

Bell Del Ray

Potomac Yard, Landbay L Multifamily

Coordinated Sign Program

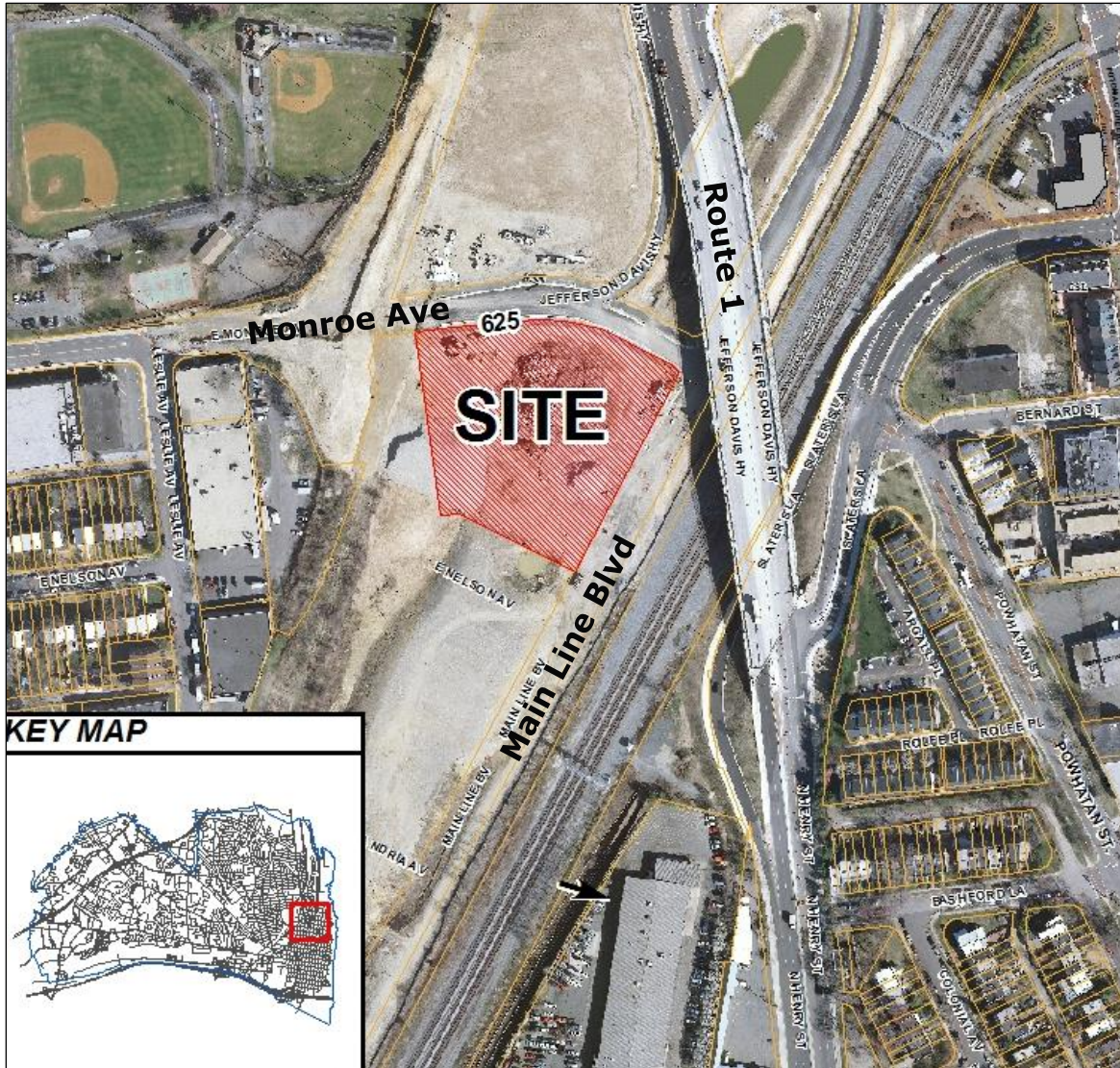
SUP#2013-00046

City Council

September 21, 2013



Site Location



