

***Special Use Permit #2019-00057  
Encroachment #2019-00003  
2424 Mill Road – Carlyle Crossing  
Coordinated Sign Plan and Encroachment Request***

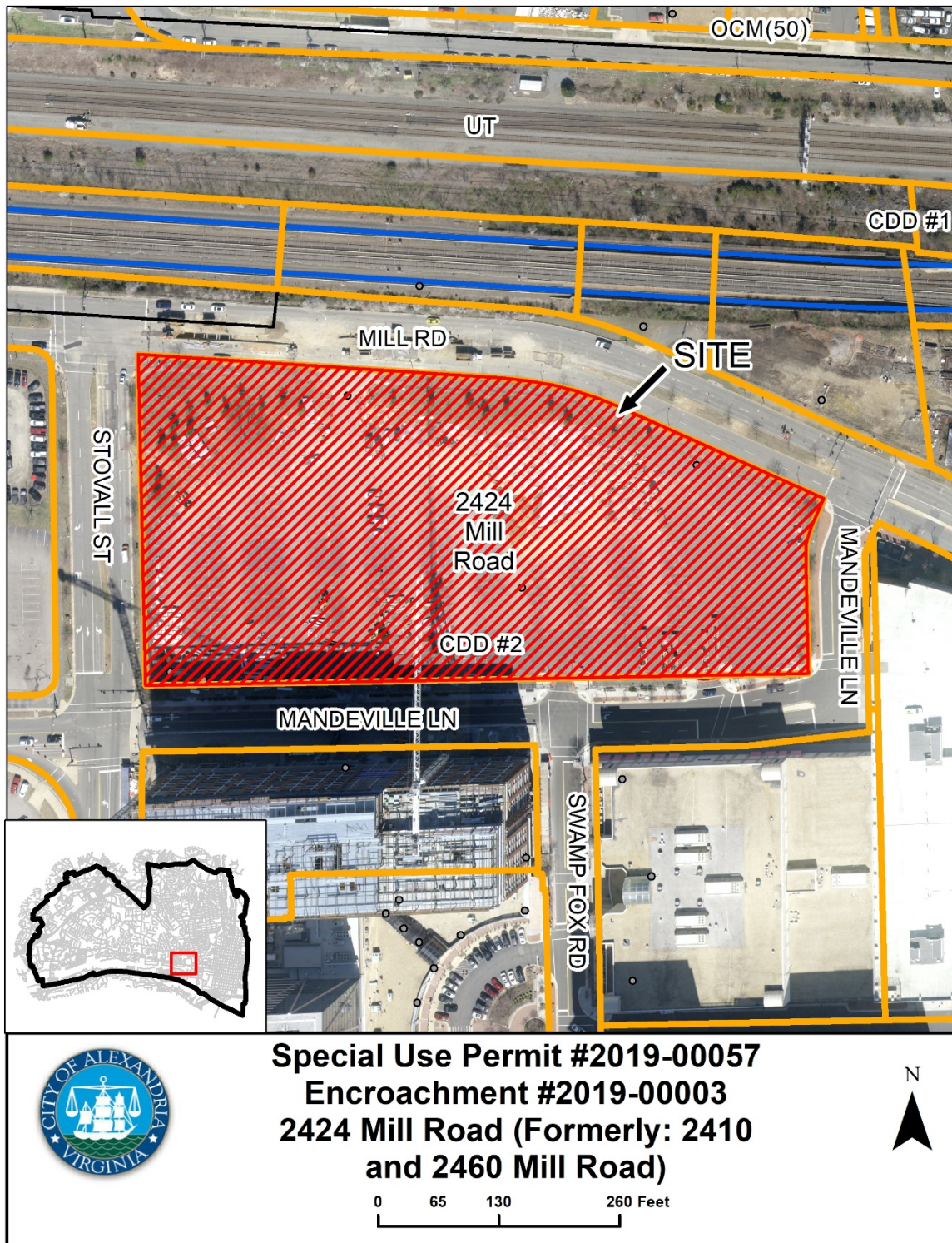
<b>Project Name:</b>	<b>General Data</b>	
Carlyle Crossing, formerly known as Hoffman Town Center, Blocks 4 & 5.	<b>Planning Commission Hearing:</b>	April 8, 2021
	<b>City Council Hearing:</b>	April 17, 2021
<b>Address:</b> Blocks 4 & 5, Eisenhower East   2424 Mill Road	<b>Zone:</b>	CDD #2
<b>Applicant:</b> HTC 4/5 Project Owner LLC.	<b>Small Area Plan:</b>	Eisenhower East Small Area Plan

<b>Purpose of Application:</b>	
The Applicant requests approval of a Coordinated Sign Plan and related requests for the residential and retail mixed use project Carlyle Crossing (Development Special Use Permit #2017-00023)	
<b>Permits Requested:</b>	
1. An Encroachment request for two projecting signs to extend vertically more than 4-feet over Stovall Street, Section 9-103(C) of the Zoning Ordinance; 2. An SUP for a Coordinated Sign Plan; and, 3. An SUP for the installation of multiple illuminated building mounted signs above 35-feet, pursuant to Sec. 9-103(D)	
<b>Staff Recommendation:</b> APPROVAL subject to compliance with all applicable codes and ordinances and the recommended permit conditions found in Section V of this report	
<b>Staff Reviewers:</b>	Robert M. Kerns, AICP <a href="mailto:robert.kerns@alexandriava.gov">robert.kerns@alexandriava.gov</a> Thomas H. Canfield, AIA <a href="mailto:tom.canfield@alexandriava.gov">tom.canfield@alexandriava.gov</a> Nathan Imm <a href="mailto:nathan.imm@alexandriava.gov">nathan.imm@alexandriava.gov</a> Carson Lucarelli <a href="mailto:carson.lucarelli@alexandriava.gov">carson.lucarelli@alexandriava.gov</a>

**PLANNING COMMISSION ACTION, APRIL 8, 2021:** The Commission – with Commissioners Ramirez and Goebel recused - declined a presentation by Staff and closed the Public Hearing – Motioned by Commissioner Lyle; Seconded by Vice Chair McMahon. Commissioner Lyle made separate motions to recommend approval of SUP#2019-00057 and ENC#2019-00003 respectively, subject to compliance with all applicable codes, ordinances, and Staff recommendations; Both motions were seconded by Commissioner Brown, and both passed with a vote of 5 – 0 (Goebel and Ramirez recused).

**Reason:** The Planning Commission agreed with Staff’s analysis.

**Speaker(s):** Duncan Blair Esq. and Ben Flood (Applicant) made themselves available for questions following the close of the public hearing.



PROJECT LOCATION MAP

## **I. DISCUSSION**

### **SITE DESCRIPTION**

Blocks 4&5 are bounded by Mill Road to the north, Stovall Street to the west, and Mandeville Lane to the south and east. WMATA railroad tracks abut Mill Road north of the project site, while Telegraph Road and associated ramps are located west of the site. The site itself is under construction, with phased completion anticipated in 2022. Once built, it will deliver more than 1million gross square feet of programmed floor area, all within a transit oriented, live-work-play environment.

The Eisenhower Avenue Metro station is located approximately 900 feet to the south on Hoffman Street. Vehicular access from within the Carlyle/Eisenhower East area is via Mill Road and Eisenhower Avenue. Ramps from nearby Telegraph Road (northbound) and the Capital Beltway (I-495) lead to the development through the neighborhood street network.

Carlyle Crossing is a mixed-use development currently under construction in the Eisenhower East neighborhood of Alexandria. Once fully built, the project will yield approximately 801,441 square feet of residential and 236,607 square feet of retail floor area. The development itself is unique as there are no existing/comparable examples within the corporate limits of the City based on its integration of a large-format grocer above the ground floor and having a significant amount of retail and personal services at both the street level and the floors above.

### **BACKGROUND**

Carlyle Crossing (DSUP#2017-00023), formerly known as Hoffman Town Center Blocks 4 & 5, was approved by the Planning Commission and City Council in March 2018, and several amendments have been filed since. The Applicant made height and footprint modifications to the West Tower of the project, necessitated by a program change from condominium to multi-family rental, which were approved by Planning Commission and City Council in July 2019 (DSUP#2019-0018). As a condition of DSUP approval, the DRB was authorized to approve the final architecture of the West Tower building and did so on July 18, 2019. The buildings are well under construction, with completion and occupancy expected in 2022.





**Figure Above:** Ground-level depiction of the public plaza and multi-level retail base from Mandeville Lane.

A Coordinated Sign Plan SUP was approved in 1997 for the overall Hoffman site, at which time Blocks 4 & 5 were used for parking. The *Hoffman Coordinated Sign Plan* provided a signage plan primarily serving the movie theatre and the retail spaces on Block 6B. It incorporated wall signs and hanging signs, a coordinated street sign system, and freestanding signs (both pole and ground mounted). The freestanding signs were planned in nine (9) locations to identify major tenants and give direction to tenants and parking. Due to the age of the aforementioned plan and the fluid nature of several of the planned developments it has largely remained unimplemented. However, the majority of new land developments are pursuing or will pursue separate Coordinated Sign Plans, including this one, Carlyle Crossing.

The Applicant for the Carlyle Crossing project, in consultation with Staff, elected to submit an application for a Coordinated Sign Plan SUP separately from the DSUP. This allowed both parties to focus on the complex construction phasing and scheduling of the site plan, and to allow time to devise a sign plan for a project of a scale which has no precedent in the City. Two key elements of the sign plan that were included in the project's DSUP application, and approved by City Council, are the large-scale blade (architectural) signs on Stovall that are intended to provide the primary high-visibility signage for the national grocer and other retailers signage in close proximity to the parking entrance.





**Figure Above:** Mandeville Lane Elevation

The Applicant submitted the plans for the development's coordinated sign plan to the Eisenhower East Design Review Board (DRB). In February of 2021, the DRB unanimously recommended Approval of the coordinated sign plan and associated requests. A copy of the report is provided in the appendix.

### **APPLICANT REQUESTS**

These requests, would establish a series of design standards for all signage within Carlyle Crossing. The sign plan will ensure that signage is complimentary of the building's architectural character. Signage size - reflected through square feet, maximum dimensions, and ratio(s) to linear feet of frontage - are proposed as maximums within a system of design guidelines. In application, signs may be smaller or up to these proposed sizes. Each category establishes a range of signage types for the building and regulates size, material and method of illumination. Any signs that do not meet these proposed standards would require an amendment to the Coordinated Sign Plan with DRB, Planning Commission, and City Council approval.

#### ***Coordinated Sign Plan SUPs***

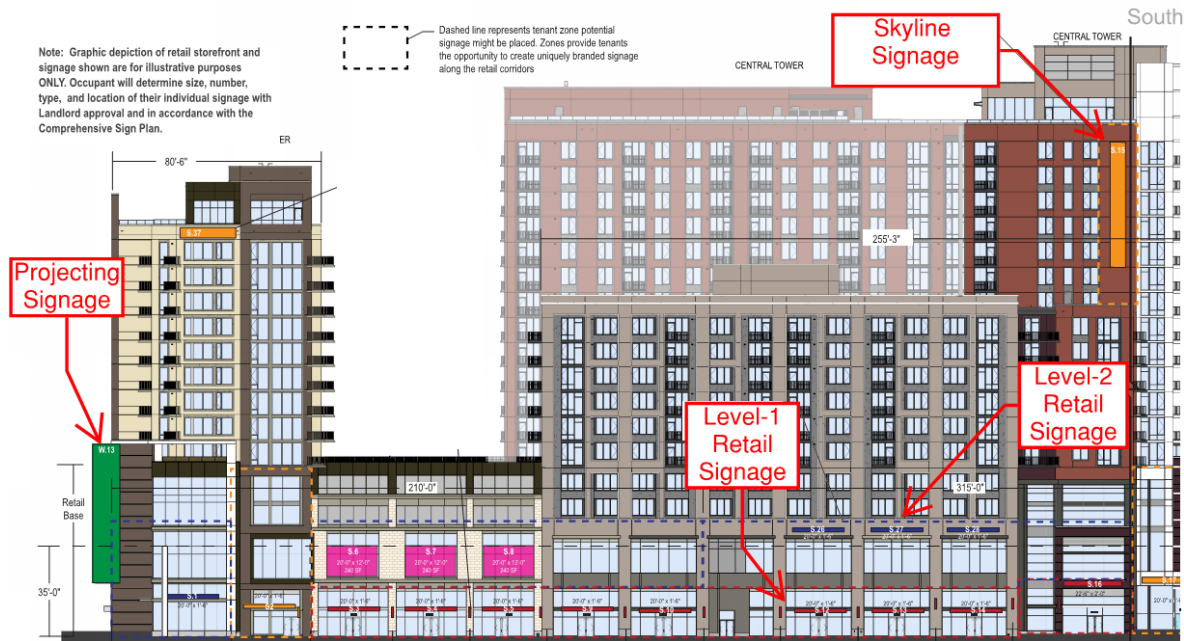
The Applicant is requesting approval of an SUP for a Coordinated Sign Plan for Carlyle Crossing (formerly known as Hoffman Town Center, Blocks 4 & 5). The request is for a total of 9,868 square feet of signage— exceeding the amount allowable under the Zoning Ordinance.

The Applicant also seeks approval of an associated SUP, 9-103(D), to permit approximately 6,800 square feet of the proposed signage (some illuminated) above 35-feet. Under the current regulations, a building may have only one (1) illuminated sign above 35-feet.

Under the Applicant's proposal, the plan is guided by the following *General Principles*:

1. Wall signs should be contained within architectural bays and not span across column expressions.
2. Wall signs should be contained on solid wall sections and not extend onto fenestrated areas.
3. Wall signage must be placed on walls of leased space occupied by that tenant.

4. Tenants are permitted wall signage on multiple frontages if their leased space is on those multiple frontages, and as approved by the DRB.
5. Unique or exceptional approaches to sign design are encouraged and may be reviewed by or appealed to the Eisenhower East Design Review Board.



**Figure Above:** Illustration depicting general locations of proposed skyline signage for *Carlyle Crossing*.

The signage requested with this Coordinated Sign Plan is categorized in the Plan as follows:

#### Ground Level Signage

The Applicant is requesting approval for 2,190 square feet of signage, at a ratio of 1.5 square feet per to 1 linear square feet of frontage – with the option of 2:1 – instead of the ordinance required of 1:1. The types of signage proposed at this level include the following:

Ground level signage is guided by the following principles:

1. **Ground Floor Retail Signage:** One (1) wall sign per tenant per Retail Bay, to the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval. Window graphics may be up to 25% of glazed area of the store front windows. One (1) projecting sign (small blade sign level 1) per tenant entrance, at pedestrian scale and height, maximum of 12 square feet per applicant's proposal.
2. **Ground Floor Residential Signage:** One (1) wall sign per tenant per Retail Bay, to the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval. Window graphics may be up to 25% of glazed area of the store front windows. One (1) projecting sign (small blade) per entrance, at pedestrian scale and height, maximum 20 square feet per entrance

### Level-2 Retail

The Applicant is proposing approximately 5,730 square feet of signage above 35-feet, primarily at the second retail level, at a requested ratio of 2:1. This level of the building is accessible from the interior courtyard on Mandeville Street and is similar in character to an outdoor mall. The following signage types are proposed at this level and are intended to improve visibility and access from the pedestrian scale.

1. Window Infill Graphics; and
2. Residential and Retail Tenant Signage (Banner and Blade)

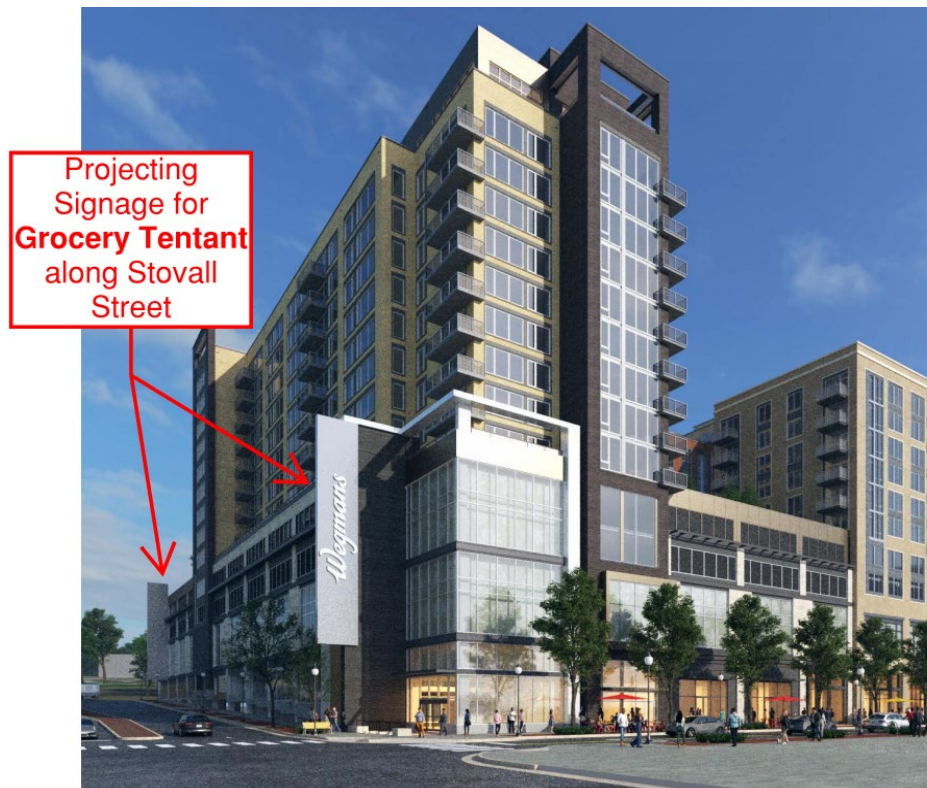
Level 2 Retail Signage is guided by the following principles:

1. **Level Two Tenant (Non-Grocer) Signage:** One (1) wall sign per tenant per frontage, to the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval. Window graphics may be up to 25% of glazed area of the tenant's windows.
2. **Level Two Tenant Signage (Grocery):** Ground floor entrance signage area at 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval. Window infill graphics at 240sf each as shown on elevations.

### Projecting Signage

The projections are located along Stovall Street and related to the associated encroachment request. They are reserved for the major grocery/ retail tenants and are considered a signature architectural element of the western façade. These architectural features were previously approved by Planning Commission and City Council with the DSUP and are thus consistent with the original proposal. Each sign is 535 square feet and integrated into the architecture of the building.





**Figure Above:** Depiction of architectural encroachments (including tenant branding) on Stovall Street, as presented to the DRB in February of 2021

### *Skyline Signage*

The Applicant is requesting approval of four skyline signs at a ratio of 2:1, totaling 1,360.75 square feet. The signs correspond to the Central, Western and Eastern Tower's (buildings) of the project and are considered signature branding elements for the block's redevelopment.

Skyline Signage is guided by the following principles:

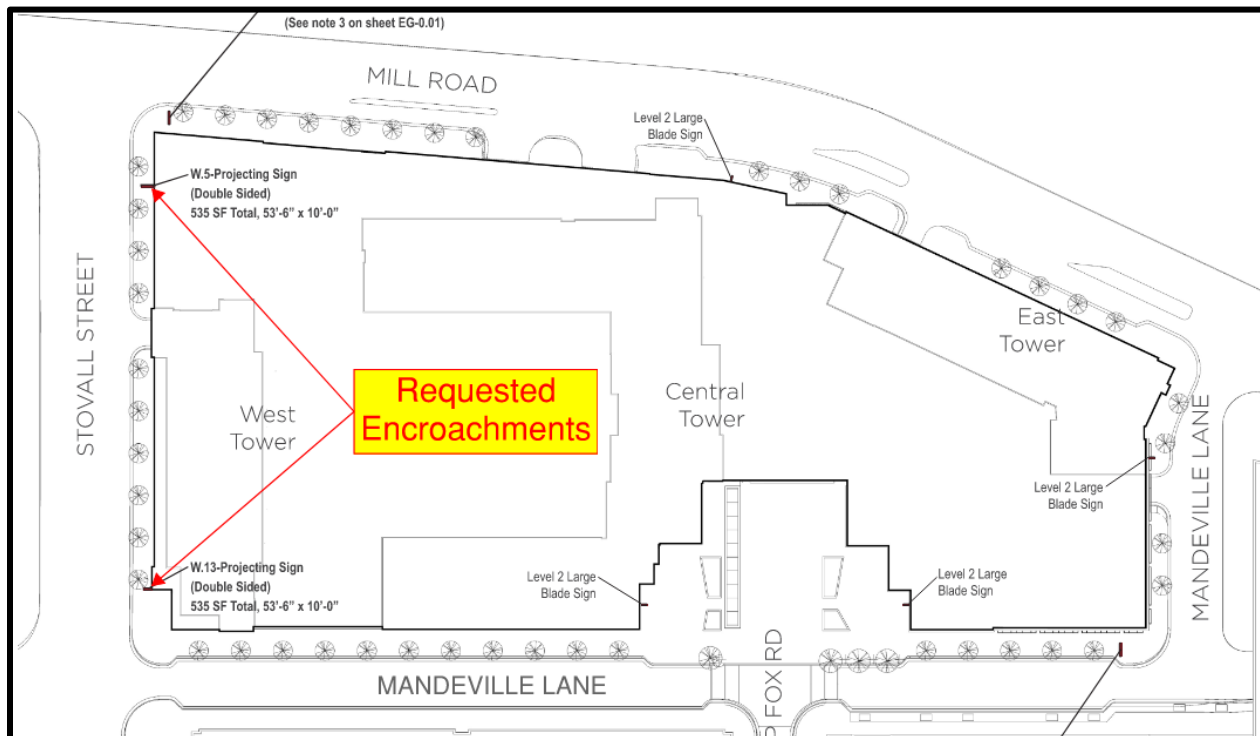
1. Permitted in locations as generally shown on the submitted plans, and as approved by the DRB, one (1) sign per residential tower. Sign area limited to sign area ratio of 1.5 square foot per 1 linear foot of the street face frontage of the tower above the podium, with the ability to go to 2 square feet with Planning & Zoning Director's approval. Square footage does not count towards the ground level signage total for residential entrances.
2. Skyline sign placement shall be in accordance with zoning ordinance regulations prohibiting Roof Signs (i.e., must be below the roof line and cannot extend onto a parapet wall.)

### *Encroachment Request*

The Applicant seeks approval to allow architectural elements of the building to encroach above the public right-of-way by more than 4-feet. The encroachments are architectural blade signs reserved for the grocery and retail tenant and are located on Stovall Street. Each sign is 535

square feet in total and is considered a major branding component for the development – which as noted were approved architecturally by Commission and Council with the original DSUP.

The first encroachment is located at the corner of Mill Road and Stovall Street and is 53'6" x 10'.0", with a width of 1'6". The sign projects 8-feet into the ROW at 8-feet 8-inches above grade. The second encroachment is located at the corner of Hoffman and Stovall Streets and is also 53'6" x 10'.0", with a width of 1'6". It projects 6-feet into the ROW at 18-feet 7-inches above grade at its lowest point, due to the change in topography along the sidewalk.



**Figure Above:** Locations of requested encroachments on Stovall Street.

It should be noted that in 2019 City Council Adopted an Encroachment Ordinance (ENC#2018-0002; which accompanied the original DSUP) to allow architectural features such as balconies and trellises to overhang into the public right-of-way on Stovall Street, Mandeville Lane and Mill Road. The Applicant has depicted all encroachments, both approved and requested, on the attached schematic, however, only the architectural blades aforementioned are being considered with this request.

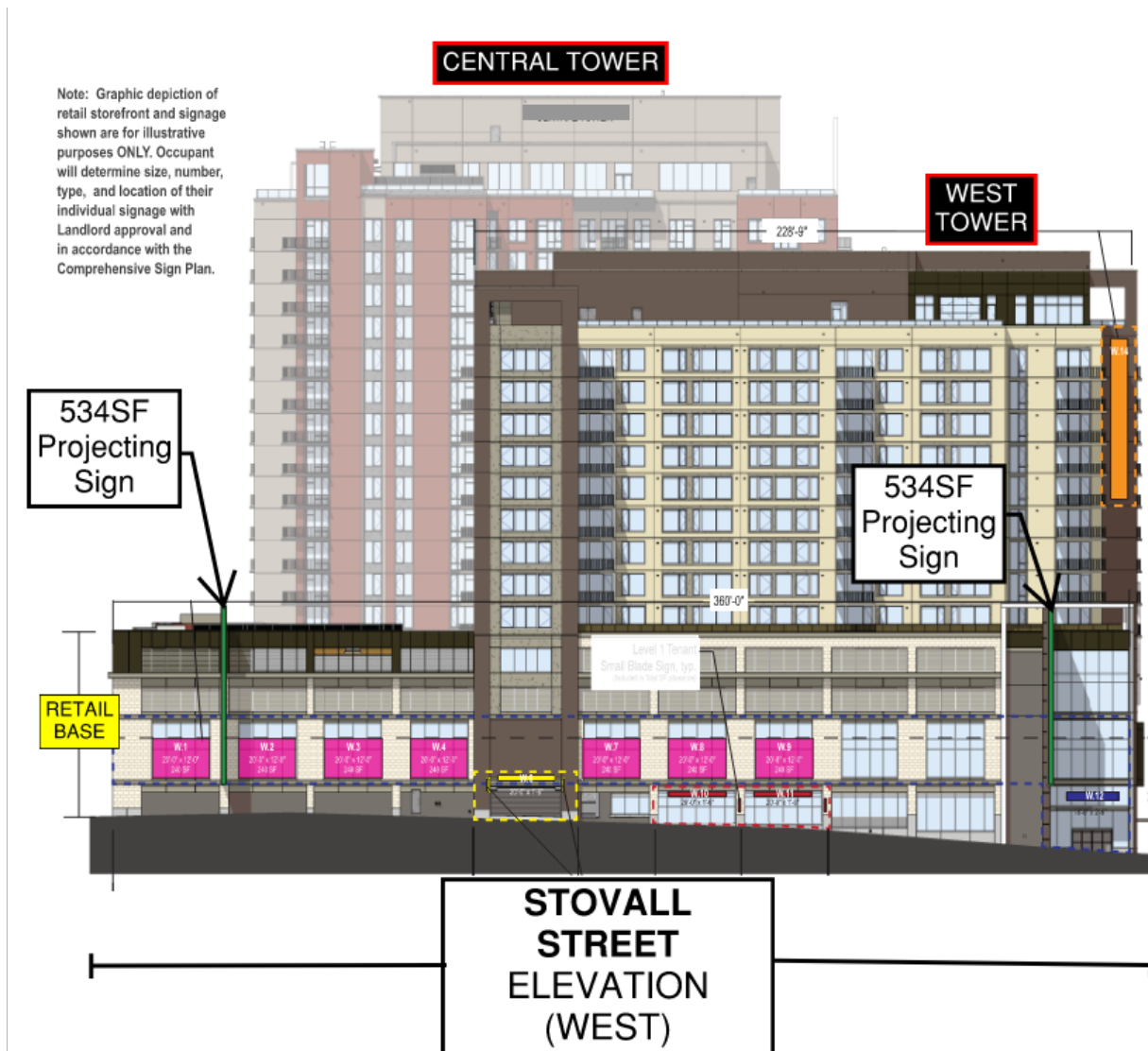


Figure Above: Elevation of the projecting sign encroachments along Stovall Street

## ZONING/MASTER PLAN DESIGNATION

### Zoning

Council approved the original DSUP for Carlyle Crossing subject to the submission of a Coordinated Sign Plan at a later date. Coordinated Sign Plans are permitted by SUP pursuant to Section 9-103(C) of the Zoning Ordinance and are generally assigned to large scale developments to provide a “coordinated” approach towards the design, placement and material of signs when “*council finds that it provides the same or greater benefits to the public as the sign regulations otherwise applicable.*”

Under these provisions of this section of the Zoning Ordinance, the Applicant must develop a Coordinated Sign Plan for consideration by City Council which establishes the time, manner, and



placement of signs. The plan shall also establish the design parameters for all proposed signs within the development – including but not limited to building signage, pedestrian wayfinding, and retail/tenant signage. City Council may then approve the Coordinated Sign Plan if the proposal meets the criteria outlined in 9-103(D)(II)(a-c), as outlined in the ***Staff Analysis*** section of this report.

Carlyle Crossing is zoned CDD#2 and is located within the boundaries of the Eisenhower East Small Area Plan. With regard to signage, conditions in CDD#2 are general, calling for “*variety and creativity of design*,” but also directing that signage and storefront design highlight the identity of individual business tenants. It also stipulates that signage should be coordinated with the building design and include integration with any proposed awnings, canopies, or other architectural features.

In preparation for future signage, Council Approved the Carlyle Crossing DSUP, then Hoffman Town Center – subject to the submission of a coordinated sign plan SUP at a later date. The DSUP also conditions the Applicant to install the typical informational signage on the site, as well as consistent wayfinding and parking garage signage. Above all, signage must be of high quality and not detract from the architectural elements of the building.

#### *Master Plan Designation- Eisenhower East Small Area Plan*

The project is located within the Eisenhower East Small Area Plan, and the associated *Eisenhower East Design Guidelines* create a foundation for signage by providing more specific design direction within the district. The Applicant’s proposed Coordinated Sign Plan builds upon this foundation by outlining specific design parameters established in the *Design Excellence Criteria* and creates a framework for individual buildings and retailers to develop signage which meets the criteria in terms of materials, size, lighting, locations and operational considerations

## **II. STAFF ANALYSIS**

### ***Coordinated Sign Plan***

Staff find the volumetrics and dimensions requested to be consistent and appropriate with the scale of the development. Restaurant and retail developments in Eisenhower, such as Block 6A (DSUP#2017-0015, SUP#1997-0163, et al.) have received approval for greater signage ratios – more specifically, 1.5:1 instead of the required 1:1. Nearby in Potomac Yard, a Coordinated Sign Plan for the Virginia Tech Innovation Campus (SUP #2020-00043) was recently approved by City Council with ratios of 1.5:1 (with the option to go up to 2:1) – which also approved signage above 35-feet. The request was supported by Staff and Council as the plan called for high quality materials and was found to be similar to other comparable developments in region.

