THE JBG COMPANIES®

JBG ROSENFELD RETAIL

DOWNTOWN CROWN

SITE SIGNAGE PACKAGE

Prepared by: streetsense.

September 27, 2013

CITY OF GAITHERSBURG PLANNING COMMISSION
31 SOUTH SUMMIT AVENUE, GAITHERSBURG, MARYLAND 20877

SITE PLAN APPROVAL

AT THE REGULARLY SCHEDULED MEETING OF THE PLANNING COMMISSION HELD ON ~~AFP-2568-2013~~ 7/10/13
APPLICATION NO. AFP-2568-2013 WAS GRANTED
AMENDMENT TO FINAL PLAN APPROVAL
WITH Two (2) CONDITIONS. SEE S.D.A LETTER.
DATE 9/30/13 BY R. Robinson III

NOTE: ANY REVISIONS TO SIGNED PLANS MUST BE APPROVED BY THE PLANNING COMMISSION OR PLANNING STAFF

CITY OF GAITHERSBURG PLANNING COMMISSION
31 SOUTH SUMMIT AVENUE, GAITHERSBURG, MARYLAND 20877

SITE PLAN APPROVAL

AT THE REGULARLY SCHEDULED MEETING OF THE PLANNING COMMISSION HELD ON 9/25/13
APPLICATION NO. AFP-3477-2013 WAS GRANTED
AMENDMENT TO FINAL PLAN APPROVAL
WITH Two (2) CONDITIONS. SEE S.D.A LETTER.
DATE 9/30/13 BY R. Robinson III

