

# EMBREY MILL

## DESIGN DEVELOPMENT + SIGNAGE CALCULATIONS

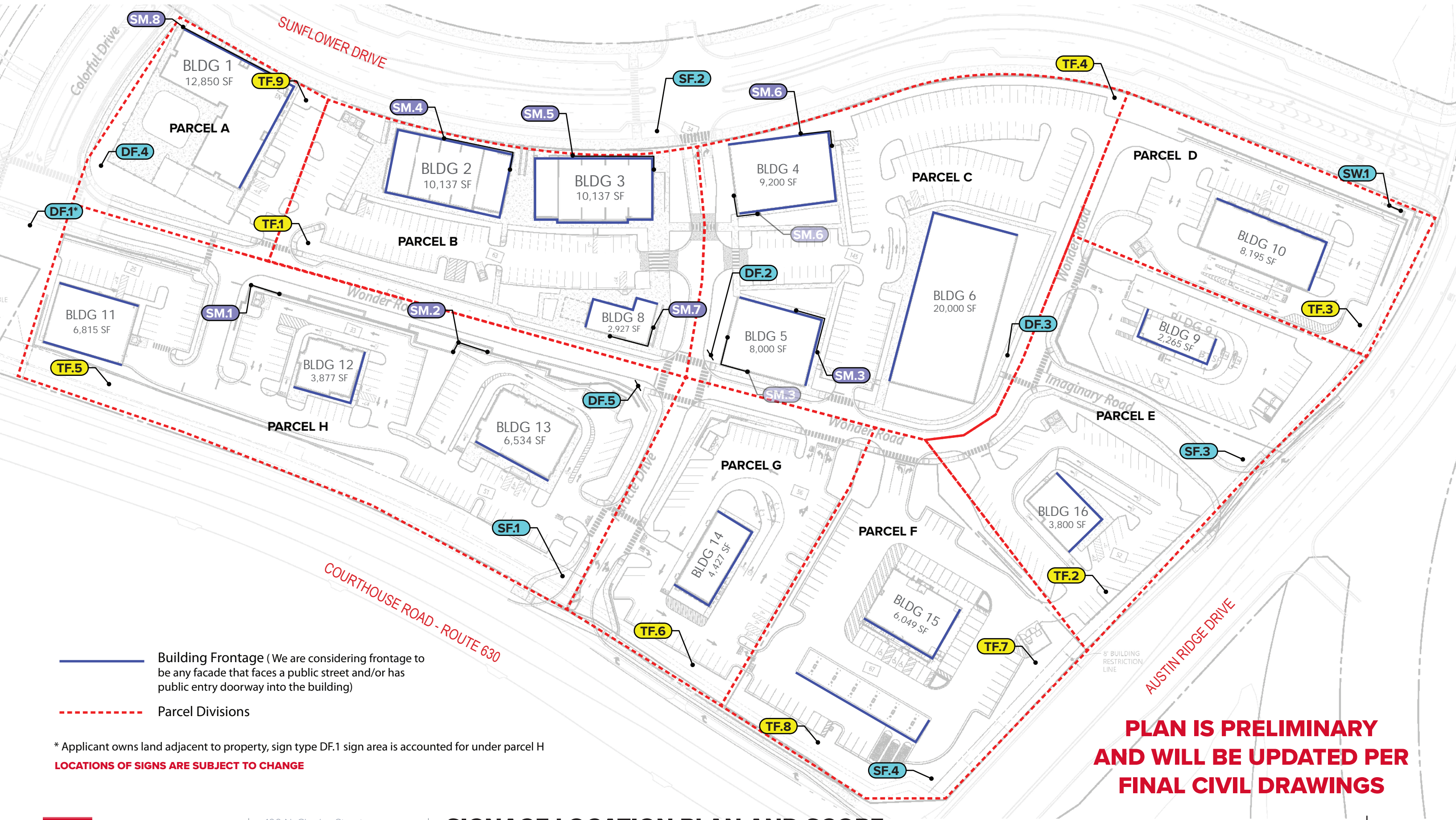
February 16, 2022

prepared for:



embrey mill®

SIGNAGE SCOPE



Building Frontage ( We are considering frontage to be any facade that faces a public street and/or has public entry doorway into the building)

Parcel Divisions

\* Applicant owns land adjacent to property, sign type DF.1 sign area is accounted for under parcel H

LOCATIONS OF SIGNS ARE SUBJECT TO CHANGE

PLAN IS PRELIMINARY  
AND WILL BE UPDATED PER  
FINAL CIVIL DRAWINGS



PER PLANNED DEVELOPMENT

MAX ALLOWABLE PER SITE (per districts LC, PD-1, PD-2, PTND, RDA-1 and UD)

Designation	Qty	Type	Maximum Area per sign	Quantitative Total
SF	4	Site Freestanding Sign	200 sf	800 sf
SW	1	Site Wall Sign	150 sf	150 sf
TF	9	Tenant Freestanding Sign	150 sf	1,350 sf
DF	5	Directional Freestanding Sign	50 sf	250 sf
SM	8	Site Murals	50 sf*	400 sf
RWS	TBD	Retail Wall Signs	50 sf/ 200 sf*	6,530 sf
Total Allowable Signage Area			9,480 sf	

\* Retail wall signs and site murals are considered wall signs. Retail wall signs mounted on multi tenant buildings are limited to 50 sf and retail wall signs mounted on single tenant buildings are limited to 200 sf.

Per Stafford County, Virginia - Code of Ordinances / Chapter 28 - Zoning Ordinance / Article VIII. - Signs - Section 131 Types permitted in planned development and urban development districts

**FREESTANDING SIGNS MAXIMUM SIZE PER SIGN =** 0.25 sf per 1 lf of building frontage  
**FREESTANDING SIGNS MAXIMUM AREA PER BUILDING =** 0.25 sf per 1 lf of building frontage  
**FREESTANDING SIGNS MAXIMUM NUMBER =** 1 per lot and 1 per public street frontage  
  
**WALL SIGNS MAXIMUM AREA PER SIGN =** 2 sf per 1 lf of building frontage not to exceed 100 sf  
**WALL SIGNS MAXIMUM SIZE PER BUILDING =** 2 sf per 1 lf of building frontage  
**WALL SIGNS MAXIMUM NUMBER =** 4 on front wall or 1 per tenant, 2 per remaining walls

PROPOSED SIGNAGE PER PARCEL (per districts LC, PD-1, PD-2, PTND, RDA-1 and UD)

Parcel	Linear Lot Frontage	Total Bldg. Frontage	Freestanding (max- per sign/total sf per type)	Wall (max- per sign/total sf per type)	Total Freestanding Area Proposed
Bldg. 1	not applicable (NA)	277 ft	69.25 sf**	100 sf / 554 sf	120 sf**
Bldg. 2,3,8	NA	956 ft	239 sf**	100 sf / 1,912 sf (3 bldgs.)	250 sf**
Bldg. 4,5,6	NA	790 ft	197.5 sf	100 sf / 1,580 sf (3 bldgs.)	170 sf
Bldg. 10	NA	198 ft	49.5 sf**	100 sf / 396 sf	145 sf**
Bldg. 9,16	NA	285 ft	71.25 sf**	100 sf / 570 sf (2 bldgs.)	227 sf**
Bldg. 15	NA	346 ft	86.5 sf**	100 sf / 692 sf (2 bldgs.)	306 sf**
Bldg. 14	NA	189 ft	47.25 sf**	100 sf / 378 sf	70 sf**
Bldg. 11,12,13	NA	424 ft	106.5 sf**	100 sf / 848 sf (3 bldgs.)	350 sf**
Proposed Totals			866.75 sf	6,930 sf	1,638 sf

OWNERSHIP PREFERS TO USE COMMERCIAL DISTRICT'S SIGNAGE ALLOWANCES

While we are aware that our site resides within the PD2 zoning district, we would like our site's total allowable signage to be treated by parcel, as a commercial district, because of PD zone's following limitations:

- Size for each freestanding sign is very limited. We need larger freestanding signs to support our uses.
- Maximum size per wall sign in limited to 100 sf, we would like the maximum size for tenant signs to be 200 sf.
- Using the PD calculation, we would be limited to a total of **866.7 sf** for all freestanding signs, based on our site's needs we are proposing almost double of that **(1,567 sf)**.
- Maximum height for freestanding signs is limited to 20'
- \*\*Red denotes not enough square footage required for proposed signage that is consistent with a center of this style/type.

PER COMMERCIAL DISTRICT

MAX ALLOWABLE PER SITE (per districts B-1, B-2, B-3, RBC, RC, SC and HI)

Per Stafford County, Virginia - Code of Ordinances / Chapter 28 - Zoning Ordinance / Article VIII. - Signs - Section 129 Types permitted in commercial and office districts

Designation	Qty	Type	Maximum Area per sign	Quantitative Total
SF	4	Site Freestanding Sign	200 sf	800 sf
SW	1	Site Wall Sign	150 sf	150 sf
TF	9	Tenant Freestanding Sign	150 sf	1,350 sf
DF	5	Directional Freestanding Sign	50 sf	250 sf
SM	8	Site Murals	50 sf*	400 sf
RWS	TBD	Retail Wall Signs	50 sf/ 200 sf*	6,530 sf
Total Allowable Signage Area			9,480 sf	

\* Retail wall signs and site murals are considered wall signs. Retail wall signs mounted on multi tenant buildings are limited to 50 sf and retail wall signs mounted on single tenant buildings are limited to 200 sf.

**FREESTANDING SIGNS MAXIMUM SIZE PER SIGN** = 1 sf per 1 lf of building frontage  
**FREESTANDING SIGNS MAXIMUM AREA PER PARCEL** = 1 sf per 1 lf of building frontage or 0.5 sf per 1 foot of lot frontage\*\*, whichever is greater  
**FREESTANDING SIGNS MAXIMUM NUMBER** = 1 per parcel and 1 per public street frontage  
  
**WALL SIGNS MAXIMUM SIZE PER SIGN** = 2 sf per 1 lf of building frontage not to exceed 200 sf  
**WALL SIGNS MAXIMUM AREA PER PARCEL** = 2 sf per 1 lf of building frontage  
**WALL SIGNS MAXIMUM NUMBER** = 4 on front wall or 1 per tenant, 2 per remaining walls

PROPOSED SIGNAGE PER PARCEL (per districts B-1, B-2, B-3, RBC, RC, SC and HI)

Parcel	Linear Lot Frontage	Total Bldg. Frontage	Freestanding (max- per sign/total sf per type)	Wall (max- per sign/total sf per type)	Total Freestanding Area Proposed
Parcel A	208.55 ft	277 ft	277 sf / 277 sf	200 sf / 554 sf	120 sf
Parcel B (3 bldgs.)	422 ft	956 ft	956 sf / 956 sf	200 sf / 1,912 sf (3 bldgs.)	250 sf
Parcel C (3 bldgs.)	508.88 ft	790 ft	790 sf / 790 sf	200 sf / 1,580 sf (3 bldgs.)	170 sf
Parcel D	556 ft	198 ft	198 sf / 278 sf**	200 sf / 396 sf	145 sf
Parcel E (2 bldgs.)	463 ft	285 ft	285 sf / 285 sf	200 sf / 570 sf (2 bldgs.)	227 sf
Parcel F (2 bldgs.)	514 ft	346 ft	346 sf / 346 sf	200 sf / 692 sf (2 bldgs.)	306 sf
Parcel G	217 ft	189 ft	189 sf / 189 sf	200 sf / 378 sf	70 sf
Parcel H (3 bldgs.)	730 ft	424 ft	424 sf / 424 sf	200 sf / 848 sf (3 bldgs.)	350 sf
Proposed Totals			3,545 sf	6,930 sf	1,638 sf

OWNERSHIP PREFERS TO USE COMMERCIAL DISTRICT'S SIGNAGE ALLOWANCES

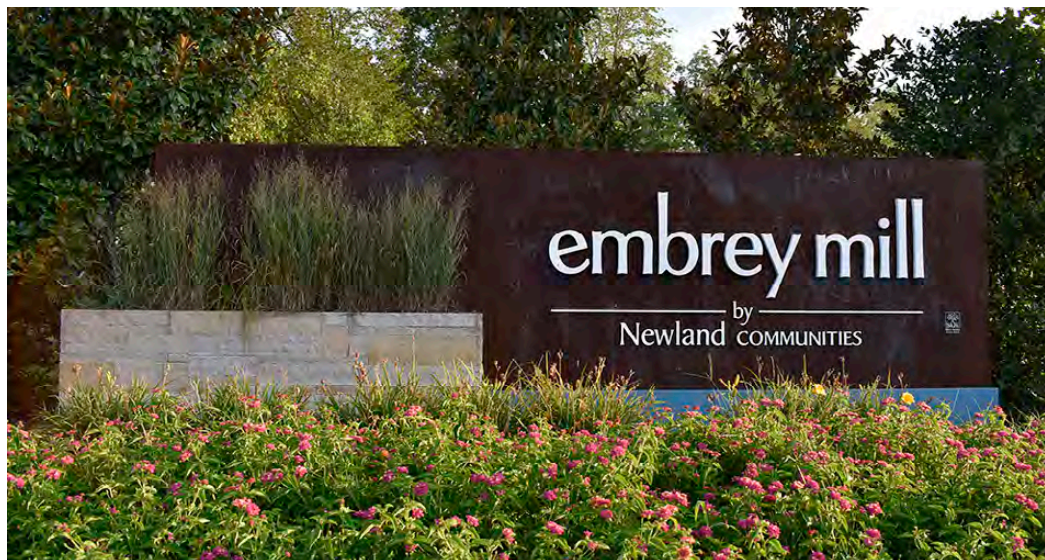
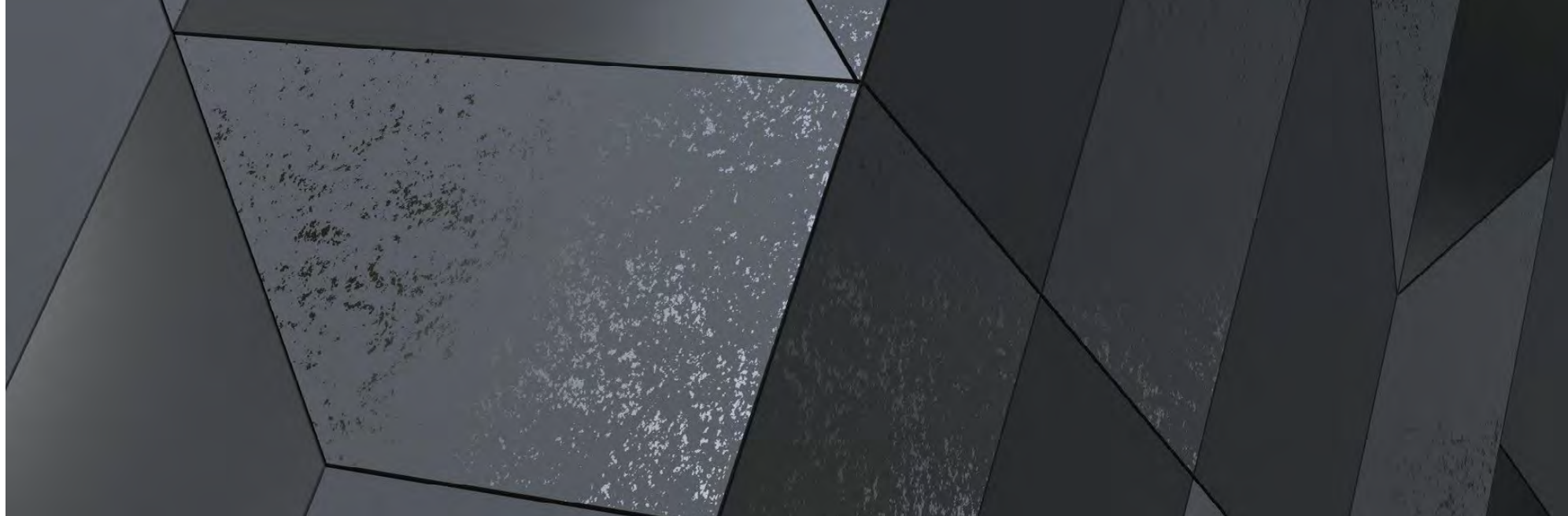
While we are aware that our site resides within the PD2 zoning district, we would like our site's total allowable signage to be treated by parcel, as a commercial district, for the following reasons:

- Our site's program uses more closely align with the commercial zoning district guidelines.
- Commercial district code allows us a greater total allowable area for freestanding signs.
- Allows for more flexibility of freestanding signage placement within the entire project.
- Allows for a larger maximum size per wall sign - 200 sf.
- Allows a higher maximum height for freestanding signs - 30'

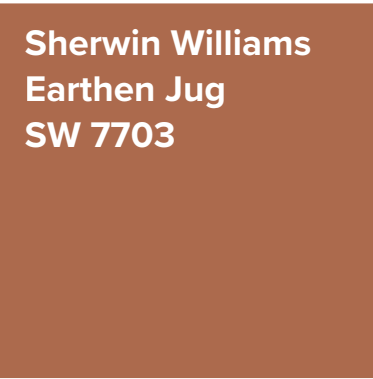
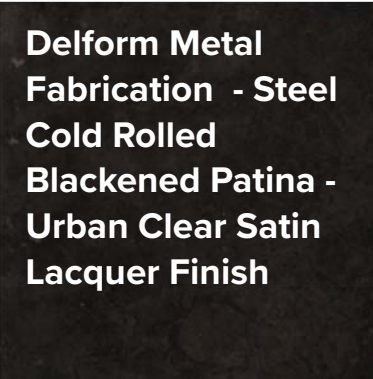
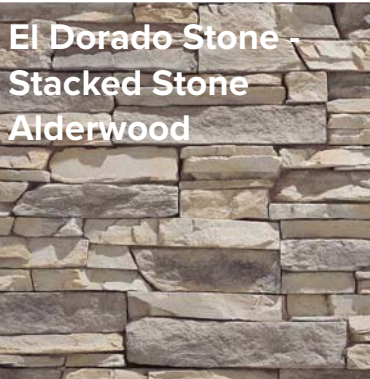


