

Awnings (CC) can be mounted at varying heights (similar to DD) from 14' to 17'-8"



Design Approach: Zone 3

Exterior storefronts:

1. Location:

Tenant's storefront must be within the retail opening. All opaque storefront materials shall be separated by the building surround by a 1/2" x 1/2" black reveal, backed with a moisture proof barrier, and gaps filled with and approved sealant joint.

2. Materials:

See list of unacceptable materials in the appendix. All glazing shall be a minimum of 1/4" clear tempered or laminated glass and shall meet or exceed local glazing code requirements. Facade transparency should not be less than 65% of total storefront area, this calculation includes area covered by awnings and/or signage. Patterned glazing (sandblasted, etched or laminated) will be permitted in the areas at or below 6'-0" from the finished floor.

3. Projections over the lease line:

Projecting elements shall be designed and located so they do not create a significant visual barrier to adjacent tenant storefront facades. Projecting elements must be installed at a minimum of 9'-0", measuring from the finished floor to the bottom of the element. The maximum horizontal projection in Zone 3 is 2'-6" for an architectural canopy and 5' for an entry projection. Awnings shall not project more than 4' over the lease line.

4. Doors:

Porticos around the entry door may project up to 12 inches into the public right-of-way. Doors may be fully glazed, frameless glass, solid or any combination.

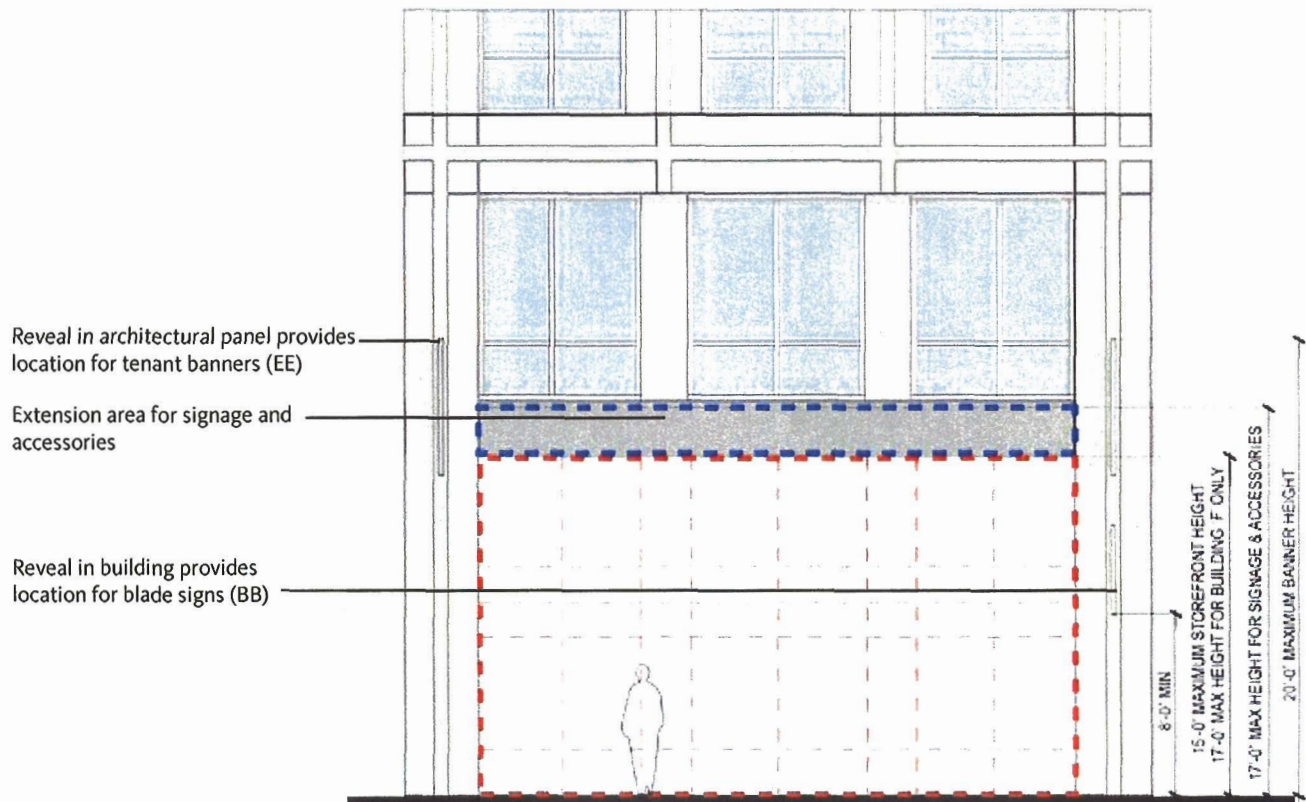
5. Bulkheads:

A window base or bulkhead below storefront windows should not be taller than 24 inches.

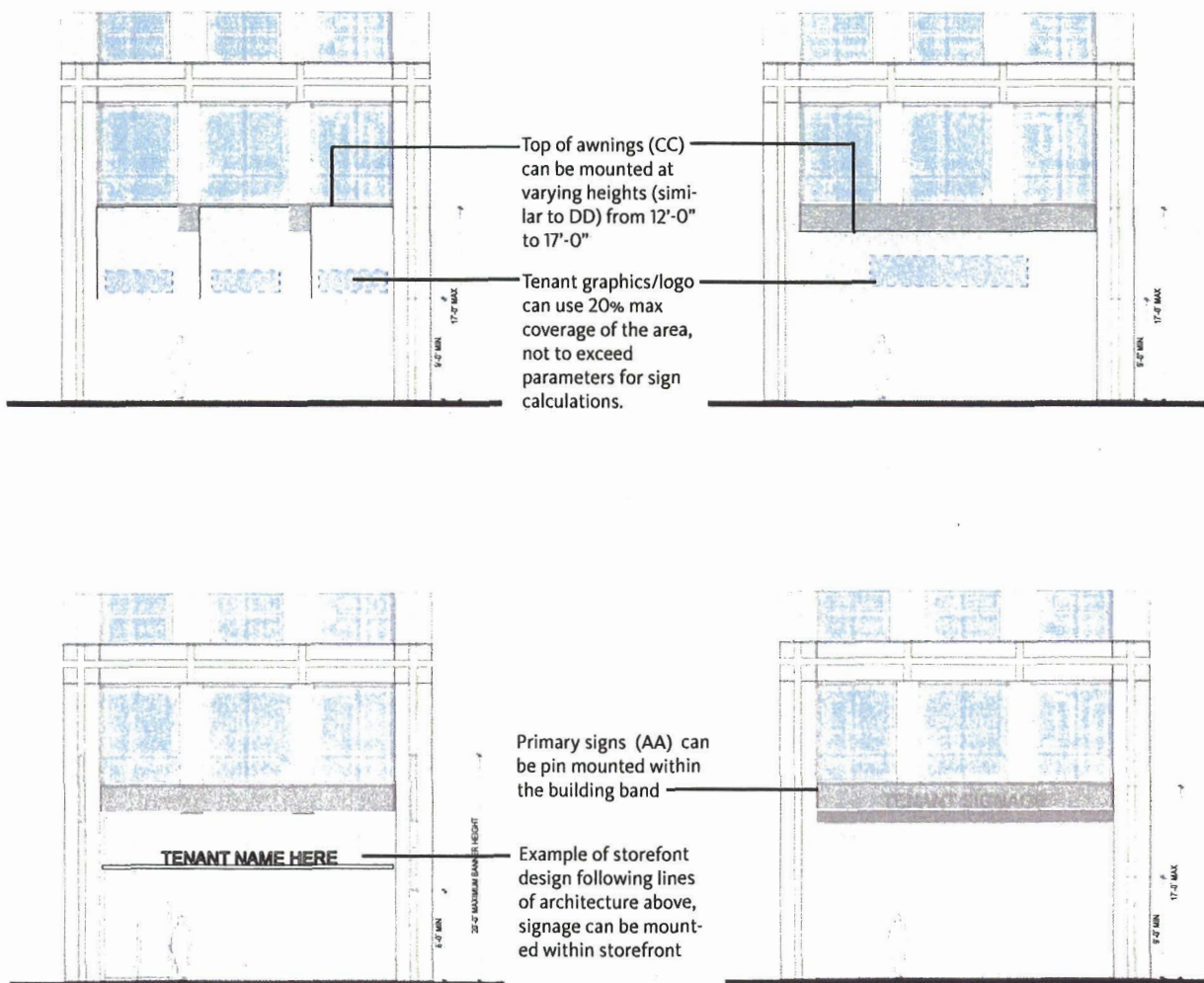
6. Lighting:

See list of unacceptable light sources in the appendix. Glare to both the pedestrians and patrons should be avoided at all costs. Ensure this by using shielded sources as much as possible, and focusing light sources intentionally on desired surfaces. When using reflector-backed lamps, focusing angle should be no greater than 35-degrees from vertical. Mixture of light source color temperatures is allowed if done intentionally, and is in tandem with storefront design.

Typical Bay Diagram:



Design Approach: Zone 3



Design Approach: Zone 4

Exterior storefronts:

1. Location:

Tenant's storefront must be within the retail opening. All opaque storefront materials shall be separated by the building surround by a 1/2" x 1/2" black reveal, backed with a moisture proof barrier, and gaps filled with and approved sealant joint.

2. Materials:

All tenants within Zone 4 will use the specified storefront system for the building they are located in. The specific systems are TBD. Typical storefront layout options are provided in this section. Facade transparency should not be less than 75% of total storefront area, this calculation includes area covered by awnings and/or signage.

3. Projections over the lease line:

Projecting elements shall be designed and located so they do not create a significant visual barrier to adjacent Tenant storefront facades. Projecting elements must be installed at a minimum of 9'-0", measuring from the finished floor to the bottom of the element. The maximum horizontal projection in Zone 4 is 2'-6" for an architectural canopy and 4' for an entry projection. Awnings shall not project more than 4' over the lease line.

4. Doors:

Porticos around the entry door are not permitted in Zone 4. Entry doors may project up to 12 inches into the public right-of-way. Doors may be fully glazed, frameless glass, solid or any combination.