NOTE: ANY REVISIONS TO SIGNED PLANS MUST BE APPROVED BY THE PLANNING COMMISSION OR PLANNING STAFF

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SIGNAGE DESIGN CRITERIA

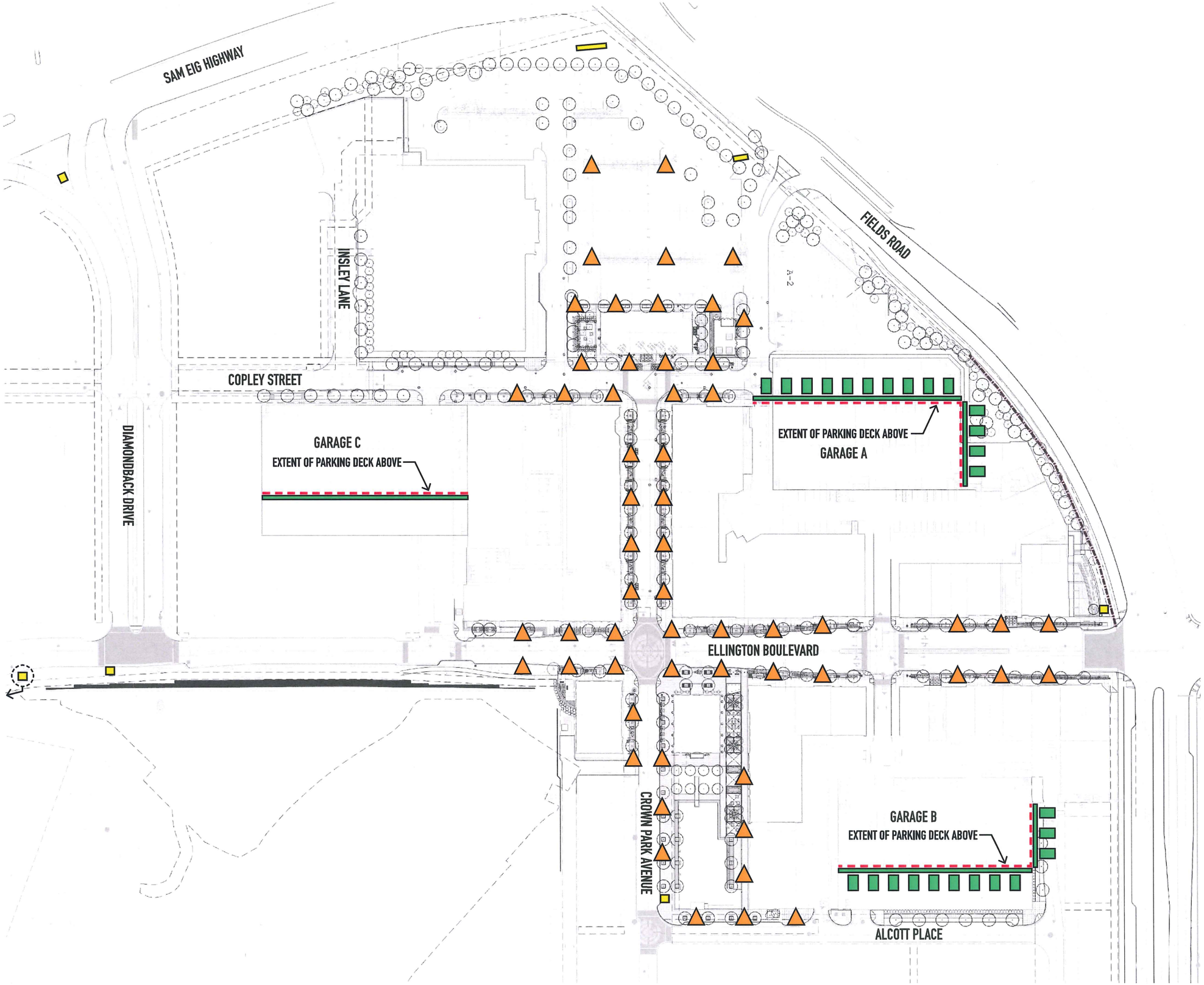
Quality materials that are durable are encouraged for all signs within Downtown Crown. These may include the use of cast, polished, or painted metal; brick or concrete block masonry; plaster; concrete; or high-quality fiberglass or acrylics. Glass or ceramic elements may be used as accent materials. Vinyl or mesh fabrics may be used for banners. All signs are not required to utilize the same materials, but signage should be designed as a family with complementary materials. Materials that minimize maintenance are strongly encouraged. Non-durable materials are prohibited. Letters and graphics should incorporate texture, depth, sculptural, and dimensional qualities. Signs may be illuminated with internal lighting, external lighting, or a combination of both. All lighting, whether internal or external to the sign, will be adequately screened to avoid glares and will not project onto surrounding roads or otherwise impair vision. All types of electrical hardware, wiring or equipment such as transformers, cabinets, etc., must be integrally incorporated into the sign design and must be hidden from view. External lighting fixtures may be featured as a design element. All methods of construction must be concealed from view or designed as an integrated detail within the signs. All signs must be structurally sound, self-supporting, and fully integrated with landscape elements.

PROHIBITED SIGN MATERIALS:

- Asphalt siding will not be permitted.
- Paper or cardboard will not be permitted.
- Vinyl may not be used as a component of any sign with the exception of banners.
- Smoked or opaque glass may be used for accent elements only. Reflective glass is not permitted.
- Crushed stone or gravel will not be permitted as part of a sign, but may be used in adjacent landscaping.
- Pine, pressure-treated lumber, and synthetic lumber may not be used on the exterior of a sign, but may be used as non-visible structural elements.

PROHIBITED SIGNAGE CHARACTERISTICS:

- A sign must not be shaped like a traffic sign or traffic signal, be illuminated in a pattern or lighting combination that resembles a traffic signal, use wording similar to traffic signals or otherwise interfere with traffic safety.
- A sign must not be wind activated or have moving parts.
- Signs that have characters which are changed manually or electronically will not be permitted
- A sign must not contain or be illuminated by flashing, revolving or intermittent lights, or lights of changing intensity.
- Internally illuminated box signs are not permitted. Letters or logos may be internally illuminated, but they must be on an opaque background.



PROJECT SIGNAGE KEY PLAN

- MONUMENT SIGNAGE
- PROJECT GARAGE BANNERS AND BLADES
- PROJECT LIGHT POLE BANNERS

Proposed signage locations shown to the left are approximate. Final locations will be determined in the field and fully coordinated with traffic control signage to avoid conflicts. Plans and sign footprints are not shown to scale.