# SIGNAGE





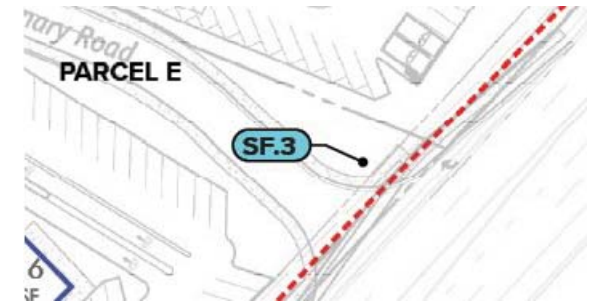
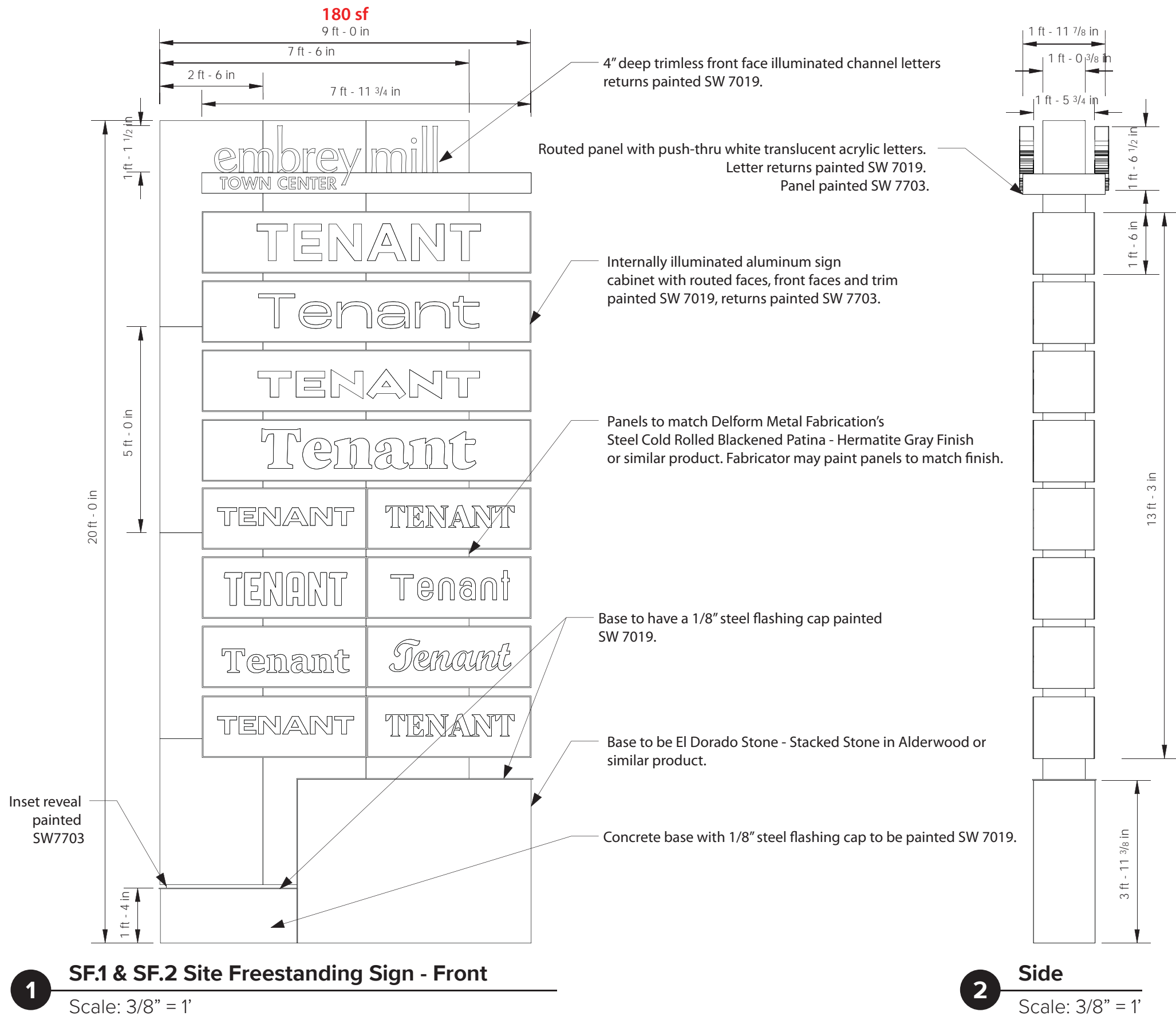




**Scanned Material Swatches**

Ownership reserves the right to change the architectural and wayfinding system aesthetics. However, proposed sign type quantities and overall square footage will remain the same. Ownership understands that changes to square footage allowances or quantities will require them to return to the county for amendments.



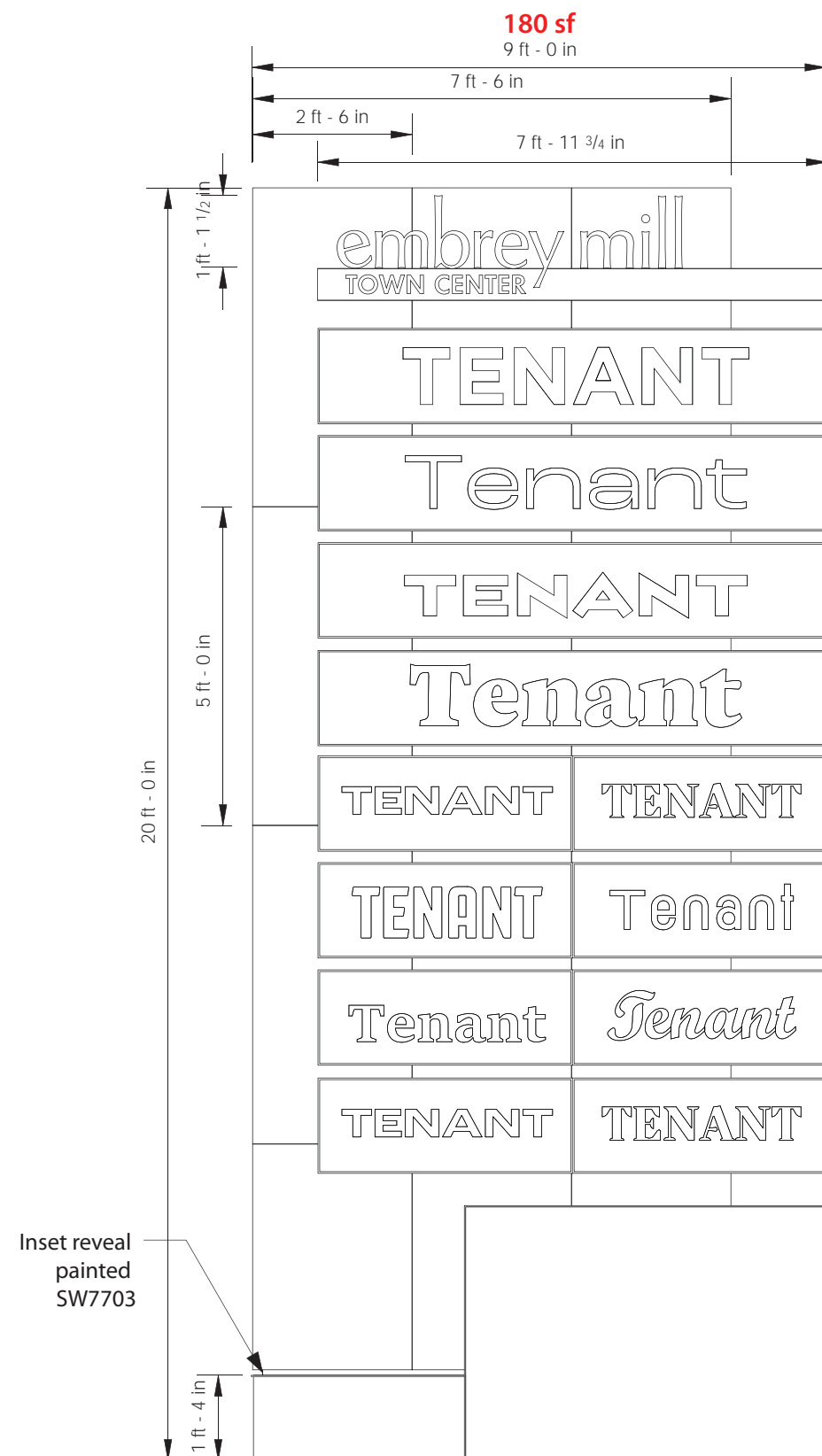


**4 Location Example**  
NTS



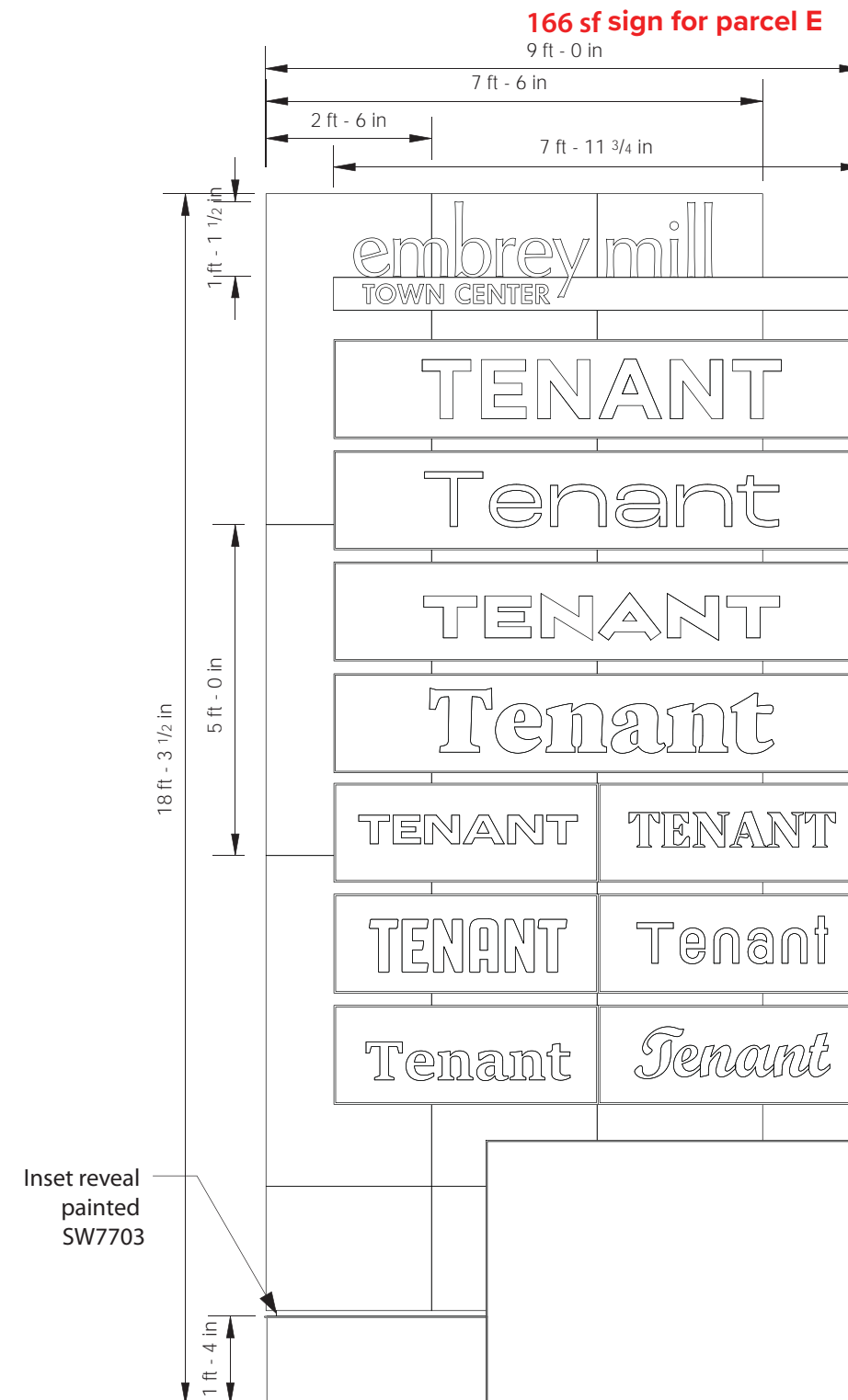
**3 Rendering**  
NTS

Ownership reserves the right to change the architectural and wayfinding system aesthetics. However, proposed sign type quantities and overall square footage will remain the same.



**1 SF.1 & SF.2 Site Freestanding Sign - Front**

Scale: 3/8" = 1'



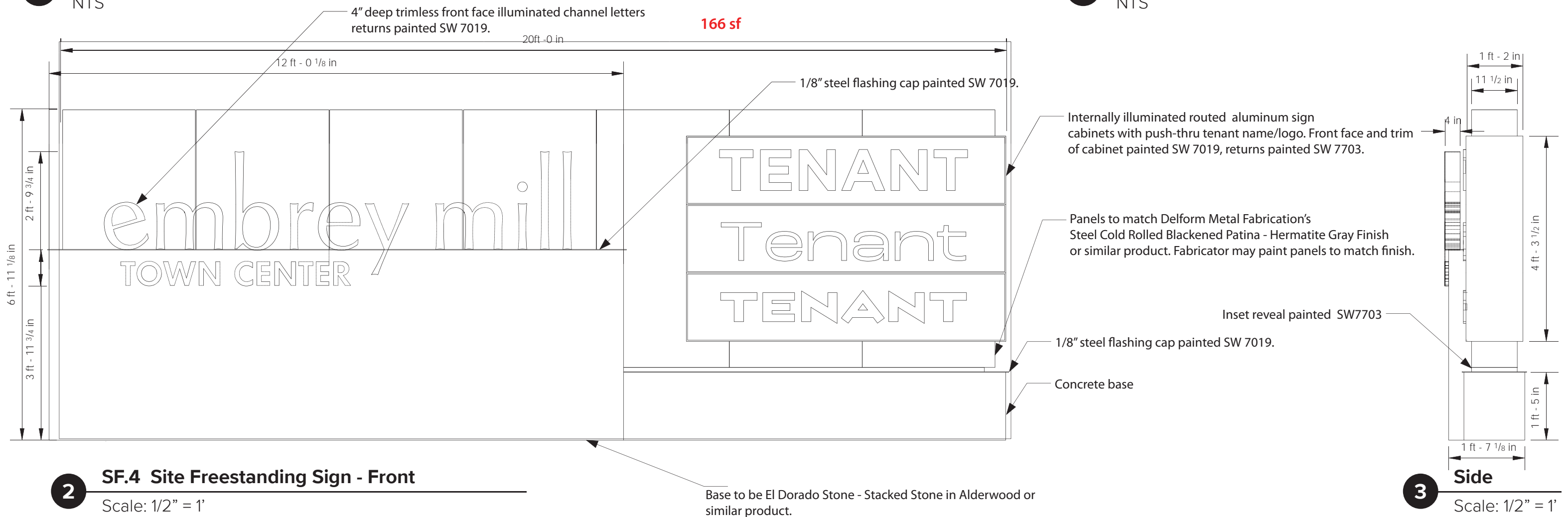
**2 SF.3 Site Freestanding Sign - Front**

Scale: 3/8" = 1'



# 1 Rendering

# 4 Location



Ownership reserves the right to change the architectural and wayfinding system aesthetics. However, proposed sign type quantities and overall square footage will remain the same.





1

### SW.1 Site Wall Sign - Front

Scale: 1/2" = 1'



2

### Location

NTS

6" deep front face illuminated letters. Returns painted 7076 Cyberspace.

3" deep front face illuminated channel letters. Returns painted 7076 Cyberspace.