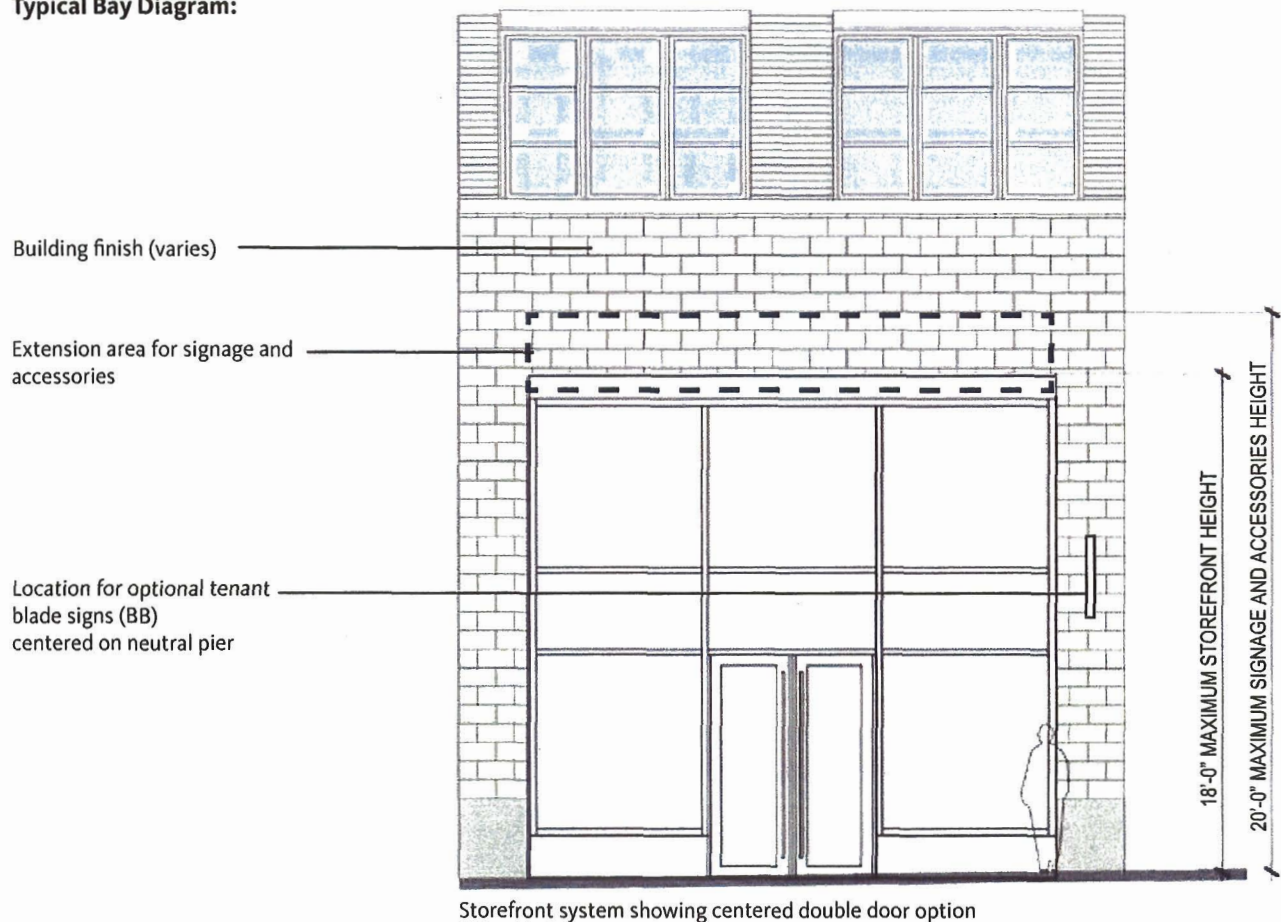
5. Bulkheads:

A window base or bulkhead below storefront windows should not be taller than 24 inches.

6. Lighting:

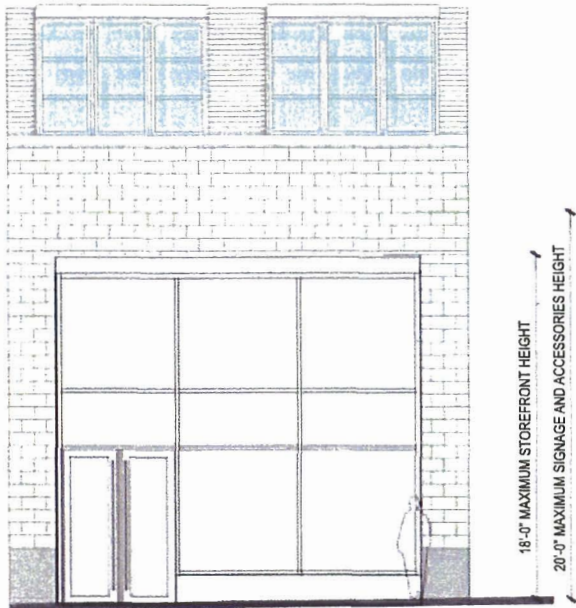
See list of unacceptable light sources in the appendix. Glare to both the pedestrians and patrons should be avoided at all costs. Ensure this by using shielded sources as much as possible, and focusing light sources intentionally on desired surfaces. When using reflector-backed lamps, focusing angle should be no greater than 35-degrees from vertical. Mixture of light source color temperatures is allowed if done intentionally, and is in tandem with storefront design.