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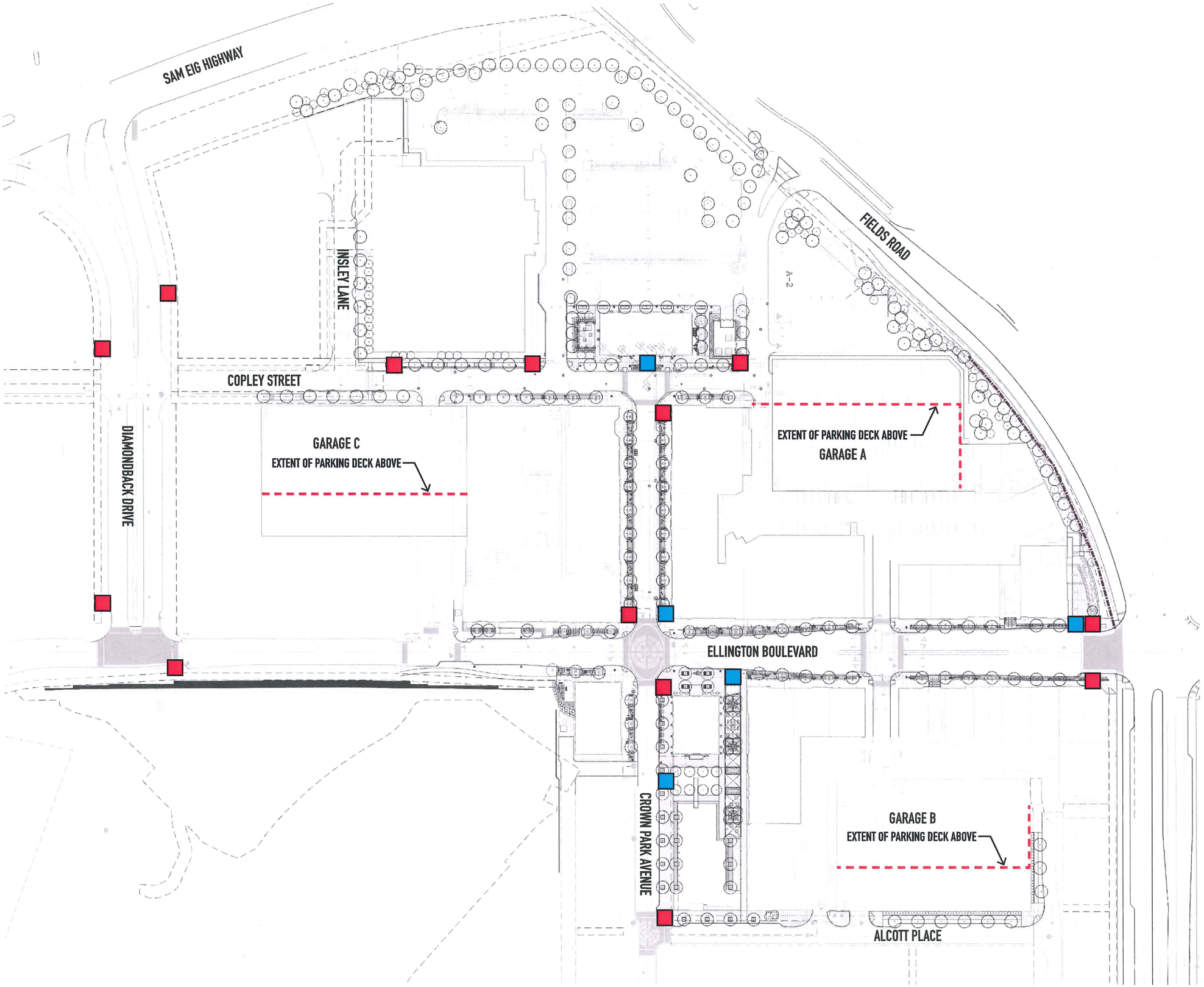

DIRECTIONAL SIGNAGE KEY PLAN

- VEHICULAR DIRECTIONAL SIGNAGE
- PEDESTRIAN DIRECTORIES

Proposed signage locations shown to the left are approximate. Final locations will be determined in the field and fully coordinated with traffic control signage to avoid conflicts. Plans and sign footprints are not shown to scale.