1/8" deep aluminum panel behind each letter painted SW 7703

3

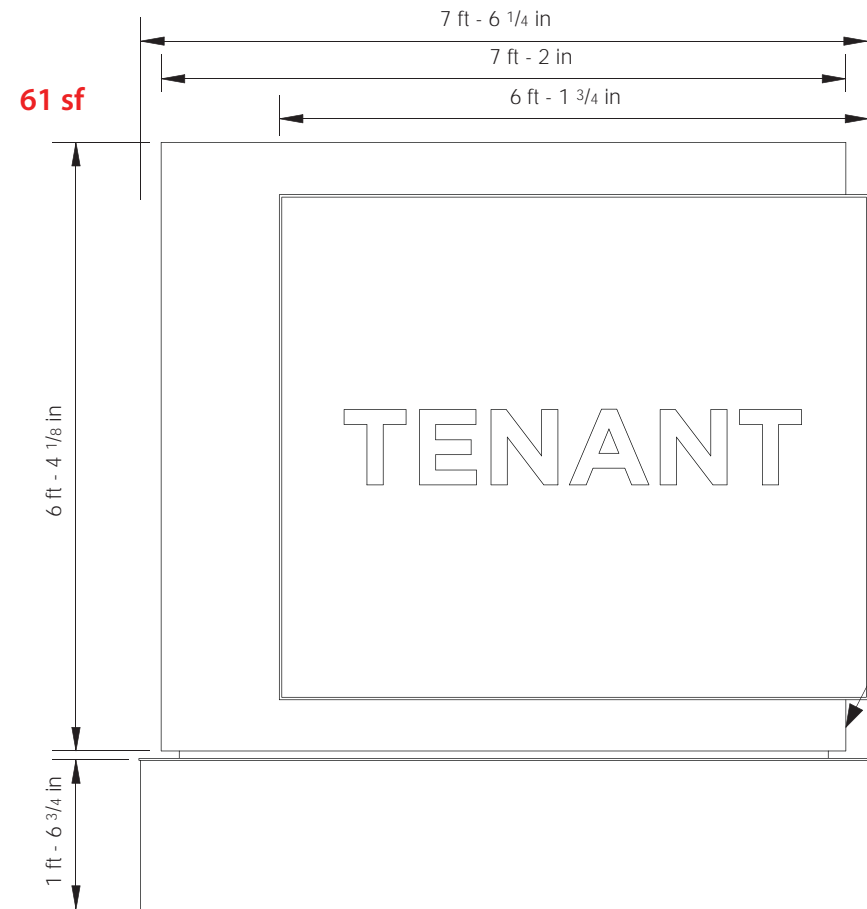
### SW.1 Site Wall Sign - Side

Scale: 1/2" = 1'

Sherwin Williams  
7019 Gauntlet Gray

Sherwin Williams  
Earthen Jug  
SW 7703

Ownership reserves the right to change the architectural and wayfinding system aesthetics. However, proposed sign type quantities and overall square footage will remain the same.

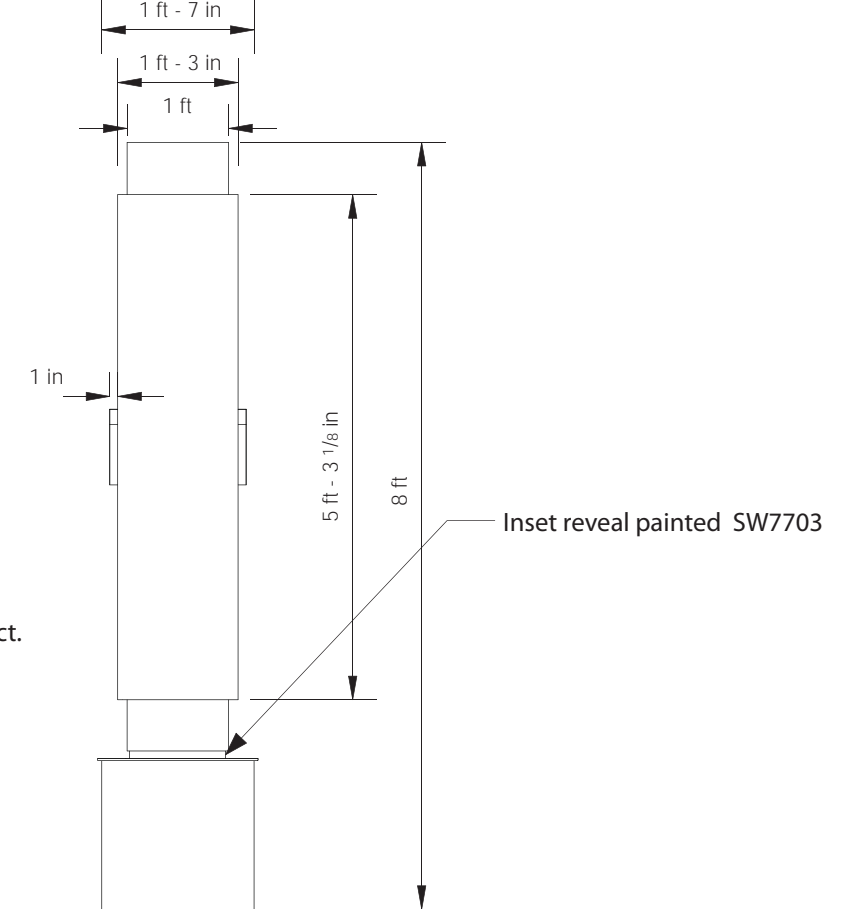


Internally illuminated routed aluminum sign cabinet with push-thru tenant name/logo. Front face and trim of cabinet painted SW 7019, returns painted SW 7703.

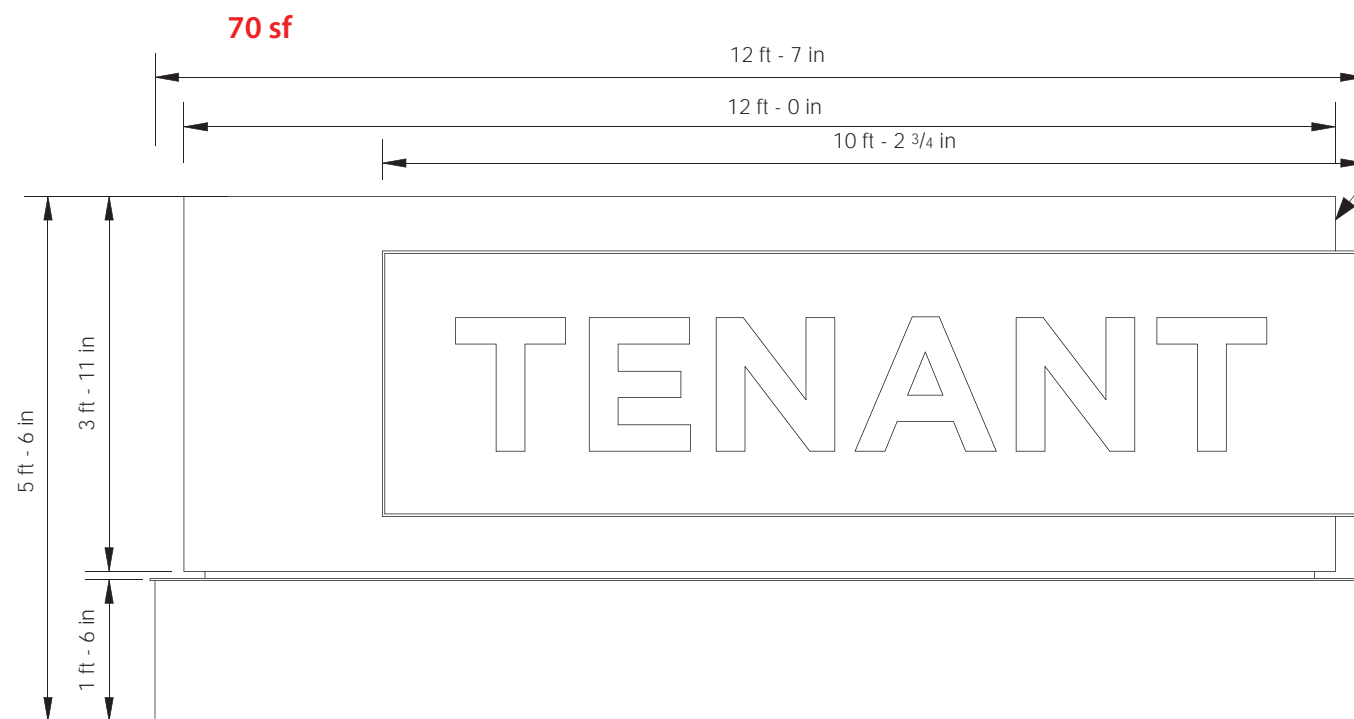
Panels to match Delform Metal Fabrication's Steel Cold Rolled Blackened Patina - Hermatite Gray Finish or similar product. Fabricator may paint panels to match finish.

Base to have a 1/8" steel flashing cap painted SW 7019.

Base to be El Dorado Stone - Stacked Stone in Alderwood or similar product.



Inset reveal painted SW7703

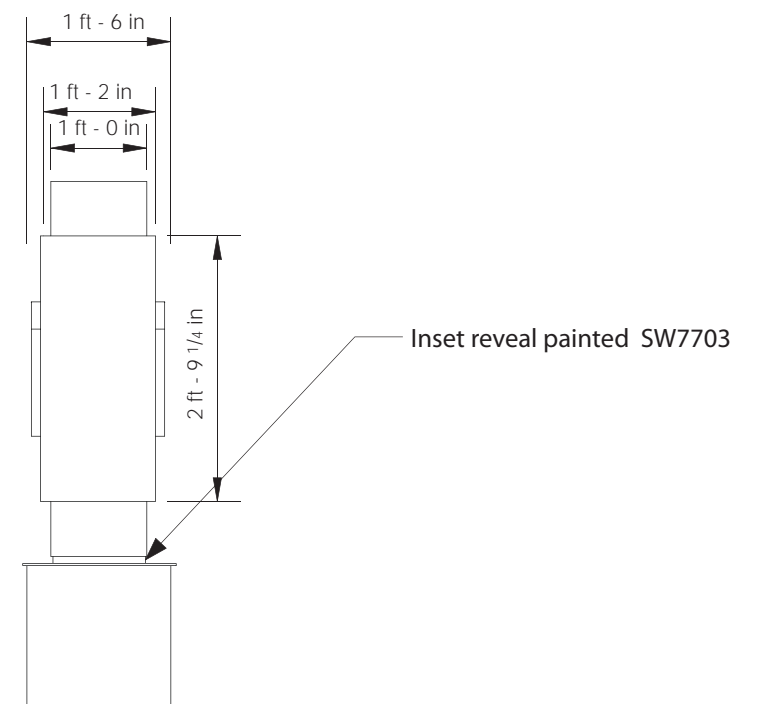


Panels to match Delform Metal Fabrication's Steel Cold Rolled Blackened Patina - Hermatite Gray Finish or similar product. Fabricator may paint panels to match finish.

Routed aluminum sign cabinet with front face illuminated push-thru tenant name/logo. Front face and trim of cabinet painted SW 7019, returns painted SW 7703.

Base to have a 1/8" steel flashing cap painted SW 7019.

Base to be El Dorado Stone - Stacked Stone in Alderwood or similar product.



Inset reveal painted SW7703

1

## TF Tenant Freestanding Signs - Fronts

Scale: 1/2" = 1'

2

## Sides

Scale: 1/2" = 1'

Ownership reserves the right to change the architectural and wayfinding system aesthetics. However, proposed sign type quantities and overall square footage will remain the same.



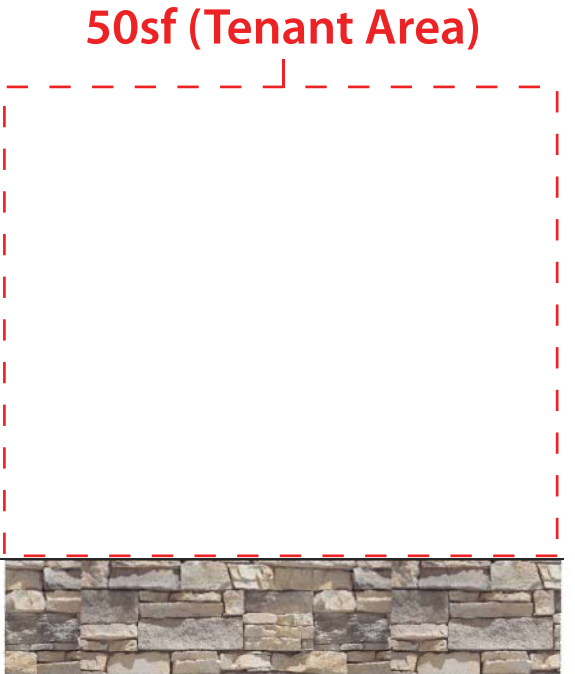
TENANT FREESTANDING SIGN

Per their leases at Embrey Mill, certain tenants may have the opportunity to have one tenant freestanding sign. Only tenants that have been identified by the Landlord may have this type of sign, not all tenants are guaranteed to receive this type of sign. These signs will serve as a form of identification for the tenant and will typically be placed in locations viewable by vehicular traffic entering or passing by the site.

Tenants will have the option of using one of the standard freestanding sign options to the right (Type A or Type B).

Tenants will be allowed to have their own sign prototypes as long as they adhere to the following guidelines:

- The maximum tenant area for tenant name/logo and sign panel is 50sf.
- Total sign area for sign cannot be over 70 sf, including the base.
- Base of Tenant’s freestanding sign must follow the fabrication specifications described in the previous page.
- Tenant freestanding sign must have dimensional letter elements such as:
  - o Dimensional letterforms and graphics
  - o Framed elements
  - o Engraved or etched elements
  - o Stencil cut
  - o Push-thru letters (edge lit illumination)
  - o Push-thru letters (front faced illumination)
- **Sign cabinets with acrylic faces and vinyl copy are not allowed.**
- **No product sales or specific product advertising are allowed except for gasoline prices.**

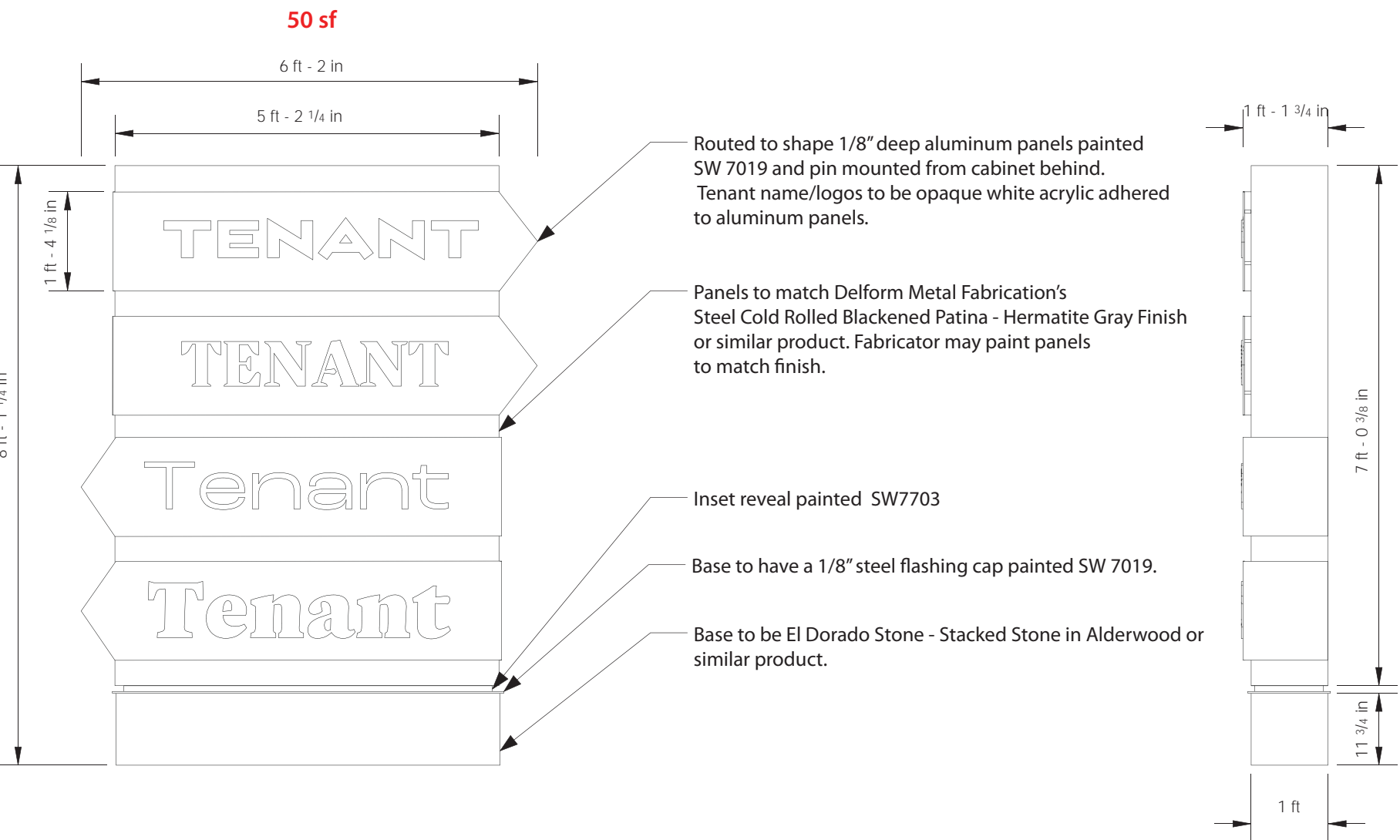


Tenant Freestanding Sign Type A

Tenant Freestanding Sign Type B

Ownership reserves the right to change the architectural and wayfinding system aesthetics. However, proposed sign type quantities and overall square footage will remain the same.





**1** **DF Directional Freestanding Sign - Front**  
Scale: 1/2" = 1'

**2** **Side**  
Scale: 1/2" = 1'



**4** **Location Example**  
NTS



**3** **Rendering**  
NTS

Ownership reserves the right to change the architectural and wayfinding system aesthetics. However, proposed sign type quantities and overall square footage will remain the same.