Staff worked with the Applicant during the Design Review Board process to ensure that the requested signage was placed between architectural elements and in proportion to the various levels of the buildings according to the projected distance from viewers. Below, Staff have provided justifications for each level of requested signage:

- i. *Ground Level*  
Staff find the levels and volume of signage appropriate for the unique demands of the site as a retail (shopping) focused, mixed-use, transit-oriented development. The broad array of signage at this level facilitates pedestrian and vehicular movement within and around the development. The amount of signage is found to be appropriate and provides pedestrians with the appropriate level of information without detracting from the experience of the building itself. Other signage proposed at this level will guide motorists and other users of the appropriate garage access points, which ensures safe and appropriate use of the site's vehicular infrastructure.
- ii. *Level-2 Retail Signage*  
Carlyle Crossing is unique in that it is a retail focused high-rise development. The above-grade retail access is concentrated around a 14,000 square foot plaza, which radiates throughout the site. Thus, greater volumetrics and dimensions are supportable as it is imperative for the signage to be relatable to the pedestrian as it travels higher up the building. At these heights and scales, bold and architecturally responsive signage is necessary to create a unique sense of place - which this plan achieves.
- iii. *Skyline Signage*  
During the DRB review process, the Applicant refined the design and placement of the skyline signs. Architectural studies demonstrating the proposed composition were also included along with further design details that clarify the place of this element within the architecture of the building. The pin-mounted signage included within the submission scales elegantly with the building and its architectural elements. The unique branded image above the lettering also relates to the signage for same at the pedestrian entrance of building. As such, these images and letters help create both a unique sense of place that ties the building to the greater development, while simultaneously marketing the site from both near and afar.
- iv. *Projecting Signage*  
As noted, the projecting signage is consistent with the original DSUP which was previously review and approved by Council. Given the much-anticipated grocery tenant, as well as the scale and scope of the development, Staff find that the signage proposed at these locations to be acceptable and consistent with previous approvals.

*Waiver of requirement by special use permit*

Section 9-103(D) of the Zoning Ordinance authorizes City Council to approve a signage request "otherwise not" permitted by Article IX of the Zoning Ordinance, subject to the following:

***a. The proposed signage has an exceptional design or approach that cannot be accomplished within the existing regulations;***

Strict application of the ordinance, which allows only one (1) sign above 35-feet per building, would not provide the amount of signage necessary for a development of this size and scale, which is intended to promote vitality for the Town Center. Furthermore, it would all but eliminate signage at the skyline, projecting and 3<sup>rd</sup> floor retail levels, which complicates the Applicant's ability to effectively market the

development.

***b. The proposed signage will not have an adverse impact on the nearby neighborhood; and***

The proposed signage will not adversely impact the neighborhood. To the contrary, it proposes materials of high architectural quality and design, which is complimentary to the goals of the small area plan to enhance commercial activity in this neighborhood.

***c. The signs comply with the applicable standards for approval of a special use permit set forth in section 11-504, further below:***

***i. Will not adversely affect the health or safety of persons residing or working in the neighborhood of the proposed use;***

The signage will not affect the health or safety of persons residing or working in the neighborhood. To the contrary, the signage will be affixed to the building at or above 35-feet in height and will be reviewed for its structural integrity upon submission of a building permit for same. The plan allows for internal or external illumination but prohibits blinking, flashing, or sequentially-illuminated signage, which would become a nuisance to neighbors. The Plan also includes controls such as shielding and the prohibition of bare bulbs for externally illuminated signs to further eliminate impacts.

***ii. Will not be detrimental to the public welfare or injurious to property or improvements in the neighborhood; and***

The public's welfare will be upheld, and the signage will not be injurious to property or improvements in the neighborhood. The volumetrics and dimensions proposed are typical for a development of this size and urban character and are not proposed in locations which would conflict with the public, their interests, or the ability to travel freely and without obstruction.

***iii. Will substantially conform to the master plan of the City.***

The request conforms with the Master Plan of the City by building upon established design guidelines and principles laid out in the Eisenhower East Small Area Plan. The proposal is commensurate with the scale of the development and is consistent with a successful retail branding strategy for same.

***Encroachment Request***

The encroachments are consistent with the approved DSUP and provide increased visibility, which is a key to the branding of the site. The signage is also a key architectural feature of the building, which Council and Commission approved with the original land use approval. They will be constructed of high quality materials that are relatable to the building's palette and are



integral to the comprehensive signage at the site.

### III. COMMUNITY

The Eisenhower/Carlyle Design Review Board (“DRB”) is the design review authority over the project as it resides within Eisenhower East. DRB meetings are open to the public and are advertised on the City’s webpage. Due to the COVID-19 pandemic, the meetings are being held electronically over Zoom and a recording is uploaded to the City’s webpage shortly thereafter. The Coordinated Sign Plan and its related requests were presented to the Eisenhower/Carlyle Design Review Board (DRB) –February 2021 – and received quality feedback from the board related to volumetrics, dimensions, and placement withing architectural features. The Board voted unanimously to "Recommend Approval" of the requests. A copy of the final report has been attached to **Section V** of this document. The Project was also shared with the Federation of Civic Associations at their regular January meeting.

### IV. CONCLUSION

Subject to the conditions stated in **Section V** of this report, staff recommends **APPROVAL** of the Special Use Permit request.

### V. RECOMMENDED CONDITIONS

Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the following conditions:

1. The Director of Planning and Zoning shall review the Special Use Permit one year after approval and shall docket the matter for consideration by the Planning Commission and City Council if (a) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; (b) the Director has received a request from any person to docket the permit for review as a result of a complaint that rises to the level of a violation; or (c) the Director has determined that there are problems with the operation of the use and that new or revised conditions are needed. (P&Z)
2. Any future alterations for signs that exceed these proposed maximums would require an amendment to the Coordinated Sign Plan with DRB, Planning Commission, and City Council approval.
3. The type and approximate location of signage shall be consistent with the plans and diagrams included in the Coordinated Sign Plan dated January 28, 2021, and as amended., and in the DRB Submission Dated February 25, 2021. Sign permits for Carlyle Crossing may be administratively reviewed by Staff, to the satisfaction of the Director of Planning and Zoning, to ensure the final design of signage is consistent with the intent of the coordinated sign plan. (P&Z)

4. Skyline Signage and building mounted signage above 35-feet shall be expressed three dimensionally - without a solid background - upon the façades of the buildings, as shown in the DRB Submission Set dated February 25, 2021, or to the satisfaction of the director of P&Z.
5. Skyline Signage shall be affixed to the façades of the building using the pin-mounted system shown in the DRB Submission Set dated February 25, 2021, or to the satisfaction of the director of P&Z.
6. Additional signage may be administratively reviewed and approved by the Director of the Department of Planning and Zoning, if:
  - a. The intent of the proposed signage design is consistent with coordinated sign plan, including the quality of materials, overall design, and scale.
  - b. Interim signage, such as parking and transportation related, shall be reviewed for consistency with the coordinated sign plan and City regulations, including the quality of materials, overall design, and scale.
  - c. Banner site signage shall be permitted subject to the City's adoption of policies or requirements governing such signs and provided such signs are in conformance with the policies or requirements then in effect. An administrative amendment to the coordinated sign plan may be filed to incorporate the new banner site signage.
  - d. Digital display building signage may be permitted with approval of a Coordinated Sign Plan SUP amendment, subject to the City's adoption of policies or requirements governing such signs. (P&Z)
7. Internally illuminated box signs are prohibited. (P&Z)
8. Applicant shall be responsible for repairs to the adjacent City right-of-way if damaged during sign installation. (T&ES)
9. Within 90 days of City Council approval, provide the following updates to the submitted requests,:
  - a. Reconcile the encroachment application and schematics to include only the necessary exhibits (e.g., projecting signs)

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Staff Note: In accordance with section 11-506(c) of the zoning ordinance, "Construction or operation shall be commenced and diligently and substantially pursued within 18 months of the date of granting of a special use permit by City Council or the special use permit shall become void.

## **VI. CITY DEPARTMENT COMMENTS**

Legend: C - code requirement R - recommendation S - suggestion F - finding

### Transportation & Environmental Services:

R-1 Final location of freestanding signs to be reviewed and approved by T&ES. The location of signs shall be shown on a Site Plan to determine required vision clearance, no obstruction to site distances and no impediments to easements or other encumbrances.

### Code Enforcement:

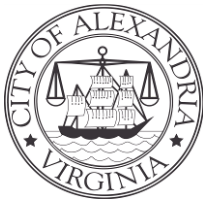
C-1 Permits are required for the installation of these signs.

## **VII. ATTACHMENTS**

Attachment #1: February 2021 DRB Action Staff Report (Final Review)  
Attachment #2: Encroachment Exhibit  
Attachment #3: Axonometric Renderings



ATTACHMENT #1



***Design Review Board Case # 20-0003***  
***Blocks 4&5 – Carlyle Crossing Coordinated Sign Plan***

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Application		General Data	
<b>Project Name:</b> Carlyle Crossing Coordinated Sign Plan Special Use Permit  <b>Location:</b> Blocks 4 & 5 – Eisenhower East 2410 and 2460 Mill Road  <b>Applicant:</b> HTC 4/5 Project Owner LLC	<b>DRB Date:</b>	February 25, 2021	
	<b>Site Area:</b>	5.07 acres	
	<b>Zone:</b>	CDD #2	
	<b>Proposed Use:</b>	Residential, Retail, Parking	
	<b>Gross Floor Area:</b>	1,021,711 sf	
<b>Purpose of Application:</b> DRB review and approval of a Coordinated Sign Plan for the Carlyle Crossing mixed-use project. The plan proposes a program of design guidelines, principles, and regulations for signage to include street- and upper-level retail signage, residential identity signage, and other site signage.			
<b>Staff Reviewers:</b>	Robert M. Kerns, AICP <a href="mailto:robert.kerns@alexandriava.gov">robert.kerns@alexandriava.gov</a> Thomas H. Canfield, AIA <a href="mailto:tom.canfield@alexandriava.gov">tom.canfield@alexandriava.gov</a> Nathan Imm <a href="mailto:nathan.imm@alexandriava.gov">nathan.imm@alexandriava.gov</a> Carson Lucarelli <a href="mailto:carson.lucarelli@alexandriava.gov">carson.lucarelli@alexandriava.gov</a> Bill Cook <a href="mailto:william.cook@alexandriava.gov">william.cook@alexandriava.gov</a>		
<b>DRB ACTION FOR FEBRUARY 25, 2021 WORK SESSION - SUMMARY:</b>			
The DRB voted unanimously to recommend approval of the Applicant’s Coordinated Sign SUP as submitted, by a vote of 4-0 with one abstention (Lynch not present). The project was previously presented to the DRB for initial design review in December 2020 and returned in February for final review and approval. Councilwoman Pepper spoke first and comment on the desire to see a much larger signs for the major grocery tenant – possibly on the roof, like marquis from the foregoing era. The Applicant did not disagree but expressed reservation over making these signs any larger. Staff also clarified that when Council approved the original DSUP, which approved the signage architectural, it was considered already be quite large. Thus, justifying additional changes to the proposed volumetrics, design and dimensions of the grocery tenant’s signage would be difficult. Staff also noted that signage above the parapet creates legal challenges, as these are currently prohibited. Pepper also asked if there is			

additional Wegman's signage on site, which the Applicant confirm.

Steve Carlin (Applicant Team) and Duncan Blair (Applicant's Attorney) indicated that larger signage could also become a nuisance for people living in the neighborhood and that there is a need to move forward the project as proposed.

Board Member Roger Lewis asked if signage at the skyline level could be more architecturally integrated into the roof of the building – which Staff noted is also prohibited under the Zoning Code. He also noted that it would also be a distraction for motorists. He went on to recognize the merits of the existing proposal and that it should be approved as-is. Following Staff and the Board's discussion of the Councilwoman's comments, the Applicant requested these considerations be tabled for a later and undetermined date, in the interest of time.

Board Member Lee Quill spoke to share his support for the plan and agreed with the Applicant that as submitted but also asked if studying the changes requested by his fellow board member is possible. Staff reiterated the need to keep conceptual requests within the constraints of the existing Zoning Ordinance.

Tom Canfield made a motion to approve the project as proposed, which was seconded by Roger Lewis. The motion passed with a vote of 4-0, with Lynch absent. Canfield then made a second motion to study the feasibility of additional Wegman's signage to provide greater visibility from the beltway, in consultation with Staff and the Grocery Tenant. The motion was seconded by Councilwoman Pepper and passed with a vote of 4-0, with Lynch absent.

### ***DRB Approval Process***

The Carlyle/Eisenhower East Design Review Board (DRB) is charged with reviewing applications within CDDs #2 (Eisenhower Avenue Metro), #11 (South Carlyle), and #1 (Duke Street) for development in those areas which requires a Special Use Permit (SUP). The applicant is requesting DRB approval of a Coordinated Sign Plan SUP (CSP-SUP) currently scheduled for public hearings by Planning Commission and City Council in April 2021.

The applicant for the Carlyle Crossing project, in consultation with staff, elected to submit an application for a Coordinated Sign Plan SUP separately from the DSUP. This allowed the applicant and staff time to focus on the complex construction phasing and scheduling of the site plan and structures, and to allow time to devise a sign plan for a project of a scale which has no precedent in the city. Two key elements of the sign plan that were included in the project's DSUP application, and approved by the DRB and City Council are the large-scale blade signs on Stovall that are intended to house the primary grocery sign and retail sign in proximity to the parking entrance.

### ***Carlyle Crossing Project Background***

The Carlyle Crossing project, then known as Hoffman Blocks 4 & 5, was recommended for approval by the DRB in January 2018. Various aspects of the project were presented to the Board at five (5) other meetings throughout 2017. The DSUP application (DSUP#2017-0023) for the project was approved by the Planning Commission and City Council in March 2018.

In the summer of 2019, the Applicant made height and footprint modifications to the West Tower of the project, necessitated by a program change from condominium to multifamily rental. The DRB reviewed and approved these changes in June 2019, which were subsequently approved by Planning Commission and City Council in July 2019 (DSUP#2019-0018). As a condition of DSUP approval, the DRB was authorized to approve the final architecture of the West Tower building, and did so on July 18, 2019. The buildings are well under construction, with completion and occupancy expected in late 2021-2022.

A Coordinated Sign Plan SUP was approved in 1997 for the overall Hoffman site, at which time Blocks 4 & 5 were used for parking. The Hoffman Coordinated Sign Plan provided a signage plan primarily serving the movie theatre and the retail spaces on Block 6B. It incorporated wall signs and hanging signs, a coordinated street sign system, and freestanding signs (both pole and ground mounted). The freestanding signs were planned in nine (9) locations to identify major tenants and give direction to tenants and parking. Due to the age of the previous Hoffman Coordinated Sign Plan and the changed nature of several developments, the majority of new developments are pursuing or will pursue separate Coordinated Sign Plans, including Carlyle Crossing.

### ***Zoning & Master Plan Designation***

Section 9-103(C) of the Zoning Ordinance permits a Coordinated Sign Plan with Special Use Permit approval for sites within specific zones or over a minimum size. The applicant must develop a Coordinated Sign Plan for consideration by City Council which establishes the time, manner, and placement of signs and establishes the design parameters for all proposed signs. City Council may then approve the Coordinated Sign Plan if the proposal, “provides the same or greater benefits to the public as the sign regulations otherwise applicable.”

Carlyle Crossing is zoned CDD#2 and is located within the boundaries of the Eisenhower East Small Area Plan. With regard to signage, conditions of CDD#2 are general in nature, calling for “variety and creativity of design,” but also directing that signage and storefront design should highlight the identity of individual business tenants, and that signage should be coordinated with the building design and include integration with any proposed awnings, canopies, etc.

### ***CDD #2 Signage Conditions***

- #161 - Design business and identification signs to relate in material, color and scale to the building on which the sign is displayed to the satisfaction of the Director of P&Z.
  - a. The business and identification signs shall be designed of high quality materials and sign messages shall be limited to logos and names.

b. Installation of building mounted signage shall not damage the building and signage shall comply with all applicable codes and ordinances.  
(P&Z)

- #162 - Internally illuminated box signs are prohibited. Explore the use of exterior illumination. (P&Z)
- #163 - A freestanding monument or identification sign shall be prohibited. (P&Z)
- #164 - Install a temporary informational sign on the site prior to the approval of the final site plan for the project. The sign shall be displayed until construction is complete or replaced with a contractor or real estate sign incorporating the required information; the sign shall notify the public of the nature of the upcoming project and shall provide a phone number for public questions regarding the project. \* (P&Z)(T&ES)

Signage Conditions from DSUP#2019-0018 (Blocks 4 & 5)

Blocks 4 & 5 were approved with the following conditions relating to signage. Of the conditions, is the requirement to submit a coordinated sign plan SUP, which requires approval by City Council.

- #29- Install a temporary informational sign as required by Section 11-303(D) of the Zoning Ordinance on the site prior to the approval of the Final Site Plan for the project. The sign shall be displayed until construction is complete or replaced with a temporary sign incorporating the required information; the sign shall notify the public of the nature of the upcoming project and shall provide a phone number for public questions regarding the project. \* (P&Z)(T&ES)
- #30- The Applicant shall submit a coordinated sign plan SUP at a future date. The plan shall include a color palette and shall coordinate the location, scale, number, massing, character and encroachment considerations of all proposed signage to the satisfaction of the Director of P&Z and shall be approved by City Council prior to the release of the Final Site Plan.\*
  - b. Design and develop a sign plan for wayfinding and directional signage. The plan shall be included as part of the Final Site Plan and shall coordinate the location, scale, massing and character of all proposed signage to the satisfaction of the Director of T&ES. Installation of building mounted signage shall not damage the building and signage shall comply with all applicable codes and ordinances \* (T&ES)
  - c. The building signs shall be designed to relate in material, color and scale to the building and the tenant bay on which the sign is displayed to the satisfaction of the Director of P&Z.
  - d. The building signs shall be designed of high-quality materials.



- e. Installation of building mounted signage shall not damage the building and signage shall comply with all applicable codes and ordinances. (P&Z)
  - f. Internally illuminated box signs are prohibited. Explore the use of exterior illumination. (P&Z)
- #31- Provide signage at the entrances to the parking garage with retail parking that is consistent with the City's Wayfinding standards for identifying parking garages. \*(T&ES)

### **Eisenhower East Small Area Plan, Eisenhower East Design Guidelines**

The proposed project is located within the Eisenhower East Small Area Plan. The Plan calls for a variety of retail uses that meet the needs of residents, employees, and visitors. It also calls for signage to be utilized within a placemaking context and to be free and visible. The Eisenhower East Design Guidelines provide more specific direction on signage, as depicted in the graphic. They encourage awnings, canopies and covered walkways, along with minimum floor to ceiling heights.

The Eisenhower East Design Guidelines reiterate general principles for retail expression and add a few specific guidelines pertaining to retail itself:

- Diverse and individualized storefronts with varied materials, signage, lighting, and awnings
- Retail tenant signs shall be designed of high-quality materials as an integral part of the building and related in materials, color and scale to the remainder of the building
- Parapet and wall signs shall be limited to the first-floor level
- Box signs are prohibited
- Storefront window signage is allowed up to 20% of the glass surface area
- No permanent free-standing signs, with the exception of traffic and directional signage, shall be allowed.

#### RETAIL

- Pronounced entryways, with canopies where appropriate
- Awnings/covered walkways
- Protruding/recessed bays
- Outdoor seating for restaurants/cafes
- Street furniture
  - Benches
  - Planters/flower boxes
- Individualized storefronts/signage
- 15' minimum floor-to-ceiling height
- 75-95% glazing on retail storefronts
- \* 20-40- retail bay spacing



Restaurant and retail developments in Eisenhower, such as Block 6A ([DSUP#2017-0015](#), [SUP#1997-0163](#), *et al.*) have received approval for greater signage ratios – 1.5:1 instead of the required 1:1. Historically, development approvals have also regulated ground floor transparency and for signage to relate in material, color and scale to the building, to the discretion of the Director of Planning and Zoning. The Coordinated Sign Plan for the Potomac Yard Virginia Tech Innovation Campus (SUP #2020-00043) was recently approved by City Council with ratios of 1.5:1. The request was supported by Staff and Council as the plan called for high quality materials and was found to be similar to other compatible developments in region.

### ***Applicant Proposal***

The Applicant is requesting approval of a Coordinated Sign Plan SUP for 9,868 square feet of signage for Blocks 4 & 5/ Carlyle Crossing. Carlyle Crossing is a mixed-use development currently under construction that will have more than 1,000,000 gross square feet of programmed floor area. An additional SUP is also required, as the proposal includes more than one (1) sign above 35-feet.

### ***Staff Analysis & Recommendations***

The Applicant worked with City Staff on the location of signage so that it relates to the module and pattern of the building façade systems. The requested signage is placed between architectural elements and in proportion to the various levels of the buildings according to the projected distance from viewers. There are four types or groupings of signage that are considered

for this project: Ground-Level Signage for the primary retail base; Level 3 Signage for the above-grade retail tenants; Skyline Signage for the residential towers, and; Large-Scale Blade Signage for the grocer and primary retail garage entry.

The Large-Scale Blade Signage, as mentioned above, has already been reviewed by the DRB as to location, scale, and design of the architectural features that will contain the signage. Based on the previous approval, no further approvals are necessary at this time.

The square feet, maximum dimensions, and ratio(s) to linear feet of frontage are proposed as maximums within a system of design guidelines. In application, signs may be smaller or up to these proposed sizes. Any signs that exceed these proposed maximums would require an amendment to the Coordinated Sign Plan with DRB, Planning Commission, and City Council approval.

<b><u>Signage Above 35'</u></b>			
<b>Elevation</b>	<b>Level-3 Retail</b>	<b>Skyline</b>	<b>Projecting</b>
Eastern	372 Square feet	N/A	N/A
Western	2,215 Square feet	N/A	1,070 Square feet
Northern	N/A	514 Square feet	N/A
Southern	1,680 Square feet	511 Square feet	N/A
Plaza East	210 Square feet	N/A	N/A
Plaza West	212 Square feet	N/A	N/A

*i. Ground Level Signage*

The Applicant is requesting a ratio of 1.5 square feet per to 1 linear square feet of frontage, instead of the standard sign ordinance ratio of 1:1. Given the size and scale of the development, Staff find that the signage proposed at these location to be generally acceptable. Blade signage is proposed at the pedestrian scale and is also found to be appropriately located and sized. Staff find the levels and volume of signage appropriate for the unique demands of the site as a retail (shopping) focused, mixed-use, transit-oriented hub.

*ii. Level-3 Retail and Projecting Signage*

The Applicant is proposing approximately 6,800 square feet of signage above 35-feet, primarily at the third retail level, at a requested ratio of 2:1. This figure is inclusive of the blade signs on Stovall Street (1,070 square feet). Per recent consideration with the Planning Commission and City Council for the North Potomac Yard development, this ratio appears to be acceptable given the scale of the development. Carlyle Crossing is a unique in that it is a retail focused high-rise development. The retail “experience” is concentrated in a symmetrical courtyard located at the northern terminus of Swamp Fox Road and radiates throughout multiple levels of the entire site. Given the pedestrian and retail focus, bold and architecturally responsive signage is necessary in order to create a unique sense of place and serve as wayfinding. Staff researched other relevant examples, including the Potomac Yards CSP SUP#2020-0043, which also supported increased signage ratios due to scale, programmatic focus and elevated architecture. Staff encourages the Applicant to continue refining how the signage integrates with the building architecture to further the creation of an unique place in the City. As with the Potomac Yard SUP, there is an expectation for high-quality materials and design.



**Figure Above:** Proposed brand-lettering applied to architectural encroachment at Carlyle Crossing

*iii. Skyline Signage.*

The Applicant is requesting approval of four skyline signs at a ratio of 2:1. They are proposed along the southern and northern elevations and are reserved for either the residential name/brands associated with the development.

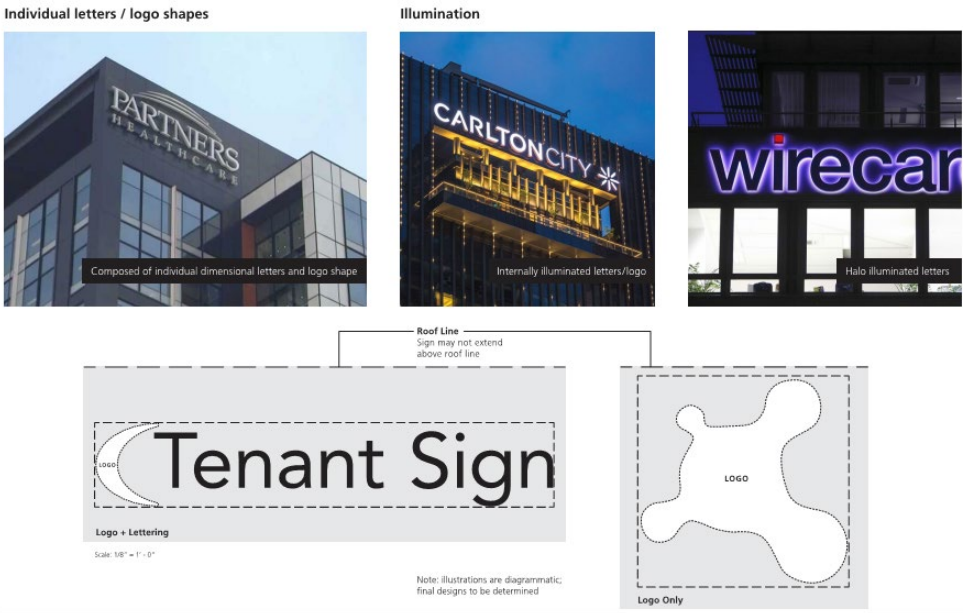
With this submission, the Applicant has refined the design and placement of the skyline signage, which, aside from the grocer, are a signature branding element for the block's redevelopment. A fourth skyline sign has been added to the Western tower and architectural studies demonstrating the proposed composition were also included. The Applicant has also provided further detail that clarifies the place of this element within the architecture of the building. Previously, Staff expressed concern regarding the requested volumetrics and dimension. However, the Applicant has provided more direction on the specific lettering and "programming" within the requested volumes – which Staff now generally recognize as acceptable.

Staff find that the pin-mounted signage included with in the submission scales more elegantly with the building and its architectural elements. The unique branded image above the lettering also relates to the signage for same at the pedestrian entrance of building. As such, these images and letters help create both a unique sense of place that ties the building to the greater development, while simultaneously marketing the site from both near and afar. The design solutions proposed on the buildings are appropriate, however Staff do not believe the design precedent provided in the sign guidelines and shown immediately below would be appropriate for inclusion. The background does not fit with the architectural aesthetic that was otherwise been developed for the building .



iv.

**Figure Above:** Skyline studies from present submission

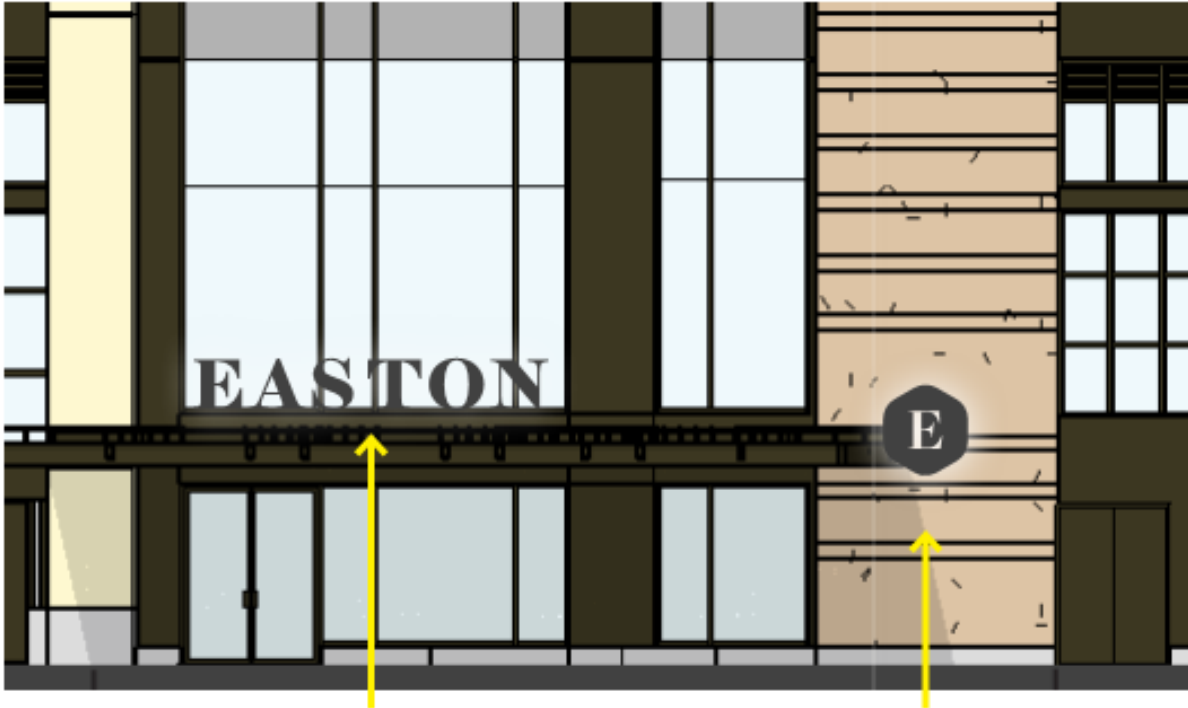




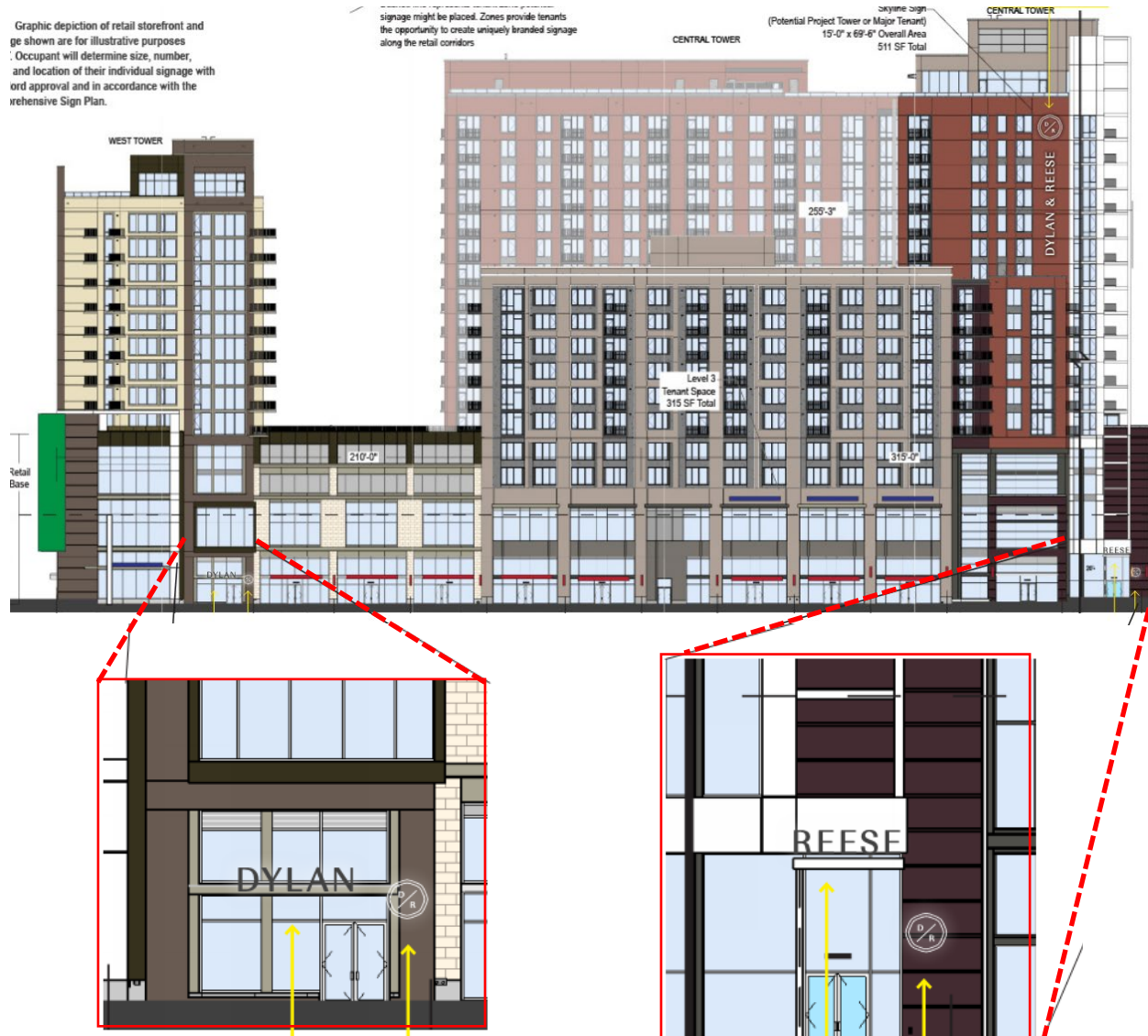
**Figure Above:** With the Potomac Yard CSP SUP (SUP#2020-00043), a logo was also used to reinforce the use/tenant of the space.