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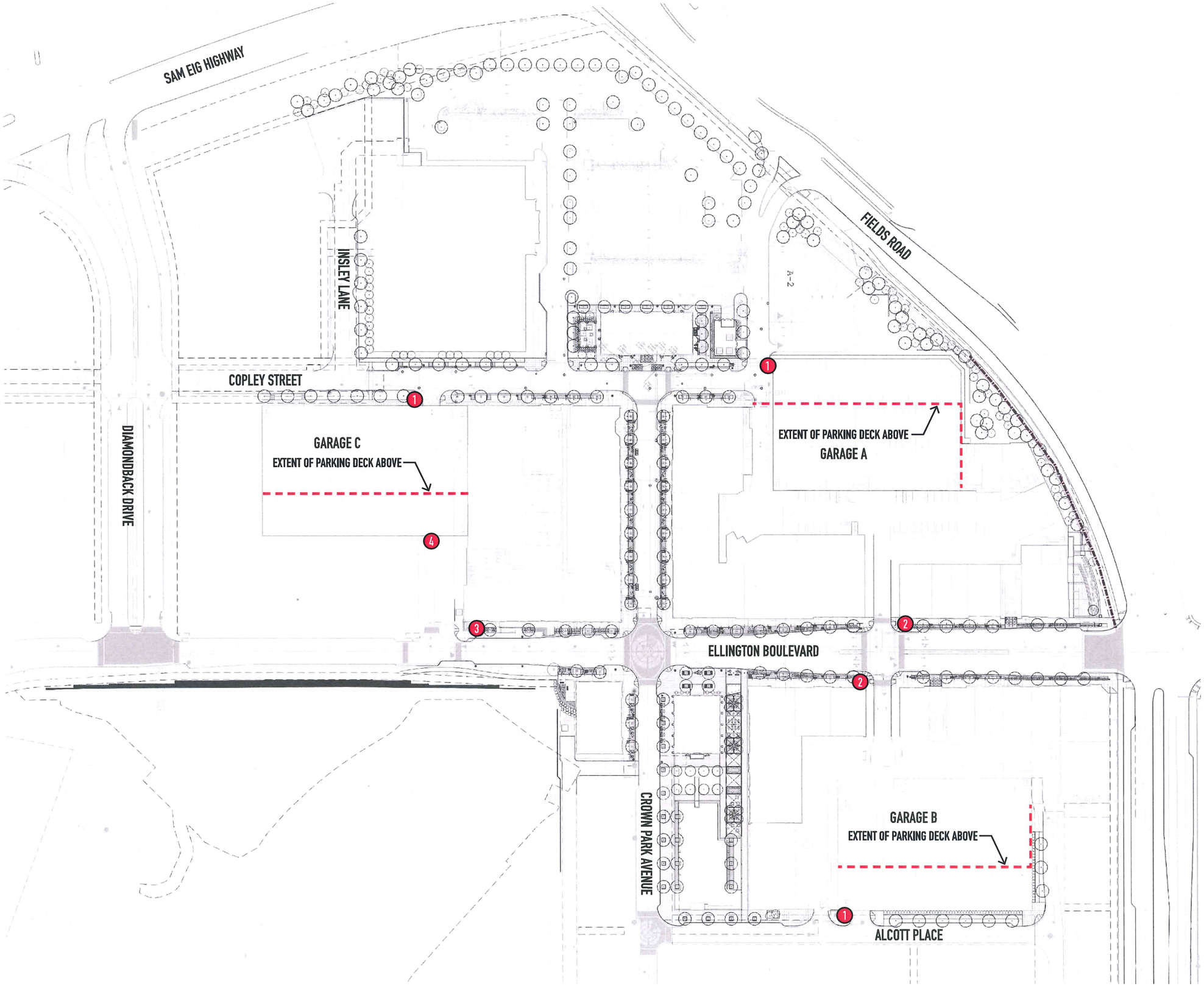