# MURALS

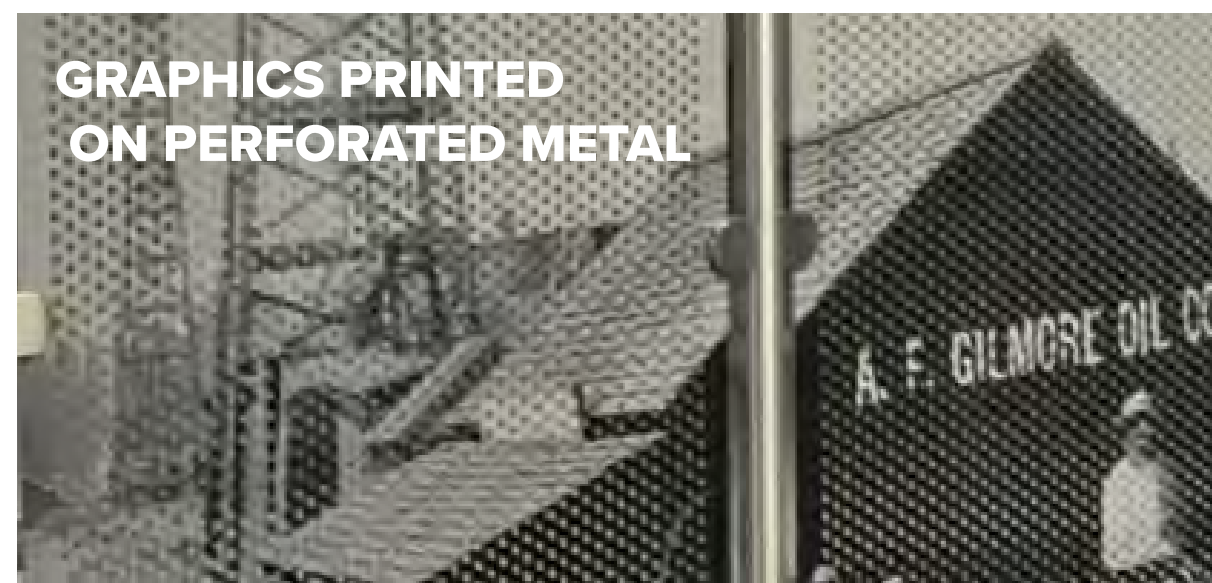
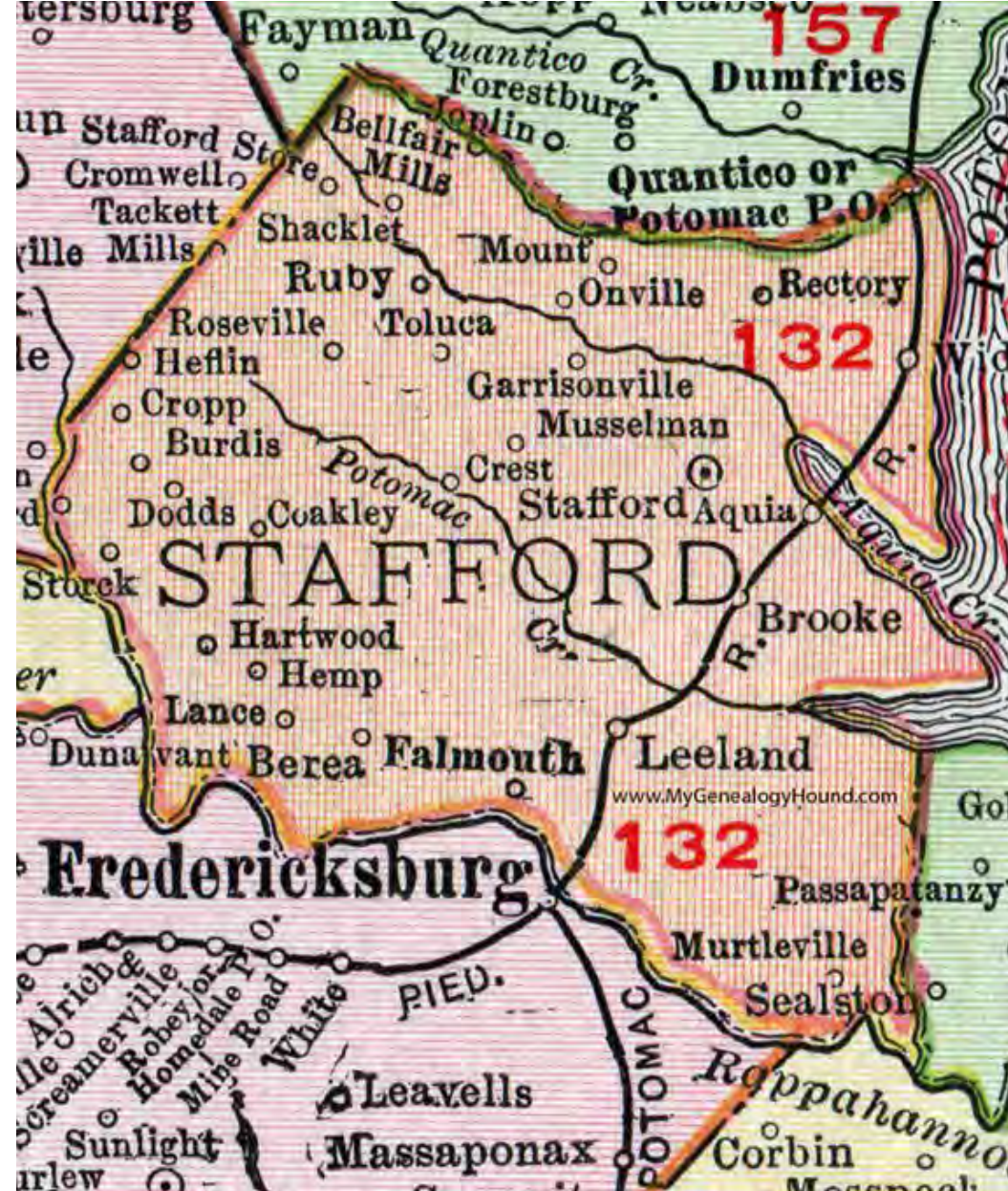




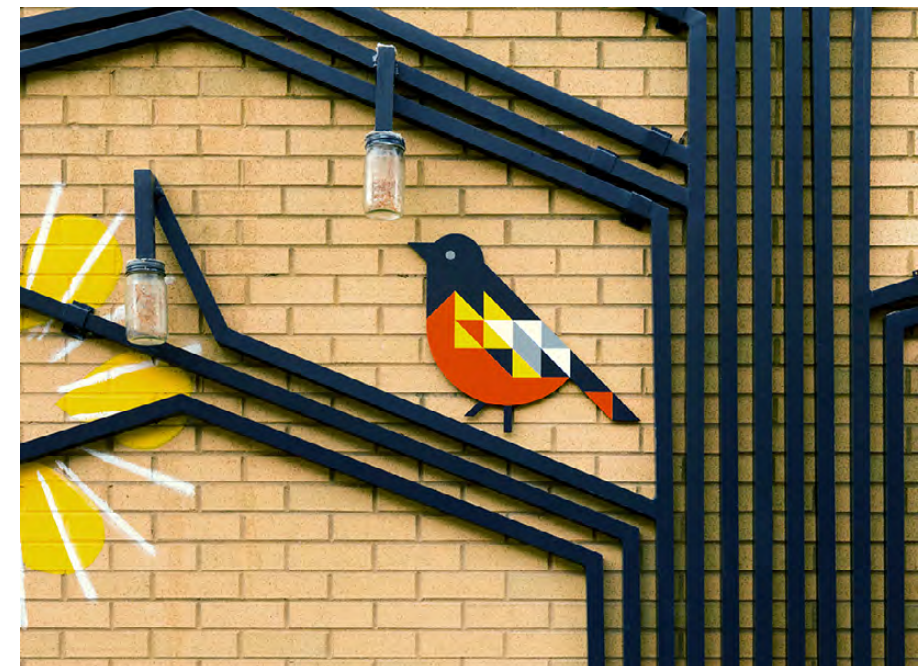
**WEATHERED TEXTURE**



**DIMENSIONAL + PAINTED ELEMENTS**

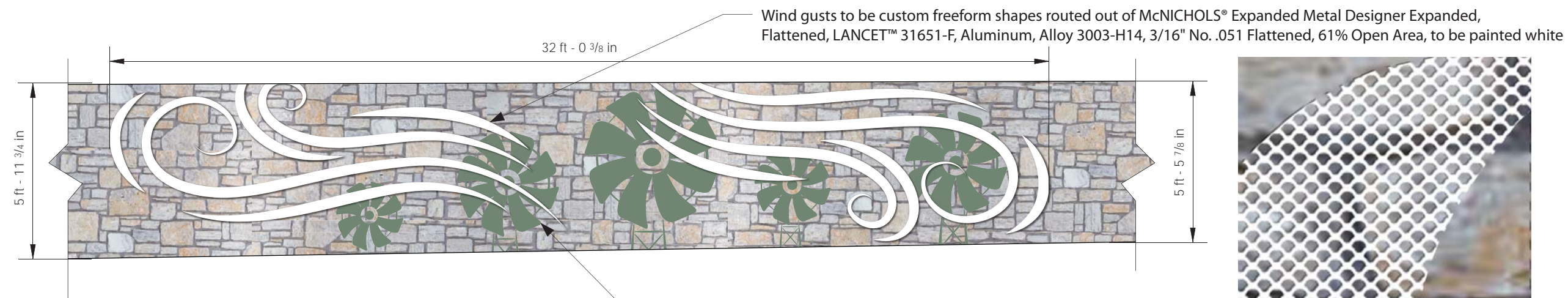


**GRAPHICS PRINTED  
ON PERFORATED METAL**



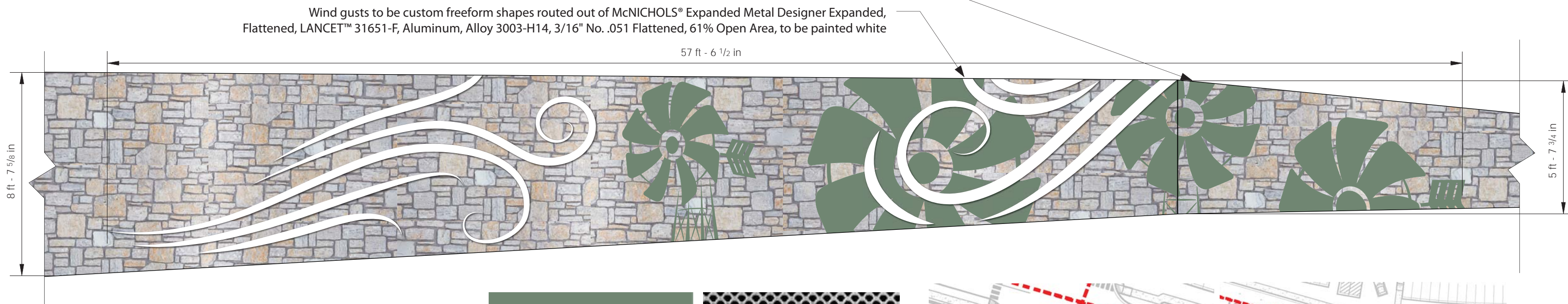
Murals serve purposes such as to decorate the environment and draw visitors to our site. They make those experiencing our site stop, look, admire, reflect, and even interact with what they see. Murals would add a pop of color and interest to the back of buildings, such as in the north elevations of buildings 2 and 3 that face Sunflower Drive. We propose murals that are more illustrative, and pattern based rather than text heavy. If murals do have text, it would be no more than 200 sf and non-branded language. Murals provide the opportunity to speak about the project site and its offerings as well as the larger Stafford County Community.





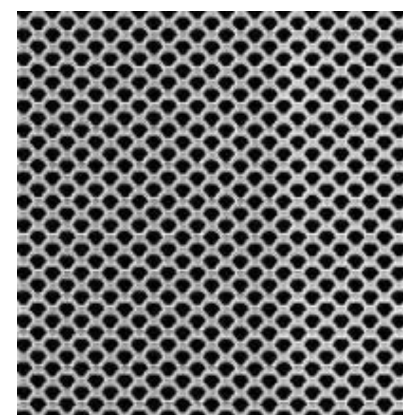
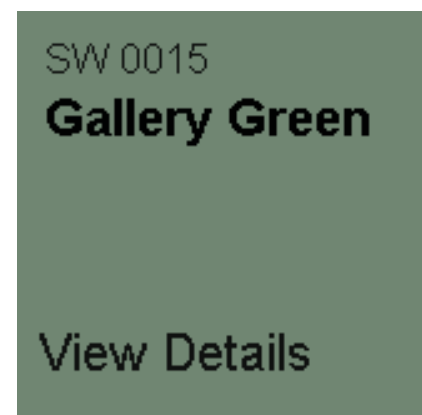
## 1 SM.1 Site Mural on Retaining Wall

Scale: 1/4" = 1'

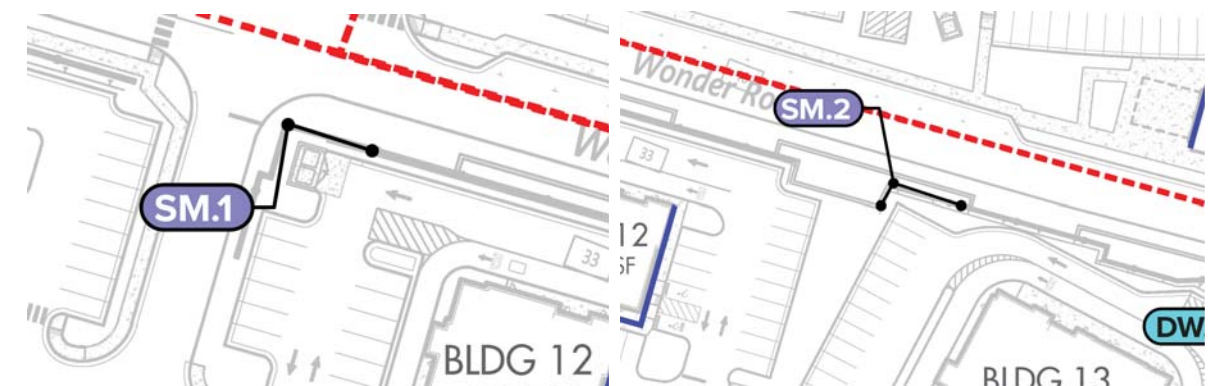


## 2 SM.2 Site Mural on Retaining Wall

Scale: 1/4" = 1'



McNICHOLS® Expanded Metal Designer Expanded, Flattened, LANCET™

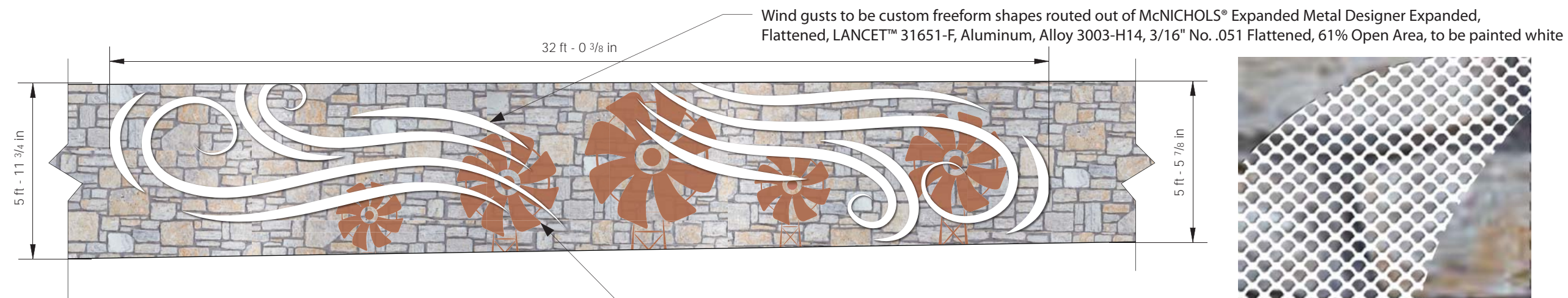


## 4 Location

NTS

Ownership reserves the right to change the architectural and wayfinding system aesthetics.