**Figure Above:** Proposed Signage and Branding Logo for Boutique Tower



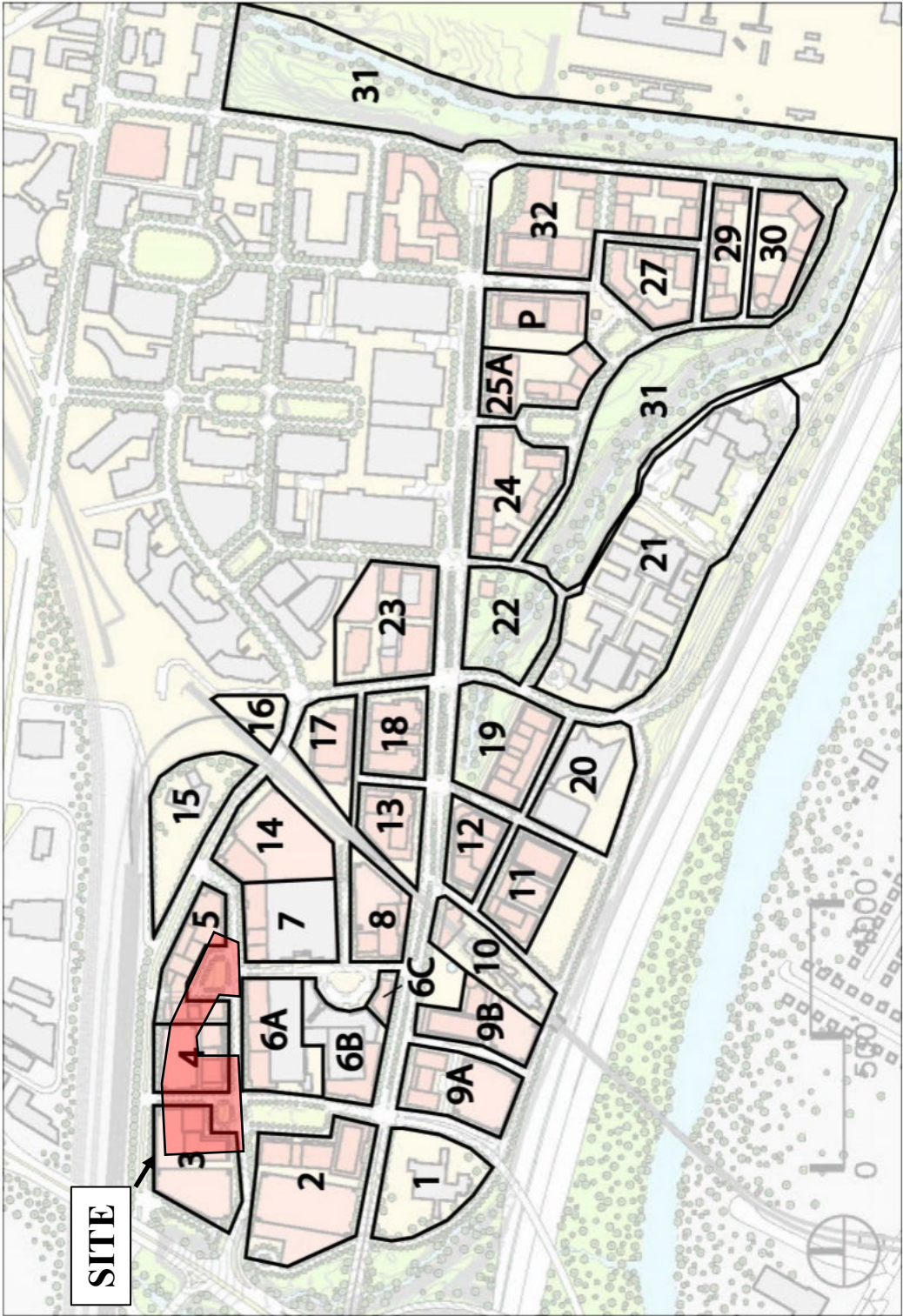
**Figure Above:** The Skyline signage for the boutique tower responds architecturally to the building and the ground floor entrance.



## Conclusion

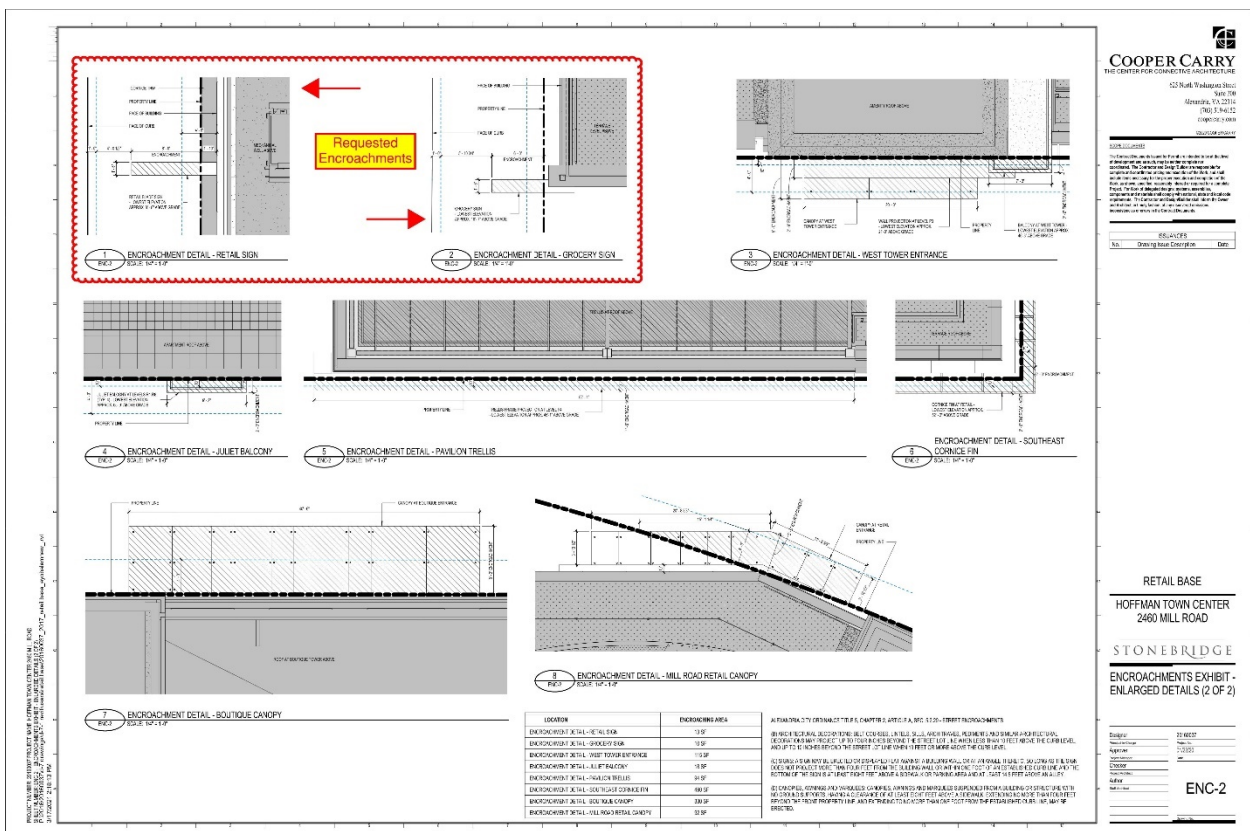
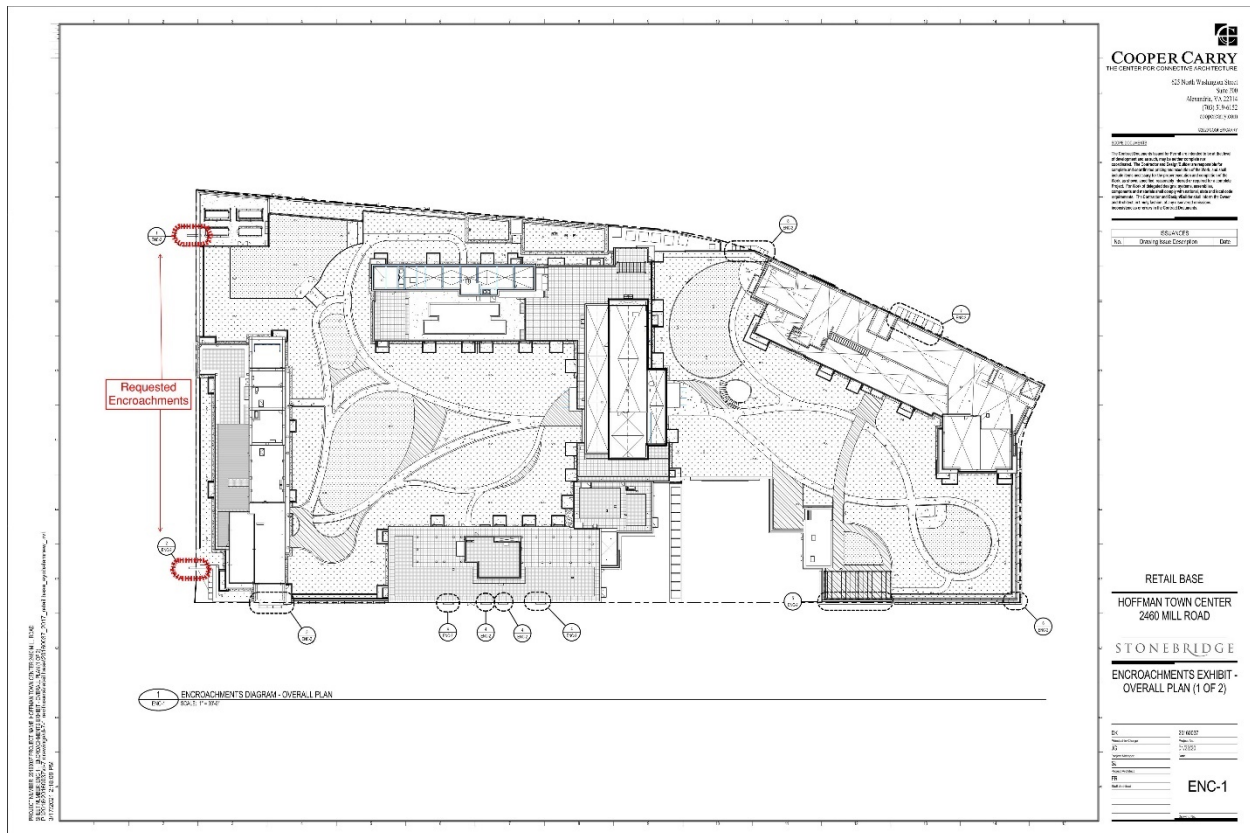
Staff is generally supportive of this most recent version of the Plan. There is a general consensus that the *Level-1* signage is acceptable and appropriate, given the proposed volume of retail and commercial space anticipated at the site. Staff believe that the branding for the *Skyline Signage* has also moved in a positive direction as it is both legible and elegant, given how it affixes to the building. The ratios requested at *Level-3* are also generally acceptable. Staff looks forward to

Eisenhower East Block Map





**ATTACHMENT #2**  
**Encroachment Exhibit**





**ATTACHMENT #3:**  
Axonometric Renderings (DSUP#2017-0023)





## APPLICATION

# SPECIAL USE PERMIT

### SPECIAL USE PERMIT # \_\_\_\_\_

2410 & 2460 Mill Road, Alexandria, Virginia

#### PROPERTY LOCATION: \_\_\_\_\_

72.04 03 36 & 37

CDD #2

#### TAX MAP REFERENCE: \_\_\_\_\_

#### ZONE: \_\_\_\_\_

#### APPLICANT:

HTC 4/5 Project Owner LLC, a Delaware limited liability company.

#### Name: \_\_\_\_\_

7200 Wisconsin Ave., Suite 700, Bethesda, Maryland 20814

#### Address: \_\_\_\_\_

Coordinated Sign Plan Special Use Permit, and Section 9-104(B)(10) of

#### PROPOSED USE: \_\_\_\_\_

Special Use Permit to allow illuminated higher than 35' above average finished grade as shown on the Coordinated Sign Plan. .

☒ **THE UNDERSIGNED**, hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 4-11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

☒ **THE UNDERSIGNED**, having obtained permission from the property owner, hereby grants permission to the City of Alexandria staff and Commission Members to visit, inspect, and photograph the building premises, land etc., connected with the application.

☒ **THE UNDERSIGNED**, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article IV, Section 4-1404(D)(7) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

☒ **THE UNDERSIGNED**, hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Director of Planning and Zoning on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

Duncan W. Blair, Attorney

6/18/19 Revise 8 28 19

Print Name of Applicant or Agent  
524 King Street

Signature  
703 836-1000

Date  
703 549-3335

Mailing/Street Address  
Alexandria, Virginia 22314

Telephone #  
dblair@landcarroll.com

Fax #

City and State

Zip Code

Email address

ACTION-PLANNING COMMISSION: \_\_\_\_\_

DATE: \_\_\_\_\_

ACTION-CITY COUNCIL: \_\_\_\_\_

DATE: \_\_\_\_\_

SUP # \_\_\_\_\_

**PROPERTY OWNER'S AUTHORIZATION**

As the property owner of 2410 & 2460 Mill Road, Alexandria, Virginia, I hereby  
 (Property Address)  
 grant the applicant authorization to apply for the Coordinated Sign Plan SUP use as  
 (use)  
 described in this application.

Name: HTC 4/5 Project Owner LLC Phone: 301 913 9610  
 Please Print  
 Address: Doug Firstenberg Email: firstenberg@stonebridge.us.com  
 Signature: Douglas M. Firstenberg Date: 6/18/19

- 1.** Floor Plan and Plot Plan. As a part of this application, the applicant is required to submit a floor plan and plot or site plan with the parking layout of the proposed use. The SUP application checklist lists the requirements of the floor and site plans. The Planning Director may waive requirements for plan submission upon receipt of a written request which adequately justifies a waiver.

☐ Required floor plan and plot/site plan attached. Not Applicable

☐ Requesting a waiver. See attached written request.

- 2.** The applicant is the (check one):

☒ Owner  
☐ Contract Purchaser  
☐ Lessee or  
☐ Other: \_\_\_\_\_ of the subject property.

State the name, address and percent of ownership of any person or entity owning an interest in the applicant or owner, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent.

See attached organizational chart.

## OWNERSHIP AND DISCLOSURE STATEMENT

Use additional sheets if necessary

**1. Applicant.** State the name, address and percent of ownership of any person or entity owning an interest in the applicant, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
1. See attached	See attached	100%
2.		
3.		

**2. Property.** State the name, address and percent of ownership of any person or entity owning an interest in the property located at 2410 & 2460 Mill (address), unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
1. See attached	See attached	100%
2.		
3.		

**3. Business or Financial Relationships.** Each person or entity listed above (1 and 2), with an ownership interest in the applicant or in the subject property is required to disclose any business or financial relationship, as defined by Section 11-350 of the Zoning Ordinance, existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review.

Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1. Applicant & Property Owner	Project Architect	John Goebel, PC.
2.		
3.		

NOTE: Business or financial relationships of the type described in Sec. 11-350 that arise after the filing of this application and before each public hearing must be disclosed prior to the public hearings.

As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct.

4/26/19

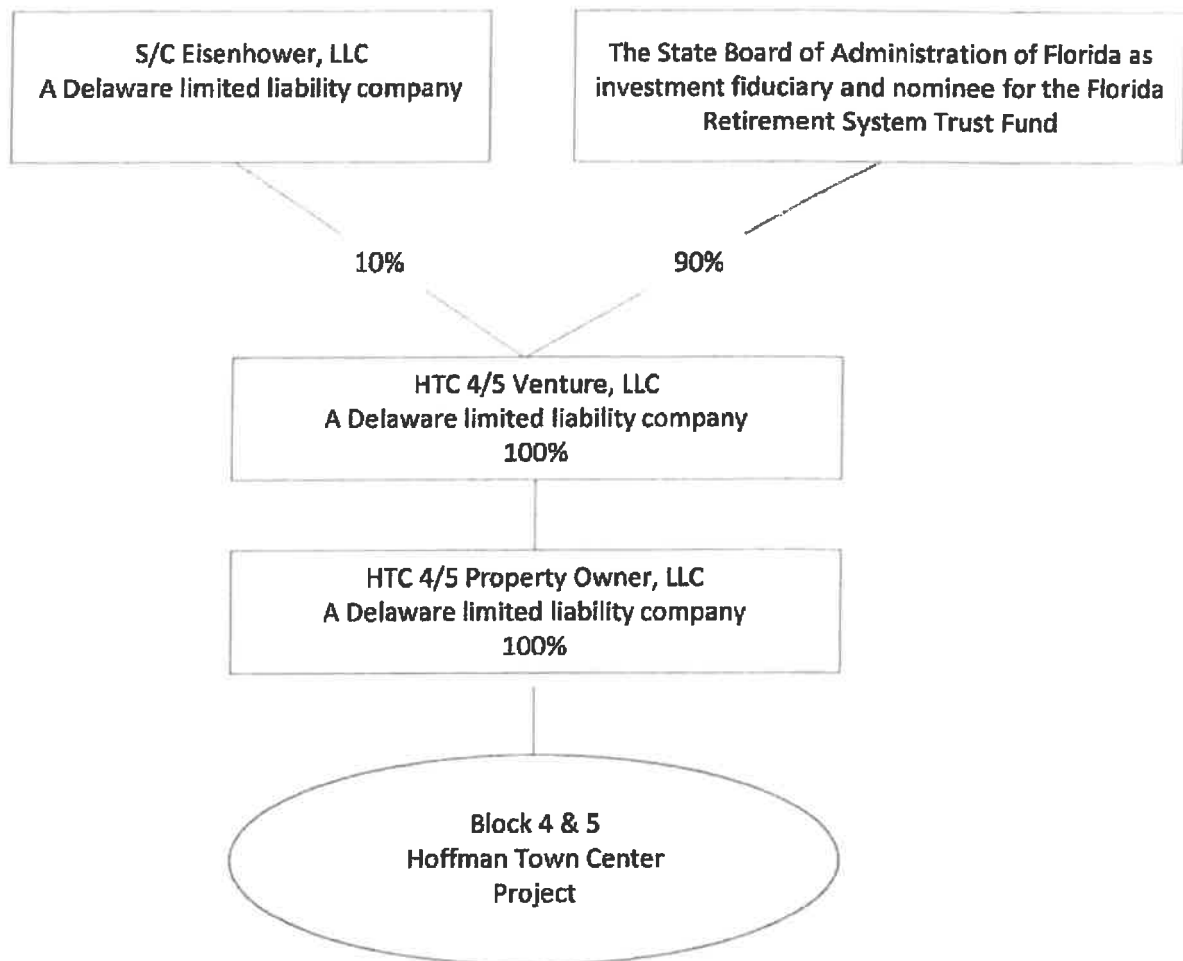
Date

DUNCAN N. BIRIE

Printed Name



Signature



SUP # \_\_\_\_\_

If property owner or applicant is being represented by an authorized agent such as an attorney, realtor, or other person for which there is some form of compensation, does this agent or the business in which the agent is employed have a business license to operate in the City of Alexandria, Virginia?

☒ **Yes.** Provide proof of current City business license

☐ **No.** The agent shall obtain a business license prior to filing application, if required by the City Code.

## NARRATIVE DESCRIPTION

**3.** The applicant shall describe below the nature of the request **in detail** so that the Planning Commission and City Council can understand the nature of the operation and the use. The description should fully discuss the nature of the activity. (Attach additional sheets if necessary.)

The applicant is requesting approval of a Coordinated Sign Plan for the residential and

retail mixed use project approved in March 2018 DSUP #2017-0023. The applicant is also

requesting a section 9-104(B)(10) special use permit to permit the illuminated signs shown on

the coordinated sign plan in excess of 35' over average finished grade.



**USE CHARACTERISTICS**

4. The proposed special use permit request is for (*check one*):

- ☐ a new use requiring a special use permit,  
☐ an expansion or change to an existing use without a special use permit,  
☐ an expansion or change to an existing use with a special use permit,  
☒ other. Please describe: Coordinated Sign Plan SUP

5. Please describe the capacity of the proposed use: **Not Applicable**

A. How many patrons, clients, pupils and other such users do you expect?  
 Specify time period (i.e., day, hour, or shift).

\_\_\_\_\_  
 \_\_\_\_\_

B. How many employees, staff and other personnel do you expect?  
 Specify time period (i.e., day, hour, or shift).

\_\_\_\_\_  
 \_\_\_\_\_

6. Please describe the proposed hours and days of operation of the proposed use: **Not Applicable**

Day:

Hours:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

7. Please describe any potential noise emanating from the proposed use. **Not Applicable**

A. Describe the noise levels anticipated from all mechanical equipment and patrons.

\_\_\_\_\_  
 \_\_\_\_\_

B. How will the noise be controlled? **Not Applicable**

\_\_\_\_\_  
 \_\_\_\_\_

SUP # \_\_\_\_\_

- 8.** Describe any potential odors emanating from the proposed use and plans to control them: **Not Applicable**

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- 9.** Please provide information regarding trash and litter generated by the use. **Not Applicable**

- A. What type of trash and garbage will be generated by the use? (i.e. office paper, food wrappers)

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- B. How much trash and garbage will be generated by the use? (i.e. # of bags or pounds per day or per week)

---

---

- C. How often will trash be collected?

---

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- D. How will you prevent littering on the property, streets and nearby properties?

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- 10.** Will any hazardous materials, as defined by the state or federal government, be handled, stored, or generated on the property? **Not Applicable**

[ ] Yes. [ ] No.

If yes, provide the name, monthly quantity, and specific disposal method below:

---

---

- 11.** Will any organic compounds, for example paint, ink, lacquer thinner, or cleaning or degreasing solvent, be handled, stored, or generated on the property?

☐ Yes.      ☐ No.      Not Applicable

If yes, provide the name, monthly quantity, and specific disposal method below:

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- 12.** What methods are proposed to ensure the safety of nearby residents, employees and patrons?  
Not Applicable

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## ALCOHOL SALES

- 13.** A. Will the proposed use include the sale of beer, wine, or mixed drinks? Not Applicable
- ☐ Yes      ☐ No

If yes, describe existing (if applicable) and proposed alcohol sales below, including if the ABC license will include on-premises and/or off-premises sales.

---

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---

---

SUP # \_\_\_\_\_

## PARKING AND ACCESS REQUIREMENTS

14. A. How many parking spaces of each type are provided for the proposed use: **Not Applicable.**

\_\_\_\_\_ Standard spaces  
\_\_\_\_\_ Compact spaces  
\_\_\_\_\_ Handicapped accessible spaces.  
\_\_\_\_\_ Other.

**Planning and Zoning Staff Only**

Required number of spaces for use per Zoning Ordinance Section 8-200A \_\_\_\_\_

Does the application meet the requirement?

☐ Yes ☐ No

- B. Where is required parking located? (*check one*)  
☐ on-site  
☐ off-site

If the required parking will be located off-site, where will it be located?

\_\_\_\_\_

**PLEASE NOTE:** Pursuant to Section 8-200 (C) of the Zoning Ordinance, commercial and industrial uses may provide off-site parking within 500 feet of the proposed use, provided that the off-site parking is located on land zoned for commercial or industrial uses. All other uses must provide parking on-site, except that off-street parking may be provided within 300 feet of the use with a special use permit.

- C. If a reduction in the required parking is requested, pursuant to Section 8-100 (A) (4) or (5) of the Zoning Ordinance, complete the PARKING REDUCTION SUPPLEMENTAL APPLICATION.

☐ **Parking reduction requested; see attached supplemental form**

15. Please provide information regarding loading and unloading facilities for the use: **Not Applicable**

- A. How many loading spaces are available for the use? \_\_\_\_\_

**Planning and Zoning Staff Only**

Required number of loading spaces for use per Zoning Ordinance Section 8-200 \_\_\_\_\_

Does the application meet the requirement?

☐ Yes ☐ No

- B. Where are off-street loading facilities located? \_\_\_\_\_  
\_\_\_\_\_
- C. During what hours of the day do you expect loading/unloading operations to occur?  
\_\_\_\_\_  
\_\_\_\_\_
- D. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate?  
\_\_\_\_\_  
\_\_\_\_\_

16. Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow? **Not Applicable**
- \_\_\_\_\_  
\_\_\_\_\_

## SITE CHARACTERISTICS

17. Will the proposed uses be located in an existing building? ☐ Yes ☒ No

Do you propose to construct an addition to the building? ☐ Yes ☒ No

How large will the addition be? \_\_\_\_\_ square feet.

18. What will the total area occupied by the proposed use be? **Not Applicable**

\_\_\_\_\_ sq. ft. (existing) + \_\_\_\_\_ sq. ft. (addition if any) = \_\_\_\_\_ sq. ft. (total)

19. The proposed use is located in: *(check one)*

☐ a stand alone building

☐ a house located in a residential zone

☐ a warehouse

☐ a shopping center. Please provide name of the center: \_\_\_\_\_

☐ an office building. Please provide name of the building: \_\_\_\_\_

☒ other. Please describe: Residential and Retail Project to be constructed.

**End of Application**



## 2019 City of Alexandria Business License

Finance Department, Revenue Administration Division, City of Alexandria  
301 King Street, Room 1700, Alexandria, VA 22314  
Phone: 703.746.3903 <http://www.alexandriava.gov/>

**License Number:** 110827-2019  
**Account Number:** 110827  
**Tax Period:** 2019  
**Business Name:** Land, Carroll & Blair PC  
**Trade Name:** Land, Carroll & Blair PC  
**Business Location:** 524 KING ST  
Alexandria, VA 22314

LAND, CARROLL & BLAIR PC  
524 KING ST  
Alexandria, VA 22314-3104

**License Classification(s):**

Professional Occupations/Businesses  
9-071-007  
Attorney-At-Law

January 28, 2019

Dear Taxpayer:

This is your 2019 City of Alexandria Business License. The bottom portion of this page is perforated to allow you to tear off and post the business license in your establishment.

If you paid for your business license via check, please be aware that if your check is not honored by your financial institution, this business license shall be invalid.

As with all taxes, our goal is to administer Business License taxes fairly and in accordance with Commonwealth and Locality code. Our staff strives to provide professional assistance and quality customer service. Your satisfaction is important to us and your comments are always welcome.

If you have any questions regarding this letter, please visit <http://www.alexandriava.gov/> or contact my office via phone at 703.746.3903.

Finance Department, Revenue Administration Division, City of Alexandria

*Keep this letter for your records.*

### City of Alexandria Business License

Revenue Administration Division, City of Alexandria, 301 King Street, Room 1700, Alexandria, VA 22314



**License Number:** 110827-2019  
**Account Number:** 110827  
**Tax Period:** 2019  
**Business Name:** Land, Carroll & Blair PC  
**Trade Name:** Land, Carroll & Blair PC  
**Business Location:** 524 KING ST  
Alexandria, VA 22314

**License Classification(s):** Professional Occupations/Businesses  
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Attorney-At-Law

This license has been issued by the Revenue Administration Division of the City of Alexandria and is granted to:

Land, Carroll & Blair PC  
524 KING ST  
Alexandria, VA 22314





## COOPER CARRY

January 28, 2021

To: City of Alexandria Plan Review  
301 King Street, Room 4200  
Alexandria, VA 22314

RE: Hoffman Town Center (Carlyle Crossing)  
2410 & 2460 Mill Road  
Coordinated Sign Plan SUP Comments  
Cooper Carry Project No. 20160037

To whom it may concern,

The design team for 2140 and 2160 Mill Road (Hoffman Town Center Blocks 4 & 5, aka Carlyle Crossing) has received the City's comments from our Coordinated Sign Plan SUP dated September 18, 2020. We offer the responses below in conjunction with the re-submission of the Coordinated Sign Plan SUP package. Note that applicant has revised the submission so as to be more in conformance with the recently approved Coordinated Sign Plan SUP in North Potomac Yard.

Please feel free to contact our office should you have any additional questions or comments.