Typical Bay Diagram:

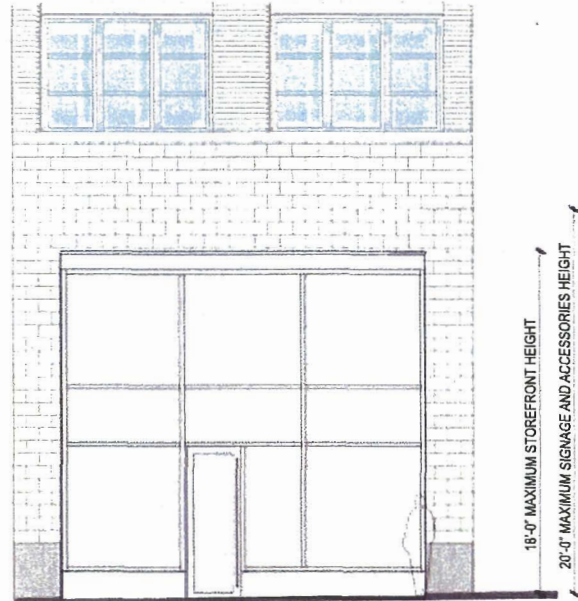


Design Approach: Zone 4

Storefront layout options:



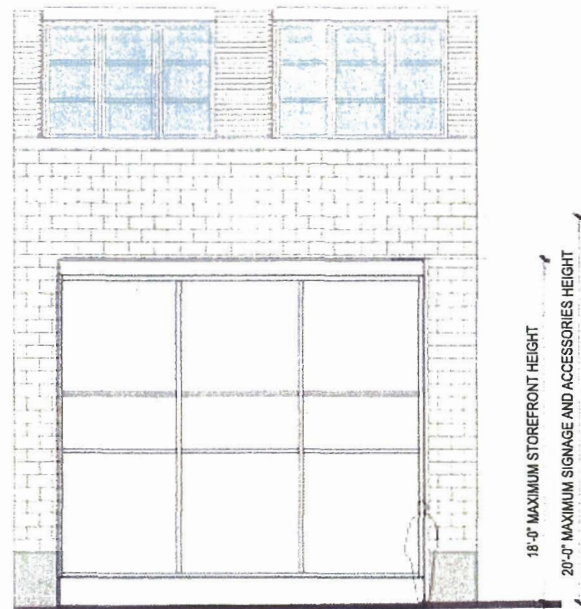
Storefront system double door on side,
(can be mirrored for right side option, or used as single door
option using either door leaf)



Storefront system single door on center,
(can be mirrored for right side option)

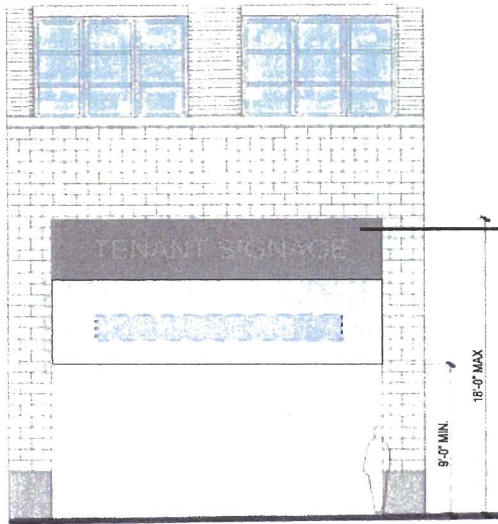


Storefront system for center demising wall option
Double and single side door options can also be integrated.



