

OBJECTIVE/GOAL

To design and locate signs so as to provide effective communication while minimizing their intrusion in the visual environment.

REVIEW PROCESS

 IF YOUR PROJECT MEETS THE FOLLOWING CRITERIA, **NO APPLICATION IS REQUIRED.**

SIZE The sign is less than one square foot and is unlighted.

 IF YOUR PROJECT MEETS THE FOLLOWING CRITERIA, YOU MUST COMPLETE AN **APPLICATION FORM.** NEIGHBORS' SIGNATURES ARE **NOT** REQUIRED. STAFF MAY REVIEW YOUR APPLICATION.

TENANT IDENTIFICATION SIGN The sign is a tenant identification sign and it complies with every aspect of the DRB-approved sign standards for the project.

 FOR **PROJECT IDENTIFICATION SIGNS,** YOU MUST COMPLETE AN **APPLICATION FORM.** YOUR APPLICATION WILL BE REVIEWED BY A PANEL OF THE DRB, WHO WILL APPLY THE FOLLOWING GUIDELINES.

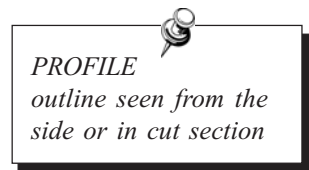
MONUMENT SIGNS

GRAPHIC DESIGN The sign should be straightforward and unornamented, with minimal pictorial graphics.

SETTING It should have a low *profile* and be set into a landscaped area.

DESIGN COMPATIBILITY Its design should be appropriate for the nature of the facility, and its colors, materials and graphics compatible with the architecture.

INTERNAL LIGHTING



Illuminated signs should be designed and located so as to prevent glare and spill-over light, especially toward residential properties. Light levels of internally-lit signs should be no greater than necessary for adequate illumination. When reviewing such signs, the DRB will reserve the right to review the sign after installation and if, in the DRB's opinion, the sign is too bright, to require the light intensity be lowered.

SIGNS

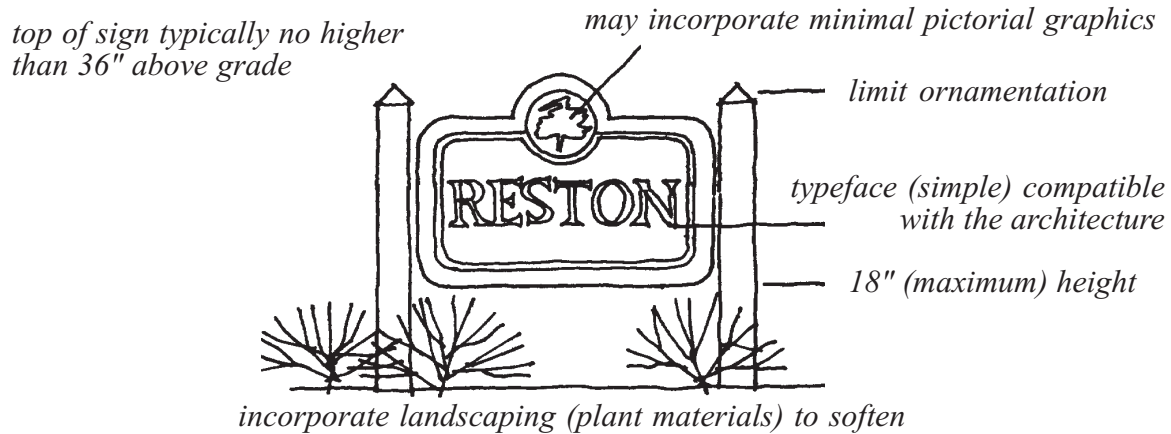
COMMERCIAL/PUBLIC PROPERTY

EXTERNAL LIGHTING

"Halo" lighting of individual letters may provide an alternative to internal illumination. In the alternative, signs may be lighted by one or more ground-mounted floodlights shielded and directed so that the light strikes only the sign and no glare is visible from streets, pathways and residential properties.

NUMBER OF SIGNS

Generally only a single identification sign will be allowed for each project. If there is more than one entrance and they do not connect internally, the DRB may approve a second sign of similar design.