Sincerely,

Stephen Carlin, LEED AP  
Senior Associate

## Planning and Zoning

### Findings:

1. A hearing before the Carlyle/Eisenhower East Design Review Board (DRB) was anticipated in May of 2020 however it was ultimately postponed, prioritizing review of the associated Final Site Plan. Nevertheless, Staff have received the Applicant's subsequent submission package via email and the project has been docketed for December 17, 2020 at 7:00PM. General feedback on the submission and other communications may be provided under separate cover in the weeks leading up to the hearing.
2. The ratios of 1 sf per 1 linear sf, which are adapted from the Zoning Ordinance and outlined further below, are recognized as the standard sizing requirements for signage in the City of Alexandria. Staff are currently exploring with the Director of P&Z and the City Attorney's Office whether greater ratios such as those proposed – which yield larger signage – are allowable.
3. Provisions under the Coordinated Sign Plan SUP process, Section 9-103(C), do not allow for increases in height. Under standard provisions of the Zoning Ordinance the maximum number of signs higher than 35' is limited to one (1). This impacts the skyline signage along the north and south elevations, the Wegman's projecting signs, and Level 3 wall signs. Staff recognize the uniqueness of the project given the third level of retail. Staff are still exploring whether an additional SUP is required/allowable (e.g. Sec. 9-103(D)) to request the proposed heights.

### General Comments:

No.	Comment	Response
1	On Sheet EG-1.02 of the plan set: Correct or explain the identified blade sign, which does not appear to relate to the retail spaces.	Cooper Carry Response: Blade sign shown has been removed.
2	With the next submission, provide dimensions for typical blades signage, as per the below markup.	Cooper Carry Response: Elevations have been updated per comments

Planning and Zoning		
3	<p><i>Skyline Signage Comments:</i> The following comments pertain to the proposed skyline signs along the north and south elevations.</p> <ol style="list-style-type: none"> <li>On <b>Sheet EG-1.03</b> of the plan set: The proposed skyline sign along <i>Mill Road</i> is too dominant and does not relate to the façade's fenestrated condition. Rescale the sign to eliminate its <i>current</i> vertical expression and consider centering the sign itself more symmetrically to relate to the tower core's fenestration, as per the below markup.</li> <li>On <b>Sheet EG-1.06</b> of the plan set: The proposed skyline sign along the southern elevation is too dominant and does not relate to the façade's fenestrated condition. Rescale the sign to eliminate the existing vertical expression and consider centering the sign itself more symmetrically to relate to the façade's fenestration, as per the below markup.</li> </ol>	<p>Cooper Carry Response:</p> <ol style="list-style-type: none"> <li>Area shown is only to show for reference the allowable area based on 1.5 sf / lf. Design relating to the building fenestration will be submitted once final branding for the project is determined. A note to relate the sign to the building fenestration was added to the description of skyline signs. Thru discussion with staff these signs have also been reduced from the previous submission of 2 sf/lf to 1.5 SF / LF with the ability to go to 2 square feet with Planning &amp; Zoning Director's approval.</li> <li>Same as a. above.</li> </ol>
4	On Sheet's EG-1.01 of the plan set: Add all Large Level-3 Projecting Signs to the Overall Site Plan sheet (e.g. plaza east/west), and; Correct the label s of the projecting blade signs in as per the below markups.	<p>Cooper Carry Response:</p> <p>Acknowledged – Labels have been updated to the correct numbers</p>
5	On Sheet EG-1.04 of the plan set: Correct the labels of the projecting blade signs as per the below markup.	<p>Cooper Carry Response:</p> <p>Acknowledged – Labels have been updated to the correct numbers</p>
6	On Sheet EG-1.06 of the plan set: Correct the labels of the projecting blade signs as per the below markup.	<p>Cooper Carry Response:</p> <p>Acknowledged – Labels have been updated to the correct numbers</p>
7	<p><i>General Principles</i></p> <ol style="list-style-type: none"> <li>Wall signs should be contained within architectural bays and not span across column expressions.</li> <li>Wall signs should be contained on solid wall sections and not extend onto fenestrated areas.</li> <li>Wall signage must be placed on walls of leased space occupied by that tenant.</li> <li>Tenants are permitted wall signage on multiple frontages if their leased space is on those multiple frontages, and as approved by the DRB.</li> <li>Unique or exceptional approaches to sign design are encouraged and may be reviewed by or appealed to the Eisenhower East Design Review Board. <ol style="list-style-type: none"> <li>Limits, deviations, criteria, to be determined.</li> <li>"Hard" triggers for an SUP amendment to be clarified.</li> </ol> </li> </ol>	<p>Cooper Carry Response:</p> <ol style="list-style-type: none"> <li>A note to this effect is on the plans.</li> <li>A note to this effect is on the plans.</li> <li>A note to this effect is on the plans.</li> <li>A note to this effect is on the plans.</li> <li>Acknowledged. <ol style="list-style-type: none"> <li>Acknowledged</li> <li>Acknowledged</li> </ol> </li> </ol>

Planning and Zoning		
8	<p><i>Ground Floor Retail Signage</i></p> <ul style="list-style-type: none"> <li>a. One (1) wall sign per tenant per frontage, to the maximum ordinance ratio of 1 square foot per 1 linear foot of frontage.</li> <li>b. One (1) projecting sign (small blade sign level 1) per tenant entrance, at pedestrian scale and height, maximum of 9 square feet per applicant's proposal.</li> </ul>	<p>Cooper Carry Response:</p> <ul style="list-style-type: none"> <li>a. As previously put forth, applicant maintains request for 1.5 SF / LF with the ability to go to 2 square feet with Planning &amp; Zoning Director's approval, which is in conformance with the recently approved North Potomac Yard Coordinated Sign SUP.</li> <li>b. Applicant requests 12 SF per small blade sign for retail entrances, which is in conformance with the recently approved North Potomac Yard Coordinated Sign SUP.</li> </ul>
9	<p><i>Level 3 Retail Signage</i></p> <ul style="list-style-type: none"> <li>a. One (1) wall sign per tenant per frontage, to the maximum ordinance ratio of 1 square foot per 1 linear foot of frontage.</li> <li>b. Additional limits on specific sections of façade, as summarized in Staff's table, and as approved by the DRB.</li> <li>c. Blade signs or projecting signs on Level 3 or higher are not permitted, except associated with ground floor entrances for level 3 tenants, limited to a total of 3 signs on the building. <ul style="list-style-type: none"> <li>i. Does not apply to grocery tenant.</li> <li>ii. Size limits to be determined.</li> <li>iii. Height limits per the <i>Zoning Ordinance</i> (35' maximum).</li> </ul> </li> </ul>	<p>Cooper Carry Response:</p> <ul style="list-style-type: none"> <li>a. The signage request has been reduced to 1.5 SF / LF with the ability to go to 2 square feet with Planning &amp; Zoning Director's approval.</li> <li>b. Acknowledged</li> <li>c. Acknowledged <ul style="list-style-type: none"> <li>i. Acknowledged</li> <li>ii. Acknowledged</li> <li>iii. Acknowledged</li> </ul> </li> </ul>
10	<p><i>Skyline Signs</i></p> <ul style="list-style-type: none"> <li>a. Permitted in locations as generally shown on the submitted plans, and as approved by the DRB.</li> <li>b. Sign area limited to sign area ratio of 1 square foot per 1 linear foot of the street face frontage of the tower above the podium.</li> <li>c. Skyline sign placement shall be in accordance with zoning ordinance regulations prohibiting Roof Signs (i.e. must be below the roof line and cannot extend onto a parapet wall.)</li> </ul>	<p>Cooper Carry Response:</p> <ul style="list-style-type: none"> <li>a. Acknowledged</li> <li>b. Thru discussion with staff this has been reduced to 1.5 SF / LF with the ability to go to 2 square feet with Planning &amp; Zoning Director's approval.</li> <li>c. Acknowledged</li> </ul>

Transportation & Environmental Services (TES)		
<b>Findings:</b>		
11. SWM has no comments. 12. T&ES/OEQ does not have any comments on this SUP application.		
<b>TES Comments:</b>		
No.	Comment	Response
13	Provide dimensions and specs for the proposed signs. (Transportation Planning)	Cooper Carry Response: Dimensions and specs will be provided during the permit process
14	Free-standing signs should not restrict the clear space of the sidewalk and should be limited to being along tree-pits or other amenities in the streetscape area. (Transportation Planning)	Cooper Carry Response: Acknowledged



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# STONEBRIDGE

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CARLYLE CROSSING  
Alexandria, Virginia



Comprehensive Signage Plan  
January 28, 2021



COOPER CARRY



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EG-0.03 Square Footage Calculations

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COLOR KEY

**Level 1 Retail**

**Level 2 Retail**

**Parking Entrance**

**Residential Entrance**

**Retail Large Projecting**

**Window Infill Graphics (Level 2)**

GENERAL NOTES

1. This CSP identifies the parameters for signage at Carlyle Crossing, including both development and tenant signage, which has not been determined, and allows signs to fall within these parameters to be approved by the zoning Administration in the future. Deviations to the size (area), number, and locations of signage governed by this CSP may be permitted if approved by the Planning & Zoning Director.
2. The package is at a conceptual level of development and, signage locations and sizing shown for reference purposes only. Specific and final sign location, number, size, color, messaging and materials will be determined and may evolve to accurately reflect final construction conditions.
3. Alexandria Interpretive Signage will be provided in consultation with the City of Alexandria's Department of Archeology in locations as generally depicted on sheet EG-1.01. Applicant shall provide 1 to 2 free standing signs with content approved by the City of Alexandria's Department of Archeology.
4. Wall signs should be contained within architectural bays and not span across column expressions.
5. Wall signs should be contained on solid wall sections and not extend onto fenestrated areas.
6. Wall signage must be placed on walls of leased space occupied by that tenant.
7. Tenants are permitted wall signage on multiple frontages if their leased space is on those multiple frontages, and as approved by the DRB.
8. Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay, to the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval.
9. Ground Floor Retail Signage: One (1) projecting sign (small blade sign level 1) per tenant entrance, at pedestrian scale and height, maximum of 12 square feet per applicant's proposal.
10. Level 2 Tenant (Non-Grocer) Signage: One (1) wall sign per tenant per frontage, to the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval.
11. Level 2 Tenant Signage (Grocery): Ground floor entrance signage area at 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director's approval. Window infill graphics at 240sf each as shown on elevations.
12. Skyline Signs: Permitted in locations as generally shown on the submitted plans, and as approved by the DRB. Sign area limited to sign area ratio of 1.5 square foot per 1 linear foot of the street face frontage of the tower above the podium, with the ability to go to 2 square feet with Planning & Zoning Director's approval,. Square footage does not count towards the ground level signage total for residential entrances.
13. Sign Illumination: All signs installed in the project may be illuminated including signs installed over 35' above grade. Illumination can be internal or external.
14. Projecting Signs: Two Projecting Signs on West facade are for retail or project identification. These do not count toward total allowable signage based on frontage. Each sign is double sided, with a maximum of 535 square feet per side.

STONEBRIDGE

PROJECT NAME  
Carlyle Crossing  
Alexandria, Virginia

CLIENT  
Stonebridge

**COOPER CARRY**

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Kelly Bozarth

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Square Footage Calculations

Street/Access Frontage	Total Level 1 Frontage (LF)	Total Level 2 Frontage (LF)	Total Signage Level 1 Allowable 1.5 SF* x 1 LF	Total Signage Level 2 Allowable 1.5 SF* x 1 LF	Total Signage Requested (SF)
South Elevation - Mandeville Lane	711.25	711.25	1066.88	1066.88	3406.25
Plaza East Elevation	105.75	105.75	158.63	158.63	292.50
Plaza West Elevation	105.75	105.75	158.63	158.63	309.00
East Elevation - Mandeville Lane	184.50	184.50	276.75	276.75	493.50
North Elevation Mill Road	726.50	726.50	1089.75	1089.75	1590.00
West Elevation - Stoval Street	356.75	356.75	535.13	535.13	3777.00
Total	2190.50	2190.50	3285.75	3285.75	9868.25

\*Allowable signage at the ratio of 1.5 square foot per 1 linear foot of frontage with the ability to go to 2 square feet with Planning & Zoning Director’s approval.

East Elevation - Mandeville Lane

	Retail Tenant (Level 1)	160.5
	Auxillary Signage	54
	Retail Tenant (Level 2)	279
	Total	493.5

Plaza East Elevation

	Retail Tenant (Level 1)	135
	Retail Tenant (Level 2)	157.5
	Total	292.5

Plaza West Elevation

	Retail Tenant (Level 1)	150
	Retail Tenant (Level 2)	159
	Total	309

South Elevation - Mandeville Lane

	Retail Tenant (Level 1)	900
	Retail Tenant (Level 2)	720
	Residential Signage	998.75
	Grocer Tenant	67.5
	Window Infill Graphic - Grocer (Lvl 3)	720
	Total	3406.25

North Elevation Mill Road

	Retail Tenant (Level 1)	54
	Retail Tenant (Level 2)	477
	Residential Signage	899.5
	Auxillary Signage	159.5
	Total	1590

West Elevation - Stoval Street

	Retail Tenant (Level 1)	90
	Retail Tenant (Level 2)	1070
	Residential Signage	343
	Grocer Tenant	540
	Window Infill Graphic - Grocer (Lvl 3)	1680
	Auxillary Signage	54
	Total	3777

Breakdown per Type

	Retail Tenant (Level 1)	1489.5
	Retail Tenant (Level 2)	2862.5
	Grocer Tenant	607.5
	Window Infill Graphic - Grocer	2400
	Residential Signage	2241.25
	Auxillary Signage	267.5
	Total	9868.25



PROJECT NAME  
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Square Footage Calculations

Location	Sign Type	Total SF
East Elevation - Mandeville Lane		
E.1	Retail/Tenant (Level 1)	22.5
E.2	Retail/Tenant (Level 1)	45
E.3	Retail/Tenant (Level 1)	45
E.4	Retail Parking	54
E.5	Retail/Tenant (Level 1)	48
E.6 - E.11	Retail/Tenant (Level 2)	279
	Total	493.5

Plaza East Elevation

PE.1	Retail/Tenant (Level 1)	37.5
PE.2	Retail/Tenant (Level 1)	52.5
PE.3	Retail/Tenant (Level 1)	45
PE.4 - PE.6	Retail/Tenant (Level 2)	157.5
	Total	292.5

Plaza West Elevation

PW.1	Retail/Tenant (Level 1)	60
PW.2	Retail/Tenant (Level 1)	52.5
PW.3	Retail/Tenant (Level 1)	37.5
PW.4 - PW.6	Retail/Tenant (Level 2)	159
	Total	309

North Elevation Mill Road

N.1 - N.3	Retail/Tenant (Level 2)	124.5
N.4	Residential Entrance	385.5
N.5	Grocer Parking	38
N.6 - N.9	Retail/Tenant (Level 2)	352.5
N.10	Retail/Tenant (Level 1)	54
N.11	Loading Dock	61.5
N.12	Retail/Residence Parking	60
N.13	Potential Project/Tower Sign	514
	Total	1590

Location	Sign Type	Total SF
South Elevation - Mandeville Lane		
S.1	Grocer Tenant	67.5
S.2	Residential Entrance	112.5
S.3	Retail/Tenant (Level 1)	45
S.4	Retail/Tenant (Level 1)	45
S.5	Retail/Tenant (Level 1)	45
S.6	Window Infill Graphic - Grocer (Level 2)	240
S.7	Window Infill Graphic - Grocer (Level 2)	240
S.8	Window Infill Graphic - Grocer (Level 2)	240
S.9	Retail/Tenant (Level 1)	45
S.10	Retail/Tenant (Level 1)	45
S.11	Retail/Tenant (Level 1)	45
S.12	Retail/Tenant (Level 1)	45
S.13	Retail/Tenant (Level 1)	45
S.14	Retail/Tenant (Level 1)	45
S.15	Potential Project/Tower Sign	383
S.16	Retail/Tenant (Level 1)	67.5
S.17	Residential Entrance	382.5
S.18	Retail/Tenant (Level 1)	112.5
S.19	Retail/Tenant (Level 1)	45
S.20	Retail/Tenant (Level 1)	67.5
S.21	Retail/Tenant (Level 1)	45
S.22	Retail/Tenant (Level 1)	45
S.23	Retail/Tenant (Level 1)	45
S.24	Retail/Tenant (Level 1)	45
S.25	Retail/Tenant (Level 1)	22.5
S.26 - S.30	Retail/Tenant (Level 2)	472.5
S.31 - S.36	Retail/Tenant (Level 2)	247.5
S.37	Potential Project/Tower Sign	120.75
	Total	3406.25

Location	Sign Type	Total SF
West Elevation - Stoval Street		
W.1	Window Infill Graphic - Grocer (Level 2)	240
W.2	Window Infill Graphic - Grocer (Level 2)	240
W.3	Window Infill Graphic - Grocer (Level 2)	240
W.4	Window Infill Graphic - Grocer (Level 2)	240
W.5	Projecting Sign - Retail (Level 2)	535
W.6	Grocer Parking	54
W.7	Window Infill Graphic - Grocer (Level 2)	240
W.8	Window Infill Graphic - Grocer (Level 2)	240
W.9	Window Infill Graphic - Grocer (Level 2)	240
W.10	Retail/Tenant (Level 1)	45
W.11	Retail/Tenant (Level 1)	45
W.12	Grocer (Level 1)	540
W.13	Projecting Sign - Grocer (Level 2)	535
W.14	Potential Project/Tower Sign	343
	Total	3777

South Elevation - Mandeville Lane	3406.25
Plaza East Elevation	292.5
Plaza West Elevation	309
East Elevation - Mandeville Lane	493.5
North Elevation Mill Road	1590
West Elevation - Stoval Street	3777
Total	9868.25

Retail Tenant (Level 1)
Retail Tenant (Level 2)
Grocer
Residential
Auxillary

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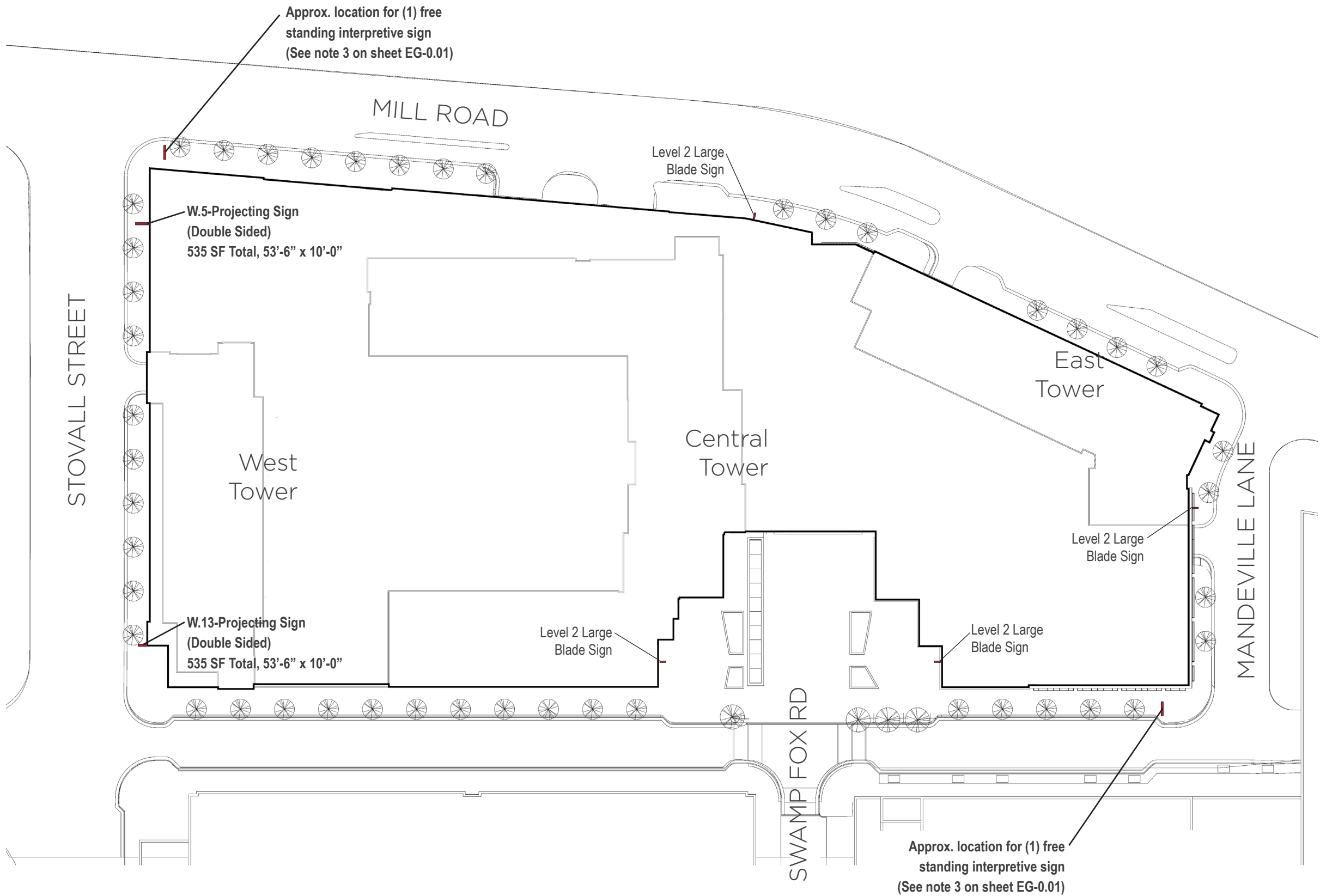


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Overall Site Plan



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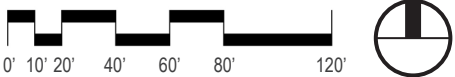
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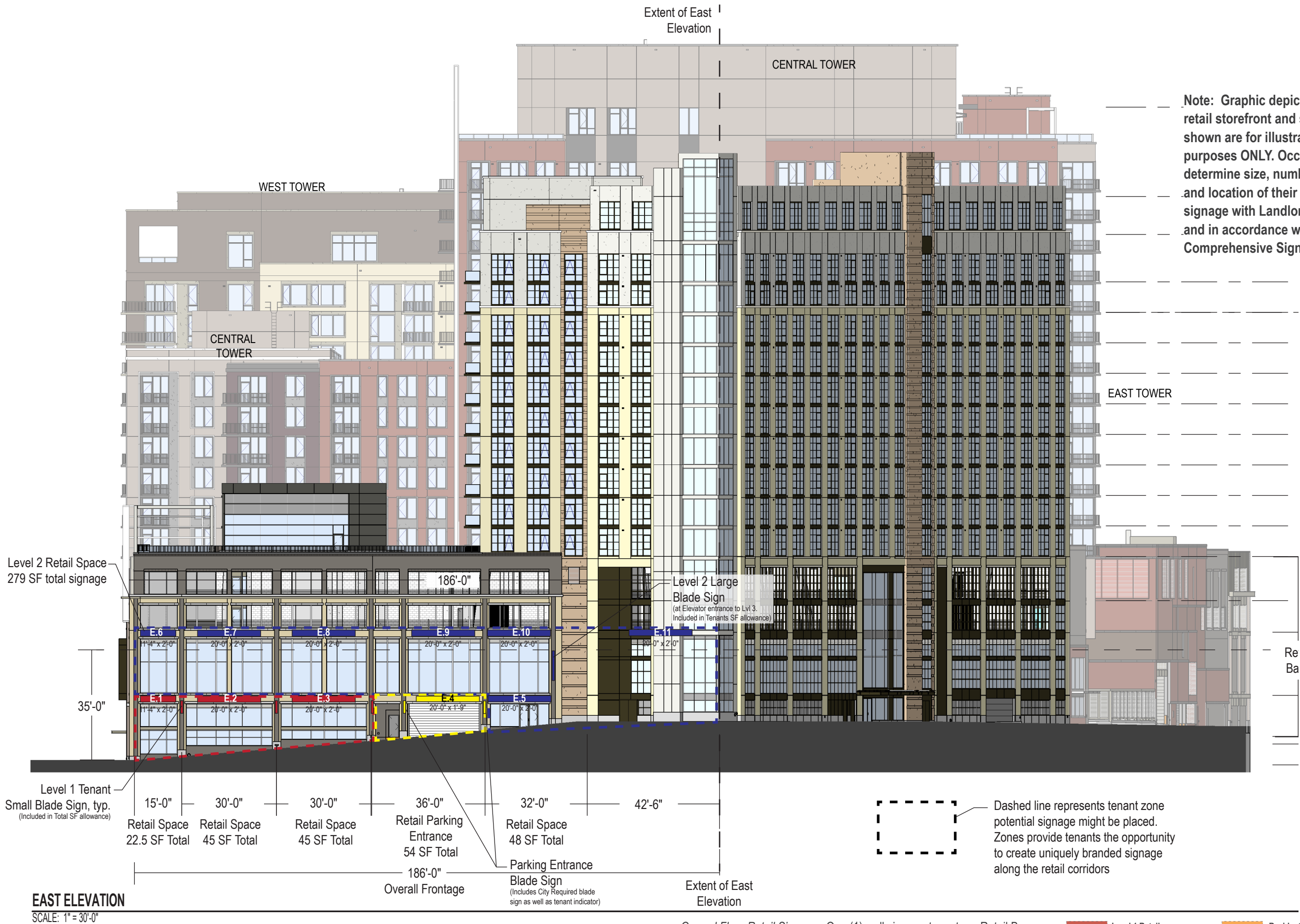
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East Elevation



Note: Graphic depiction of retail storefront and signage shown are for illustrative purposes ONLY. Occupant will determine size, number, type, and location of their individual signage with Landlord approval and in accordance with the Comprehensive Sign Plan.

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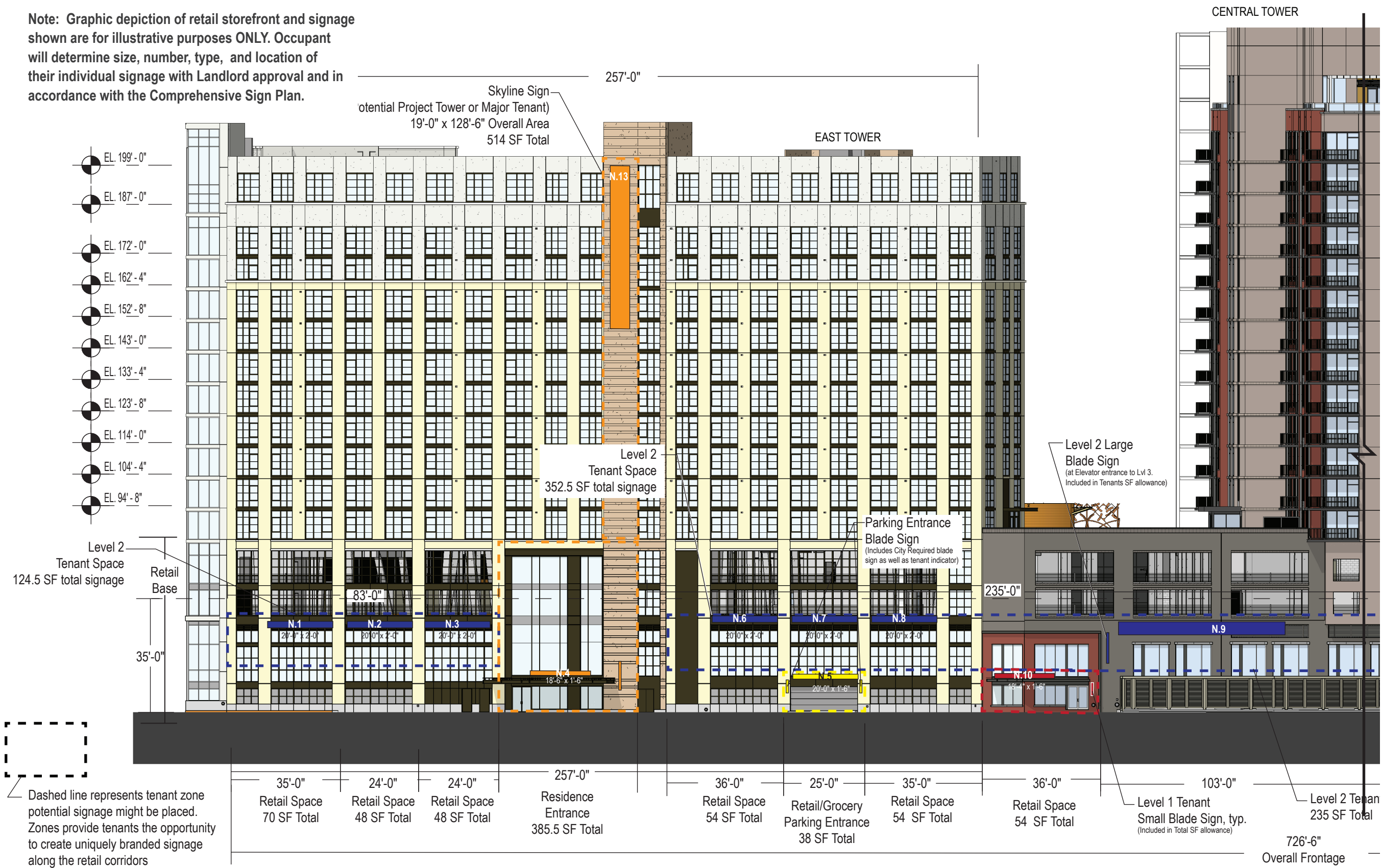
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# North Elevation 1

Note: Graphic depiction of retail storefront and signage shown are for illustrative purposes ONLY. Occupant will determine size, number, type, and location of their individual signage with Landlord approval and in accordance with the Comprehensive Sign Plan.



**NORTH ELEVATION**  
SCALE: 1" = 30'-0"

Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay  
Level 2 Retail Signage: One (1) wall sign per tenant per frontage.