PARKING SIGNAGE KEY PLAN

1. PARKING SIGNAGE - P1 (LARGE BLADE SIGNS)
2. PARKING SIGNAGE - P2 (BLADE SIGNS)
3. PARKING SIGNAGE - P3 (DIRECTIONAL BLADE SIGNS)
4. PARKING SIGNAGE - P4 (WALL-MOUNTED SIGNS)

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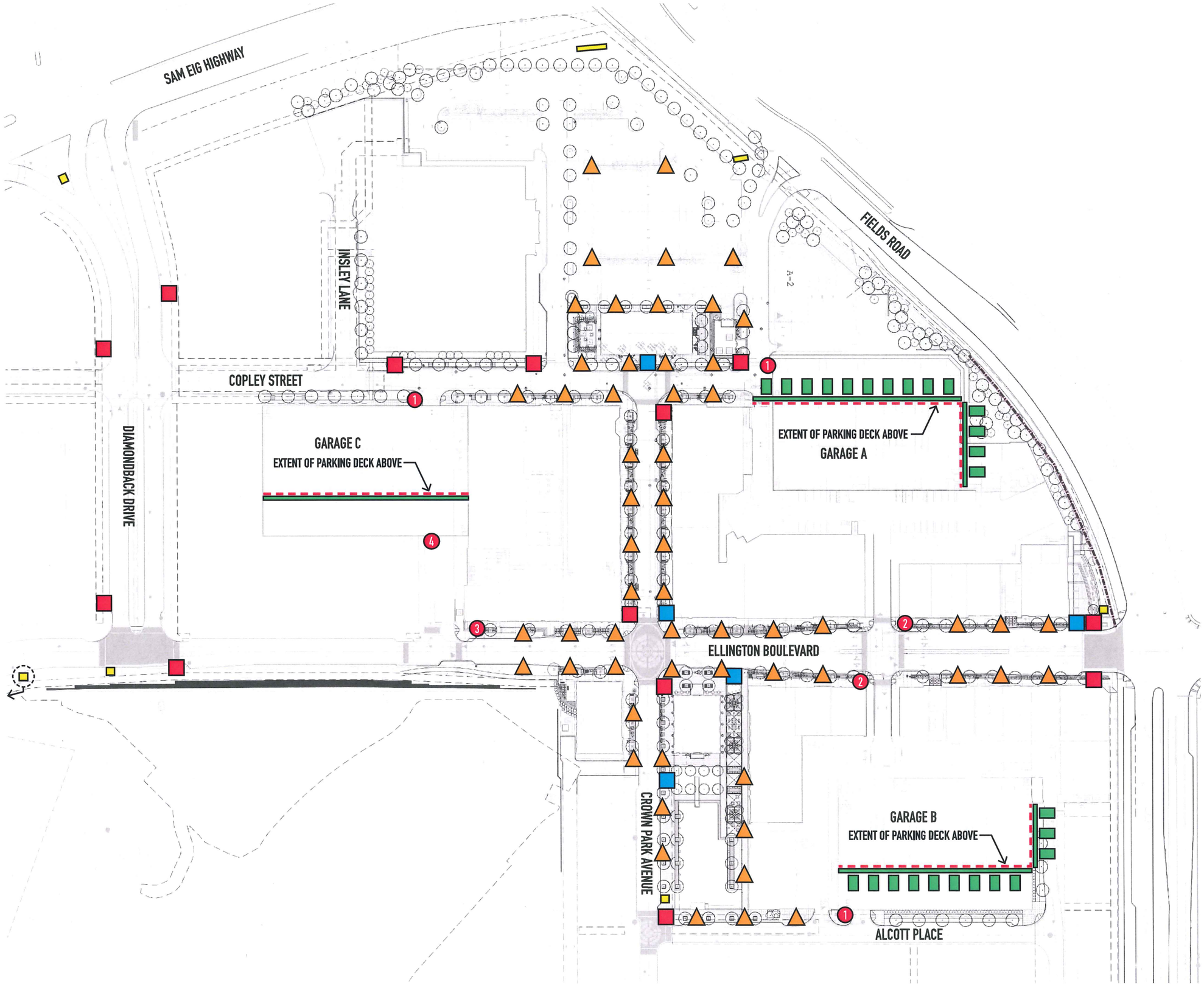