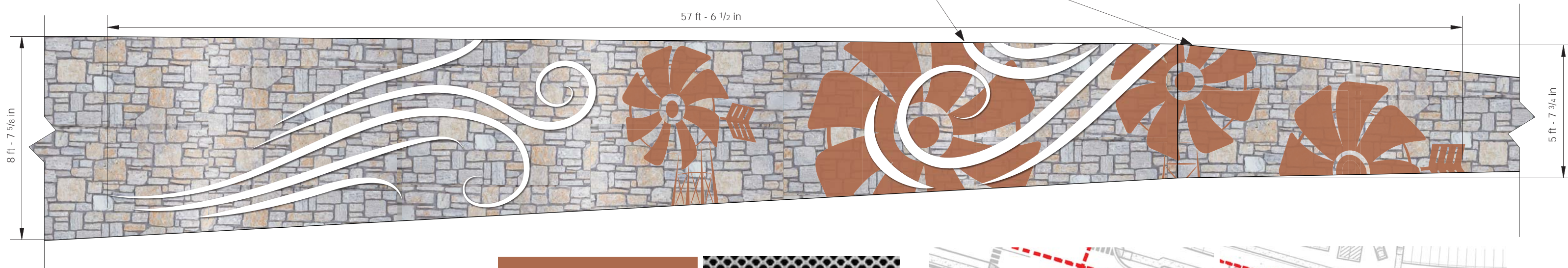


## 1 SM.1 Site Mural on Retaining Wall

Scale: 1/4" = 1'

Windmills painted SW 0050 on existing retaining stone walls

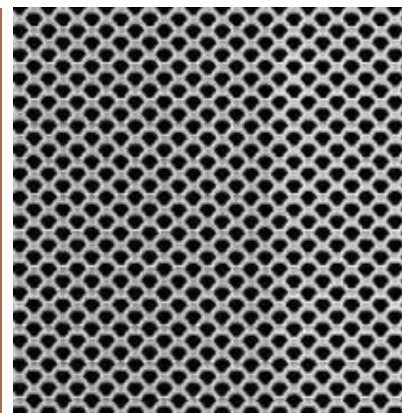
Wind gusts to be custom freeform shapes routed out of McNICHOLS® Expanded Metal Designer Expanded, Flattened, LANCET™ 31651-F, Aluminum, Alloy 3003-H14, 3/16" No. .051 Flattened, 61% Open Area, to be painted white



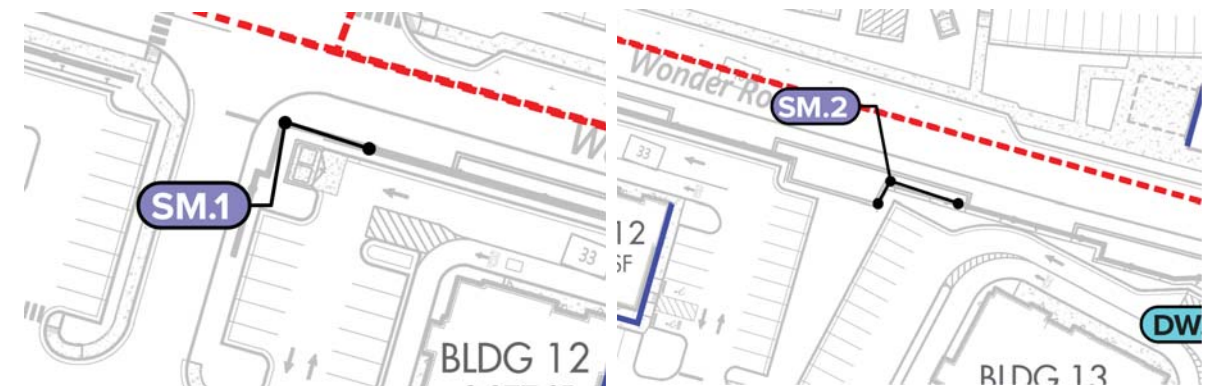
## 2 SM.2 Site Mural on Retaining Wall

Scale: 1/4" = 1'

Sherwin Williams  
Earthen Jug  
SW 7703



McNICHOLS® Expanded  
Metal  
Designer Expanded,  
Flattened, LANCET™

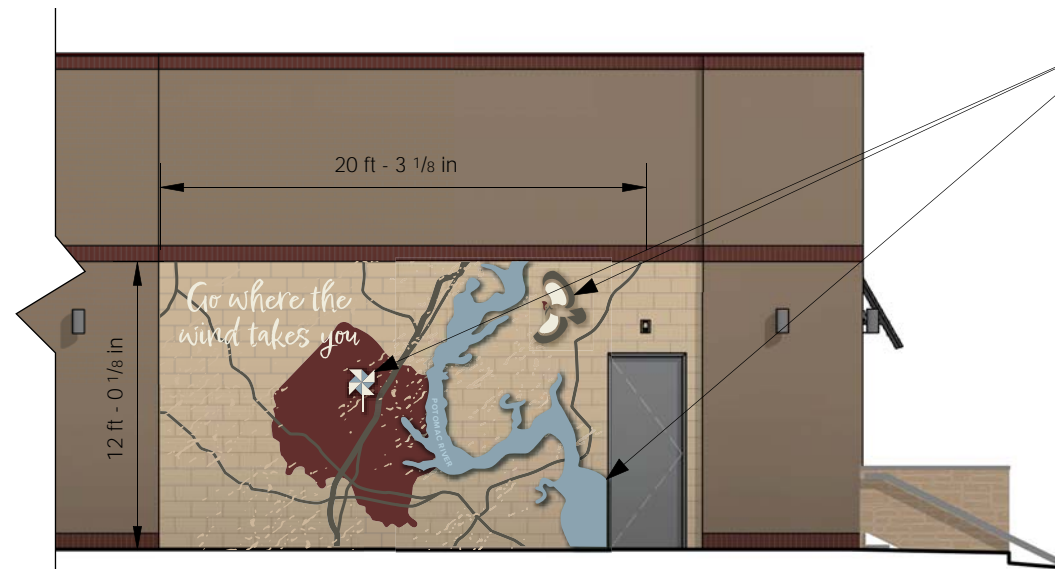


## 4 Location

NTS

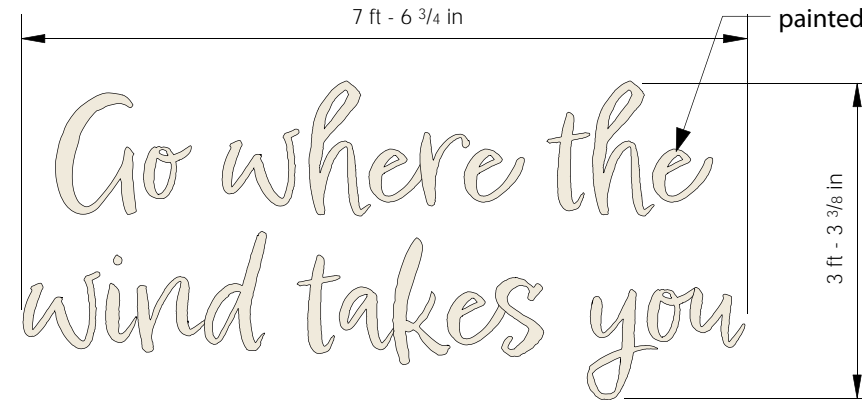
Ownership reserves the right to change the architectural and wayfinding system aesthetics.



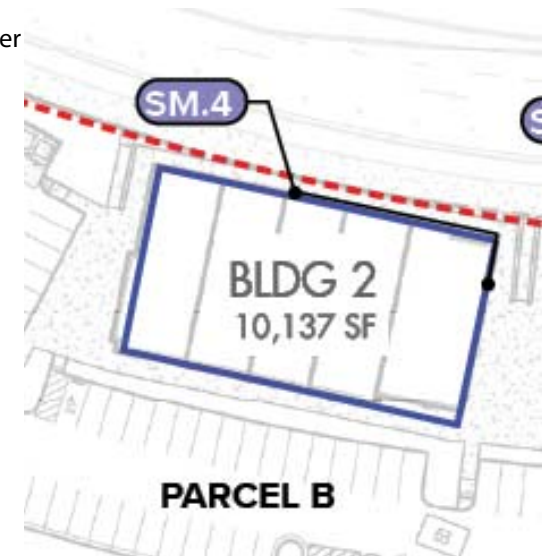


Building 2 East Elevation | Scale: 1/8" = 1'

Parts of graphic printed or painted on custom freeform shapes routed out of McNICHOLS® Expanded Metal Designer Expanded, Flattened, LANCET™ 31651-F, Aluminum, Alloy 3003-H14, 3/16" No. .051 Flattened, 61% Open Area. Pin mounted to wall, colors to match the below sherwin williams swatches.



Letters | Scale: 1/2" = 1' **Mural text is 25 sf**



Location

Paint over top of utility boxes

Murals to be power washed in order to look slightly weathered

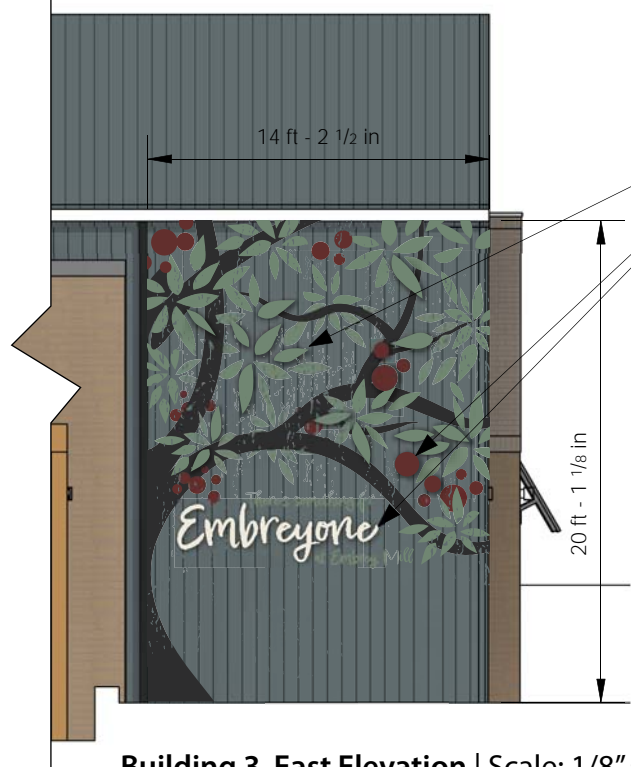


Building 2 North Elevation | Scale: 1/8" = 1'

## Site Mural 4

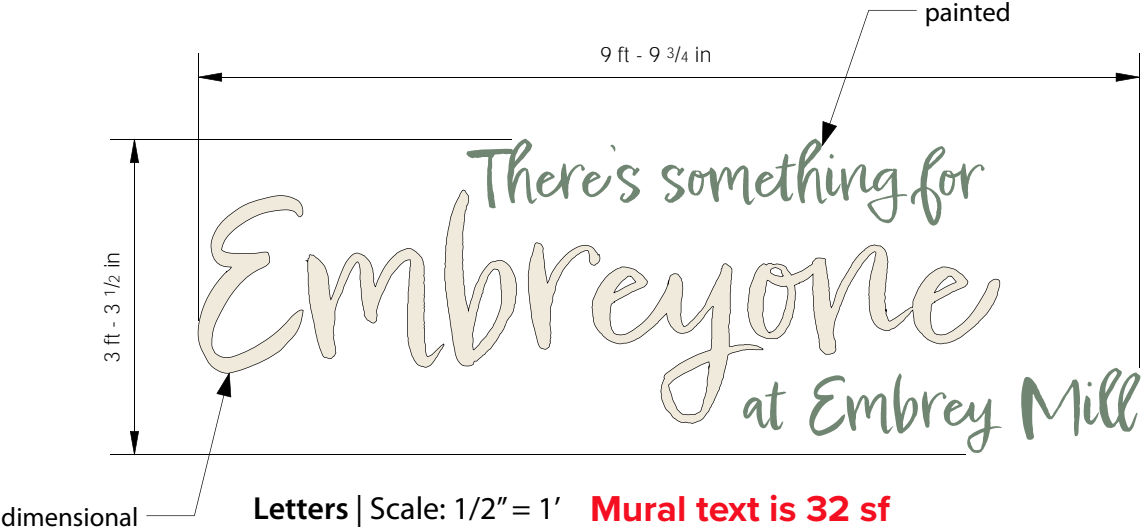


Ownership reserves the right to change the architectural and wayfinding system aesthetics.



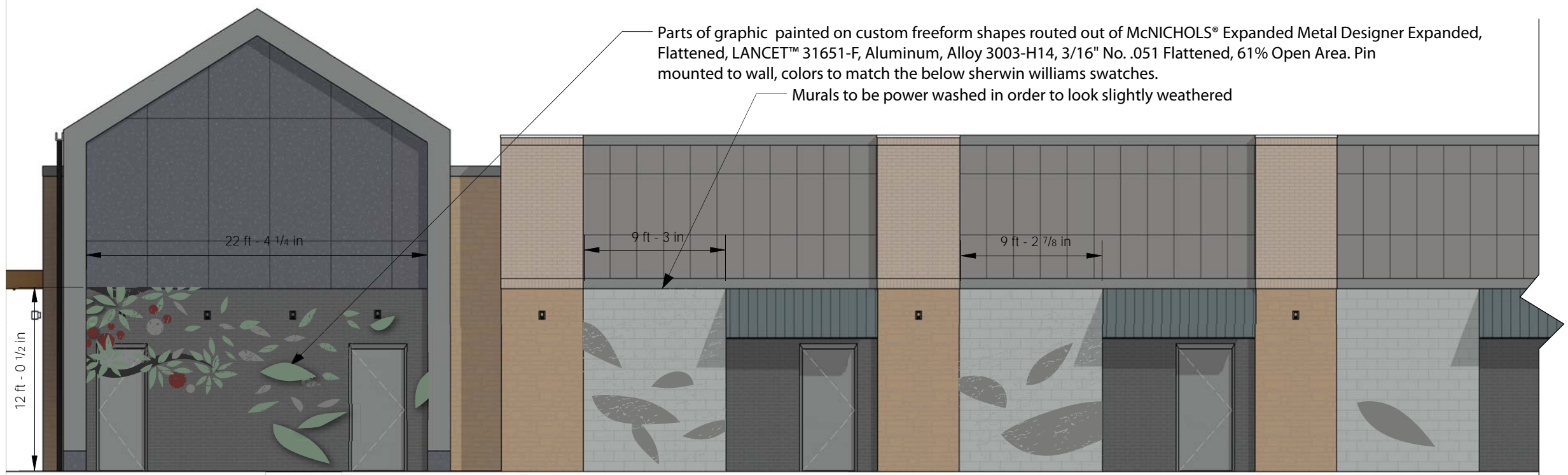
Building 3 East Elevation | Scale: 1/8" = 1'

Parts of graphic painted on custom freeform shapes routed out of McNICHOLS® Expanded Metal Designer Expanded, Flattened, LANCET™ 31651-F, Aluminum, Alloy 3003-H14, 3/16" No. .051 Flattened, 61% Open Area. Pin mounted to wall, colors to match the below sherwin williams swatches.



Location

McNICHOLS®  
Expanded Metal  
Designer Expanded,  
Flattened, LANCET™



Building 3 North Elevation | Scale: 1/8" = 1'

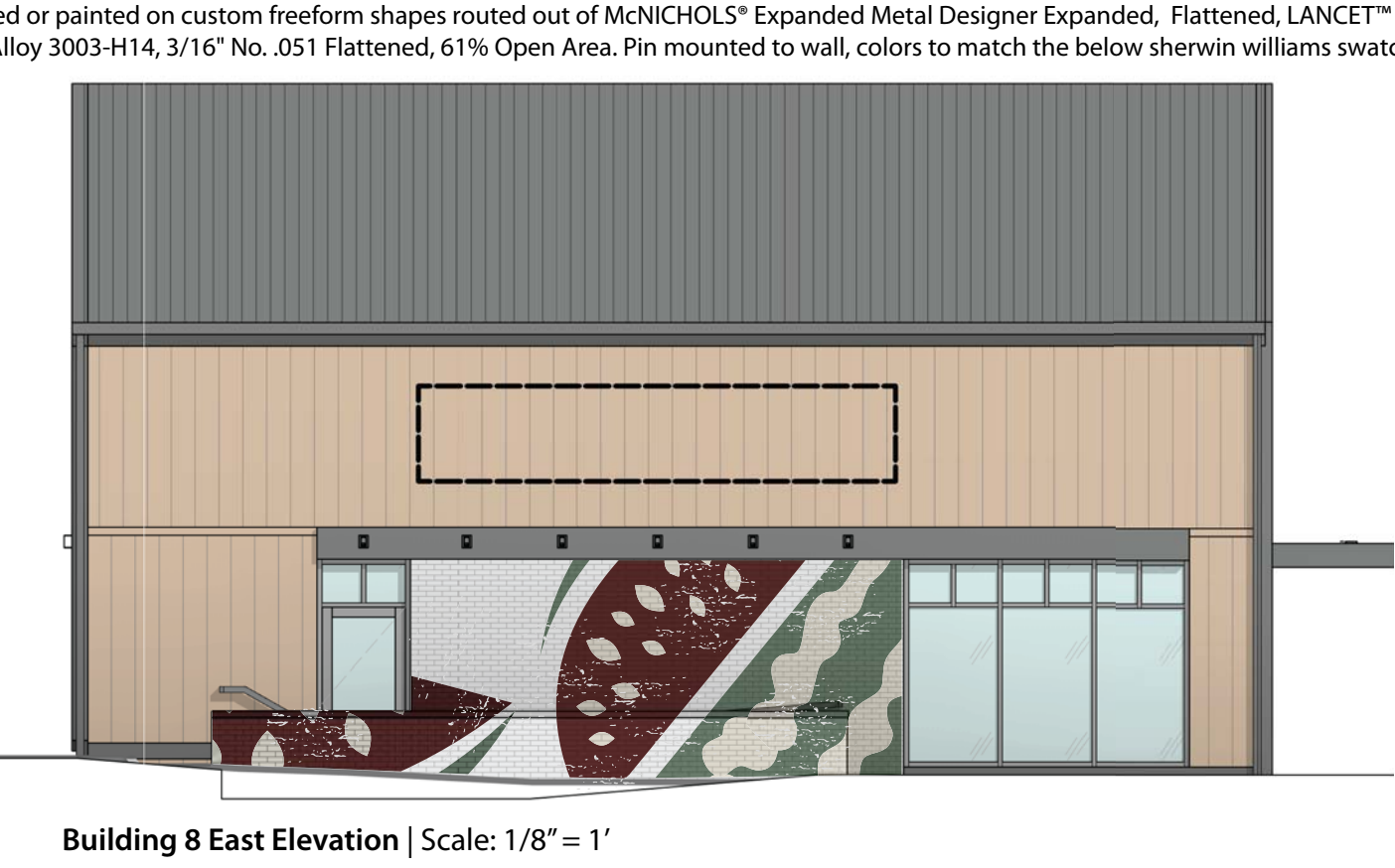
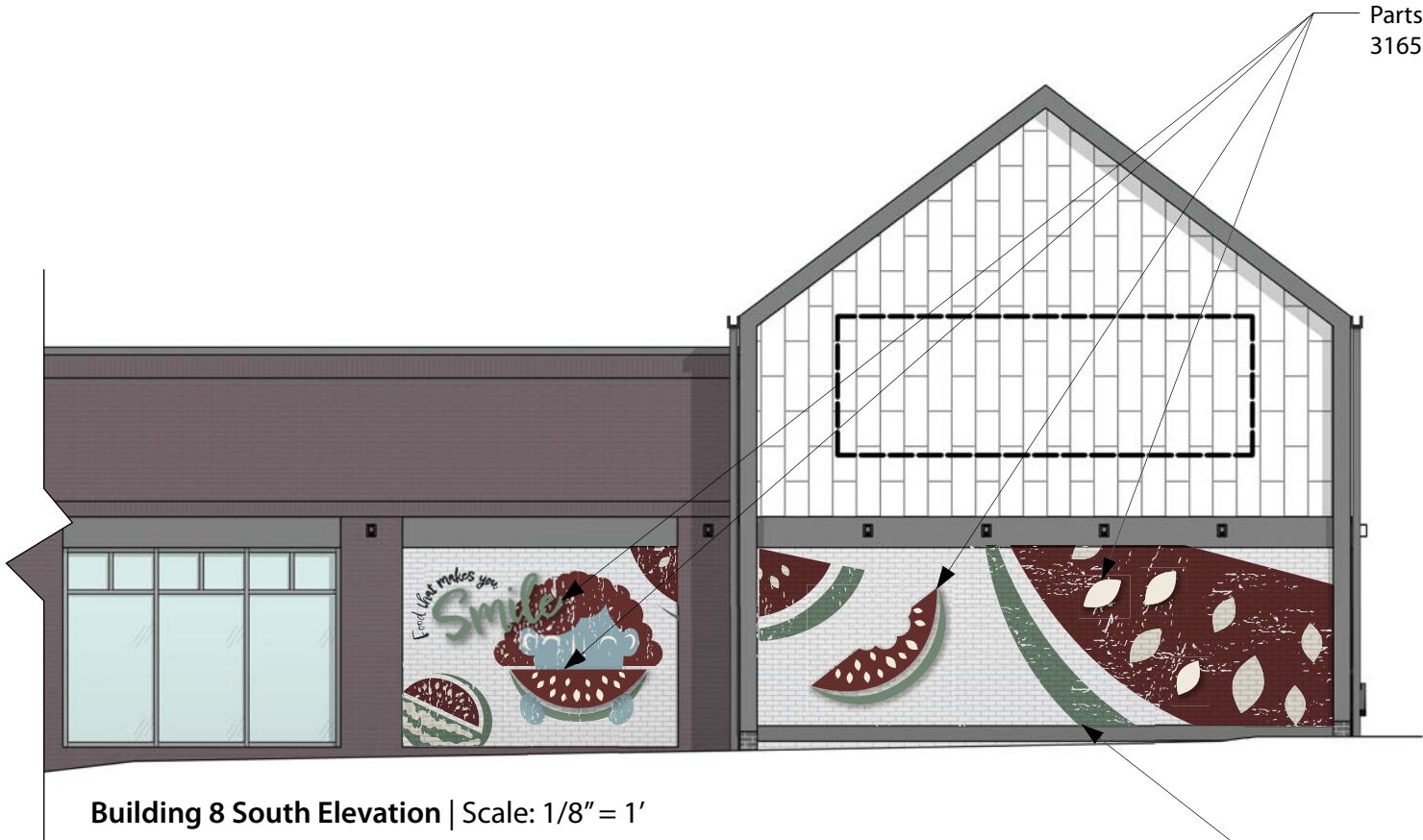
## Site Mural 5