- Level 1 Retail
- Level 2 Retail
- Parking Entrance
- Residential Entrance
- Retail Large Projecting
- Window Infill Graphics

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PROJECT MANAGER  
Stephen Carlin

DESIGNER  
Kelly Bozarth

PHASE  
Comprehensive  
Signage Plan

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## North Elevation 2



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Stonebridge



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# Comprehensive Signage Plan

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**NORTH ELEVATION**

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SCALE: 1" = 30'-0"

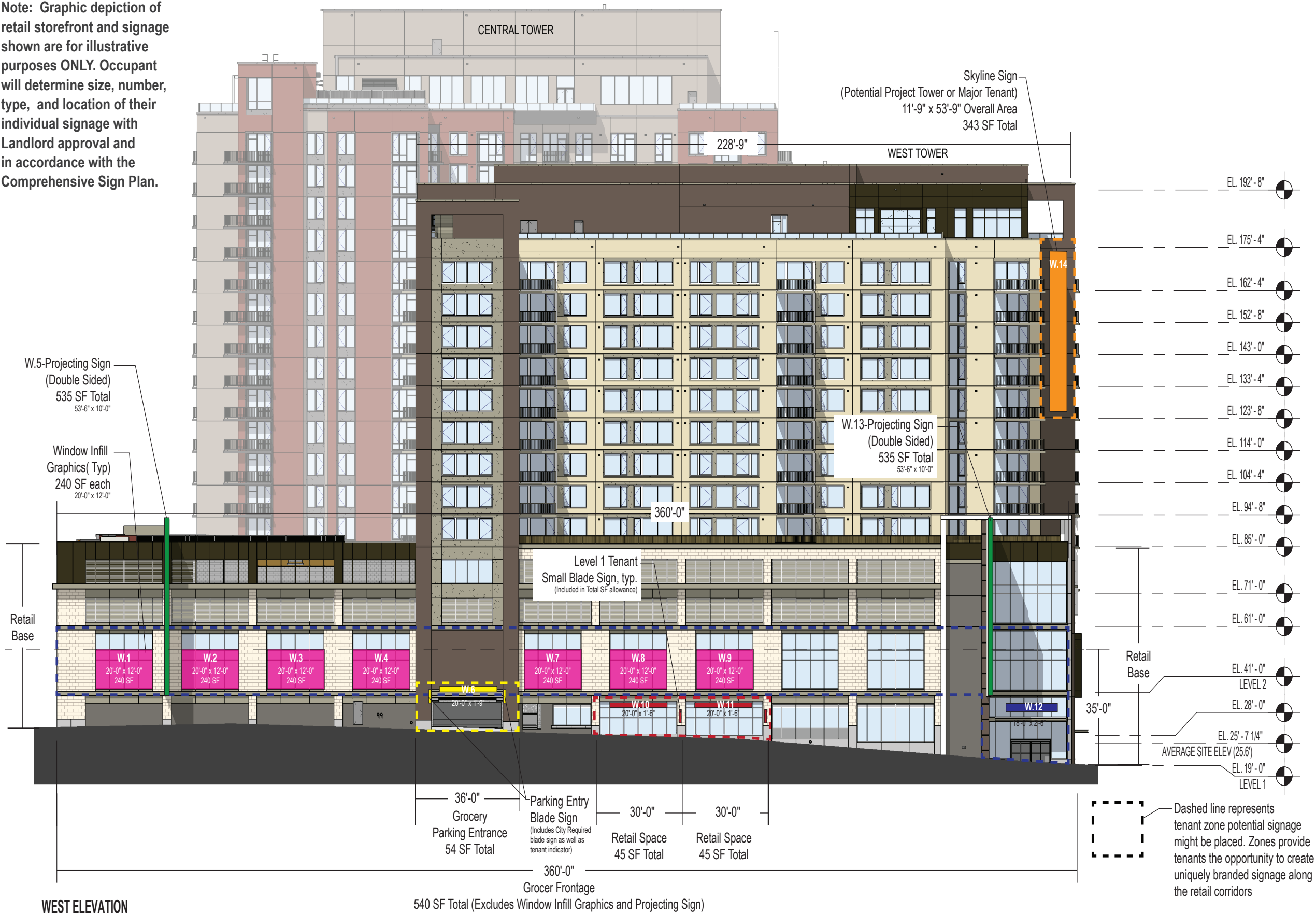
*Ground Floor Retail Signage:* One (1) wall sign per tenant per Retail Bay  
*Level 2 Retail Signage:* One (1) wall sign per tenant per frontage.

- |   |                  |   |                         |
|---|------------------|---|-------------------------|
|  | Level 1 Retail   |  | Residential Entrance    |
|  | Level 2 Retail   |  | Retail Large Projecting |
|  | Parking Entrance |  | Window Infill Graphics  |



# West Elevation

Note: Graphic depiction of retail storefront and signage shown are for illustrative purposes ONLY. Occupant will determine size, number, type, and location of their individual signage with Landlord approval and in accordance with the Comprehensive Sign Plan.



WEST ELEVATION  
SCALE: 1" = 30'-0"

Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay  
Level 2 Retail Signage: One (1) wall sign per tenant per frontage.

- Level 1 Retail
- Level 2 Retail
- Parking Entrance
- Residential Entrance
- Retail Large Projecting
- Window Infill Graphics

STONEBRIDGE

PROJECT NAME  
Carlyle Crossing  
Alexandria, Virginia

CLIENT  
Stonebridge

COOPER CARRY

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## South Elevation 1

**Note: Graphic depiction of retail storefront and signage shown are for illustrative purposes ONLY. Occupant will determine size, number, type, and location of their individual signage with Landlord approval and in accordance with the Comprehensive Sign Plan.**

Dashed line represents tenant zone potential signage might be placed. Zones provide tenants the opportunity to create uniquely branded signage along the retail corridors

CENTRAL TOWER

Skyline Sign.  
(Potential Project Tower or Major Tenant)  
15'-0" x 69'-6" Overall Area  
383 SF Total

CENTRAL TOWER

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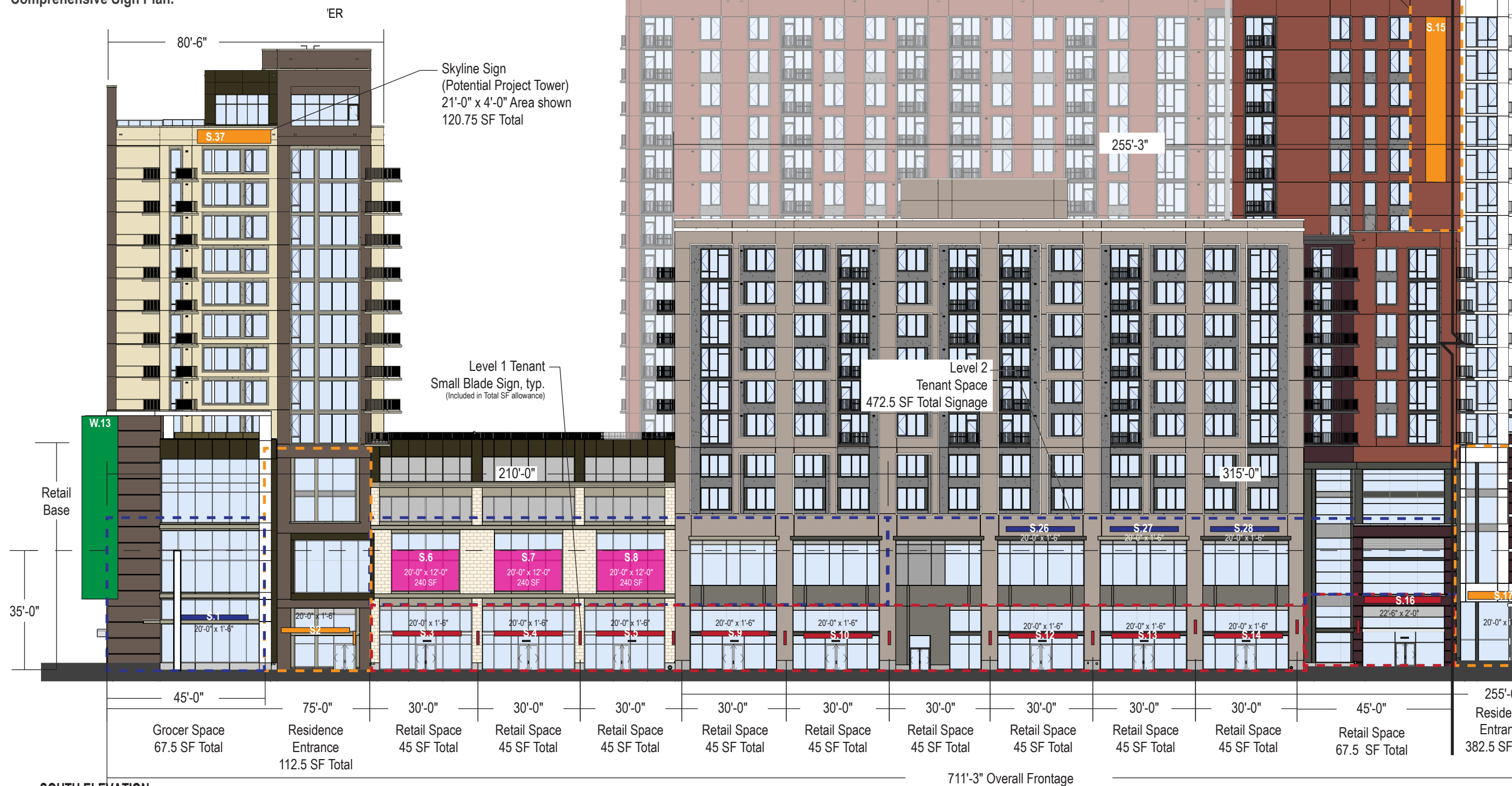
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**SOUTH ELEVATION**

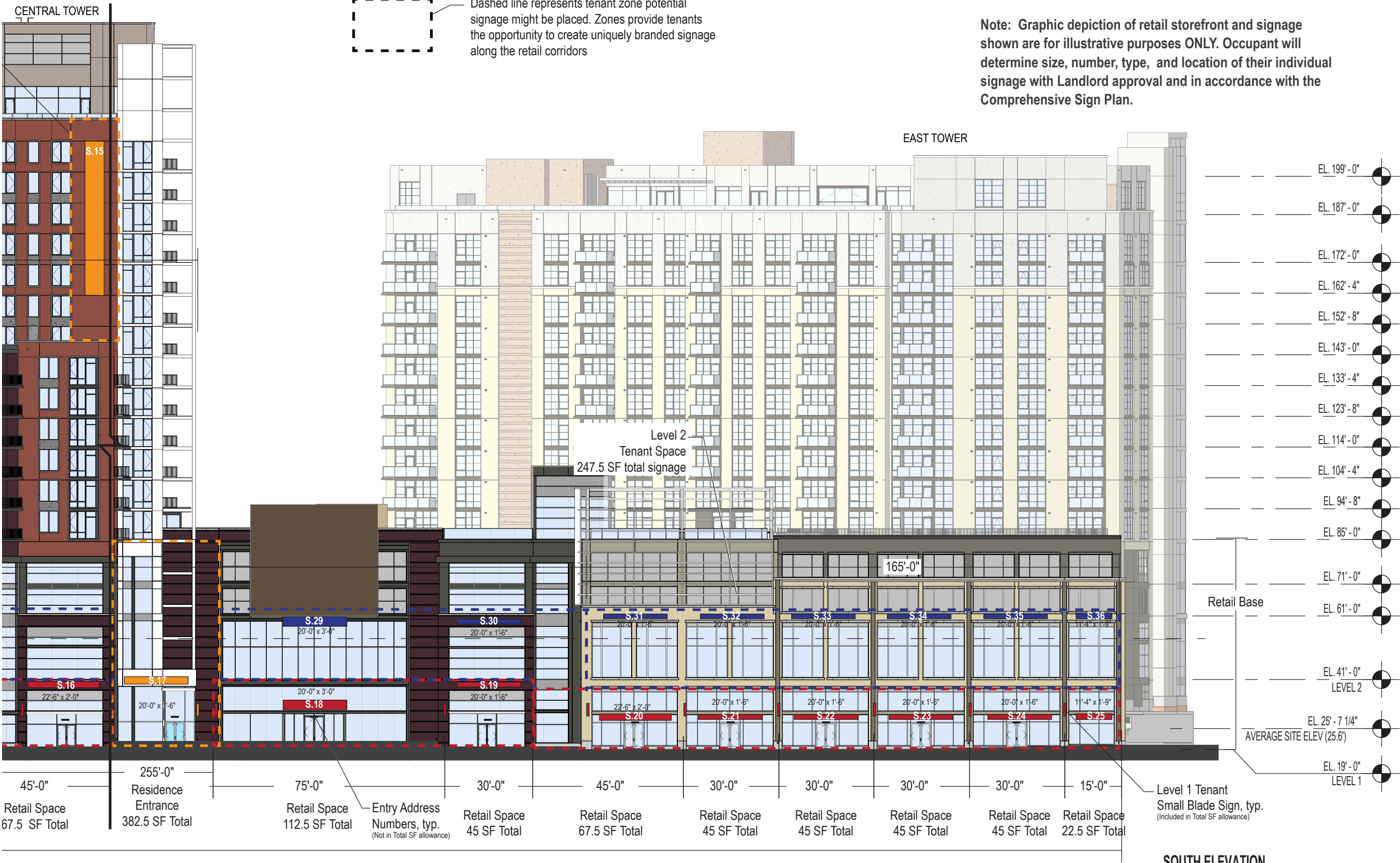
SCALE: 1" = 30'-0"

*Ground Floor Retail Signage:* One (1) wall sign per tenant per Retail Bay  
*Level 2 Retail Signage:* One (1) wall sign per tenant per frontage.

- |   |                  |   |                         |
|---|------------------|---|-------------------------|
|  | Level 1 Retail   |  | Residential Entrance    |
|  | Level 2 Retail   |  | Retail Large Projecting |
|  | Parking Entrance |  | Window Infill Graphics  |



South Elevation 2



Dashed line represents tenant zone potential signage might be placed. Zones provide tenants the opportunity to create uniquely branded signage along the retail corridors

Note: Graphic depiction of retail storefront and signage shown are for illustrative purposes ONLY. Occupant will determine size, number, type, and location of their individual signage with Landlord approval and in accordance with the Comprehensive Sign Plan.

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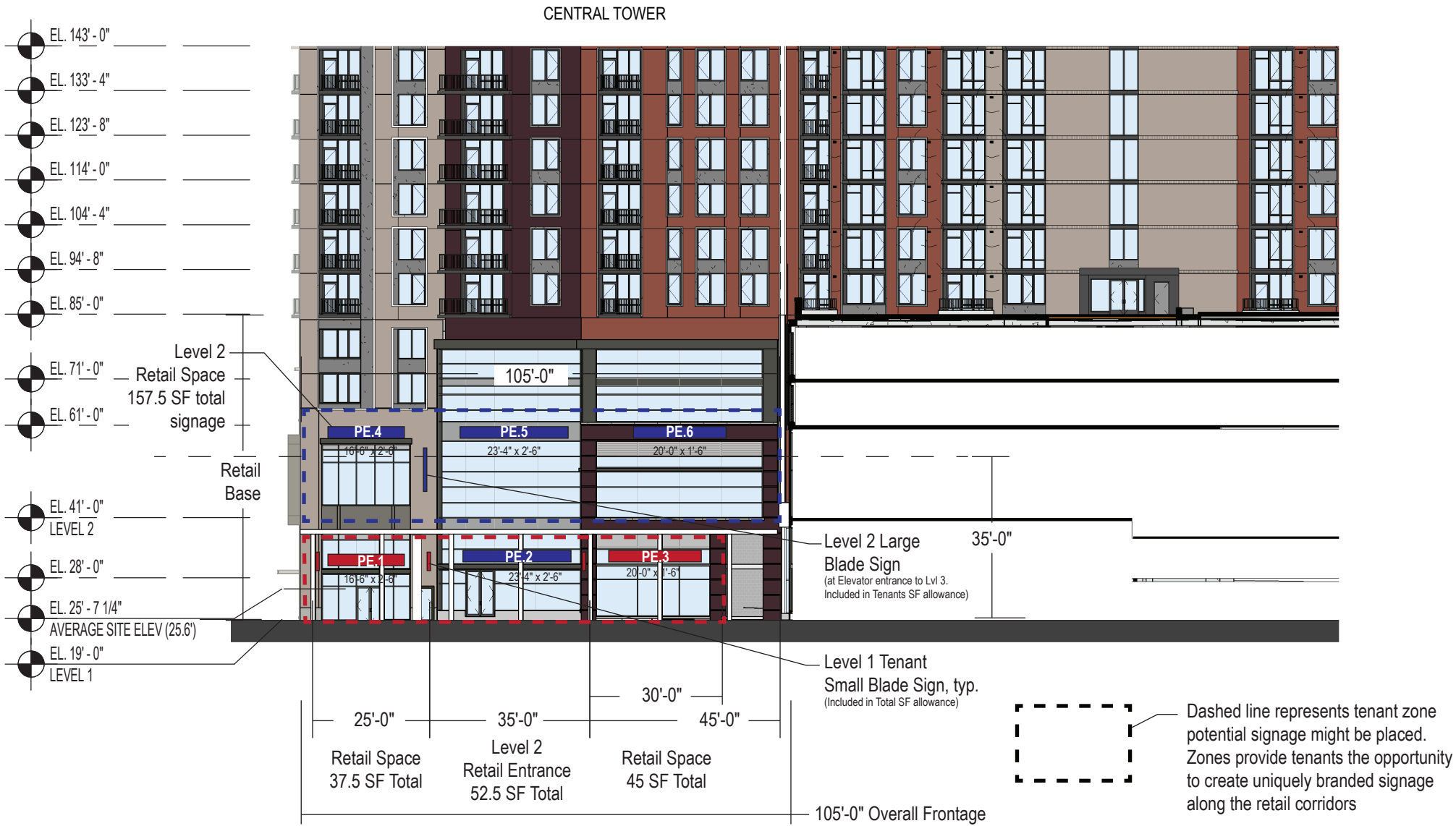
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Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay  
Level 2 Retail Signage: One (1) wall sign per tenant per frontage.

- Level 1 Retail
- Level 2 Retail
- Parking Entrance
- Residential Entrance
- Retail Large Projecting
- Window Infill Graphics

Plaza East Elevation

**Note:** Graphic depiction of retail storefront and signage shown are for illustrative purposes ONLY. Occupant will determine size, number, type, and location of their individual signage with Landlord approval and in accordance with the Comprehensive Sign Plan.



**PLAZA EAST ELEVATION (Graphics)**  
SCALE: 1" = 30'-0"

Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay  
Level 2 Retail Signage: One (1) wall sign per tenant per frontage.

- |  |   |
|--|---|
| <span style="display:inline-block; width:15px; height:10px; background-color:blue;"></span> Level 1 Retail     | <span style="display:inline-block; width:15px; height:10px; background-color:orange;"></span> Residential Entrance    |
| <span style="display:inline-block; width:15px; height:10px; background-color:green;"></span> Level 2 Retail    | <span style="display:inline-block; width:15px; height:10px; background-color:green;"></span> Retail Large Projecting  |
| <span style="display:inline-block; width:15px; height:10px; background-color:yellow;"></span> Parking Entrance | <span style="display:inline-block; width:15px; height:10px; background-color:magenta;"></span> Window Infill Graphics |

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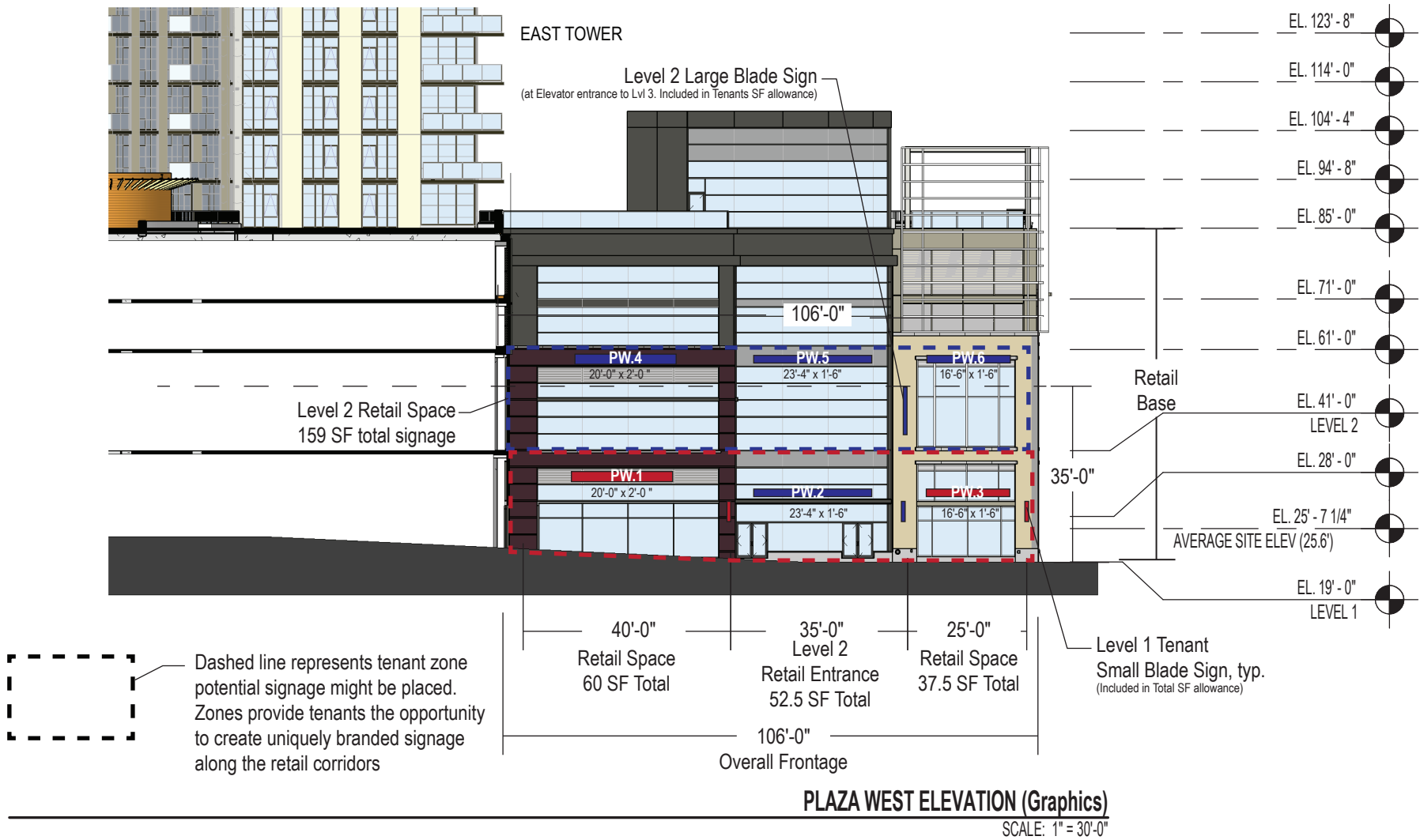
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Note: Graphic depiction of retail storefront and signage shown are for illustrative purposes ONLY. Occupant will determine size, number, type, and location of their individual signage with Landlord approval and in accordance with the Comprehensive Sign Plan.



Ground Floor Retail Signage: One (1) wall sign per tenant per Retail Bay  
Level 2 Retail Signage: One (1) wall sign per tenant per frontage.

- Level 1 Retail
- Level 2 Retail
- Parking Entrance
- Residential Entrance
- Retail Large Projecting
- Window Infill Graphics

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# STONEBRIDGE

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CARLYLE CROSSING  
Alexandria, Virginia



signage parameters



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Primary Building Signs

Each retail tenant may have primary building signage within each storefront bay; a wall sign, awning sign, or canopy sign. Retailers are encouraged to construct their own uniquely branded storefront.

- Total allowable square footage for all primary building mounted signs is based on tenant street frontage.
- First floor Tenants are allowed a total of 1.5 square feet of sign area per 1 linear foot of building facade with the ability to go to 2 square feet with Planning & Zoning Director’s approval or 20 square feet, whichever is greater.
- Third floor Tenants are allowed a total of 1.5 square feet of sign area per 1 linear foot of building facade with the ability to go to 2 square feet with Planning & Zoning Director’s approval or 20 square feet, whichever is greater.

Building mounted signs are located above storefront display windows and / or entry doors. Service entries and fire exits are not considered public entries and are prohibited from having primary signage.



Wall Sign

A wall sign is a primary building sign that is attached flat to, or mounted away from but parallel to, the building facade. A wall sign may also be painted on the building facade.

Wall signs shall be located above the tenants primary entry, within the sign band. A wall sign cannot cover windows or architectural details.

Exposed raceways are permitted to minimize penetrations in the building. If the raceway is used as the sign background, the raceway may extend 6 inches beyond the largest part of the sign. Raceways shall be finished to match the background wall or be integrated into the overall design of the sign.

- Size: Included in the Tenant’s total square footage of sign area allowed per location (Ground Floor Retail: 1.5 SF per 1 LF of frontage. Level 2 Tenant: 1.5 SF per 1 LF of frontage with the ability to go to 2 square feet with Planning & Zoning Director’s approval



- Maximum projection from facade: 12 inches
- Illumination: external or internal illumination

Awning Sign

An awning sign is a primary building sign with graphics and symbols painted, sewn, or otherwise adhered to the awning material as an integrated part of the awning. Tenants are permitted to add awnings as a part of tenant fit-out, using a method acceptable to the landlord. If multiple awnings are installed, the total signage area may be spread across multiple awnings and considered one sign. Not permitted for 3rd level tenants

Graphics are permitted on the sloping face and the awning valance. No graphics are permitted on the sides of the awnings.

- Size: Included in the Tenant’s total square footage of sign area allowed per Ground Floor Retail location: 1.5 SF per 1 LF of frontage with the ability to go to 2 square feet with Planning & Zoning Director’s approval
- Maximum area on sloping plane: 75% coverage,
- Illumination: external illumination only.

Canopy Sign

A canopy sign is a primary building sign that is attached above, below or to the face of a canopy. Tenants are permitted to add canopies as a part of tenant fit-out. The canopies must be in keeping with the established architectural language. Not permitted for third floor tenants

Logo and/or graphics may extend above or below the canopy provided the sign meets all other design standards. A maximum of one (1) sign is permitted per canopy face. Raceways are permitted for signs extending below or above the canopy, but must be concealed and painted to match the canopy. Cabinet signs are not permitted.



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- Size: Included in the Tenant’s total square footage of sign area allowed per location (Ground Floor Retail: 1.5 SF per 1 LF of frontage with the ability to go to 2 square feet with Planning & Zoning Director’s approval.
- Maximum width: 80% of canopy width,
- Maximum height: 4 feet,
- Maximum depth: 12 inches,
- Illumination: internal or external illumination



**Large Blade Signs (Level 2)**  
A large blade sign is a primary building sign that is attached to a wall and projects outward. Only third level tenants with frontage on two streets or major tenants as defined by the Landlord, may have one (1) double-sided large blade signs. It must be located a minimum of 50 feet from any other large blade sign and proximate to at grade

entrance. A Large Blade Sign shall be located below the window sills of level P4 and must not obstruct commercial tenant views, nor create a nuisance for commercial tenants.

- Size: Included in the Tenant’s total square footage of sign area allowed per location (Ground Floor Retail: 1.5 SF per 1 LF of frontage. Level 2 Tenant: 1.5 SF per 1 LF of frontage with the ability to go to 2 square feet with Planning & Zoning Director’s approval.)
- Signs mounted on arms or brackets so that the sign appears to float at a distance from the wall (Minimum 12 inches)
- Maximum height: 20 feet
- Maximum projection from facade: 10 feet
- Maximum cabinet depth: 24 inches
- Illumination: external or internal illumination

**Small Blade Sign (Level 1)**  
A small blade sign is a sign that projects outward, typically at a ninety degree angle, and hangs from a bracket or support that

is located near a building entrance. Each ground level tenant is permitted to have one (1) double-sided blade sign within 15 feet of a public/customer entrance. Corner Tenants are permitted two (2) double-sided blade signs within 15 feet of a public / customer entrance.

Blade signs shall be located below the window sills of the second story with a minimum clearance of 8 1/2 feet from the bottom of the sign to the finished floor. No two tenants shall locate their blade sign on the same demising pier.



- Retail Maximum area: 12 square feet, included in total allowable square footage per facade,
- Residential Entrance Maximum area: 20 square feet, included in total allowable square footage per facade,
- Maximum width: 4 feet
- Maximum height: 5 feet
- Distance from facade: 6 inches minimum
- Illumination: external illumination only

**Projecting Sign**  
Two projecting sign are built into the building and are attached to the west elevation. The Landlord will determine which tenants may have the double-sided projecting signs. All materials used in the construction of the Projecting Signs shall be of new, commercial grade and first-class quality.

- Size: Exclusive of the Tenant’s total allowable square footage of sign area, sign may be double sided at 535 SF per side at each location.



- Maximum height: 55 feet
- Maximum projection from facade: 12 feet
- Maximum cabinet depth: 24 inches
- Illumination: external or internal illumination

**Skyline Sign**  
The overall project and/or residential towers may have one (1) Skyline sign located near the top of the building. All materials used in the construction of the Projecting Signs shall be of new, commercial grade and first-class quality.

- Total allowable square footage for all building mounted Skyline Signs is based on total street frontage of tower (exclusive of ground floor signage at entrance).
- Skyline Signs are allowed a total of 1.5 square feet of sign area per 1 linear foot of building facade with the ability to go to 2 square feet with Planning & Zoning Director’s approval.



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- No portion of a skyline sign may extend above the roof line or above a parapet wall of a building with a flat roof.
- No more than one skyline sign per facade is allowed.
- A skyline sign can be internally (but not externally) illuminated.
- A building sign is attached parallel, flat to or mounted away from the building facade. Located on the upper band of a building.
- Signage locations will be coordinated with the architectural fenestration.

Window Graphics (Level 1)

Window graphics for retail spaces are mounted directly to the glass or embedded into the storefront glass. They are intended to be read from the exterior. Window graphics count towards the tenants overall allowable signage square footage, 1.5 square foot of sign area per 1 linear foot of building facade with the ability to go to 2 square feet with Planning & Zoning Director’s approval or 30 square feet, whichever is greater. Level 1 Retail window graphics may be up to 25% of glazed area of the store front windows.



Window Infill Graphics (Level 2)

Window infill graphics are used to cover vision glass into spaces that are not for public viewing, i.e. back of house or storage spaces. The infill graphics are mounted directly to the interior surface of the glass. They are intended to be read from the exterior. Graphics may also be applied to panels mounted behind glass. Content can include images, text, and branded graphics. Level 2 retail (non-grocery) window graphics may be up to 25% of glazed area of windows. Grocery window graphics size and locations may be allowed as shown on elevations included in this package.



Door Graphics

Door graphics are mounted directly to the glass or embedded into the door glass, identifying the tenant name or logo. They are intended to be read from the exterior. Door graphics count towards the tenants overall allowable signage square footage, (Ground Floor Retail: 1.5 SF per 1 LF of frontage. Level 2 Tenant: 1.5 SF per 1 LF of frontage.) with the ability to go to 2 square feet with Planning & Zoning Director’s approval.

Additional Signs

Operational Signs

Operational Signs indicate hours of operation, web addresses, telephone numbers and specialty rules and regulations which are specific to each Tenant.