Overview

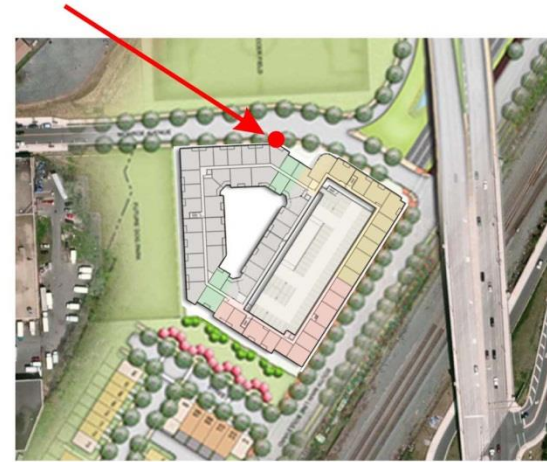
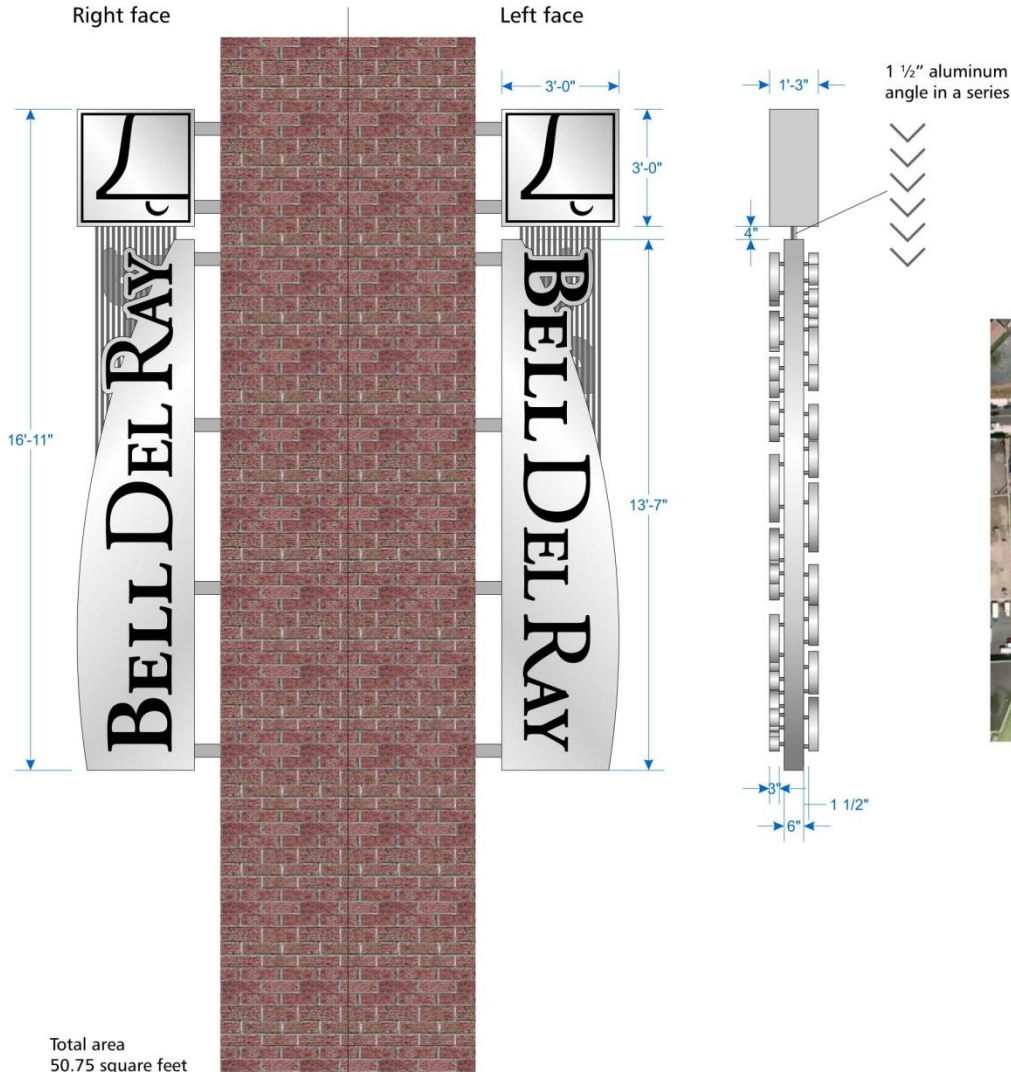
Coordinated Sign Program is for both residential and retail signs, consisting of:

- Residential - two double-sided, halo-lit blade signs at 50.75 sf each (the zoning ordinance allows only one sign at 40 sf).
- One "P" halo-lit parking sign over garage entrance
- Retail - signage is per the zoning ordinance (1 sf/lf of tenant space, except that the owner would be permitted to assign the amount of signage per tenant).



Sign Plan

1a) Main ID Sign: Monroe Ave.

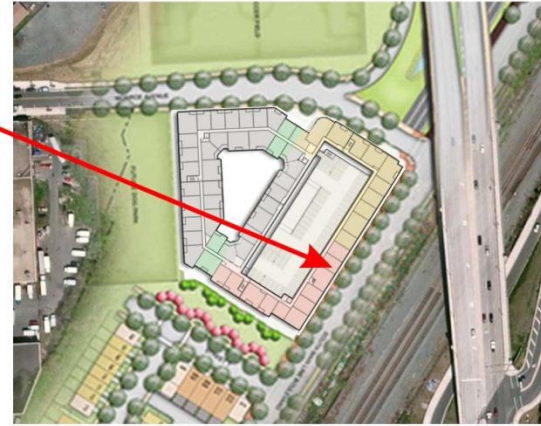
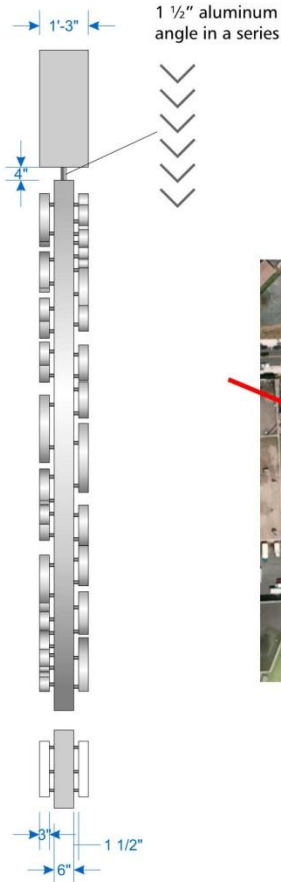
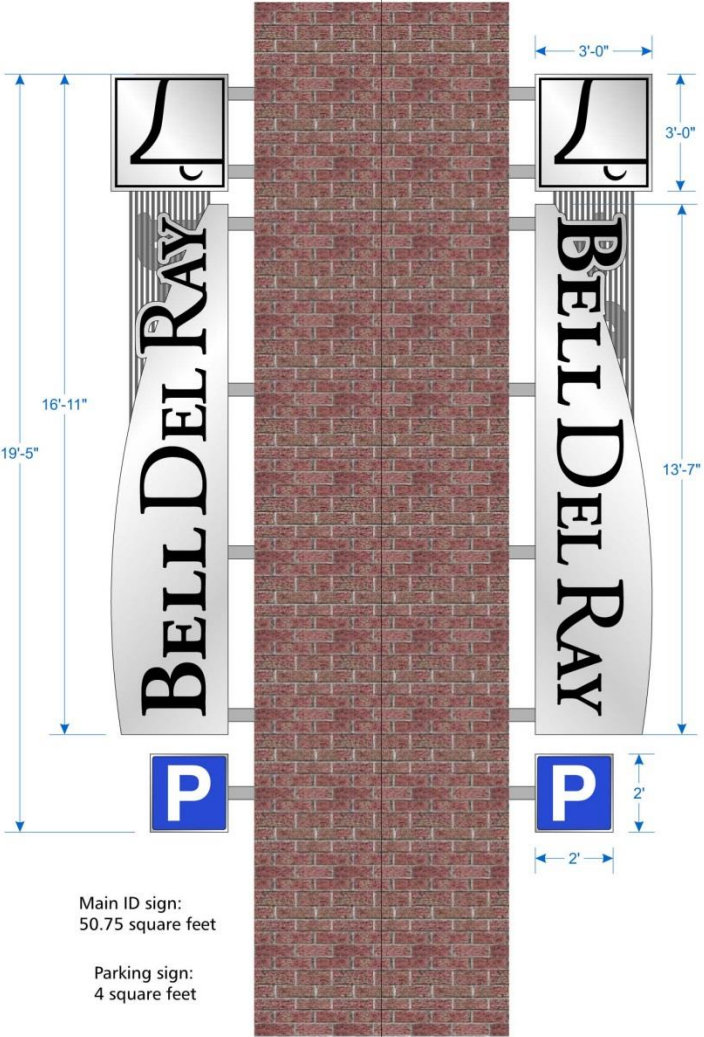