SW 2849 <b>Westchester Gray</b> <a href="#">View Details</a>	
SW 0050 <b>Classic Light Buff</b> <a href="#">View Details</a>	SW 0015 <b>Gallery Green</b> <a href="#">View Details</a>
SW 6258 <b>Tricorn Black</b> <a href="#">View Details</a>	SW 2802 <b>Rookwood Red</b> <a href="#">View Details</a>

Ownership reserves the right to change the architectural and wayfinding system aesthetics.



Parts of graphic printed or painted on custom freeform shapes routed out of McNICHOLS® Expanded Metal Designer Expanded, Flattened, LANCET™ 31651-F, Aluminum, Alloy 3003-H14, 3/16" No. .051 Flattened, 61% Open Area. Pin mounted to wall, colors to match the below sherwin williams swatches.

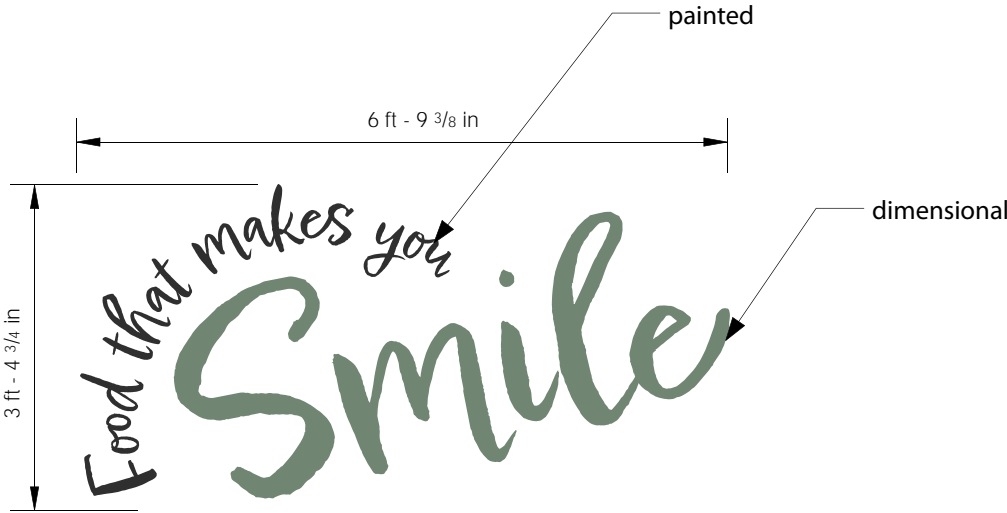


Building 8 South Elevation | Scale: 1/8" = 1'

Building 8 East Elevation | Scale: 1/8" = 1'

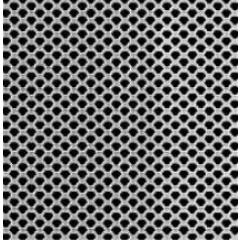
Murals to be power washed in order to look slightly weathered

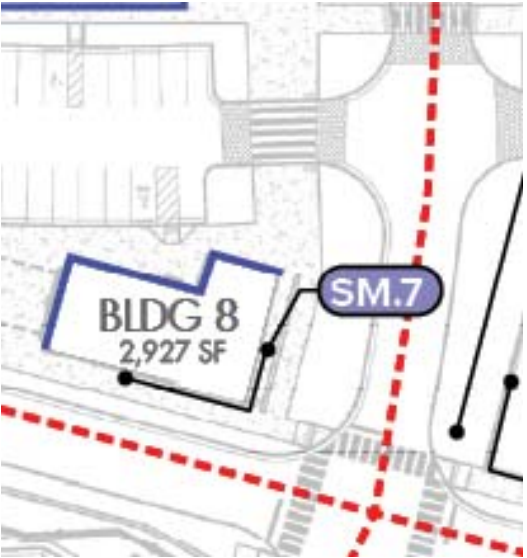
Site Mural 7



Letters | Scale: 1/2" = 1' **Mural text is 23 sf**

McNICHOLS®  
Expanded Metal  
Designer Expanded,  
Flattened, LANCET™

SW 0015 <b>Gallery Green</b> <a href="#">View Details</a>	SW 2863 <b>Powder Blue</b> <a href="#">View Details</a>	
SW 6258 <b>Tricorn Black</b> <a href="#">View Details</a>	SW 2802 <b>Rookwood Red</b> <a href="#">View Details</a>	SW 0050 <b>Classic Light Buff</b> <a href="#">View Details</a>



Location

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Parts of graphic printed or painted on custom freeform shapes routed out of McNICHOLS® Expanded Metal Designer Expanded, Flattened, LANCET™ 31651-F, Aluminum, Alloy 3003-H14, 3/16" No. .051 Flattened, 61% Open Area. Pin mounted to wall, colors to match the below sherwin williams swatches.



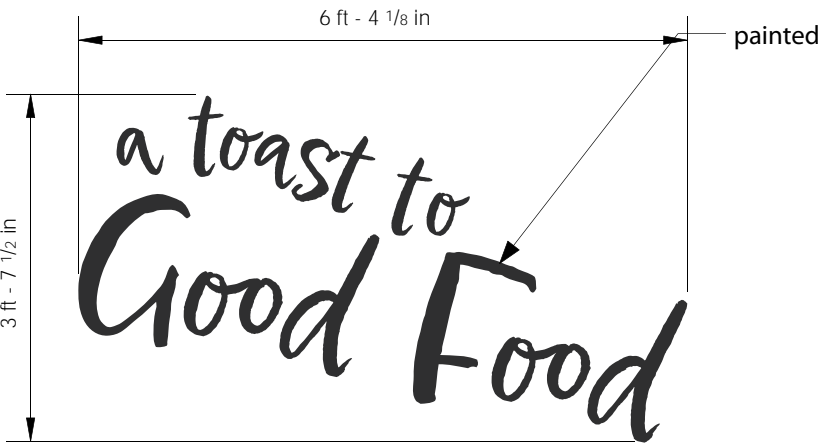
Building 8 South Elevation | Scale: 1/8" = 1'



Building 8 East Elevation | Scale: 1/8" = 1'

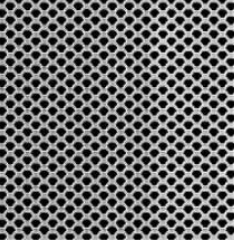
Murals to be power washed in order to look slightly weathered

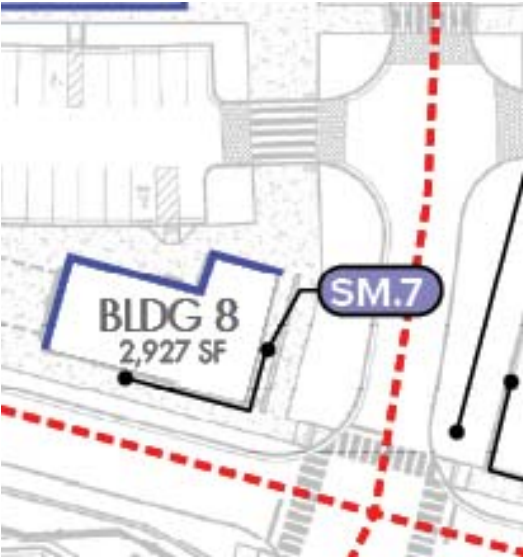
## Site Mural 7



Letters | Scale: 1/2" = 1' **Mural text is 23 sf**

McNICHOLS®  
Expanded Metal  
Designer Expanded,  
Flattened, LANCET™

SW 0015 <b>Gallery Green</b>  View Details	SW 2863 <b>Powder Blue</b>  View Details	
SW 6258 <b>Tricorn Black</b>  View Details	SW 2802 <b>Rookwood Red</b>  View Details	SW 0050 <b>Classic Light Buff</b>  View Details



Location

Ownership reserves the right to change the architectural and wayfinding system aesthetics.



# SIGN AREA MEASUREMENT & ALLOWANCES

This section includes currently available architectural elevations. Some are still being developed as leases are confirmed but will follow the calculations set forth in this section.

GENERAL STOREFRONT SIGNAGE CALCULATION

Each Tenant has been allotted various locations for their signage dependent on their location within the building. **Each Tenant is limited to two square feet (2 sf) of signage per linear foot of storefront elevations.** All tenants will use this calculation for their allowable signage area. The sum of the areas of all allowable signs must not exceed the total allowable signage area.

All signs and graphics, whether used alone or in combination, are subject to Landlord approval and must obtain a permit from Stafford County. Tenants assume responsibility for obtaining permits and approval prior to installation.

Notes

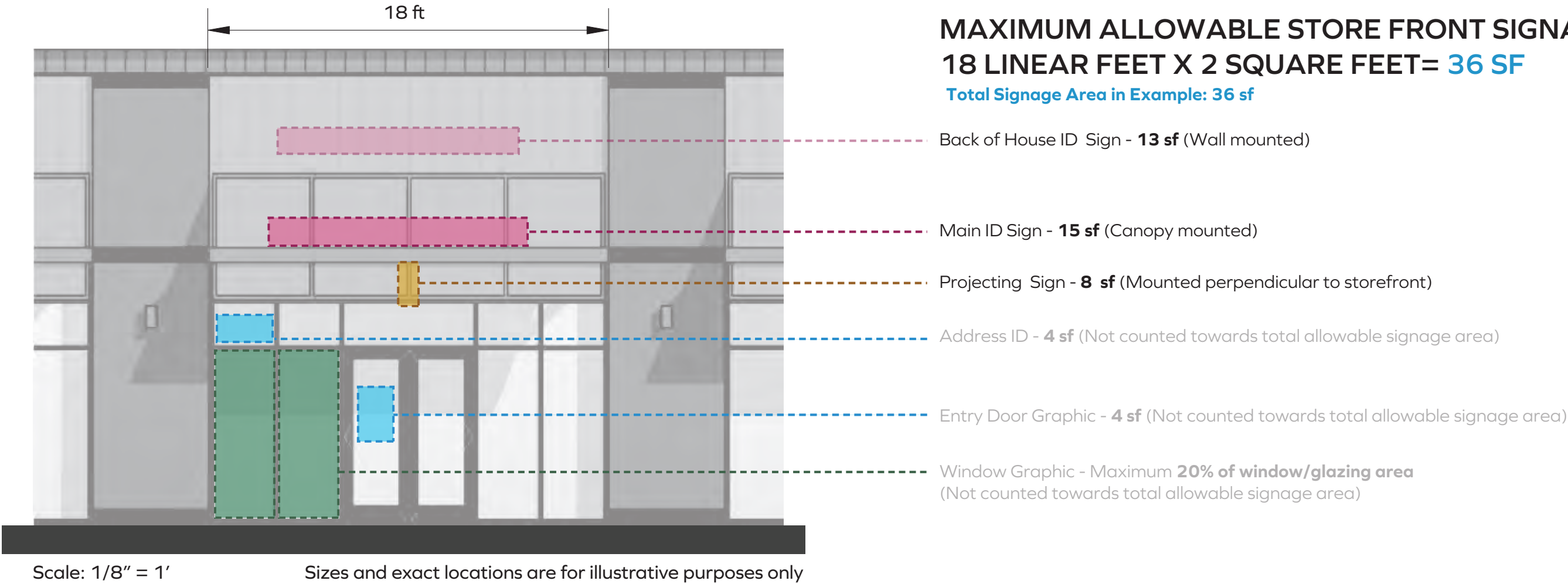
Door Identification Graphics (DG), Awning Signage (AS), Window Graphics (WG), A Frame Signs (AF), Umbrella Signs (US), and Construction/Limited Duration Signage do not count against total signage area calculation. However, these sign types are subject to further restrictions as to their quantity and size as described in section 4.4 of our tenant criteria.

Sec. 28-129. - Types permitted in commercial and office districts states that the maximum number of wall signs on a building is 4 on front wall or 1 per tenant, 2 per remaining walls. **However, given that some of our buildings have more than 4 tenants and the inward facing nature of our center, we request that this rule not apply to us.** Although quantity of signs will not be limited, the signage calculation will proportionally regulate how much sign area each tenant is permitted. See example below for permitted signage breakdown.

The Tenant Design Criteria expresses Landlord regulatory guidelines for tenant signage in further detail.

ALLOWABLE SIGNAGE LOCATIONS

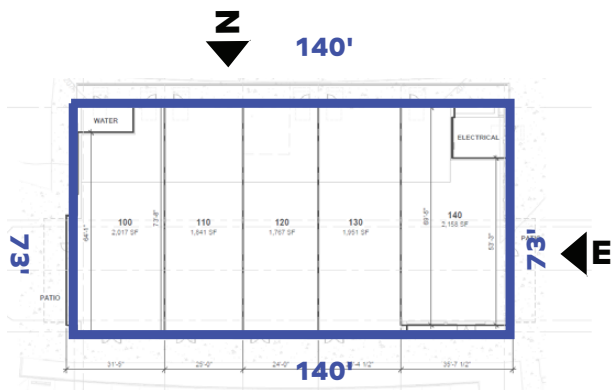
The Landlord has provided allowable areas for all signs with tenants as needed. See the following pages for specified areas.







SIGNAGE AREA ALLOCATIONS - BUILDING 02 EAST ELEVATION



Blue Line Represents frontage

### ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

Allowable sign types for tenants are as follow:

- TF - Tenant Freestanding Sign
- DG - Door Identification Graphics
- WM - Wall Mounted Signage
- CM - Canopy Mounted Signage
- AS - Awning Signage
- PS - Projecting Signs
- WG - Window Graphics
- AF - A Frame Signs
- US - Umbrella Signage
- LD - Construction/ Limited Duration Signage

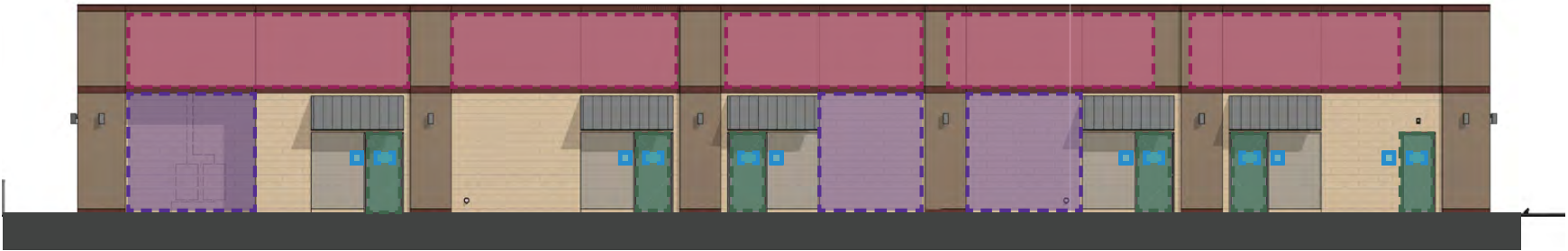
### Mounting

Signs to be mounted onto facade sign-band, canopy, and/or spandrels. Installation of signs is permitted only within storefront zone.