- Maximum letter height shall be 3/4”.
- Maximum sign area shall be 2 square feet.

Operational signs are to be mounted to the interior surface of the glass, on or adjacent to the entrance door and mounted between 48 and 60 inches above the finished floor. Neon, internally illuminated, or scrolling signs are not permitted.

Menu Board

A Menu Board may be provided as a changeable display case, interior mounted window graphic, a-frame sign, etc., available to food service Tenants only, to display a printed copy of their current menu.

- Menu boards shall be placed directly next to the main customer entrance doors.
- If in a case, menus shall be enclosed in a weather proof enclosure, a maximum of 4 square feet in size.
- Menus may be illuminated by a concealed light source integrated into the design of the enclosure.
- Back-lit menu boards are prohibited.

Leasing Signage

When any retail space is unoccupied, the Landlord will be allowed to construct temporary leasing signs that include logos and contact information for the leasing agent. May be post mounted or part of the storefront barricade.

Leasing information for apartments may be posted at any time.

Parking Entrance Signs

Parking entrances will be identified with signage at each portal indicating the usage for the levels accessed from each entrance. Parking Entrance Signs square footage based on 1.5 SF per 1 LF of frontage with the ability to go to 2 square feet with Planning & Zoning Director’s approval.

Signage may include development or major tenant logos, parking designation (i.e. retail or residential parking), exit/entrance designations for travel lanes, and/or blade signs indicating a parking entrance or major tenant designated parking. Signs may be internally or externally illuminated.



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Temporary Storefront Barricade

Prior to tenant fit-out, Landlord may construct temporary barricades to contribute to and help create a lively atmosphere.

During tenant fit-out, Retail Tenants are encouraged to construct Temporary barricades and/or install signage graphics to enhance and extend the spirit of the architecture for the retail facility, clearly expressing the trade name while also serving as an expression of the high quality of merchandise and services within.

Creative and expressive signage solutions are strongly encouraged as well as a combination of quality colors, type styles and graphic elements. Graphic design shall be imaginative, simple and clear, with subtle design preferred. The temporary barricades should not be used as a billboard. No other commercial messages, besides “Coming Soon”, trade name and/or opening date, shall be allowed on the temporary barricade. All signage design is subject to Landlord approval.

Temporary Signage and Banners During Construction

Temporary banners during construction are expected to enhance and extend the spirit of the architecture for the development as well as to generate awareness of the forth coming project. They will clearly identify the construction information (i.e. owner, contractor, architect, etc.) while serving as an expression of the high quality of merchandise and services within the development. They will also include branding, leasing, marketing and place making signage which highlights the project. Creative signage solutions are strongly encouraged as well as a combination of quality colors, type styles and graphic elements. The graphic design shall be imaginative, simple and clear.

Banners may be mounted directly to the construction fence, on construction cranes, or to the building. Banners shall be appropriately secured in place. Banners will be maintained in good condition. Allowable signage shall be in conformance of permanent signage.

Illumination

All signs installed in the project may be illuminated including signs installed 35’ above grade. Illumination of signs shall be in accordance with the following requirements:

External Illumination

- External light sources shall be placed close to, and directed onto, the sign and shielded to minimize glare into the street, sidewalks or onto adjacent properties.
- Projecting light fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the sign.

Internal Illumination

- Channel letters may be internally face-lit or back-lit using LED.
- For cabinet signs, the background must be opaque. Only graphics, text and logos may be illuminated, and a halo of one inch around graphics, text, and logos may be non-opaque.
- Exposed neon may be used for lettering or as an accent.

Prohibited Light Sources

- Blinking, flashing, chasing, and sequential lighting.
- Bare bulb illumination.



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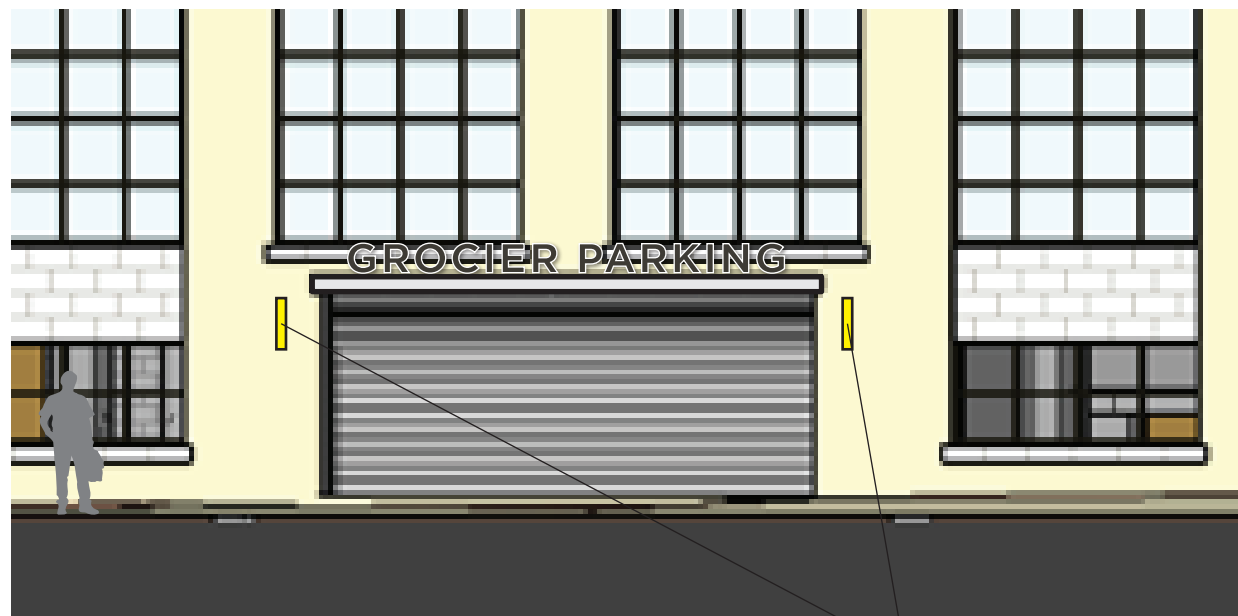
Aluminum Channel Letter  
mechanically fastened to panel/canopy  
Painted Faces, Contrasting returns, may be illuminated internally or externally

4'-0"

# GROCERY PARKING RESIDENCE PARKING RETAIL PARKING

PARKING ENTRANCE SIGN DETAILS

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



Parking Entrance Blade Signs  
(Includes City Required blade sign as well as tenant indicator)

WEST ELEVATION DECK ENTRANCE

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

Note: Final design and wording to be determined once names finalized for tenants and residential properties.

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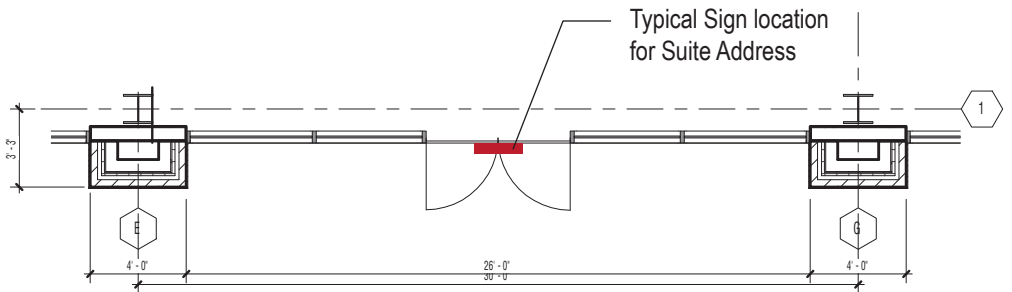
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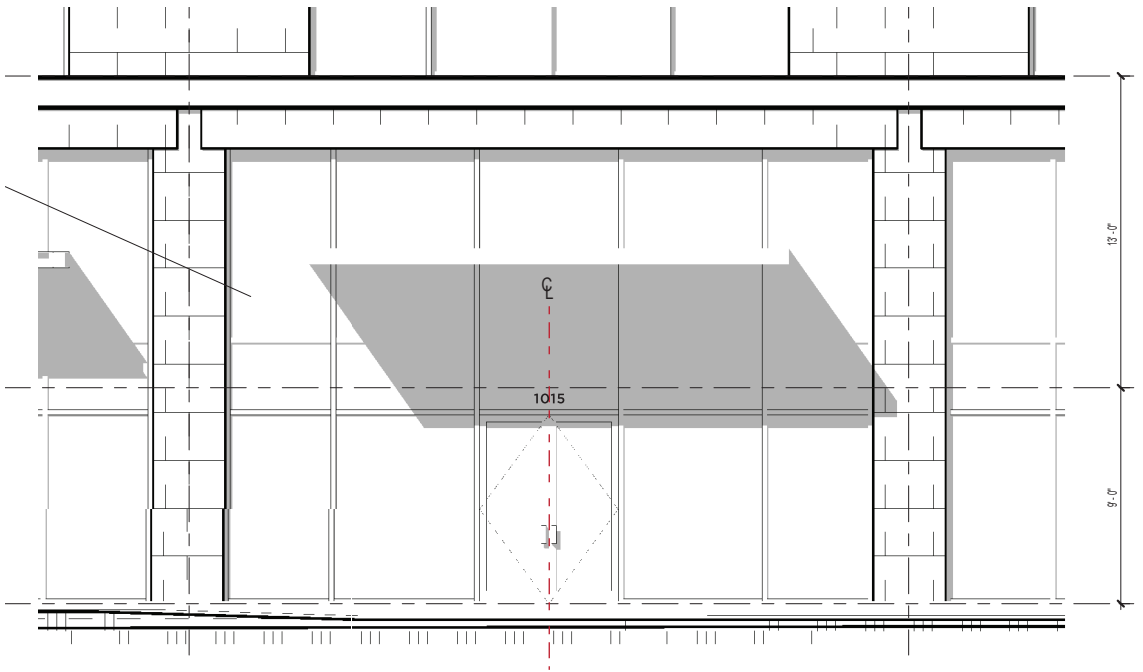


**Address**  
Clear address identification is required, and shall be located at the entrance in accordance with all local fire codes. Address letter height shall be 5 inches tall. Each Tenant shall apply to the exterior of its storefront, in a location and style as determined by the owner, the address number assigned to its space.

SIGN TYPE C - RETAIL SUITE ADDRESS NUMBERS  
SCALE: 1:2



TYPICAL TENANT BAY - ENTRY PLAN  
SCALE: 1/8" = 1'-0"



TYPICAL TENANT BAY - ENTRY PLAN  
SCALE: 1/8" = 1'-0"

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Atlanta, GA 30303-1770  
404-237-2000 (T)  
404-237-0276 (F)  
www.coopercarry.com

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PRINCIPAL  
David Kitchens

PROJECT MANAGER  
Stephen Carlin

DESIGNER  
Kelly Bozarth

PHASE  
Comprehensive  
Signage Plan

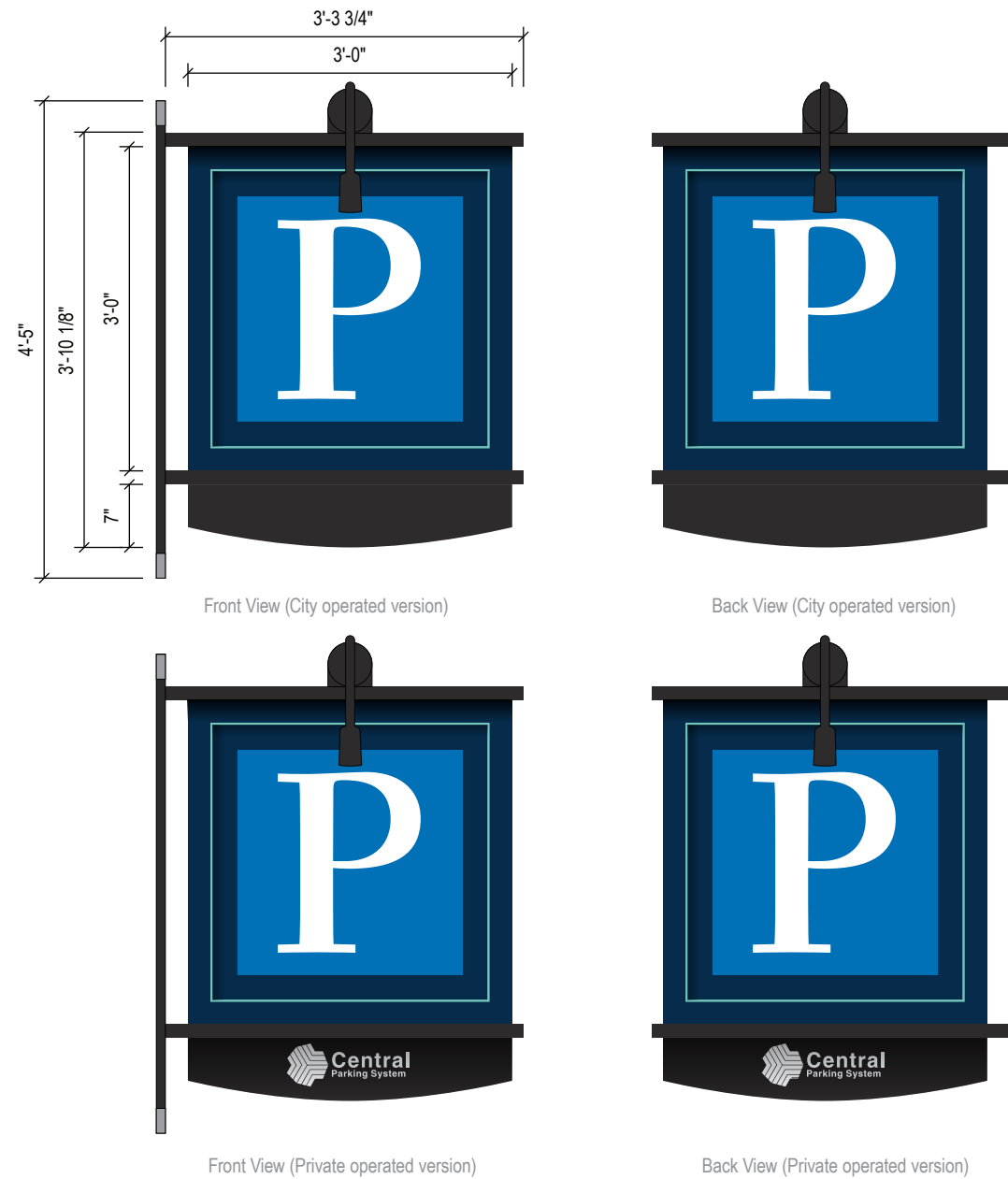
PROJECT NO.  
20160037.60  
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ings\1-d-7-12 EGD

DATE  
01-28-2021

PAGE NUMBER  
EG-2.06

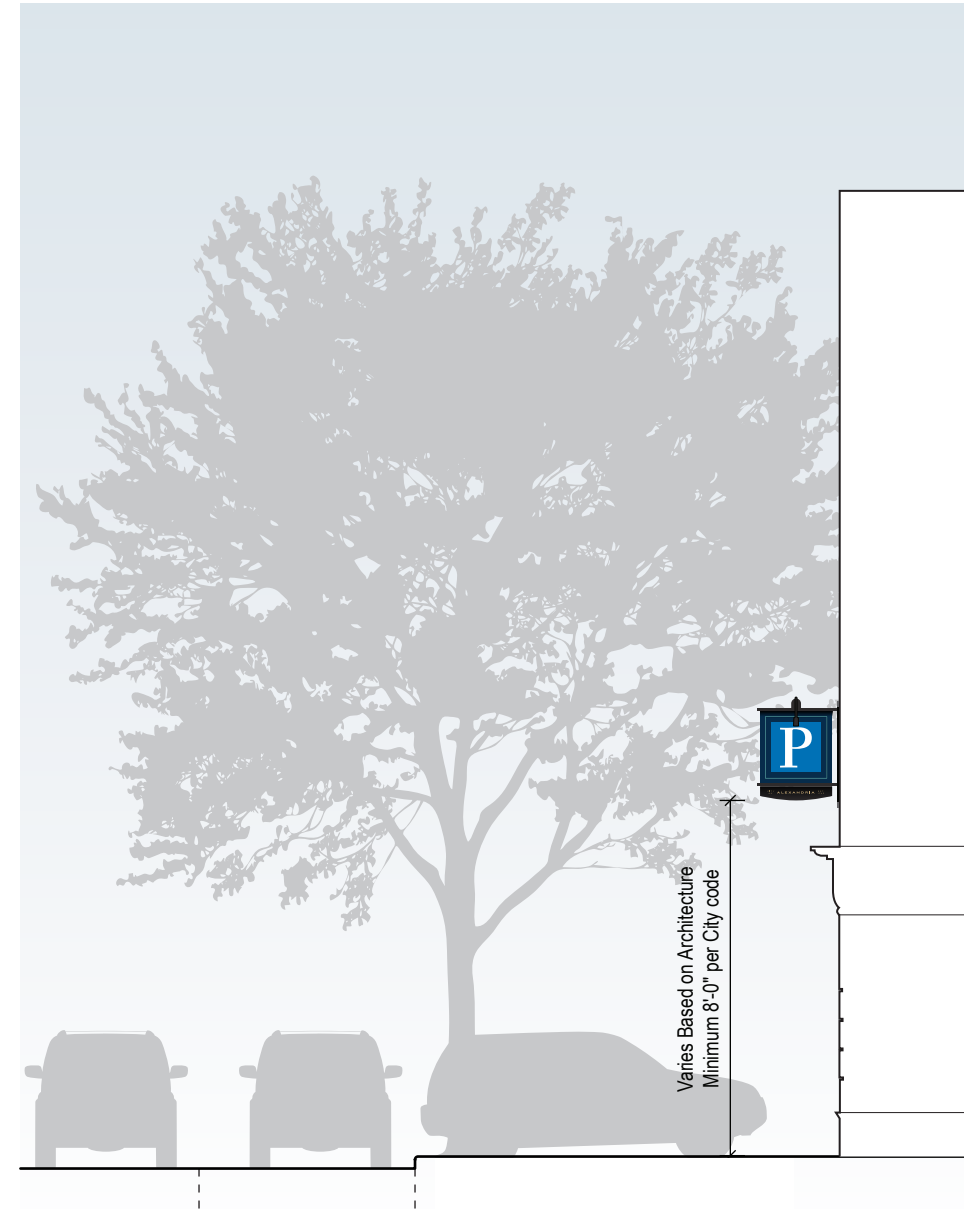


# Parking ID Blade Sign



## location

Located at or near the entrance of a parking garage.  
Mounting position on the building will vary in response to architectural details but must be 9 feet above grade at a minimum.



## STONEBRIDGE

PROJECT NAME  
Carlyle Crossing  
Alexandria, Virginia

CLIENT  
Stonebridge



## COOPER CARRY

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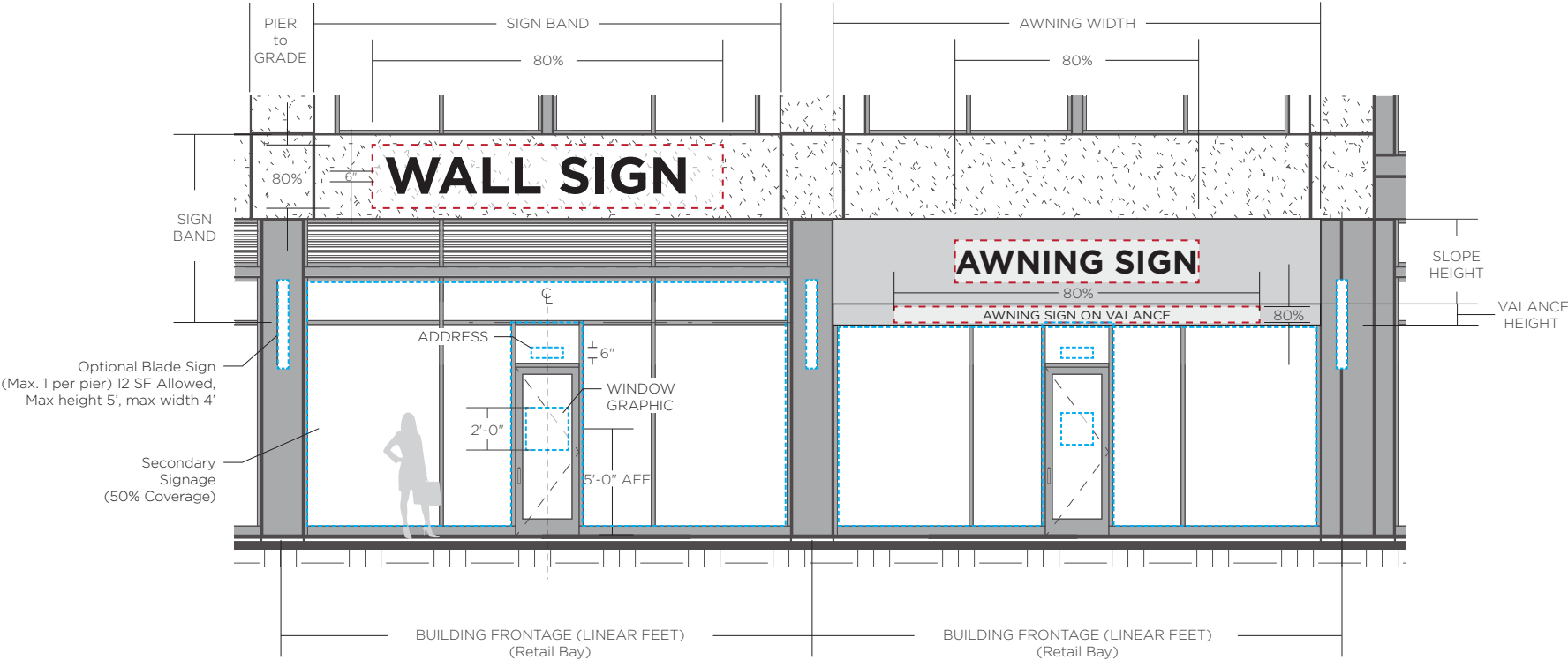
PHASE  
Comprehensive  
Signage Plan

PROJECT NO.  
20160037.60  
P:\2016\20160037\1-d-7 draw-  
ings\1-d-7-12 EGD

DATE  
01-28-2021

PAGE NUMBER  
**EG-2.07**

Storefront with Wall Sign or Awning Sign

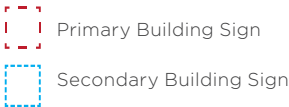


SIGNAGE OPTION 1 - Wall Sign

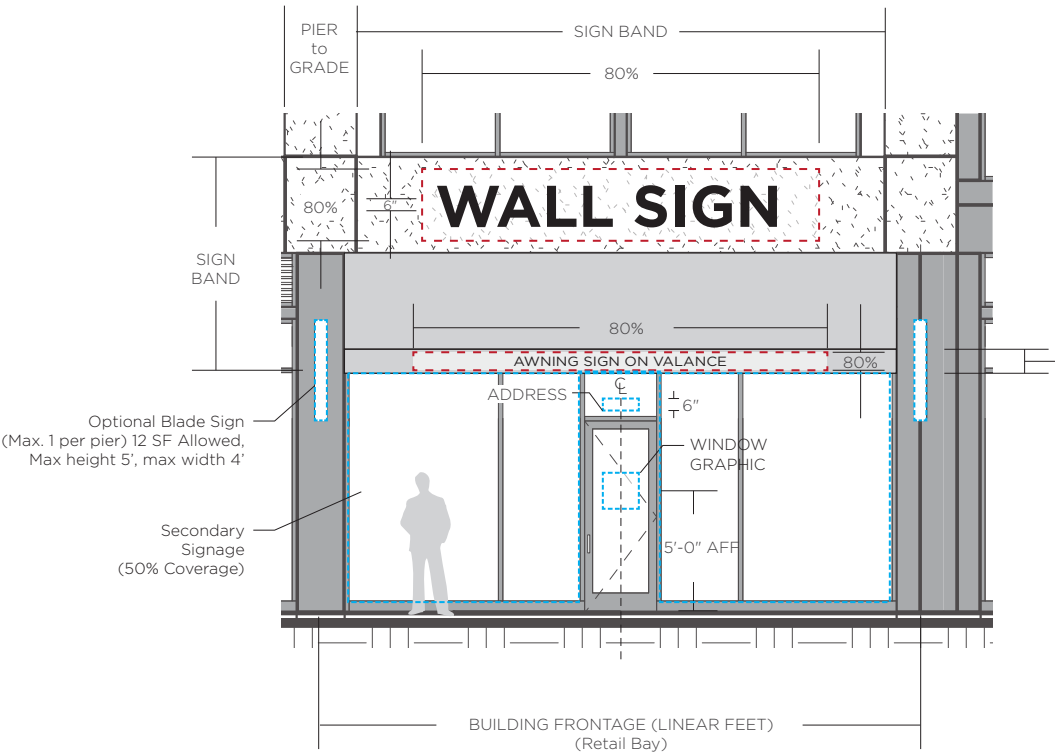
- Maximum Sign Area: 1.5 Square Feet per 1 linear foot of building facade with the ability to go to 2 square feet with Planning & Zoning Director's approval or 20 square feet, whichever is greater
- Maximum width: 80% of the sign band
- Maximum height: 80% of the sign band
- Maximum projection from facade: 12 inches
- Illumination: external or internal illumination

SIGNAGE OPTION 2 - Awning Sign

- Maximum Sign Area: 1.5 Square Feet per 1 linear foot of building facade with the ability to go to 2 square feet with Planning & Zoning Director's approval or 20 square feet, whichever is greater
- Maximum area on sloping plane: 75% coverage
- Maximum width on valance: not to exceed 80%
- Maximum height on valance: not to exceed 80%
- Illumination: external illumination only



Storefront with Wall and Awning Sign



SIGNAGE OPTION 3 - Wall & Awning Sign Combo

When combining a wall sign and an awning sign, the awning may only have graphics on the valance. The combined signage can't exceed the maximum sign area allowed.

**Note:** Final sign design shall be determined by the Tenant and Owner. All materials used in the construction of the Signage and installations made by Tenant as part of Tenant's Work shall be of new, commercial grade and first-class quality.

STONEBRIDGE

PROJECT NAME  
Carlyle Crossing  
Alexandria, Virginia

CLIENT  
Stonebridge



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PRINCIPAL  
David Kitchens

PROJECT MANAGER  
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DESIGNER  
Kelly Bozarth

PHASE  
Comprehensive  
Signage Plan

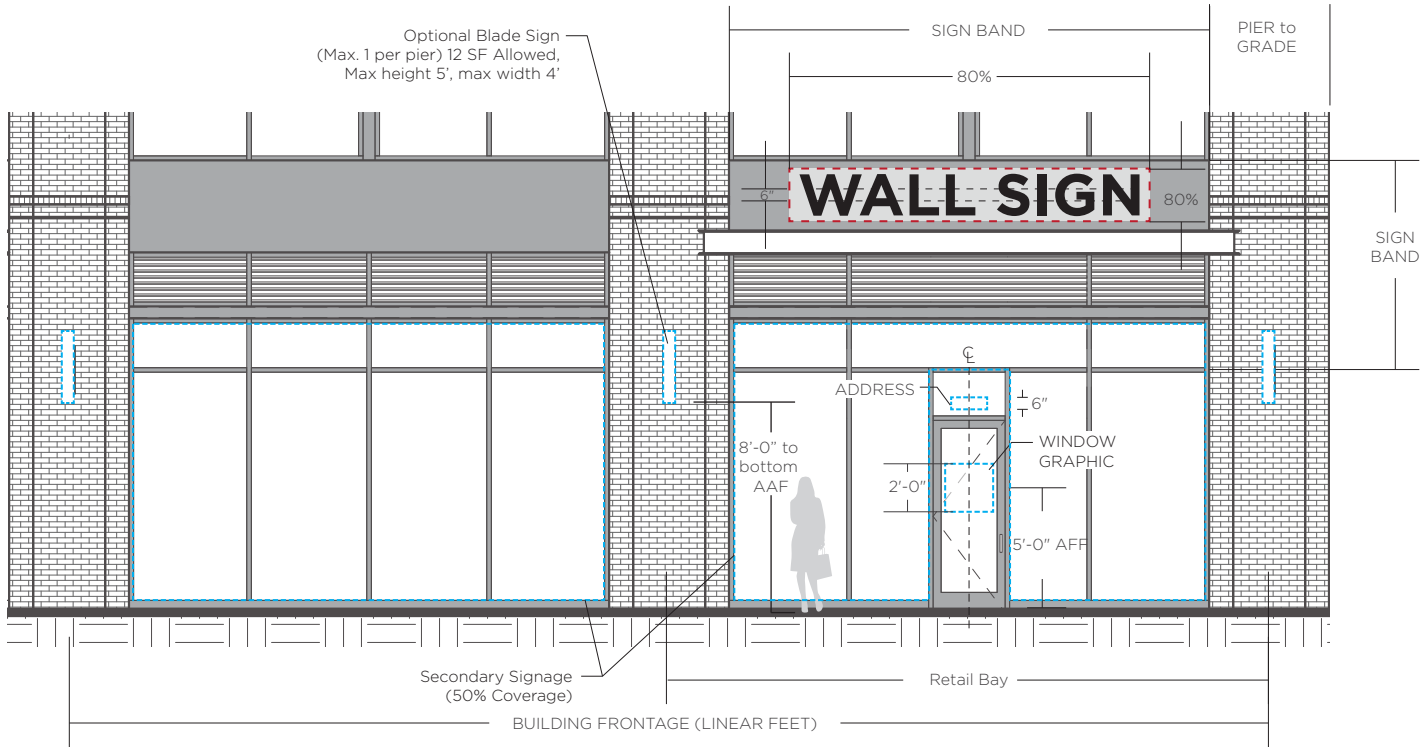
PROJECT NO.  
20160037.60  
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ings\1d-7-12 EGD

DATE  
01-28-2021

PAGE NUMBER  
EG-2.08



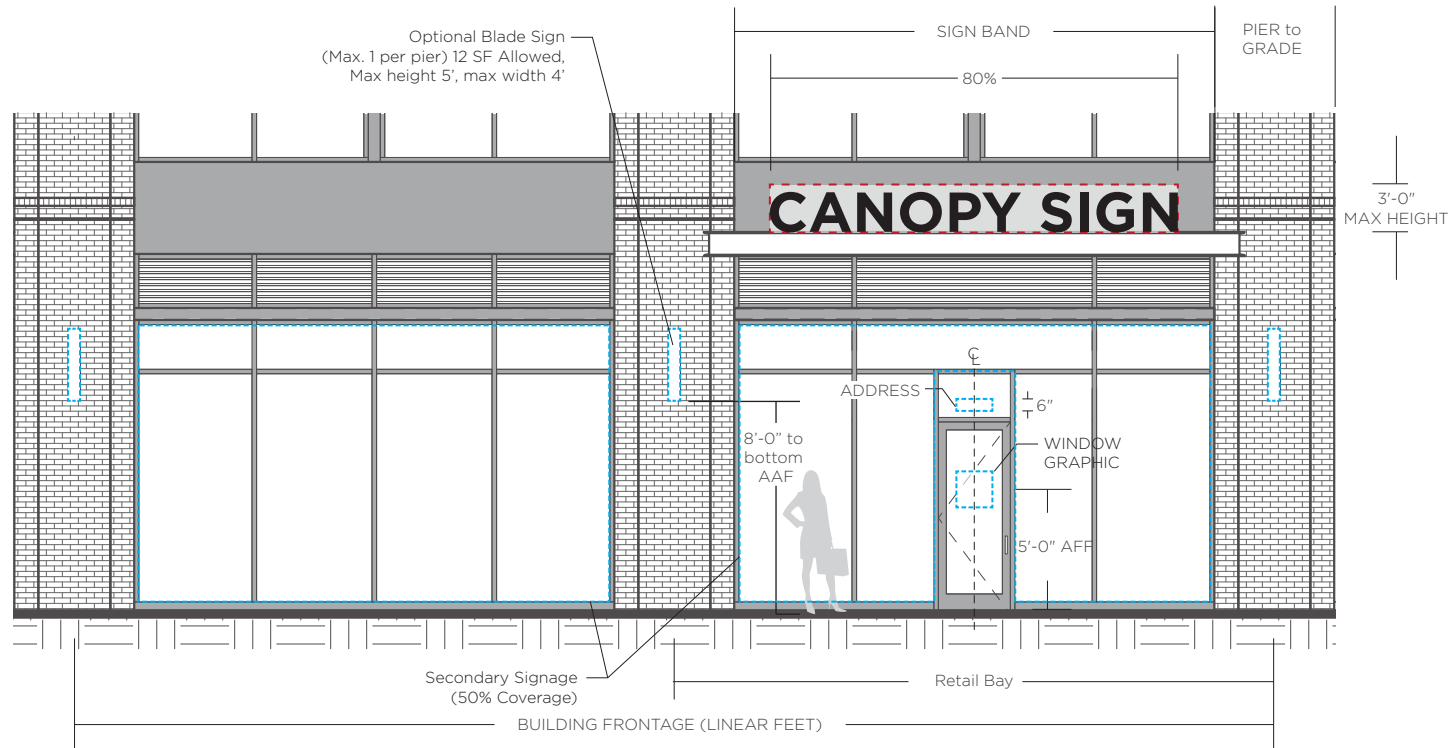
Storefront with Canopy & Wall Sign



SIGNAGE OPTION 1 - Wall Sign

- Maximum area for all surfaces: 1.5 square feet of sign area per 1 linear foot of building facade with the ability to go to 2 square feet with Planning & Zoning Director's approval or 20 square feet, whichever is greater
- Maximum width: 80% of the sign band
- Maximum height: 80% of the sign band
- Maximum projection from facade: 12 inches
- Illumination: external or internal illumination

Storefront with Canopy Sign



SIGNAGE OPTION 2 - Canopy Sign

- Maximum area for all surfaces: 1.5 square feet of sign area per 1 linear foot of building facade with the ability to go to 2 square feet with Planning & Zoning Director's approval or 20 square feet, whichever is greater
- Maximum width: 80% of canopy width
- Maximum height: 3 feet
- Maximum depth: 12 inches
- Illumination: external or internal illumination

**Note:** Final sign design shall be determined by the Tenant and Owner. All materials used in the construction of the Signage and installations made by Tenant as part of Tenant's Work shall be of new, commercial grade and first-class quality.