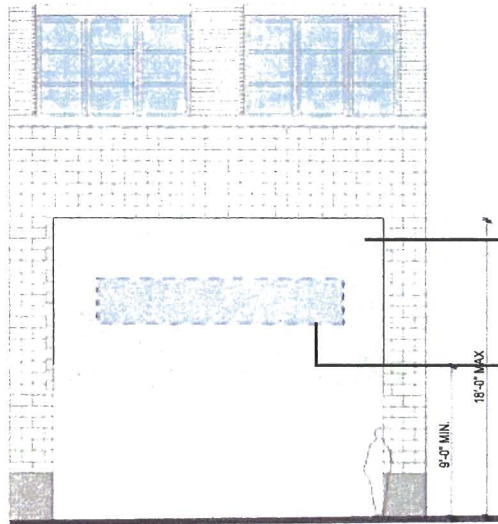
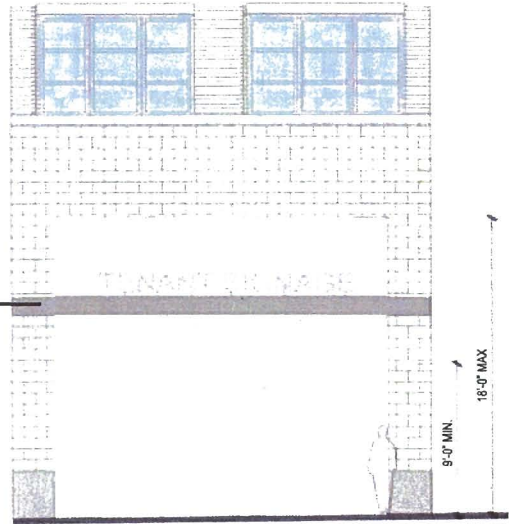
Storefront system no door

Design Approach: Zone 4



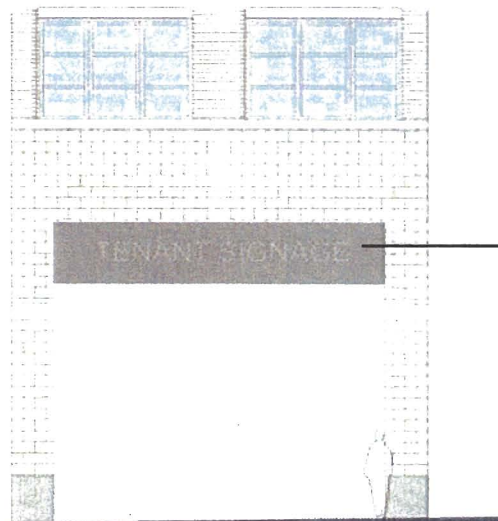
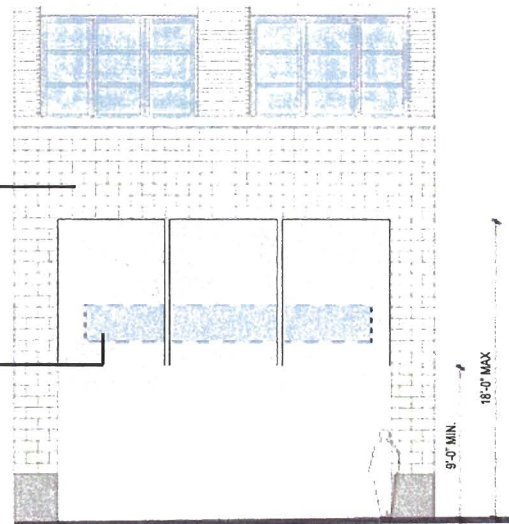
Primary signs (AA) can be pin mounted within the storefront system and combined with awnings (CC).

Architectural canopies (DD) can be mounted at varying heights at a 9'-0" minimum.



Tenants have options for awnings (CC) shown here with three partial awnings. Awnings (CC) can be mounted at varying heights (similar to DD) from 12'-9" to 20'-0".

