

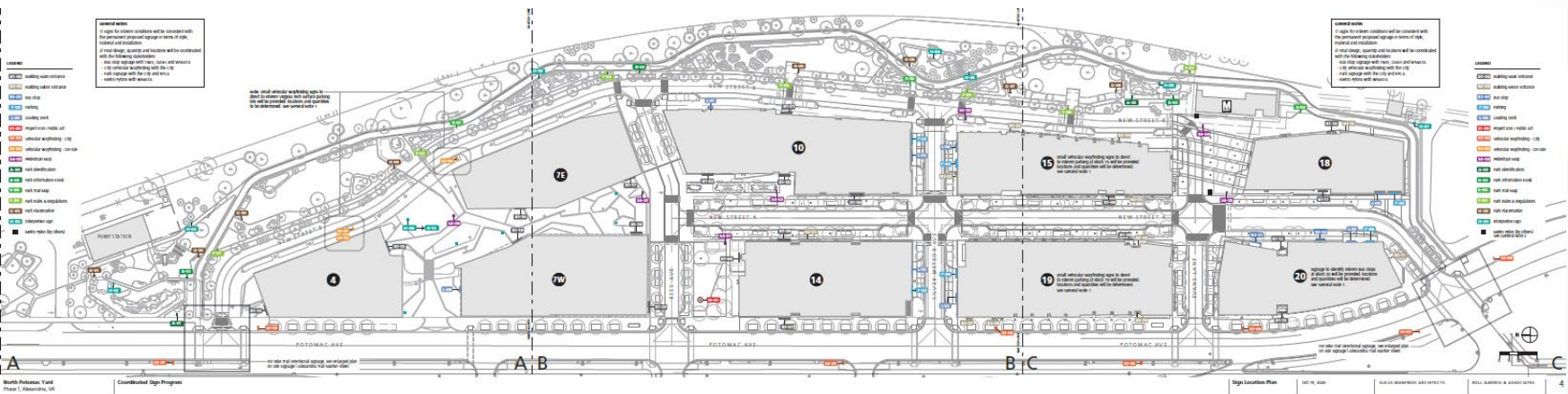


North Potomac Yard Coordinated Sign Plan Special Use Permit #2020-00043

Planning Commission
December 1, 2020

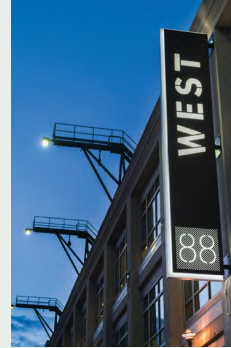
Site Context

- North Potomac Yard – Phase 1
 - Zoned CDD #19

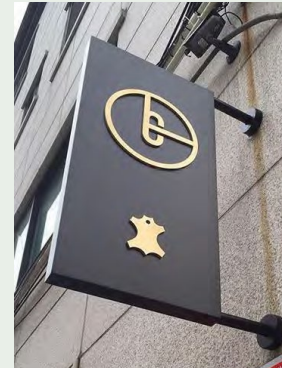


SUP Signage Request

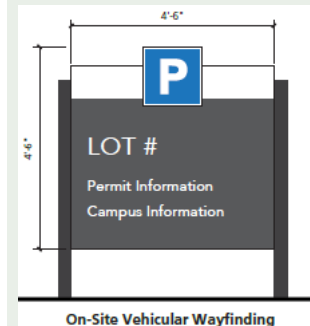
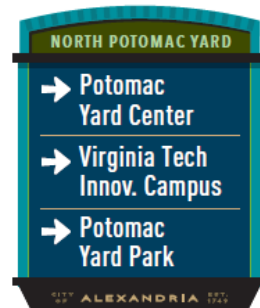
Building



Retail



Site



Proposal Details

- Additional signage that permitted by right for CDD Zones per Section 9-202(A) of the Zoning Ordinance.
- Additional signage allotments for:
 - Number of building top signs;
 - Size of building top, retail, window and blade signage allocations; and
 - One projecting sign per retail tenant.
- Request for digital signage for:
 - Parking lot signs;
 - Pedestrian wayfinding kiosks.

Signage Analysis

- Scale of signage was studied for proportionality to building massing



14 15' high x 26'-8" wide = 400 SF

- Comparable to other jurisdictions
- Limited introduction to digital signage within the Innovation District
- Design and conditions to mitigate impacts

Project Benefits

- Comprehensive sign plan for to ensure high-quality designs and signage in North Potomac Yard Phase 1.
- Seamless continuation of established city signage and wayfinding in public areas to ensure integration of North Potomac Yard into City.
- Enhanced wayfinding, placemaking and directional assistance for residents, workers, students and visitors.

Recommendation

- Staff recommends **approval** of the Coordinated Sign Plan.