Primary Building Sign  
Secondary Building Sign

STONEBRIDGE

PROJECT NAME  
Carlyle Crossing  
Alexandria, Virginia

CLIENT  
Stonebridge



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Suite 2400  
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Stephen Carlin

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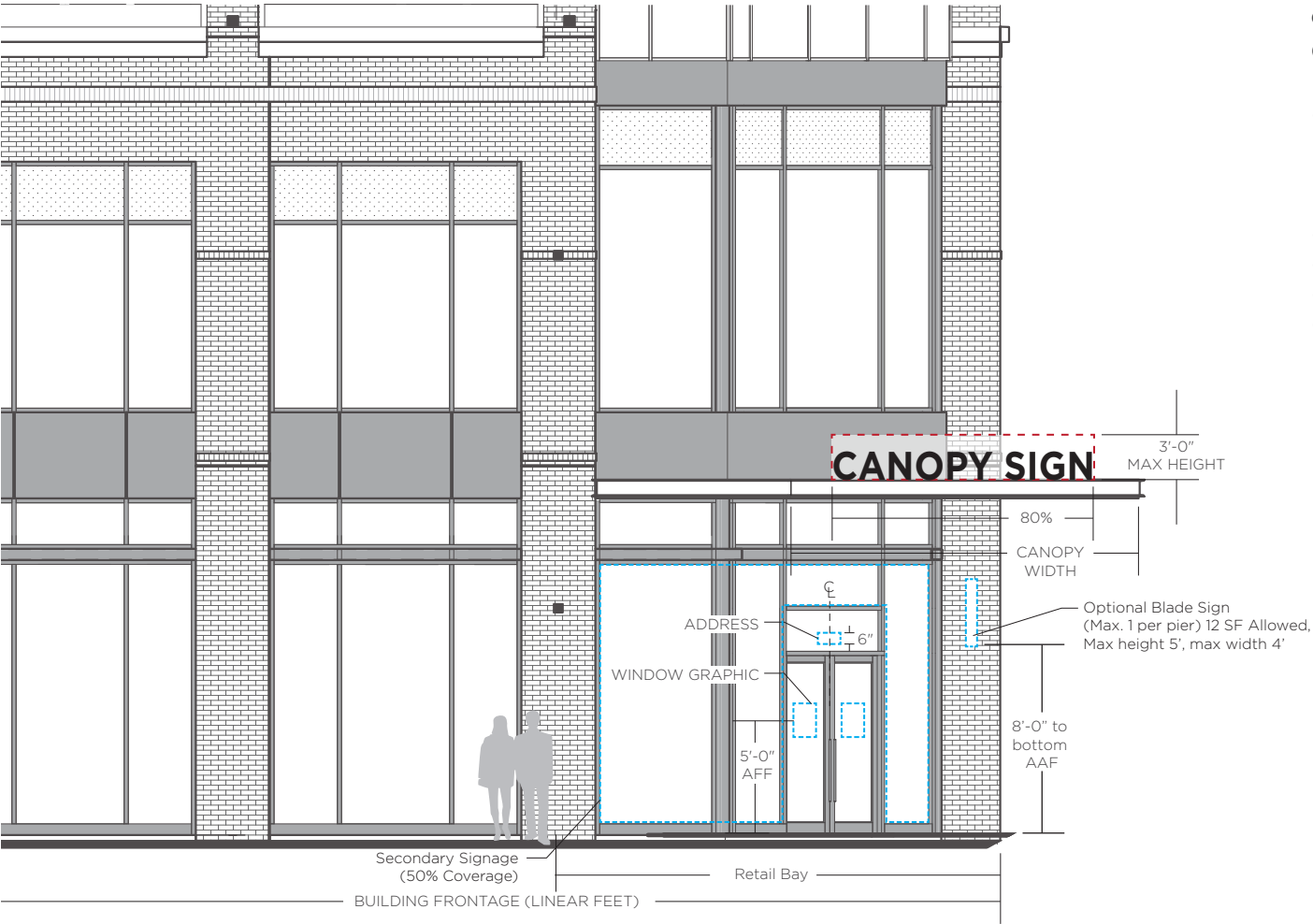
PHASE  
Comprehensive  
Signage Plan

PROJECT NO.  
20160037.60  
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ings\1d-7-12 EGD

DATE  
01-28-2021

PAGE NUMBER  
EG-2.09

Corner Storefront with Canopy



Tenants located on a corner are allowed two (2) primary building signs: a wall sign, awning sign, or canopy sign for each side of the establishment that faces a public street. Corner tenants are also permitted one (1) projecting sign.

- Maximum area for all surfaces: 1.5 square feet of sign area per 1 linear foot of building facade with the ability to go to 2 square feet with Planning & Zoning Director's approval or 20 square feet, whichever is greater
- Maximum width: 80% of canopy width
- Maximum height: 3 feet
- Maximum depth: 12 inches
- Illumination: internal illumination

**Note:** Final sign design shall be determined by the Tenant and Owner. All materials used in the construction of the Signage and installations made by Tenant as part of Tenant's Work shall be of new, commercial grade and first-class quality.

STONEBRIDGE

PROJECT NAME  
Carlyle Crossing  
Alexandria, Virginia

CLIENT  
Stonebridge



COOPER CARRY

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PROJECT NO.  
20160037.60  
P:\2016\20160037\1d-7 draw-  
ings\1d-7-12 EGD

DATE  
01-28-2021

PAGE NUMBER  
EG-2.10

Primary Building Sign  
Secondary Building Sign



## APPLICATION

### ENCROACHMENT

ENC# \_\_\_\_\_

**PROPERTY LOCATION:** 2410 & 2460 Mill Road, Alexandria, Virginia  
**TAX MAP REFERENCE:** 72.04 03 36 & 37 **ZONE:** CDD #2

#### APPLICANT

Name: HTC 4/5 Project Owner LLC, a Delaware Limited liability company  
Address: 7200 Wisconsin Ave, Suite 700, Bethesda, Maryland 20814

#### PROPERTY OWNER

Name: HTC 4/5 Project Owner LLC, a Delaware Limited liability company  
Address: 7200 Wisconsin Ave, Suite 700, Bethesda, Maryland 20814

**PROPOSED USE:** Request for the adoption of an encroachment ordinance to permit two (2) projecting signs to extend more that four (4') over the Stovall Ave. right-of-way.

**INSURANCE CARRIER** (copy attached) American Casualty Company 607141533  
**POLICY #** \_\_\_\_\_

A certificate of general liability insurance in the amount of \$1,000,000 which will indemnify the owner and names the city as an additional insured must be attached to this application.

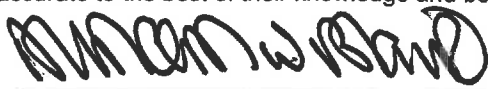
☒ **THE UNDERSIGNED** hereby applies for an Encroachment Ordinance in accordance with the provisions of Section 8-1-16 and Sections 3-2-82 and 85 of the Code of the City of Alexandria, Virginia.

☒ **THE UNDERSIGNED** hereby applies for an Administrative Use Permit in accordance with the provisions of Article VI, Section 6-600 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

☒ **THE UNDERSIGNED**, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article XI, Section 11-301 (B) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

☒ **THE UNDERSIGNED** Iso attests that all of the information herein provided and specifically including all surveys, drawings, etc., required of the applicant are true, correct and accurate to the best of their knowledge and belief.

Duncan W. Blair, Attorney  
Print Name of Applicant or Agent  
524 King Street  
Mailing/Street Address  
Alexandria, Virginia 22314  
City and State Zip Code

  
Signature  
703 836-1000 703 549-3335  
Telephone # Fax #  
dblair@landcarroll.com  
Email address  
9/18/19  
Date

Application Received: \_\_\_\_\_ Date and Fee Paid: \$ \_\_\_\_\_  
ACTION - PLANNING COMMISSION: \_\_\_\_\_ ACTION - CITY COUNCIL: \_\_\_\_\_

## OWNERSHIP AND DISCLOSURE STATEMENT

Use additional sheets if necessary

**1. Applicant.** State the name, address and percent of ownership of any person or entity owning an interest in the applicant, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
1. See attached	See attached	100%
2.		
3.		

**2. Property.** State the name, address and percent of ownership of any person or entity owning an interest in the property located at 2410 & 2460 Mill (address), unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
1. See attached	See attached	100%
2.		
3.		

**3. Business or Financial Relationships.** Each person or entity listed above (1 and 2), with an ownership interest in the applicant or in the subject property is required to disclose any business or financial relationship, as defined by Section 11-350 of the Zoning Ordinance, existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review.

Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1. Applicant & Property Owner	Project Architect	John Goebel, PC
2.		
3.		

NOTE: Business or financial relationships of the type described in Sec. 11-350 that arise after the filing of this application and before each public hearing must be disclosed prior to the public hearings.

As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct.

4/26/19

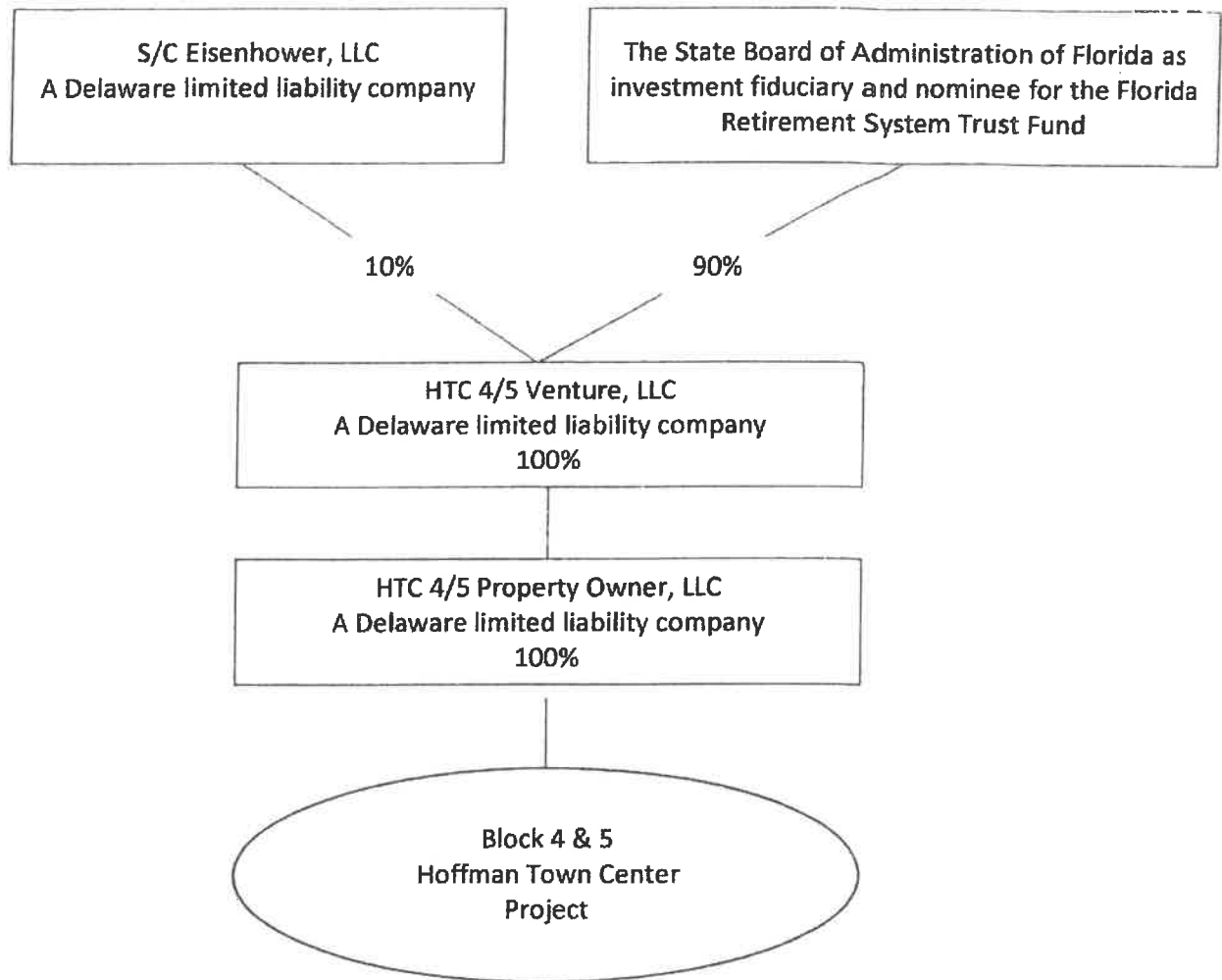
*DUNCAN N. BLAIR*

*[Signature]*

Date

Printed Name

Signature







**COOPER CARRY**  
THE CENTER FOR CONNECTIVE ARCHITECTURE

625 North Washington Street  
Suite 200  
Alexandria, VA 22314  
(703) 519-6152  
coopercarry.com

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**SCOPE DOCUMENT**

The Contract Documents issued for Permit are intended to be at the level of development and as such, may be subject to change and modification. The Contractor and Subcontractor are responsible for complete and coordinated planning and execution of the Work, and shall include items necessary for the proper execution and completion of the Work, as shown, specified, reasonably inferred or required for a complete Project. For the purpose of subcontracting, systems, assemblies, components and materials shall comply with national, state and local code requirements. The Contractor and Subcontractor shall advise the Owner and Architect, in timely fashion, of any discovered conditions, omissions or errors in the Contract Documents.

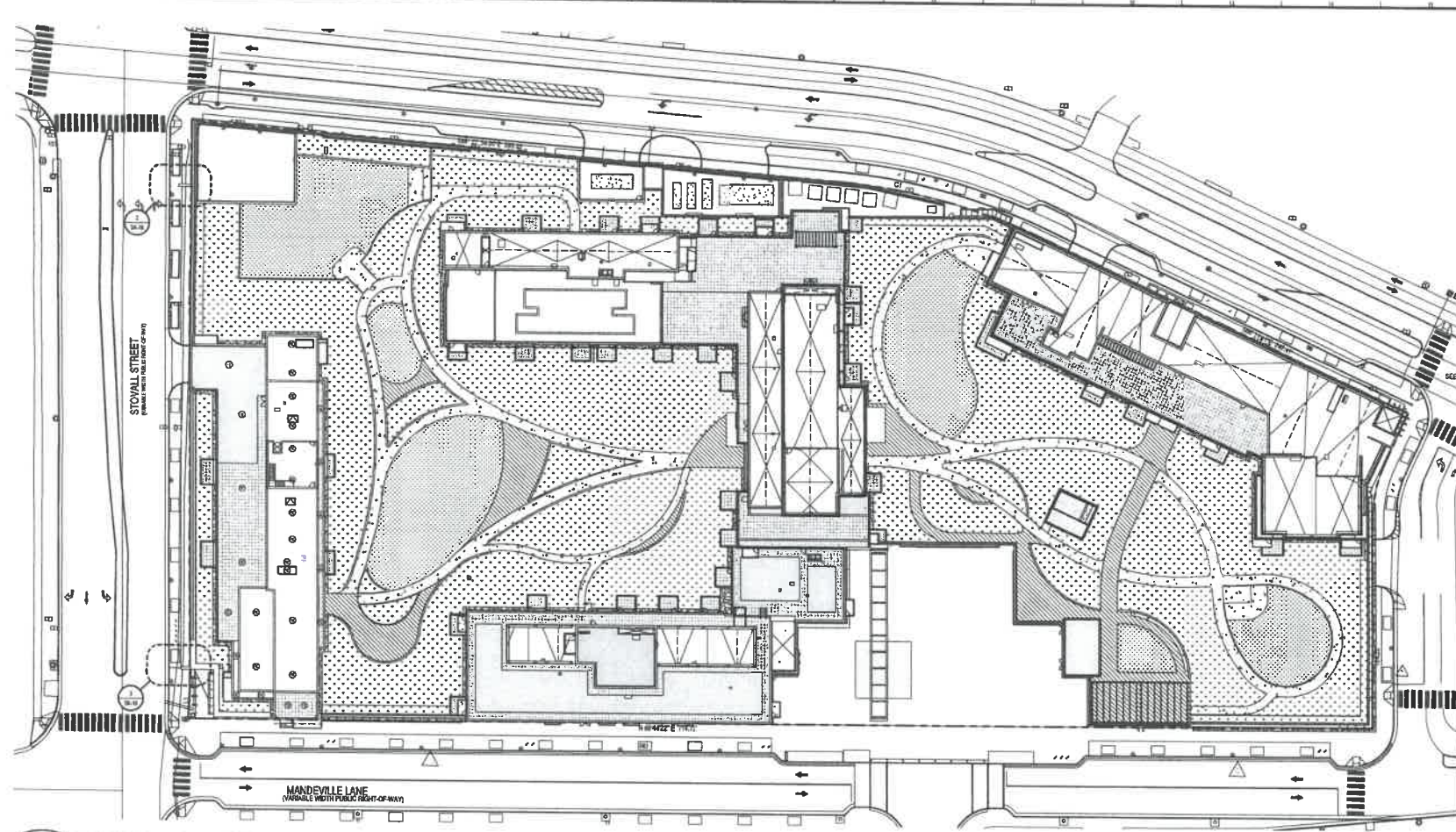
**ISSUANCES**

No.	Drawing Issue Description	Date
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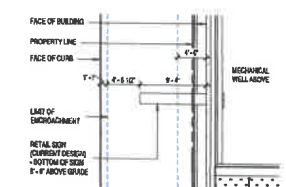
**HOFFMAN TOWN CENTER**  
2410 & 2460 MILL ROAD  
RETAIL BASE

**STONEBRIDGE**  
SIGNAGE ENCROACHMENTS

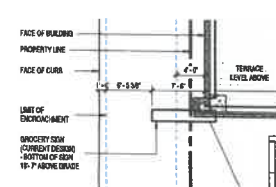
Designer	20160037
Project in Charge	Project No.
Approval	05/11/16
Checked	Date
Author	SK-16
Rev. Approved	



**1 ENCROACHMENTS DIAGRAM - SIGNAGE**  
SCALE: 1" = 30'-0"



**2 ENCROACHMENT - RETAIL SIGN**  
SCALE: 1/8" = 1'-0"



**3 ENCROACHMENT - GROCERY SIGN**  
SCALE: 1/8" = 1'-0"

ALEXANDRIA CITY ORDINANCE SEC. 5.2.29 - STREET ENCROACHMENTS

(C) SIGNS: A SIGN MAY BE ERECTED OR DISPLAYED FLAT AGAINST A BUILDING WALL OR AT AN ANGLE THERETO, SO LONG AS THE SIGN DOES NOT PROJECT MORE THAN FOUR FEET FROM THE BUILDING WALL OR WITHIN ONE FOOT OF AN ESTABLISHED CURB LINE AND THE BOTTOM OF THE SIGN IS AT LEAST EIGHT FEET ABOVE A SIDEWALK OR PARKING AREA AND AT LEAST 14.5 FEET ABOVE AN ALLEY.

PROJECT NUMBER: 20160037 PROJECT NAME: HOFFMAN TOWN CENTER 2410 & 2460 MILL ROAD  
SHEET NUMBER: SK-16 - SIGNAGE ENCROACHMENTS  
PLOT: 05/05/2016 09:07:47 Drawing: 05/05/2016 09:07:47  
05/11/2016 4:26:11 PM



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

06/13/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> JMB Insurance Agency, Inc. 900 N. Michigan, Suite 1500  Chicago IL 60611	<b>CONTACT NAME:</b> Kim Goldstein <b>PHONE (A/C No. Ext):</b> (312) 915-2316 <b>E-MAIL ADDRESS:</b> kgoldstein@jmbins.com <b>PRODUCER CUSTOMER ID #:</b>	<b>FAX (A/C No.):</b> (312) 577-0725
<b>INSURED</b> Stonebridge Associates, Inc.  Attn: George Carras 7200 Wisconsin Ave., Suite 700 Bethesda MD 20814 (301) 913-9610	<b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> American Casualty Company <b>INSURER B:</b> <b>INSURER C:</b> <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>	
		<b>NAIC #</b> 20427

**COVERAGES****CERTIFICATE NUMBER:** Cert ID 63406**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY					EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY		6076141533	04/01/2019	04/01/2020	DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR					MED EXP (Any one person) \$ 15,000
						PERSONAL & ADV INJURY \$ 1,000,000
						GENERAL AGGREGATE \$ 2,000,000
						PRODUCTS - COMP/OP AGG \$ 2,000,000
						Employee Benefits \$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:					COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PROJECT <input type="checkbox"/> LOC					BODILY INJURY (Per person) \$
						BODILY INJURY (Per accident) \$
	AUTOMOBILE LIABILITY					PROPERTY DAMAGE (Per accident) \$
	ANY AUTO					\$
	ALL OWNED AUTOS					\$
	SCHEDULED AUTOS					\$
	HIRED AUTOS					\$
	NON-OWNED AUTOS					\$
	UMBRELLA LIAB					EACH OCCURRENCE \$
	EXCESS LIAB					AGGREGATE \$
	DEDUCTIBLE					\$
	RETENTION \$					\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY					WC STATUTORY LIMITS OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/> Y/N	N/A			E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below					E.L. DISEASE - EA EMPLOYEE \$
						E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Included as a Named Insured: HTC 4/5 Project Owner, LLC

City of Alexandria, a municipal corporation of the Commonwealth of Virginia is included as an Additional Insured with respect to General Liability coverage as if required by written contract.

**CERTIFICATE HOLDER****CANCELLATION**

City of Alexandria, a municipal corporation of the Commonwealth of Virginia

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

301 King Street  
Alexandria VA 22314

AUTHORIZED REPRESENTATIVE

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## 2019 City of Alexandria Business License

Finance Department, Revenue Administration Division, City of Alexandria  
301 King Street, Room 1700, Alexandria, VA 22314  
Phone: 703.746.3903 <http://www.alexandriava.gov/>

**License Number:** 110827-2019  
**Account Number:** 110827  
**Tax Period:** 2019  
**Business Name:** Land, Carroll & Blair PC  
**Trade Name:** Land, Carroll & Blair PC  
**Business Location:** 524 KING ST  
Alexandria, VA 22314

LAND, CARROLL & BLAIR PC  
524 KING ST  
Alexandria, VA 22314-3104

**License Classification(s):**

Professional Occupations/Businesses  
9-071-007  
Attorney-At-Law

January 28, 2019

Dear Taxpayer:

This is your 2019 City of Alexandria Business License. The bottom portion of this page is perforated to allow you to tear off and post the business license in your establishment.

If you paid for your business license via check, please be aware that if your check is not honored by your financial institution, this business license shall be invalid.

As with all taxes, our goal is to administer Business License taxes fairly and in accordance with Commonwealth and Locality code. Our staff strives to provide professional assistance and quality customer service. Your satisfaction is important to us and your comments are always welcome.

If you have any questions regarding this letter, please visit <http://www.alexandriava.gov/> or contact my office via phone at 703.746.3903.

Finance Department, Revenue Administration Division, City of Alexandria

*Keep this letter for your records.*

### City of Alexandria Business License

Revenue Administration Division, City of Alexandria, 301 King Street, Room 1700, Alexandria, VA 22314



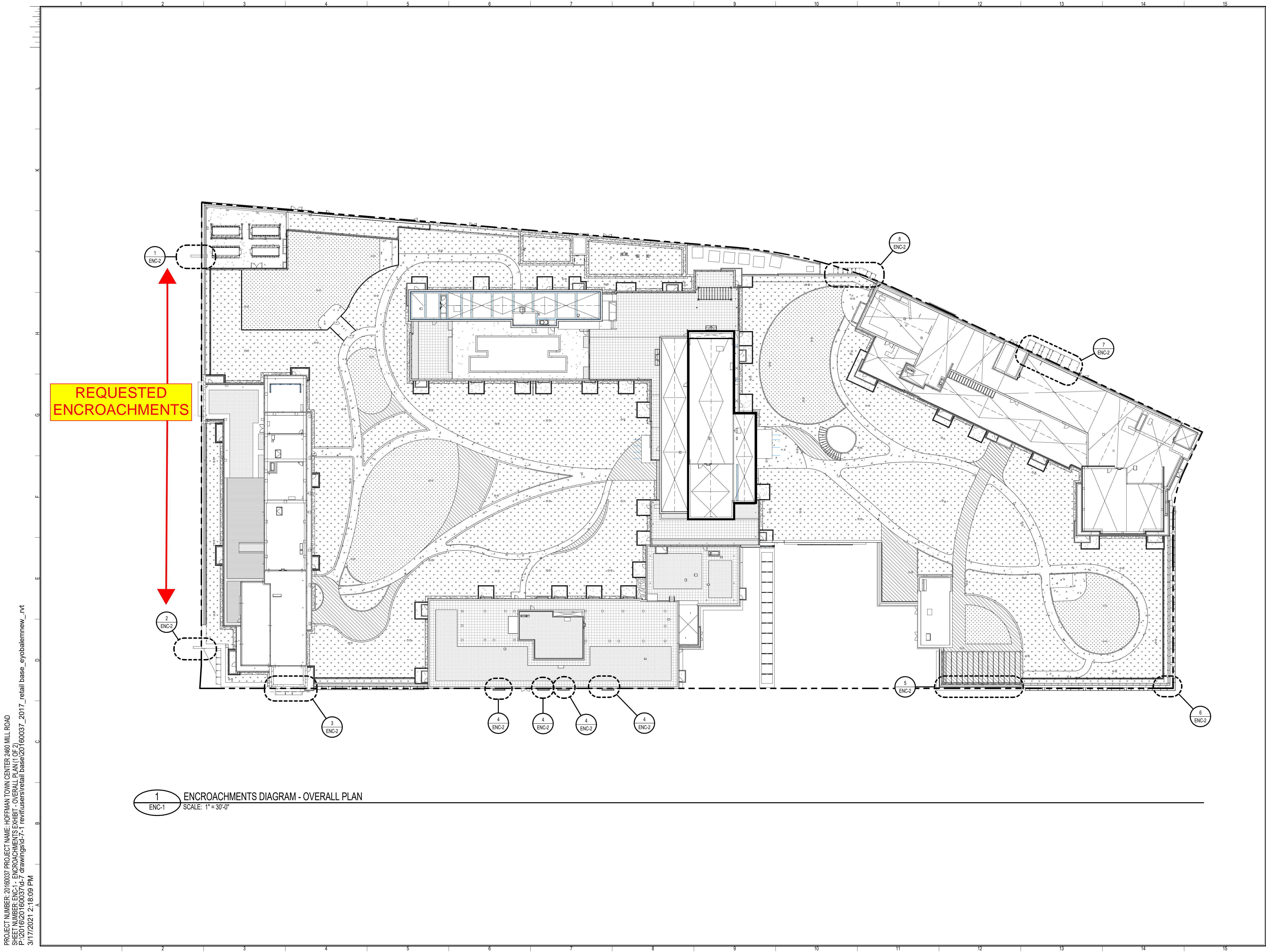
**License Number:** 110827-2019  
**Account Number:** 110827  
**Tax Period:** 2019  
**Business Name:** Land, Carroll & Blair PC  
**Trade Name:** Land, Carroll & Blair PC  
**Business Location:** 524 KING ST  
Alexandria, VA 22314

**License Classification(s):** Professional Occupations/Businesses  
9-071-007  
Attorney-At-Law

This license has been issued by the Revenue Administration Division of the City of Alexandria and is granted to:

Land, Carroll & Blair PC  
524 KING ST  
Alexandria, VA 22314





PROJECT NUMBER: 20160037 PROJECT NAME: HOFFMAN TOWN CENTER 2460 MILL ROAD  
SHEET NUMBER: ENC-1 - ENCROACHMENTS EXHIBIT - OVERALL PLAN (1 OF 2)  
P:\2016\20160037\0-7 drawings\0-7-1 rev\users\retail base\20160037\_2017\_retail base\_eyobalemnew\_rvt  
3/17/2021 2:18:09 PM



# COOPER CARRY

THE CENTER FOR CONNECTIVE ARCHITECTURE

625 North Washington Street  
Suite 200  
Alexandria, VA 22314  
(703) 519-6152  
coopercarry.com

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## SCOPE DOCUMENTS

The Contract Documents Issued for Permit are intended to be at that level of development and as such, may be neither complete nor coordinated. The Contractor and Design/Builder are responsible for complete and coordinated pricing and execution of the Work, and shall include items necessary for the proper execution and completion of the Work, as shown, specified, reasonably inferred or required for a complete Project. For Work of delegated designs; systems, assemblies, components and materials shall comply with national, state and local code requirements. The Contractor and Design/Builder shall inform the Owner and Architect, in timely fashion, of any discovered omissions, inconsistencies or errors in the Contract Documents.