### Notes

All designs will be regulated by the Retail Signage Guidelines and subject to Landlord Approval.

- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals



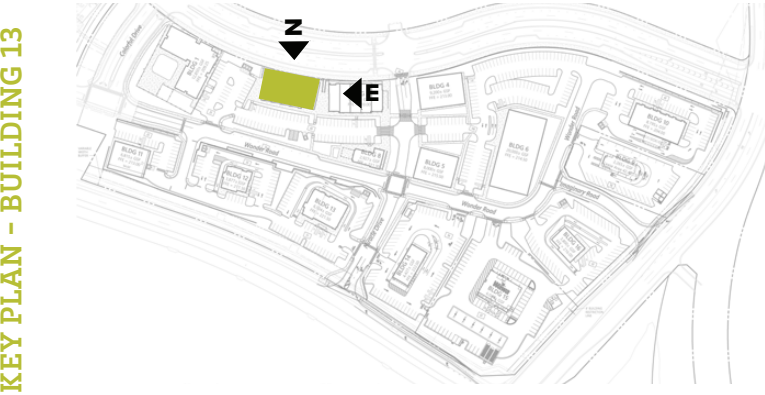
SIGNAGE AREA ALLOCATIONS - BUILDING 02 NORTH ELEVATION

These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage.  
Elevations are representative of allowable placement and are not to scale.  
All diagrams or photos are for illustrative purposes only.

TOTAL FRONTAGE = SOUTH ELEVATION + WEST ELEVATION + EAST ELEVATION + NORTH ELEVATION

426' = 140' + 73' + 73' + 140'

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
02	B	422 ft	426 ft	Not applicable per parcel	200 sf/ 852 sf



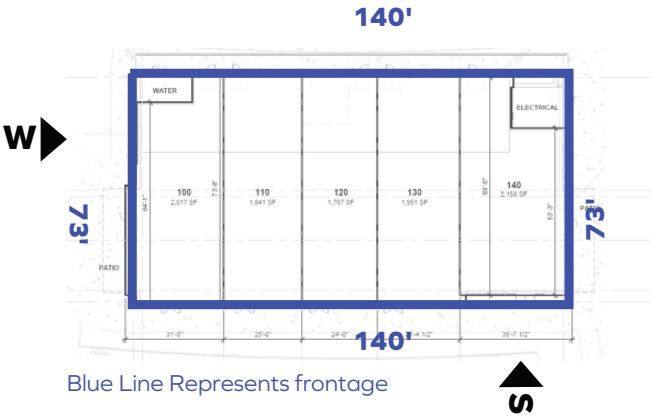
KEY PLAN - BUILDING 13



SIGNAGE AREA ALLOCATIONS - BUILDING 02 WEST ELEVATION



SIGNAGE AREA ALLOCATIONS - BUILDING 02 SOUTH ELEVATION



These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage.  
Elevations are representative of allowable placement and are not to scale.  
All diagrams or photos are for illustrative purposes only.

TOTAL FRONTAGE = SOUTH ELEVATION + WEST ELEVATION + EAST ELEVATION + NORTH ELEVATION

426' = 140' + 73' + 73' + 140'

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
02	B	422 ft	426 ft	Not applicable per parcel	200 sf/ 852 sf

ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

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- WG - Window Graphics
- AF - A Frame Signs
- US - Umbrella Signage
- LD - Construction/ Limited Duration Signage

Mounting

Signs to be mounted onto facade sign-band, canopy, and/or spandrels. Installation of signs is permitted only within storefront zone.

Notes

All designs will be regulated by the Retail Signage Guidelines and subject to Landlord Approval.

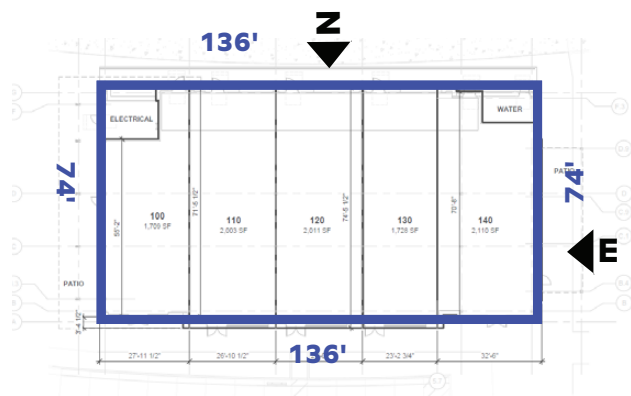
- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals







SIGNAGE AREA ALLOCATIONS - BUILDING 03 EAST ELEVATION



Blue Line Represents frontage



SIGNAGE AREA ALLOCATIONS - BUILDING 03 NORTH ELEVATION

These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage.  
 Elevations are representative of allowable placement and are not to scale.  
 All diagrams or photos are for illustrative purposes only.

**TOTAL FRONTAGE = SOUTH ELEVATION + WEST ELEVATION + EAST ELEVATION + NORTH ELEVATION**

**420' = 136' + 74' + 74' + 136'**

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
03	B	422 ft	420 ft	Not applicable per parcel	200 sf/ 840 sf

### ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

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- WG - Window Graphics
- AF - A Frame Signs
- US - Umbrella Signage
- LD - Construction/ Limited Duration Signage

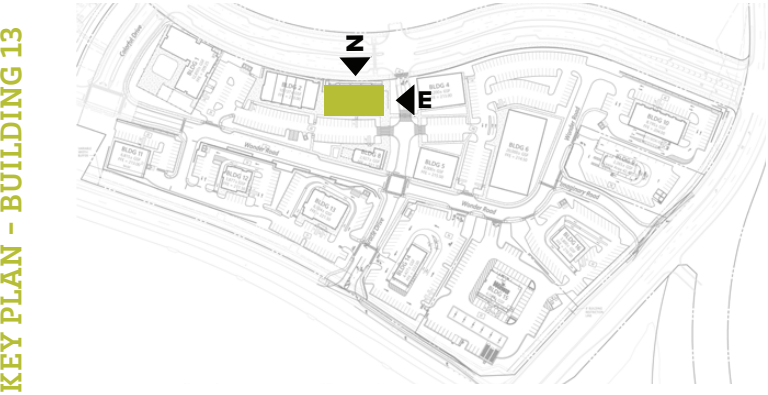
### Mounting

Signs to be mounted onto facade sign-band, canopy, and/or spandrels. Installation of signs is permitted only within storefront zone.

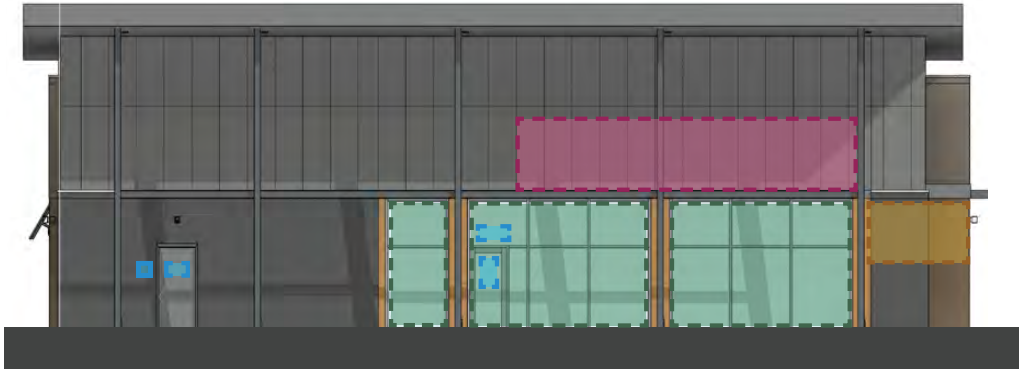
### Notes

All designs will be regulated by the Retail Signage Guidelines and subject to Landlord Approval.

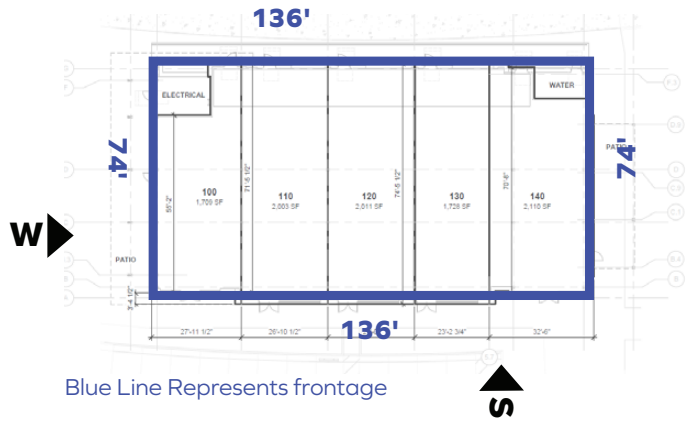
- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals



KEY PLAN - BUILDING 13



SIGNAGE AREA ALLOCATIONS - BUILDING 03 WEST ELEVATION



Blue Line Represents frontage



SIGNAGE AREA ALLOCATIONS - BUILDING 03 SOUTH ELEVATION

These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage.  
Elevations are representative of allowable placement and are not to scale.  
All diagrams or photos are for illustrative purposes only.

TOTAL FRONTAGE = SOUTH ELEVATION + WEST ELEVATION + EAST ELEVATION + NORTH ELEVATION

420' = 136' + 74' + 74' + 136'

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
03	B	422 ft	420 ft	Not applicable per parcel	200 sf/ 840 sf

### ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

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- PS - Projecting Signs
- WG - Window Graphics
- AF - A Frame Signs
- US - Umbrella Signage
- LD - Construction/ Limited Duration Signage

### Mounting

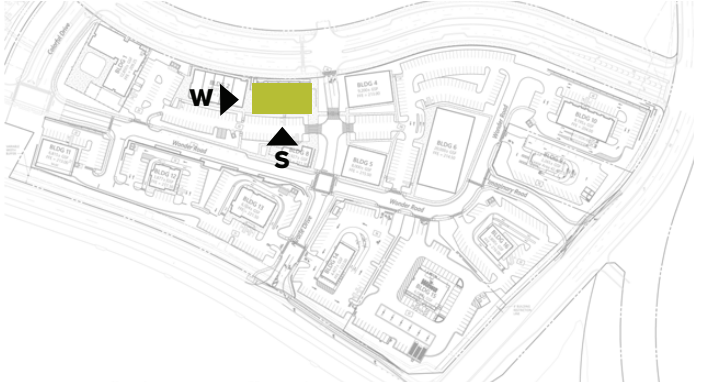
Signs to be mounted onto facade sign-band, canopy, and/or spandrels. Installation of signs is permitted only within storefront zone.

### Notes

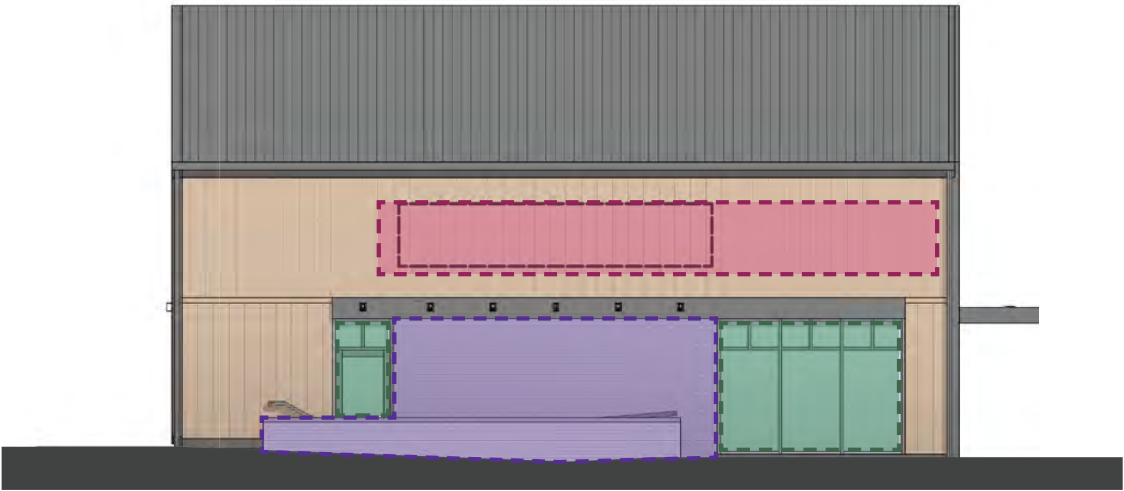
All designs will be regulated by the Retail Signage Guidelines and subject to Landlord Approval.

- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals

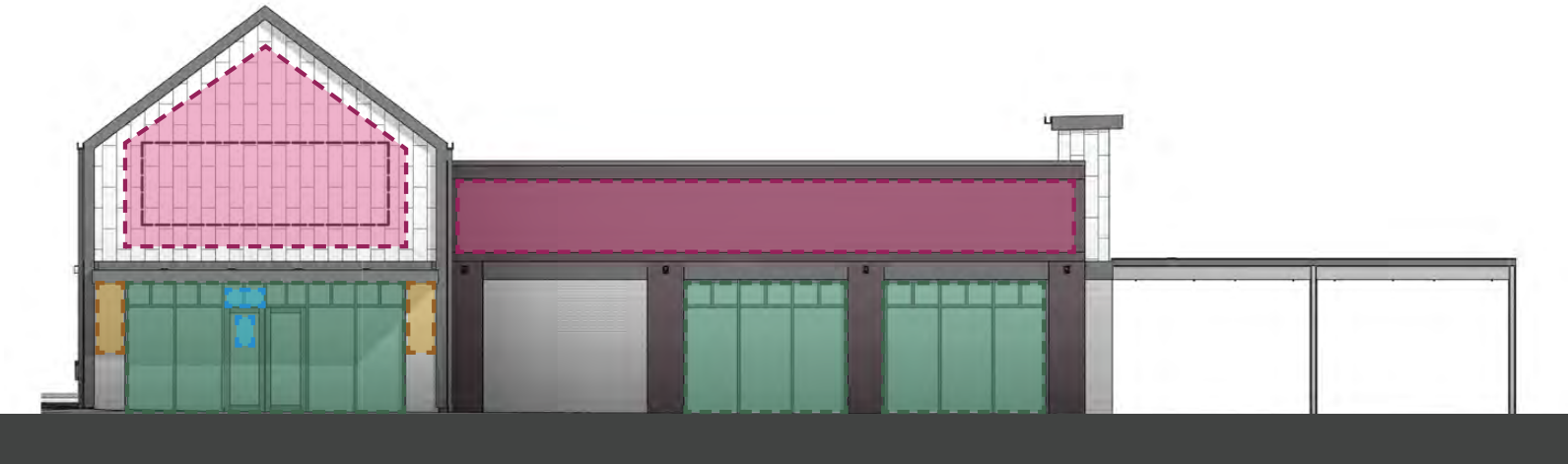
KEY PLAN - BUILDING 13







SIGNAGE AREA ALLOCATIONS - BUILDING 08 EAST ELEVATION



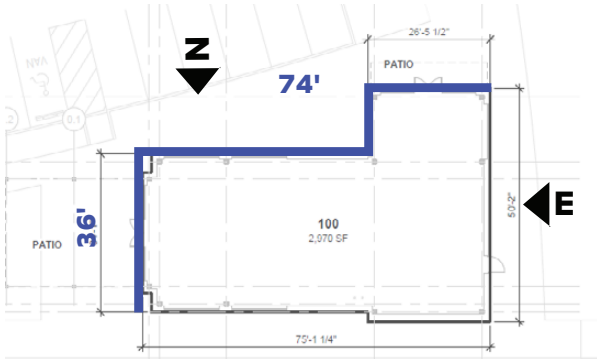
SIGNAGE AREA ALLOCATIONS - BUILDING 08 NORTH ELEVATION

These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage.  
Elevations are representative of allowable placement and are not to scale.  
All diagrams or photos are for illustrative purposes only.

TOTAL FRONTAGE = NORTH ELEVATION + WEST ELEVATION

110' = 74' + 36'

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
08	B	422 ft	110 ft	Not applicable per parcel	200 sf/ 220 sf



Blue Line Represents frontage

ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

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- AS - Awning Signage
- PS - Projecting Signs
- WG - Window Graphics
- AF - A Frame Signs
- US - Umbrella Signage
- LD - Construction/ Limited Duration Signage

Mounting

Signs to be mounted onto facade sign-band, canopy, and/or spandrels. Installation of signs is permitted only within storefront zone.

Notes

All designs will be regulated by the Retail Signage Guidelines and subject to Landlord Approval.