OVERALL SITE SIGNAGE KEY PLAN

- MONUMENT SIGNAGE
- VEHICULAR DIRECTIONAL SIGNAGE
- PEDESTRIAN DIRECTORIES
- PROJECT GARAGE BANNERS BANNERS AND BLADES
- PROJECT LIGHT POLE BANNERS
- 1 PARKING SIGNAGE – P1 (LARGE BLADE SIGNS)
- 2 PARKING SIGNAGE – P2 (BLADE SIGNS)
- 3 PARKING SIGNAGE – P3 (DIRECTIONAL BLADE SIGNS)
- 4 PARKING SIGNAGE – P4 (WALL-MOUNTED SIGNS)

Proposed signage locations shown to the left are approximate. Final locations will be determined in the field and fully coordinated with traffic control signage to avoid conflicts. Plans and sign footprints are not shown to scale.

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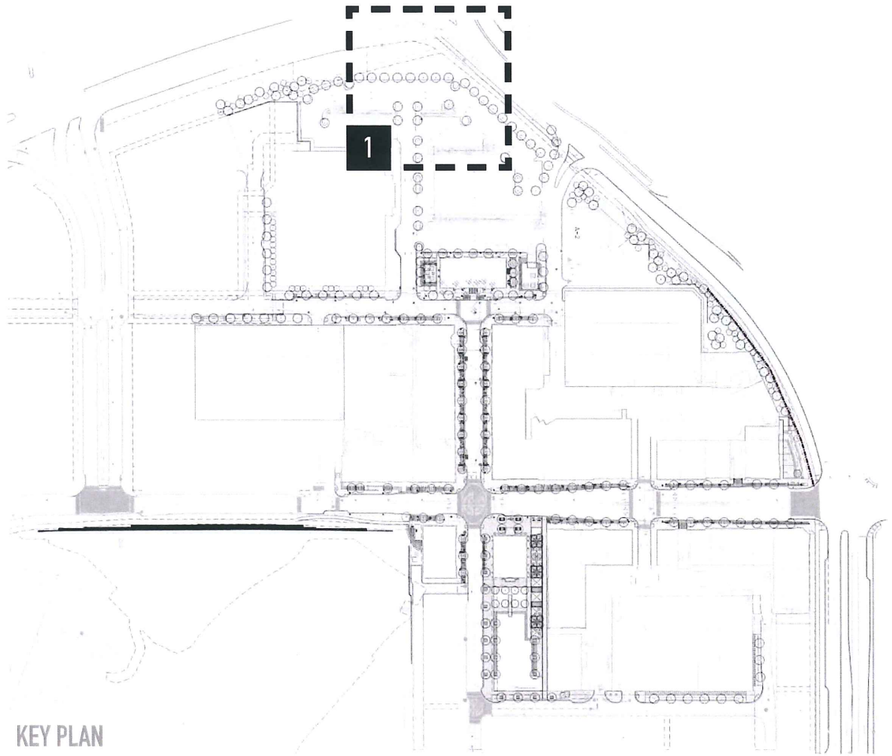
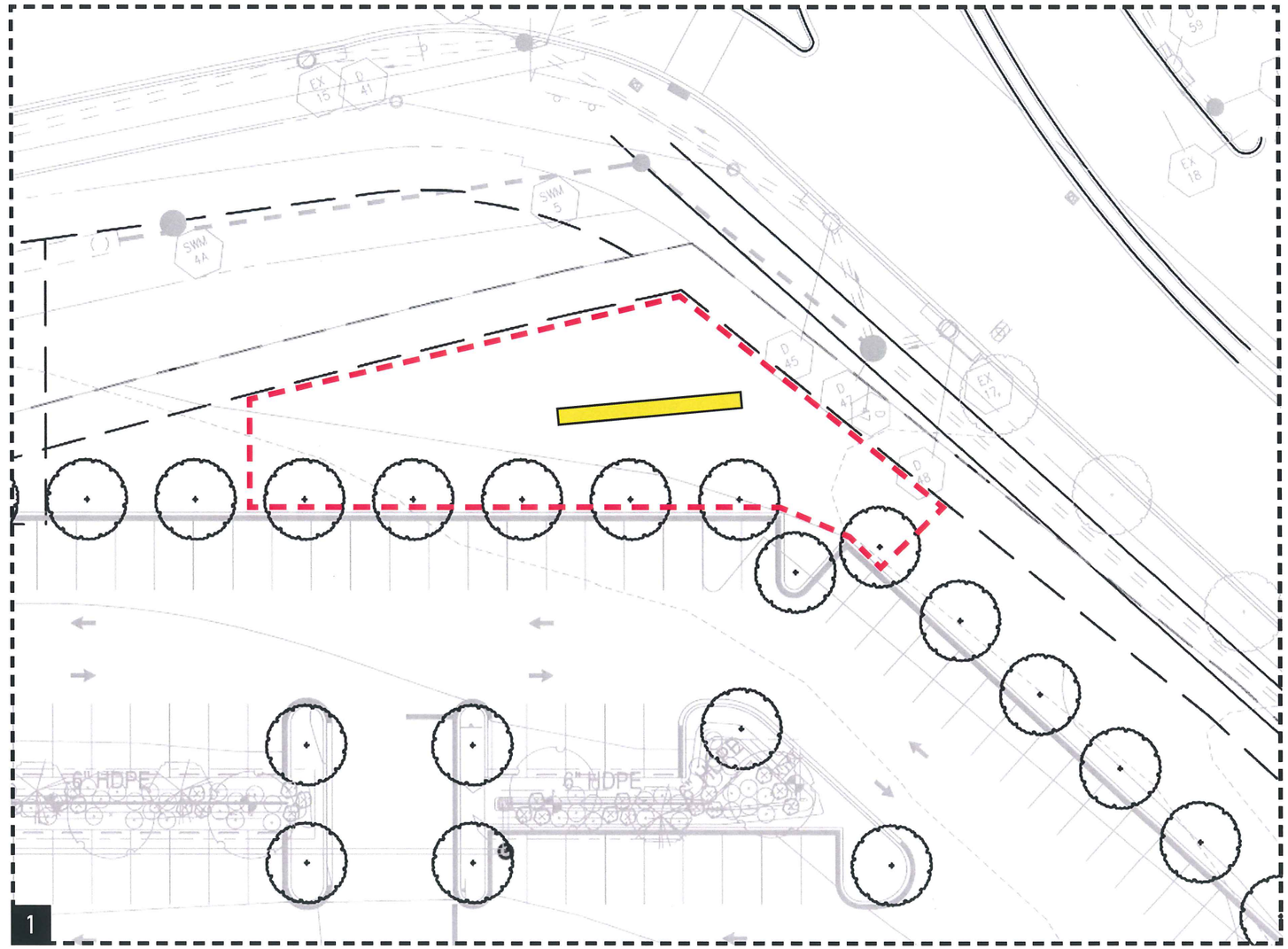
PRIMARY MONUMENT SIGNAGE