## ISSUANCES

No.	Drawing Issue Description	Date
-----	---------------------------	------

## RETAIL BASE

HOFFMAN TOWN CENTER  
2460 MILL ROAD

## STONEBRIDGE

## ENCROACHMENTS EXHIBIT - OVERALL PLAN (1 OF 2)

DK	20160037
Principal-in-Charge	Project No.
JG	01/22/20
Project Manager	Date
SJ	
Project Architect	
FR	
Staff Architect	

ENC-1

Drawing No.





# COOPER CARRY

THE CENTER FOR CONNECTIVE ARCHITECTURE

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Suite 200  
Alexandria, VA 22314  
(703) 519-6152  
coopercarry.com

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## SCOPE DOCUMENTS

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## ISSUANCES

No.	Drawing Issue Description	Date
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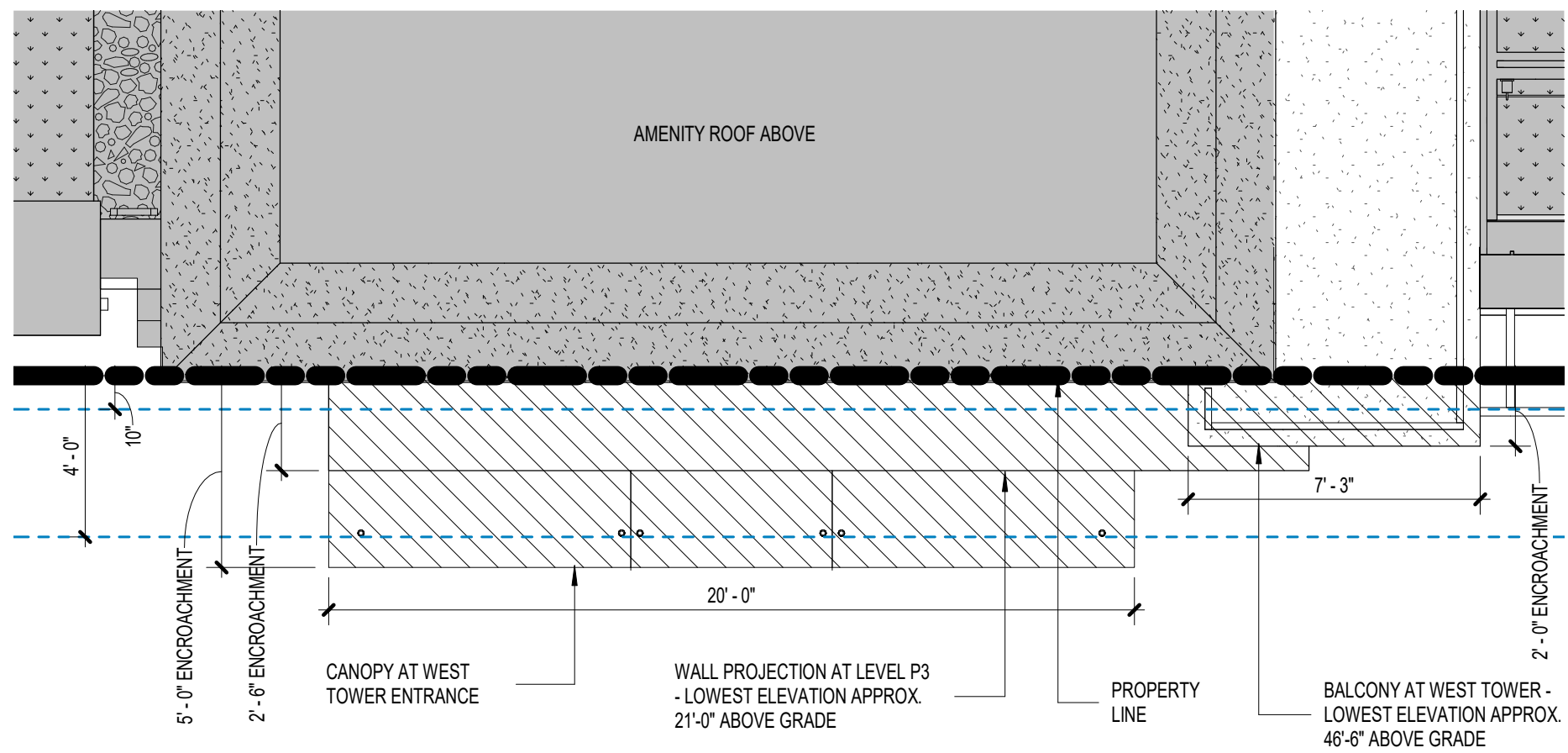
## RETAIL BASE

HOFFMAN TOWN CENTER  
2460 MILL ROAD

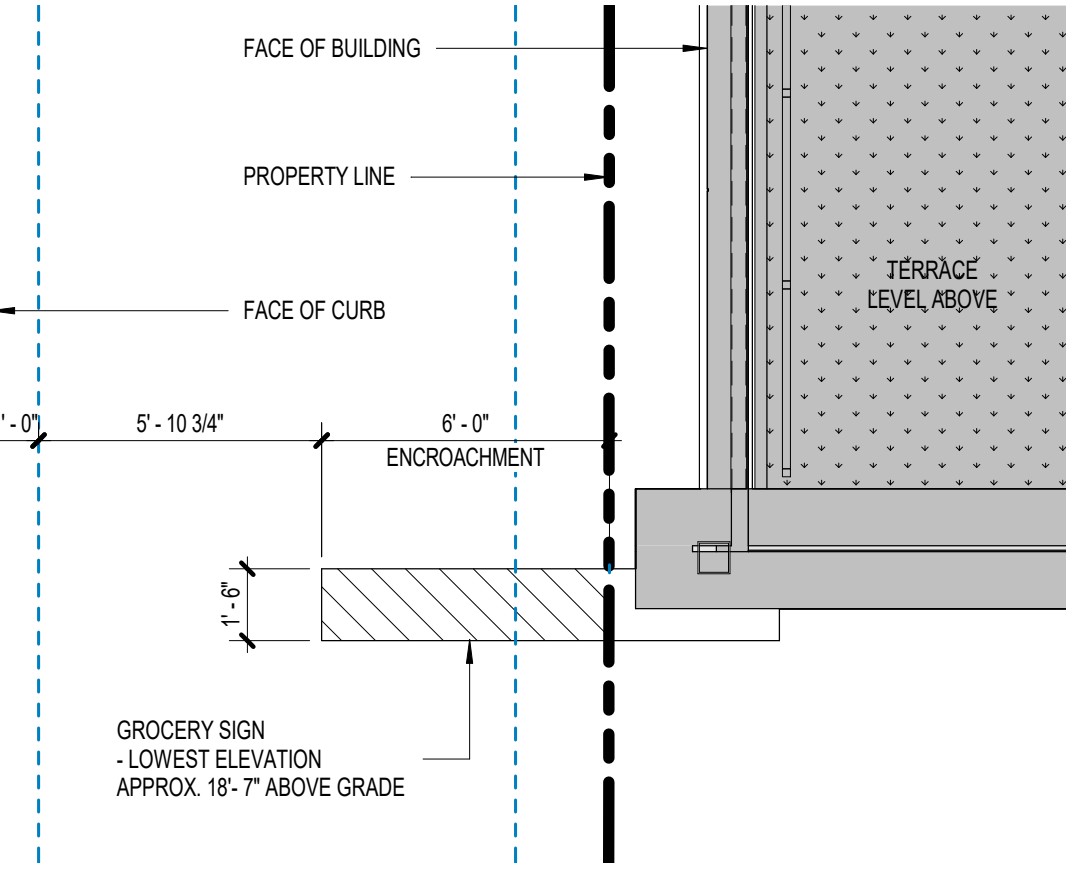
STONEBRIDGE

## ENCROACHMENTS EXHIBIT - ENLARGED DETAILS (2 OF 2)

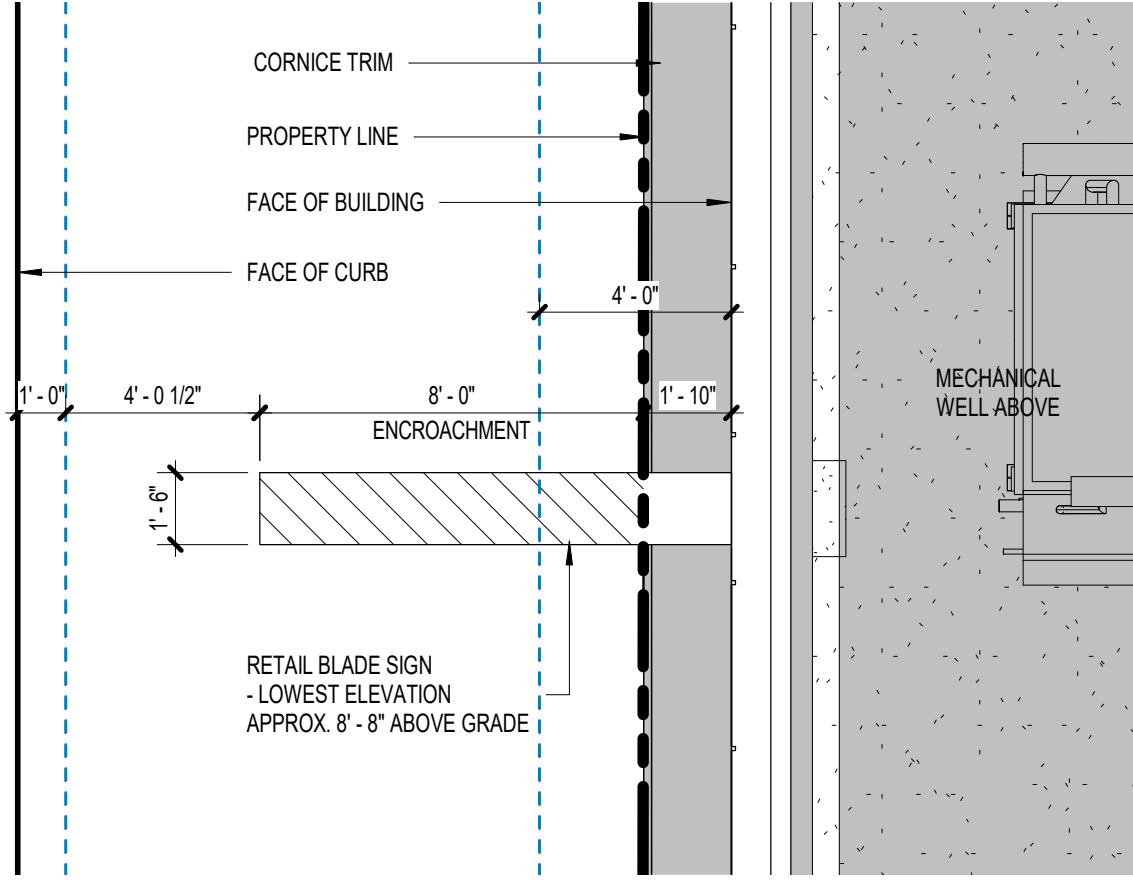
Designer	20160037
Principal-in-Charge	Project No.
Approver	01/22/20
Project Manager	Date
Checker	
Project Architect	
Author	
Staff Architect	
	ENC-2
	Drawing No.



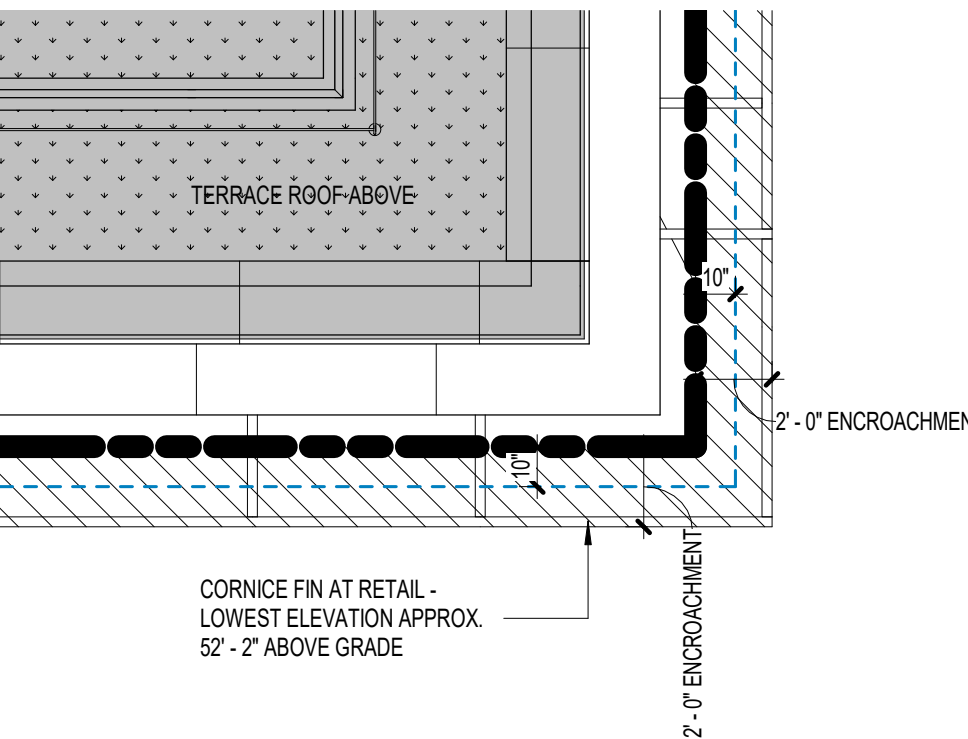
3 ENCROACHMENT DETAIL - WEST TOWER ENTRANCE  
SCALE: 1/4" = 1'-0"



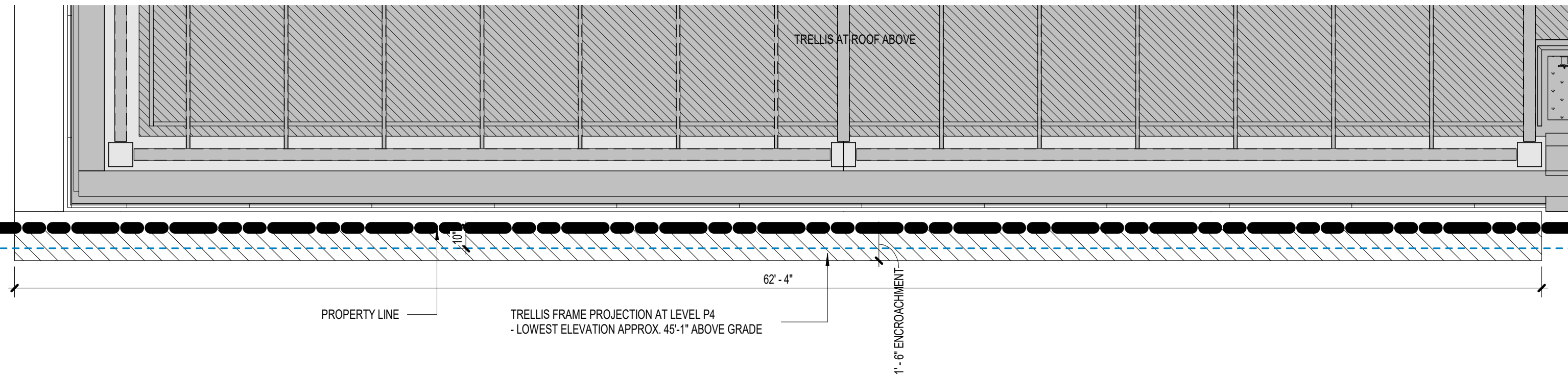
2 ENCROACHMENT DETAIL - GROCERY SIGN  
SCALE: 1/4" = 1'-0"



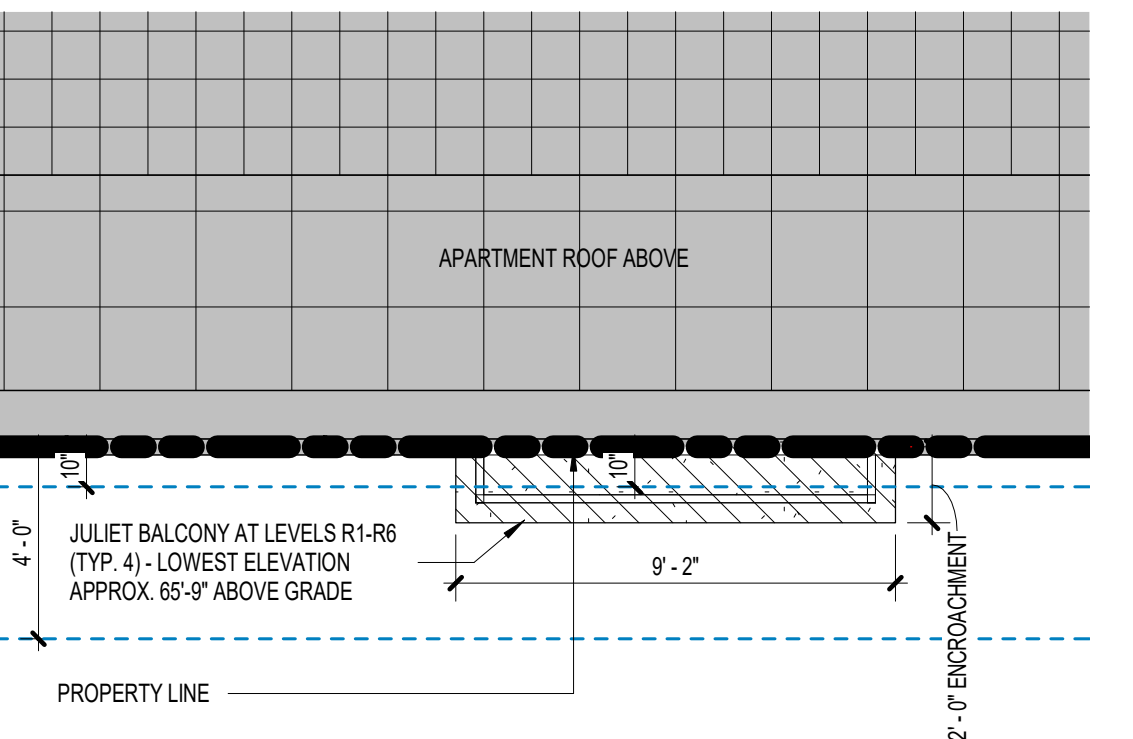
1 ENCROACHMENT DETAIL - RETAIL SIGN  
SCALE: 1/4" = 1'-0"



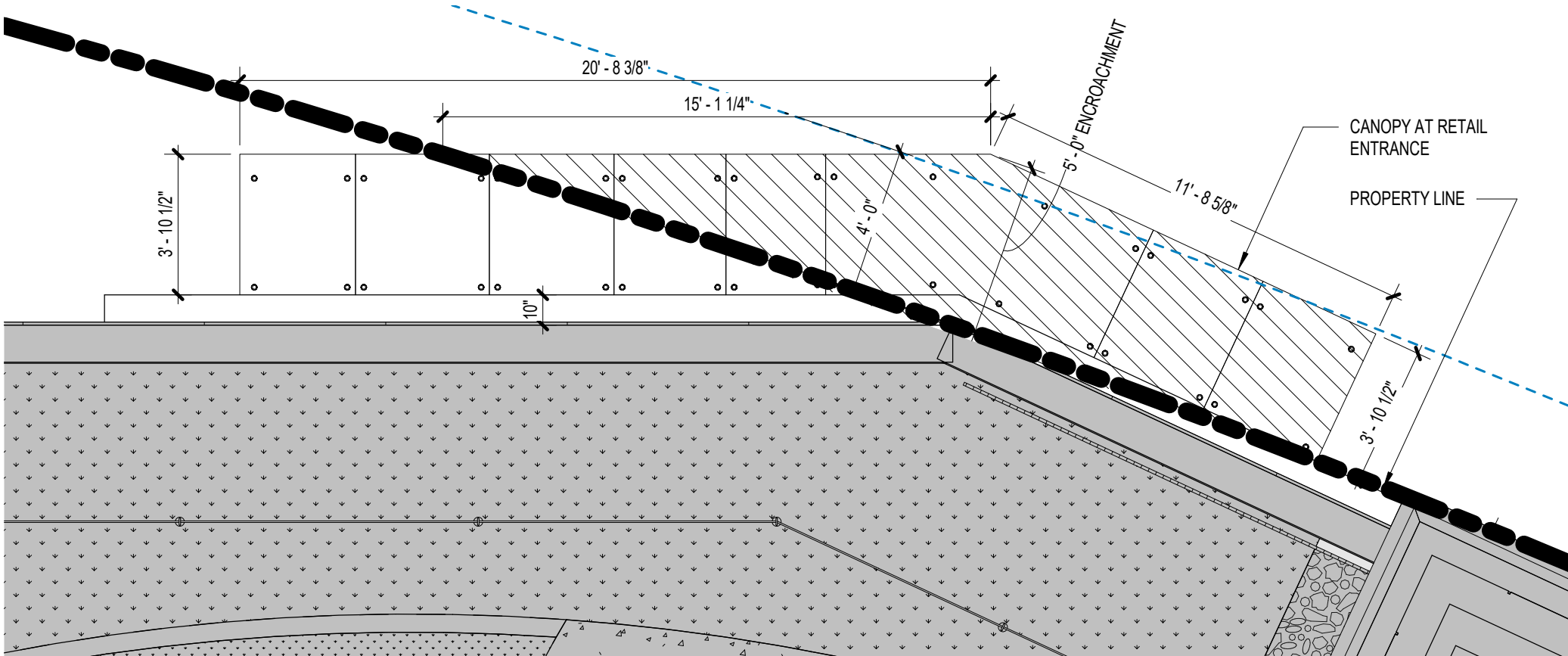
6 ENCROACHMENT DETAIL - SOUTHEAST CORNICE FIN  
SCALE: 1/4" = 1'-0"



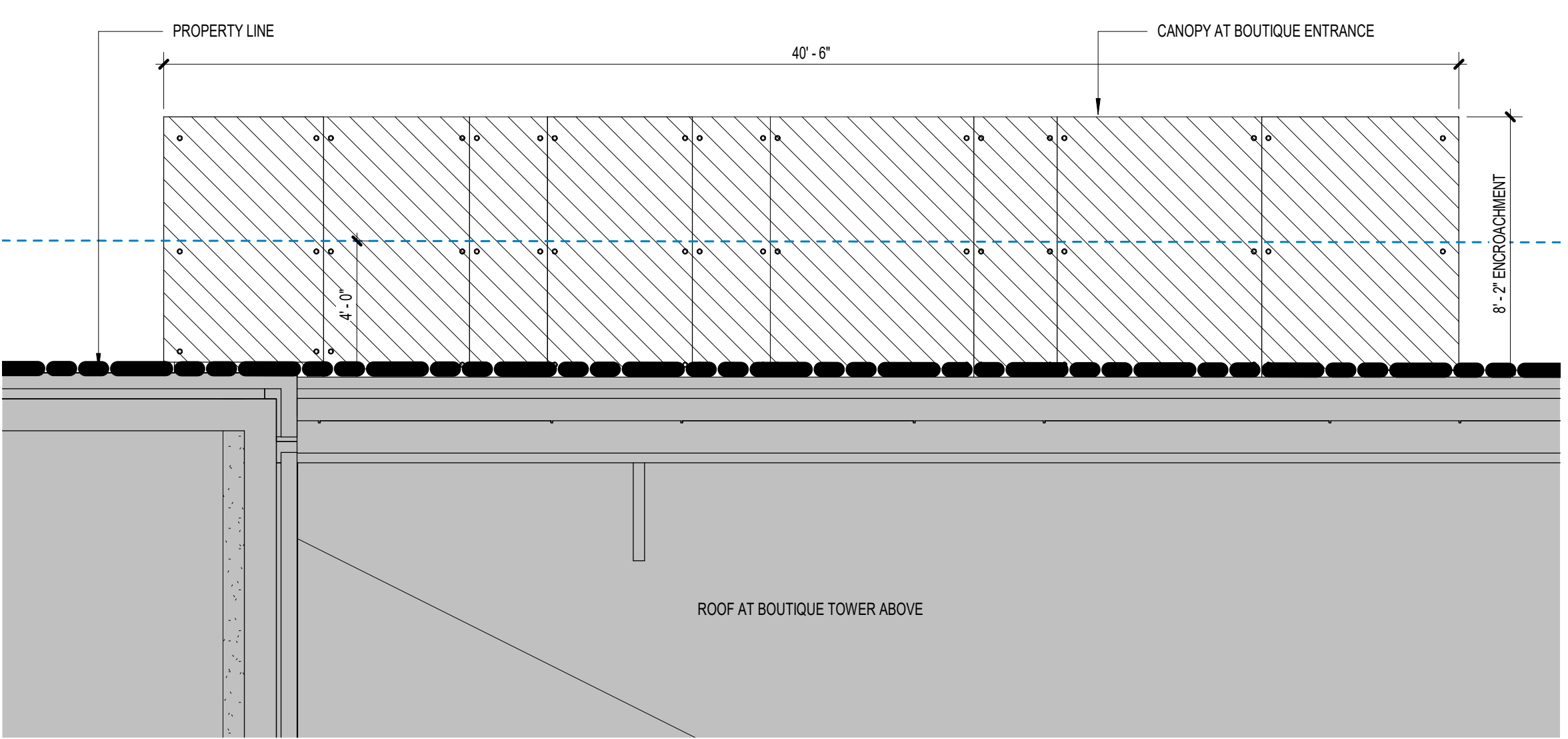
5 ENCROACHMENT DETAIL - PAVILION TRELLIS  
SCALE: 1/4" = 1'-0"



4 ENCROACHMENT DETAIL - JULIET BALCONY  
SCALE: 1/4" = 1'-0"



8 ENCROACHMENT DETAIL - MILL ROAD RETAIL CANOPY  
SCALE: 1/4" = 1'-0"



7 ENCROACHMENT DETAIL - BOUTIQUE CANOPY  
SCALE: 1/4" = 1'-0"

LOCATION	ENCROACHING AREA
ENCROACHMENT DETAIL - RETAIL SIGN	13 SF
ENCROACHMENT DETAIL - GROCERY SIGN	10 SF
ENCROACHMENT DETAIL - WEST TOWER ENTRANCE	115 SF
ENCROACHMENT DETAIL - JULIET BALCONY	18 SF
ENCROACHMENT DETAIL - PAVILION TRELLIS	94 SF
ENCROACHMENT DETAIL - SOUTHEAST CORNICE FIN	490 SF
ENCROACHMENT DETAIL - BOUTIQUE CANOPY	330 SF
ENCROACHMENT DETAIL - MILL ROAD RETAIL CANOPY	92 SF

## ALEXANDRIA CITY ORDINANCE TITLE 5, CHAPTER 2, ARTICLE A, SEC. 5.2.29 - STREET ENCROACHMENTS

(B) ARCHITECTURAL DECORATIONS: BELT COURSES, LINTELS, SILLS, ARCHITRAVES, PEDIMENTS AND SIMILAR ARCHITECTURAL DECORATIONS MAY PROJECT UP TO FOUR INCHES BEYOND THE STREET LOT LINE WHEN LESS THAN 10 FEET ABOVE THE CURB LEVEL, AND UP TO 10 INCHES BEYOND THE STREET LOT LINE WHEN 19 FEET OR MORE ABOVE THE CURB LEVEL.

(C) SIGNS: A SIGN MAY BE ERRECTED OR DISPLAYED FLAT AGAINST A BUILDING WALL OR AT AN ANGLE THERETO, SO LONG AS THE SIGN DOES NOT PROJECT MORE THAN FOUR FEET FROM THE BUILDING WALL OR WITHIN ONE FOOT OF AN ESTABLISHED CURB LINE AND THE BOTTOM OF THE SIGN IS AT LEAST EIGHT FEET ABOVE A SIDEWALK OR PARKING AREA AND AT LEAST 14.5 FEET ABOVE AN ALLEY.

(D) CANOPIES, AWNINGS AND MARQUEES: CANOPIES, AWNINGS AND MARQUEES SUSPENDED FROM A BUILDING OR STRUCTURE WITH NO GROUND SUPPORTS, HAVING A CLEARANCE OF AT LEAST EIGHT FEET ABOVE A SIDEWALK, EXTENDING NO MORE THAN FOUR FEET BEYOND THE FRONT PROPERTY LINE, AND EXTENDING TO NO MORE THAN ONE FOOT FROM THE ESTABLISHED CURB LINE, MAY BE ERRECTED.

PROJECT NUMBER: 20160037 PROJECT NAME: HOFFMAN TOWN CENTER 2460 MILL ROAD  
SHEET NUMBER: ENC-2 - ENCROACHMENTS EXHIBIT - ENLARGED DETAILS (2 OF 2)  
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