BUILDING MOUNTED SIGNS

NUMBER

Generally, one building "signature" or "major user" sign is permitted on the top level of any one building. A second, either identical or different signature or major user sign may be permitted on the top level of the building at the discretion of the Board. The second sign should be on the opposite side of the building. Both signs should not be visible at the same time.

LOCATION

Building-mounted signs may not protrude above the building roof line or parapet wall. Roof-mounted signs are generally not permitted.



INSTALLATION

The DRB generally does not approve internally lighted "box signs", and prefers signs be designed with individual letters/logo mounted on the face of the building. If internally illuminated, the raceway or transformer should be installed behind the wall.

HEIGHT

For buildings up to three stories in height, major user signs may have letter heights up to 28 inches. For buildings taller than three stories, major user signs may have letter height up to 36 inches. At its discretion, the Board may allow larger letter or logo heights, depending upon the length, size, design, color, illumination and location of the sign. However, the size of the letters must also be appropriate for the dimensions of the sign face and for their mounting height on the building, and harmonious with the architecture and scale of the building.

DESIGN

The design, color, typeface and logo (if any) must be compatible with the architecture of the building. The DRB will respect the importance of corporate logos, where possible, but may require some modification be made in order to meet the requirements of the Design Guidelines.

ILLUMINATION

Illuminated signs should be designed and located so as to prevent glare and spill-over light, especially toward residential properties. "Halo" illumination may provide an alternative to internal illumination.

LIGHT LEVELS

Light levels of internally-lit signs should be no greater than necessary for adequate illumination. When reviewing such signs, the DRB will reserve the right to review the sign after installation and if, in the DRB's opinion, the sign is too bright, to require the light intensity be lowered.



SIGNS

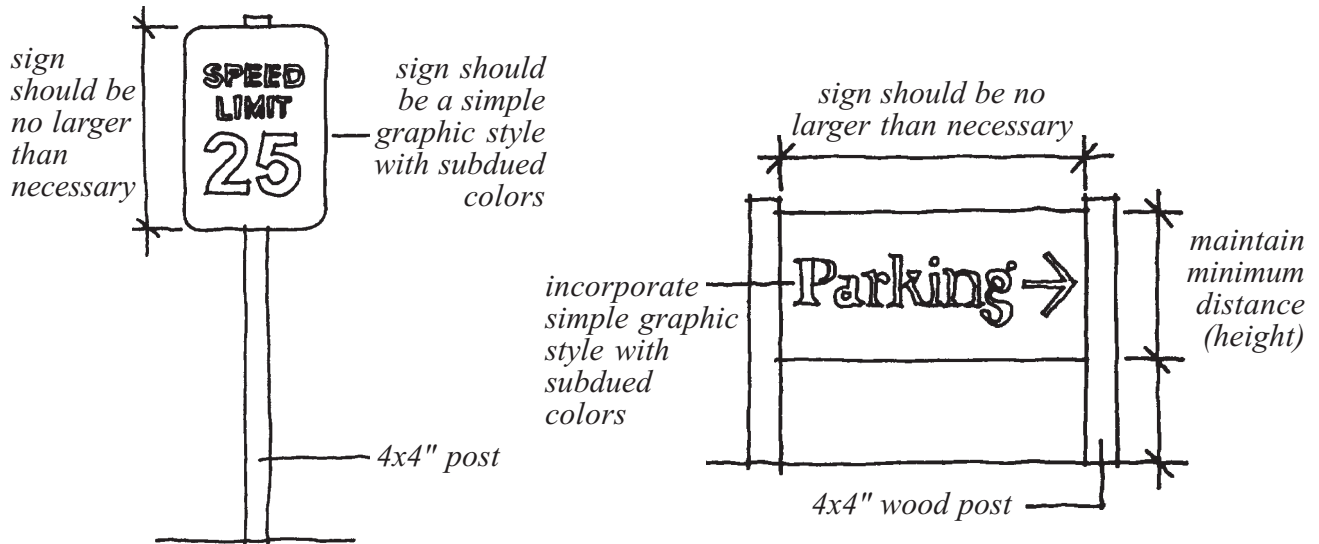
COMMERCIAL/PUBLIC PROPERTY



FOR INFORMATIONAL AND ADVISORY SIGNS, YOU MUST COMPLETE AN APPLICATION FORM. YOUR APPLICATION WILL BE REVIEWED BY STAFF IN CONSULTATION WITH A DRB MEMBER OR BY A PANEL OF THE DRB, WHO WILL APPLY THE FOLLOWING GUIDELINES.