Tenant graphics/logo can use 20% max coverage of the area not to exceed parameters for sign calculations.



Primary signs (AA) can be pin mounted within the storefront system.

Appendix

Appendix: Computation of Sign Area

(Excerpt from Article IX of the Alexandria City Zoning ordinance, Section 106)

The area of a sign is the sum of the areas within rectangular lines inscribed around each separate word, symbol or pictorial element on the face of a sign; provided that:

(A) If any portion of the words, symbols or pictorial elements of a sign extends beyond a border or background, the area of that portion of the sign shall be the area of a rectangle inscribed around it

(B) For the purposes of calculating signage area on an awning, only the areas within rectangular lines inscribed around each separate word, symbol or pictorial element on the face of the awning shall be counted.

(C) The area of any sign hung, placed, painted or displayed on a marquee or awning shall be included in determining the total area of signs erected or displayed.

(D) The area of a double-face sign shall be considered to be the area of the face having the larger area.

(E) The use of public art or historical images / text on a building shall not be included in the computation of sign area, provided that the content does not have a commercial message

Appendix: Dining Barriers

Barrier examples:



Wood planters

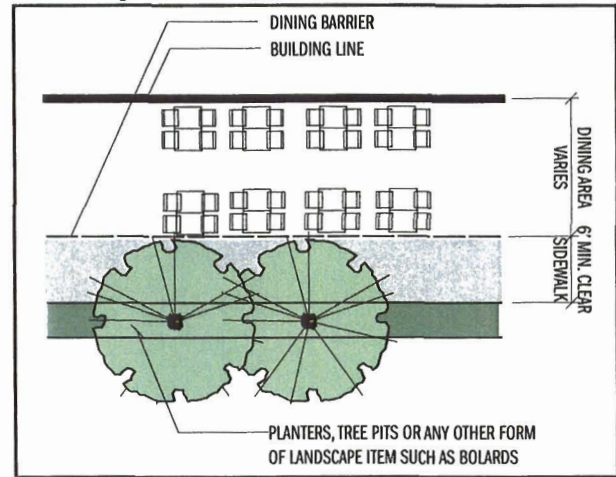


Metal

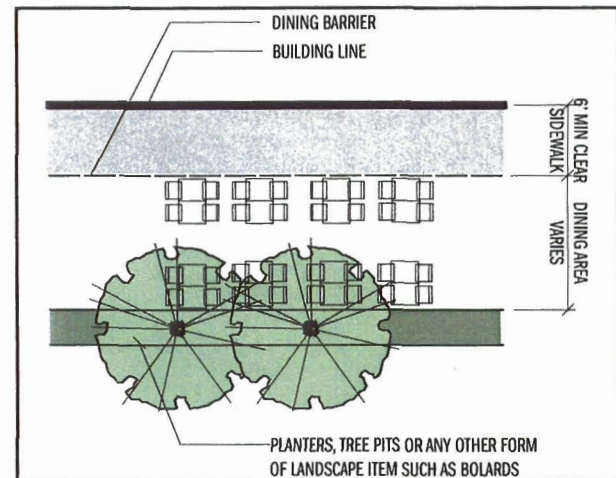


Custom Design

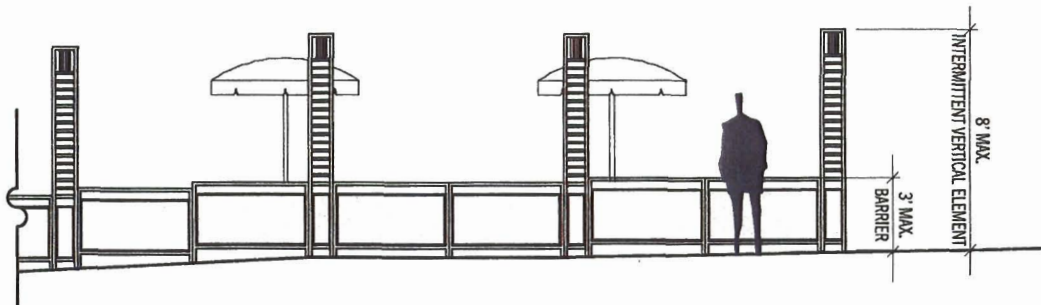
Barrier Layouts:



Clearance diagram 1



Clearance diagram 2



Intermittent vertical elements

Appendix: Prohibited Signs, Materials and Accessories

List of unacceptable materials for storefront facades:

- Stucco below 4' off the ground level
- Vinyl Siding
- Plastics
- Exterior Drywall
- Paint applied to brick or stone
- EIFS
- Mill finished aluminum
- Field painted metals
- Plastic Laminates
- Glass block
- Thin gauged metal or metal laminate
- Wood laminates
- Unfinished wood

List of unacceptable materials for signage:

- Plastics or composites that can not withstand heat or inclement weather
- Any unfinished material that will change color or state through weathering. Example: Cor-Ten steel, all unpainted or unsealed metals (except stainless steel).
- EIFS or foam based products

Prohibited Outdoor dining barriers:



Ropes or chains and stanchions, any type of non-rigid material spanning between stanchions

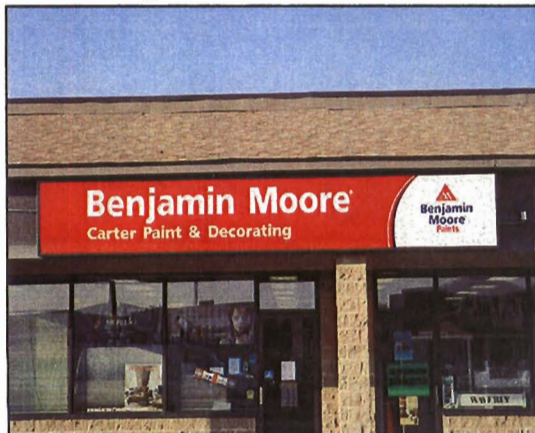
Other unacceptable items :

- Flashing signs
- Flags
- exposed lamps (unless approved)
- colored lamps
- mercury vapor or high-pressure sodium lamps
- moving, flashing or pulsating lighting
- exposed or unshielded linear fluorescent lamps
- Box signs and signs employing flickering rotating or moving lights and/or signs painted directly on the storefront other than window graphics.
- Flat panel signs and external raceways.
- Storage cabinets, carts, shelving, boxes, coat racks, storage bins, closets, and similar items which shall not block the visibility of the interior of the store from the street. This condition, however, is not intended to prevent retailers from displaying their goods in display cases that are oriented towards the street frontage.
- All banners relating to commercial promotions, leasing, hiring or advertising are prohibited, except that temporary grand opening and going out of business signs may be permitted for up to 60 days.
- Vinyl or plastic awnings, translucent acrylic or comparable.

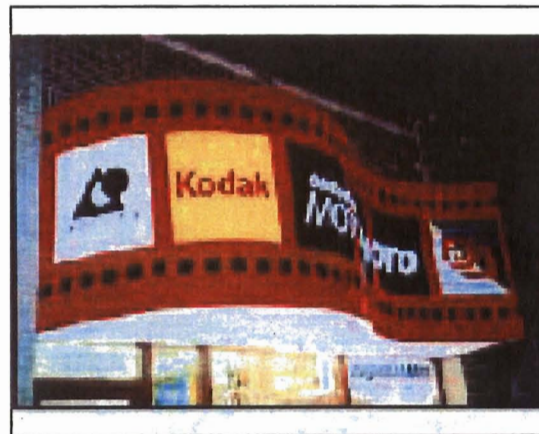


Domed bases for barrier posts

Prohibited Signs and Accessories:



Box Signs



Internally illuminated awnings