Sign Plan

1b) Main ID and Parking Sign: Main Line Blvd.

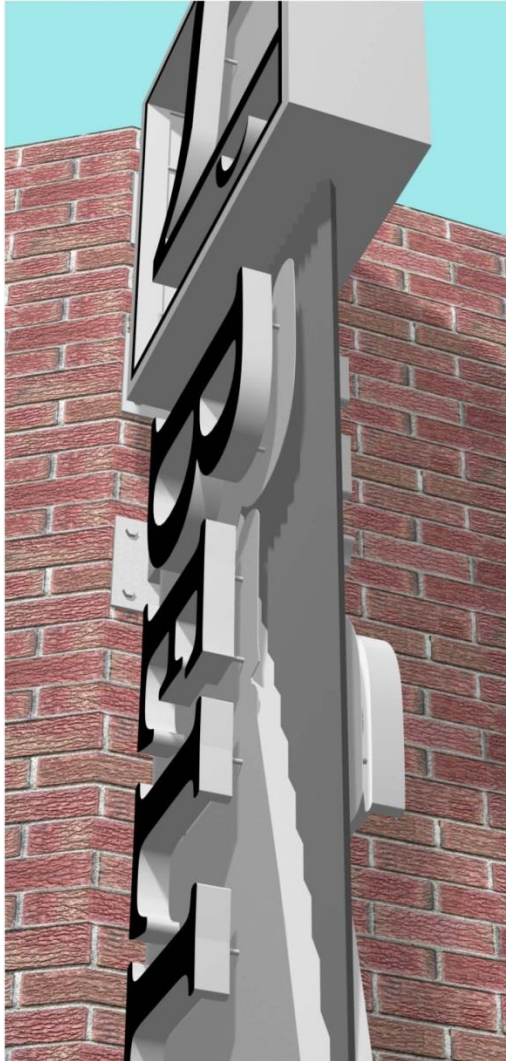
Right face

Left face



Sign Design

Main ID Sign

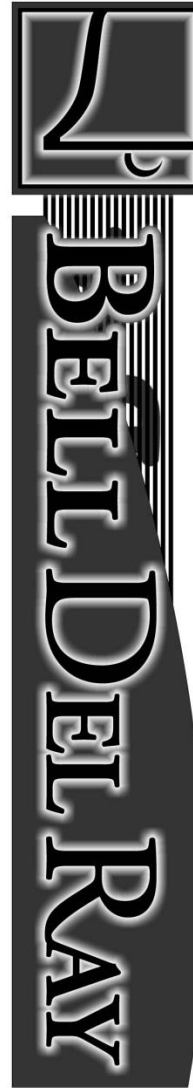


Cabinet construction

Day



Night



Sign Design

16) Retail Signage

Reverse Halo Lit Channel Letters



Aluminum face and returns painted any color with back-facing internal LED lighting