SIZE	The sign should be no larger than necessary to accommodate the proposed text.
NUMBER	The number of signs should be no more than necessary to accomplish their purpose, and located for maximum effectiveness.
MULTIPLE SIGNS	Multiple signs should be grouped together. One option is to design a single sign with several messages. Another is to mount several individual metal signs on a large board.
MOUNTING	The sign should be mounted on a 4x4 inch wood post, as low to the ground as possible (the top to be generally no higher than 36 inches above ground).
COLOR	The colors should be subdued and the graphic style simple.
CONSTRUCTION	The sign must be constructed in a workmanlike manner, with good-quality materials.
DISPLAY	The DRB may limit the time or occasions during which the sign may be displayed.





FOR COMMERCIAL TENANT SIGNS, YOU MUST COMPLETE AN APPLICATION FORM. YOUR APPLICATION WILL BE REVIEWED BY STAFF IN CONSULTATION WITH A DRB MEMBER OR BY A PANEL OF THE DRB, WHO WILL APPLY THE FOLLOWING GUIDELINES.

SIGN STANDARDS	The DRB strongly encourages sign standards be developed and approved for tenant signs in any commercial project.
COMPATIBILITY	Individual tenant signs should be compatible with the architecture of the project, and consistent with one another in design, dimensions, colors, materials, and graphic style.
CONSISTENCY	Individual tenant signs should be consistent with any signage system within the project.
INSTALLATION	The DRB generally does not approve internally lighted "box signs", and prefers signs be designed with individual pin-mounted letters mounted on the face of the building, If internally illuminated, the raceway or transformer should be installed <u>behind</u> the wall.

LOCATION Tenant signs, especially for attached stores, should be located only on the first floor of a building, one sign per tenant. The **DRB** may approve a second sign, or alternate locations, for freestanding stores, pad sites, and/or anchor stores, but will carefully consider the visual impact of such signs both within the commercial complex and on adjacent streets and properties.



FOR TEMPORARY SIGNS, YOU MUST COMPLETE AN APPLICATION FORM. YOUR APPLICATION WILL BE REVIEWED BY STAFF IN CONSULTATION WITH A DRB MEMBER OR BY A PANEL OF THE DRB, WHO WILL APPLY THE FOLLOWING GUIDELINES.

NUMBER OF SIGNS One sign or sign group is permitted for each building site oriented to Reston streets. Sites with Dulles Access Highway frontage may have one additional single panel sign facing the Dulles Access Highway.

EXAMPLES OF INFORMATION Typical examples of information displayed on the sign or group includes: project name, developer, contractors, consultant (architect, engineers, etc.), leasing or sales information, project description, renderings, financing, etc.