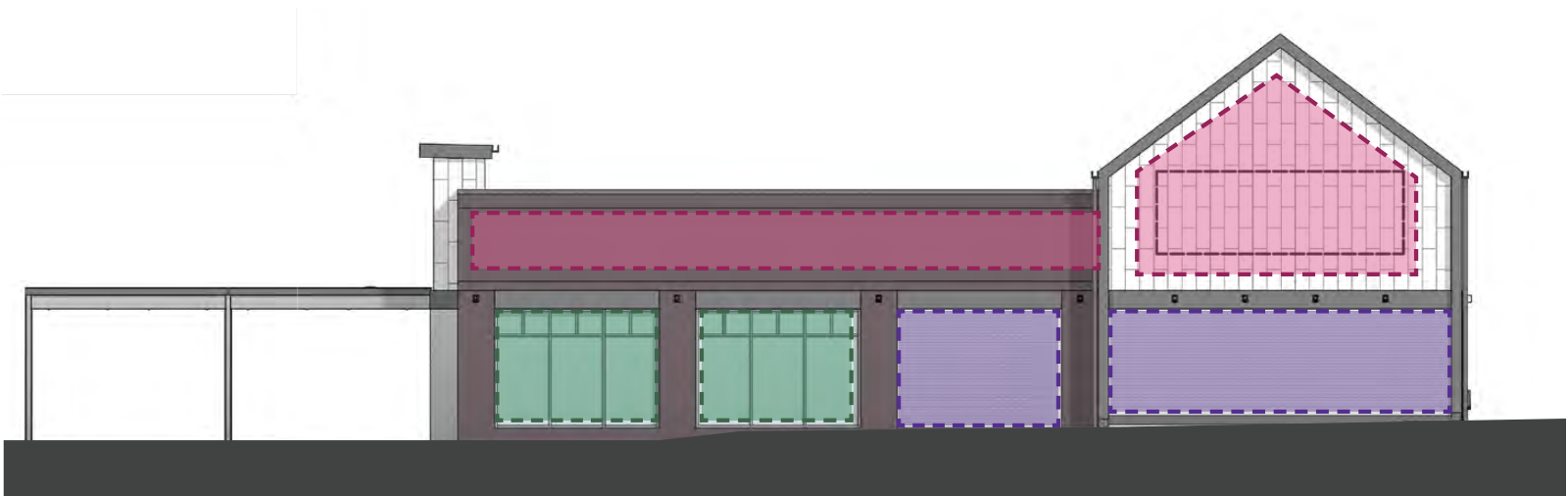
- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals

KEY PLAN - BUILDING 13





SIGNAGE AREA ALLOCATIONS - BUILDING 08 WEST ELEVATION



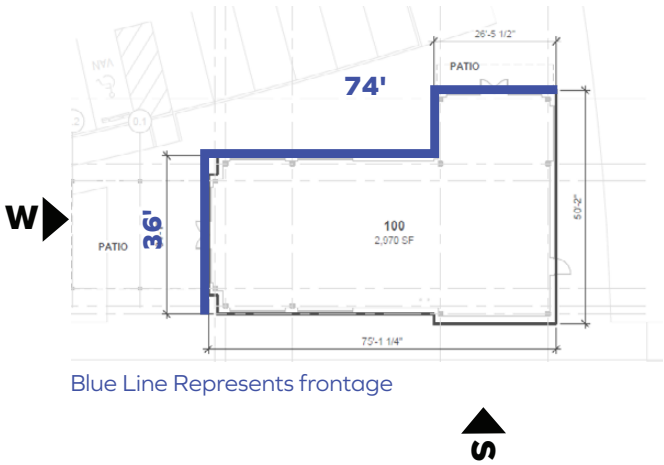
SIGNAGE AREA ALLOCATIONS - BUILDING 08 SOUTH ELEVATION

These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage.  
Elevations are representative of allowable placement and are not to scale.  
All diagrams or photos are for illustrative purposes only.

TOTAL FRONTAGE = NORTH ELEVATION + WEST ELEVATION

110' = 74' + 36'

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
08	B	422 ft	110 ft	Not applicable per parcel	200 sf/ 220 sf



ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

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- WG - Window Graphics
- AF - A Frame Signs
- US - Umbrella Signage
- LD - Construction/ Limited Duration Signage

Mounting

Signs to be mounted onto facade sign-band, canopy, and/or spandrels. Installation of signs is permitted only within storefront zone.

Notes

All designs will be regulated by the Retail Signage Guidelines and subject to Landlord Approval.

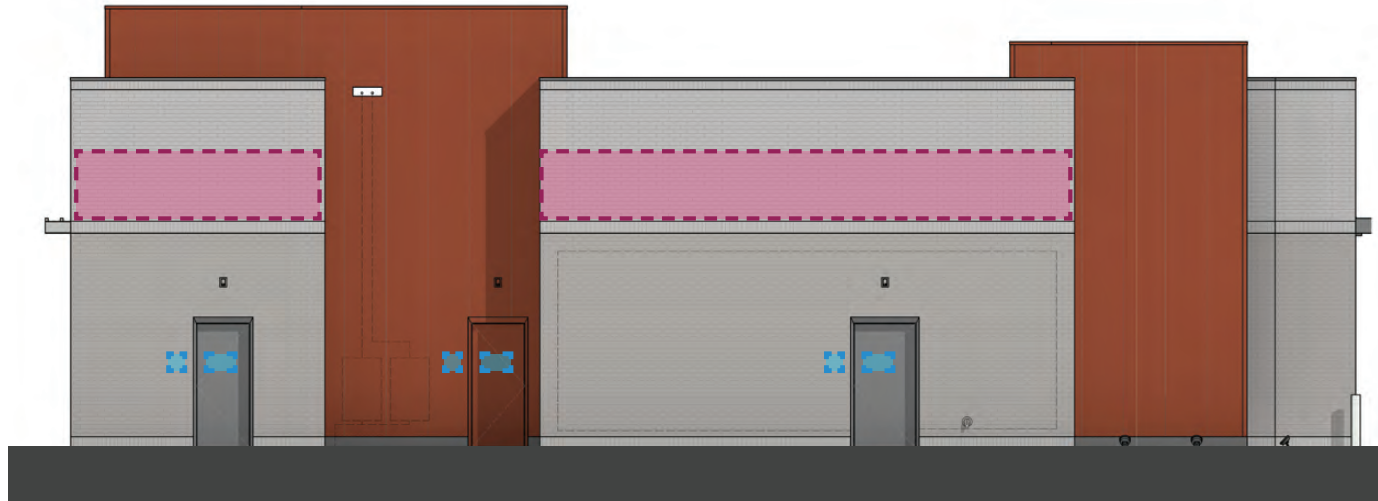
- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals







SIGNAGE AREA ALLOCATIONS - BUILDING 12 EAST ELEVATION



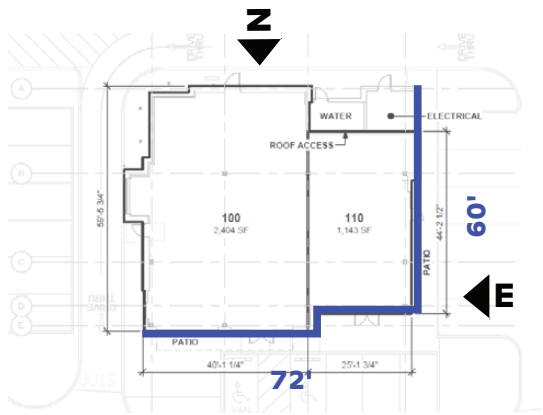
SIGNAGE AREA ALLOCATIONS - BUILDING 12 NORTH ELEVATION

These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage. Elevations are representative of allowable placement and are not to scale. All diagrams or photos are for illustrative purposes only.

TOTAL FRONTAGE = SOUTH ELEVATION + EAST ELEVATION

132' = 72' + 60'

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
12	I	730 ft	132 ft	Not applicable for building	200 sf/264 sf



Blue Line Represents frontage

ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

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- AF - A Frame Signs
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- LD - Construction/ Limited Duration Signage

Mounting

Signs to be mounted onto facade sign-band, canopy, and/or spandrels. Installation of signs is permitted only within storefront zone.

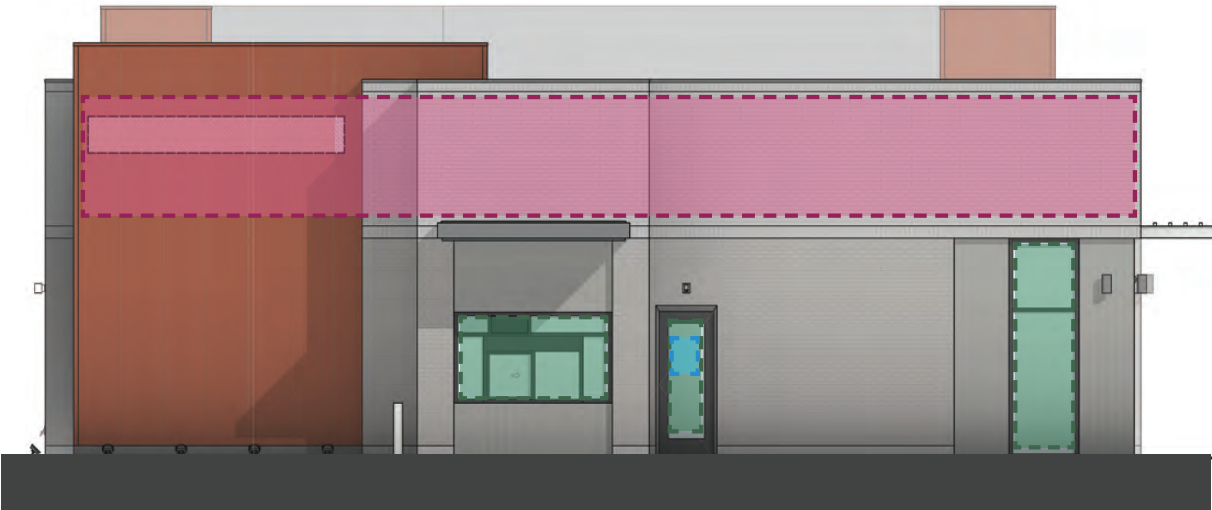
Notes

All designs will be regulated by the Retail Signage Guidelines and subject to Landlord Approval.

- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals

KEY PLAN - BUILDING 13





SIGNAGE AREA ALLOCATIONS - BUILDING 12 WEST ELEVATION



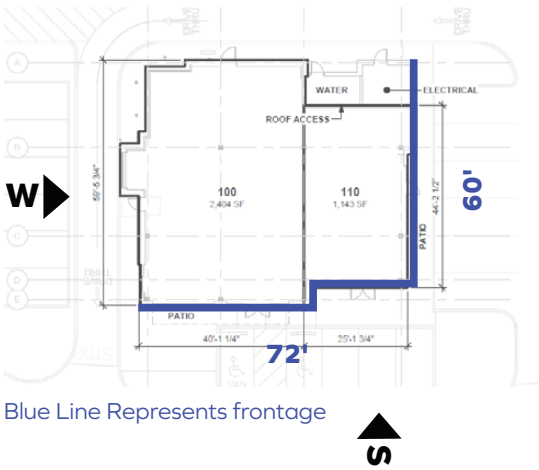
SIGNAGE AREA ALLOCATIONS - BUILDING 12 SOUTH ELEVATION

These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage.  
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TOTAL FRONTAGE = SOUTH ELEVATION + EAST ELEVATION

132' = 72' + 60'

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
12	I	730 ft	132 ft	Not applicable for building	200 sf/ 264 sf



Blue Line Represents frontage

ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

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Mounting

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Notes

All designs will be regulated by the Retail Signage Guidelines and subject to Landlord Approval.

- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals

KEY PLAN - BUILDING 13







SIGNAGE AREA ALLOCATIONS - BUILDING 13 EAST ELEVATION

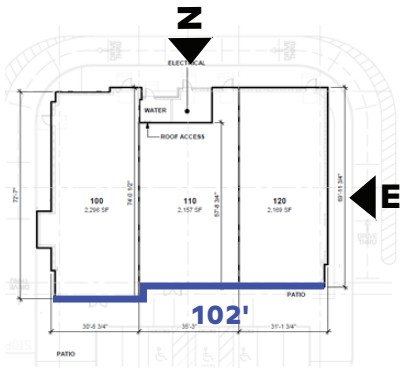


SIGNAGE AREA ALLOCATIONS - BUILDING 13 NORTH ELEVATION

These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage.  
 Elevations are representative of allowable placement and are not to scale.  
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TOTAL FRONTAGE = 97'

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
13	I	730 ft	102 ft	Not applicable for building	200 sf/ 204 sf



Blue Line Represents frontage

ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

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- WG - Window Graphics
- AF - A Frame Signs
- US - Umbrella Signage
- LD - Construction/ Limited Duration Signage

Mounting

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Notes

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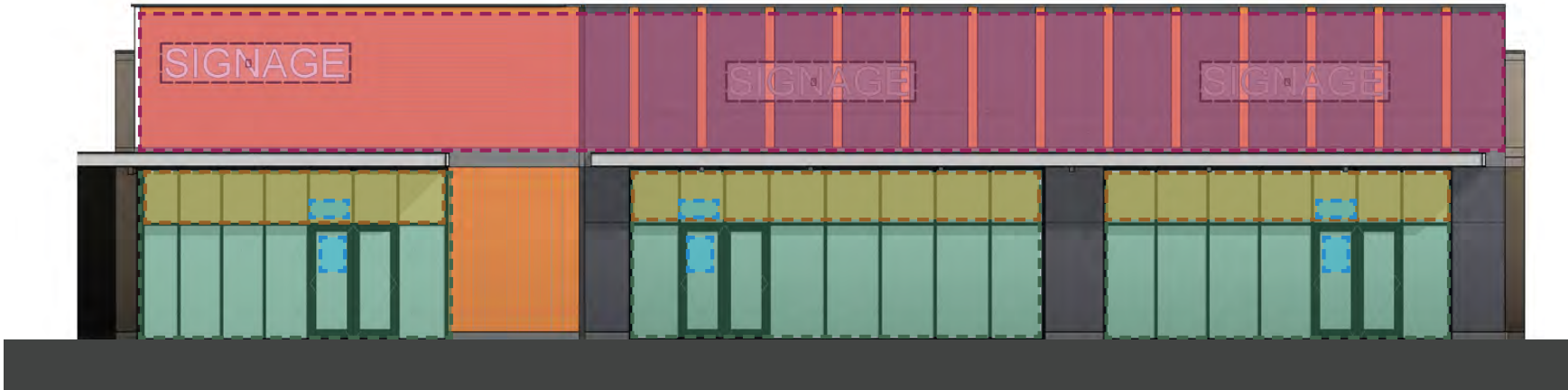
- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals



KEY PLAN - BUILDING 13



SIGNAGE AREA ALLOCATIONS - BUILDING 13 WEST ELEVATION

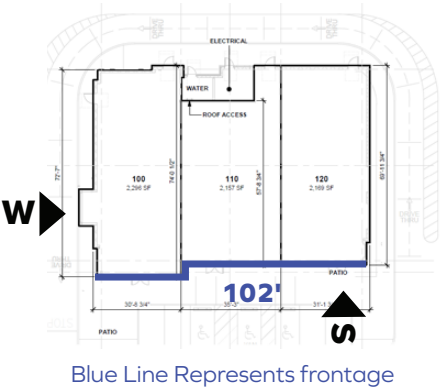


SIGNAGE AREA ALLOCATIONS - BUILDING 13 SOUTH ELEVATION

These diagrams indicate where site signage may occur and are NOT intended to show an anticipated amount of signage.  
Elevations are representative of allowable placement and are not to scale.  
All diagrams or photos are for illustrative purposes only.

TOTAL FRONTAGE = 102'

TOTAL ALLOWABLE AREA PER BUILDING					
Building	Parcel	Linear Lot Frontage	Total Bldg. Frontage	Tenant Freestanding (max per sign/ total sf per type)	Wall (max per sign/ total sf per type)
13	I	730 ft	102 ft	Not applicable for building	200 sf/ 204 sf



Blue Line Represents frontage

ALLOWABLE SIGNAGE LOCATIONS

Each tenant will be limited to two square feet (2sf) per linear foot (1lf) of building frontage with additional allowances for door identification graphics, awning signage, window graphics, A frame signs, umbrella signage, and construction/limited duration signage. However each sign type is subject to further restrictions as to their quantity and size as described in section 4.4 Sign Types of the Tenant Criteria.

Allowable sign types for tenants are as follow:

- TF - Tenant Freestanding Sign
- DG - Door Identification Graphics
- WM - Wall Mounted Signage
- CM - Canopy Mounted Signage
- AS - Awning Signage
- PS - Projecting Signs
- WG - Window Graphics
- AF - A Frame Signs
- US - Umbrella Signage
- LD - Construction/ Limited Duration Signage

Mounting

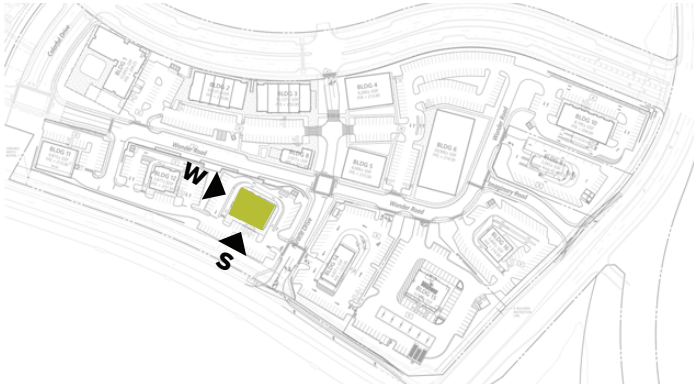
Signs to be mounted onto facade sign-band, canopy, and/or spandrels. Installation of signs is permitted only within storefront zone.

Notes

All designs will be regulated by the Retail Signage Guidelines and subject to Landlord Approval.

- Window Graphics (Maximum 20% of window/glazing area)
- Projecting Signage (Maximum 15 sf)
- Wall/ Canopy Mounted Signs (Maximum 50 sf)
- Door ID Graphics (Entry, Address ID / BOH ID - Maximum 4 sf)
- Site murals

KEY PLAN - BUILDING 13





# THANK YOU

100 N. Charles Street, Baltimore, Maryland 21201