Side view

Extruded aluminum raceway containing power supply and wiring

2" standoffs

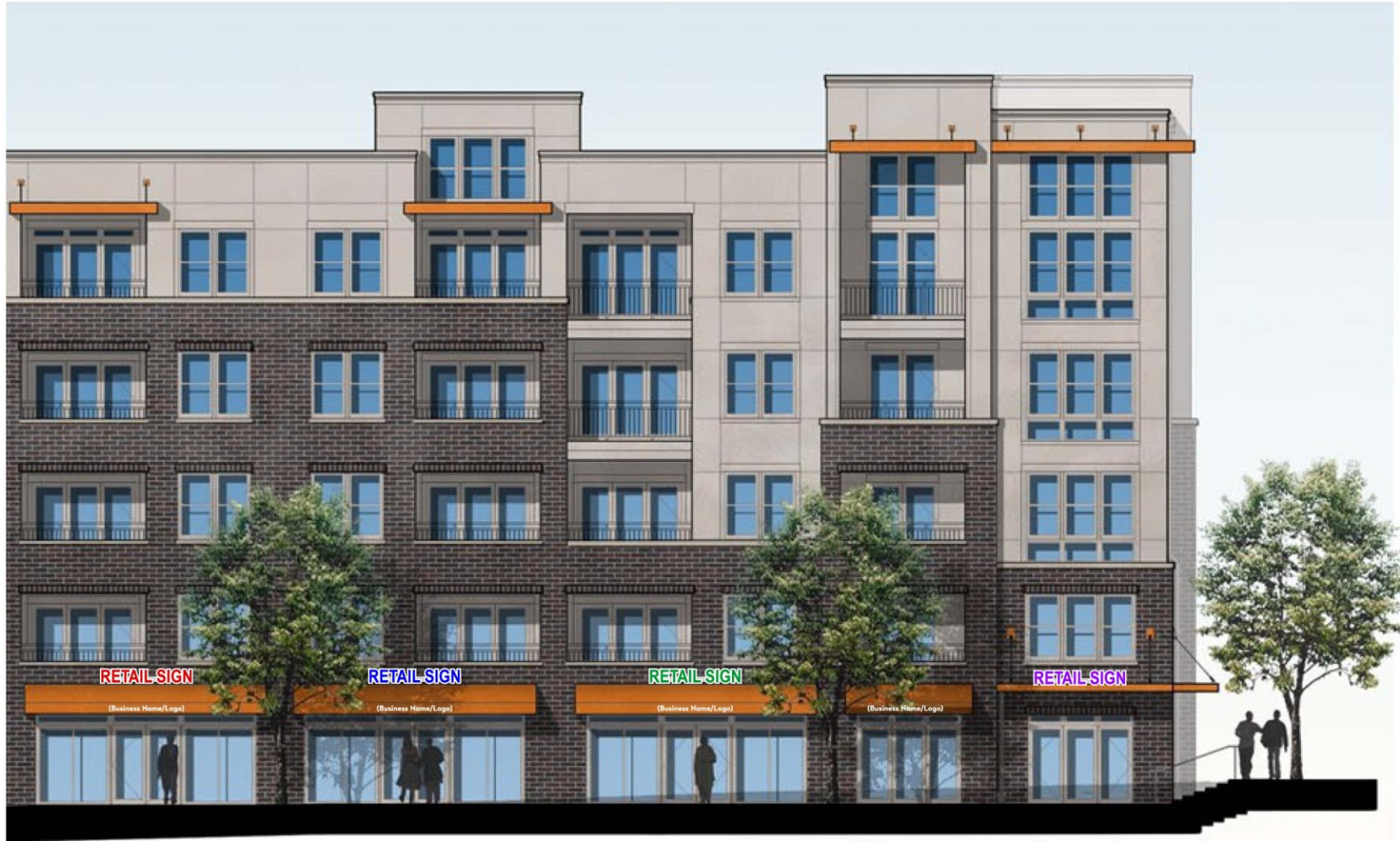
Aluminum backer panel to receive lighting glow



Nighttime view

Sign Design

Bell Del Ray Retail Signage



Community

- Potomac Yard Design Advisory Committee (PYDAC)
 - Note: There are no signage design guidelines for Potomac Yard
- Del Ray Land Use Committee (DRLUC)
 - See letter to Planning Commission dated August 30, 2013



Conclusion

Staff recommends approval of the Coordinated Sign Program SUP, subject to conditions.