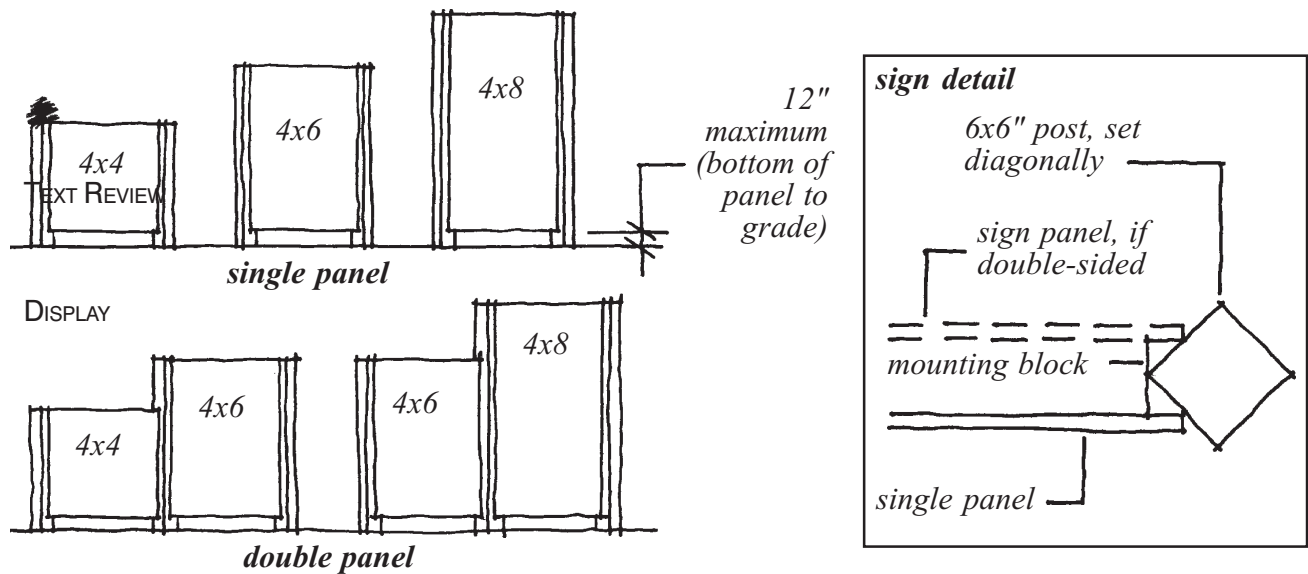
INSTALLATION Signs may be single-sided installed parallel to the street or double-sided perpendicular to the street. All signs must be installed outside of the road right-of-way. “V”-configured signs are not permitted.

COLORS All signs must have 6x6 inch posts. Posts should be finished in medium grey color such as PMS 403C; sign panels (front, rear and edges) should be finished in a light grey color such as PMS 402C. However, color exceptions may be allowed and posts may be approved to match the color of the panel.



SIGNS

COMMERCIAL/PUBLIC PROPERTY



COMPOSITION

Copy, renderings, logos, etc. may be integral with or applied to the sign panel. A minimum 4 inch margin is required.

MAINTENANCE

Signs are to be maintained in an orderly manner at all times (i.e., straight with good color appearance). Any modification of copy must be professionally done.

LEASING SIGNS

Leasing signs are temporary and must be removed as soon as the building has reached full capacity.

SIGNS NOT PERMITTED

Temporary signs specifically not permitted include: sidewalk or curb signs (other than real estate); portable or trailer signs; "sandwich board" signs (unless part of a coordinated sign program); revolving, rotating, floating, or flashing signs. The Board will consider applications for well-designed banner signs advertising a community event or non-commercial promotion, displayed for no more than two weeks.

APPLICANT'S RESPONSIBILITY

It is the applicant's responsibility to verify the existence and location of any easements, utilities, or restrictions which may affect the placement of the sign.



APPLICATION CHECKLIST



INCLUDE THE FOLLOWING WITH YOUR APPLICATION:

SITE PLAN

For project or advisory signs, a copy of the site plan, indicating the property lines, existing elements such as streets, walkways, and nearby buildings, existing or proposed vegetation, and the proposed location of the sign(s)

ELEVATION DRAWING

For tenant signs or large building-mounted signs, an elevation drawing, to scale, showing the face of the building with the proposed sign

SHOP DRAWING

Shop drawing(s), to scale, of the proposed sign: its exact wording, graphic style, colors, materials, dimensions and construction

DRAWINGS

Drawing(s), to scale, showing how the sign is to be mounted or displayed, including any support posts and their height above grade

LIGHTING

Location and specifications for lights, if any

LETTER OF APPROVAL

For tenant signs, a letter of approval from the property management company

COMMENTS



HERE IS SOME ADDITIONAL INFORMATION THAT MAY BE HELPFUL.

TEXT REVIEW

The DRB will not review the text of the sign, except to prohibit possible obscene or illegal messages.

DISPLAY

A sign displayed in a window, and intended to be read from the exterior of the property, is considered an exterior alteration and, therefore, may be reviewable by the DRB.

QUESTIONS? CALL COVENANTS ADMINISTRATION: (703) 435-6530