PRIMARY MONUMENT SIGNAGE LOCATION PLAN

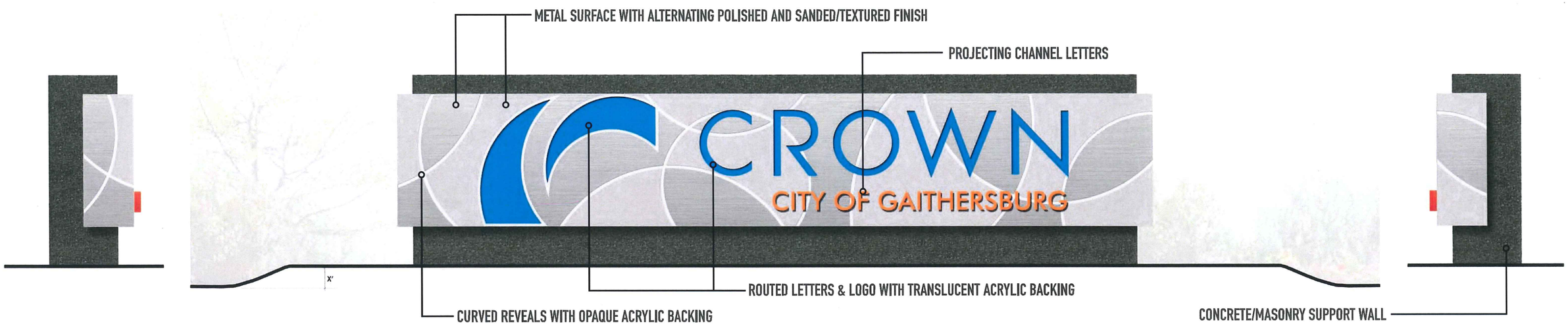


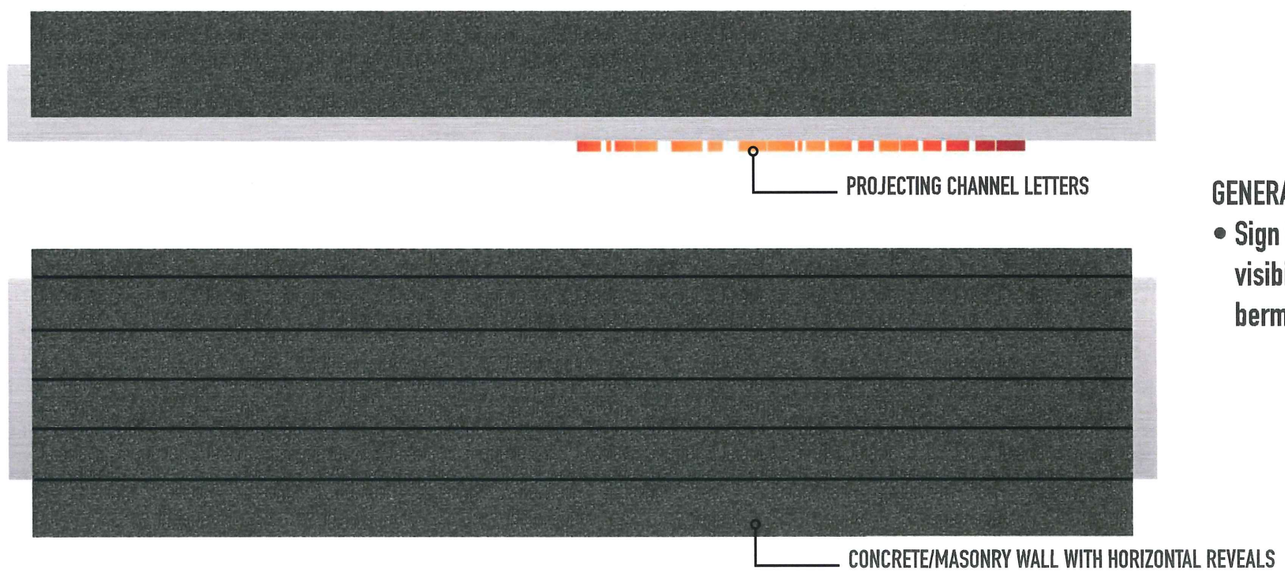
KEY PLAN

Sign locations shown to the right are approximate. Final locations will be determined in the field and fully coordinated with traffic control signage to avoid conflicts. Red dashed lines indicate the area in which the sign may be located. Plans and sign footprints are not shown to scale.



PRIMARY MONUMENT SIGNAGE CONCEPT DESIGN

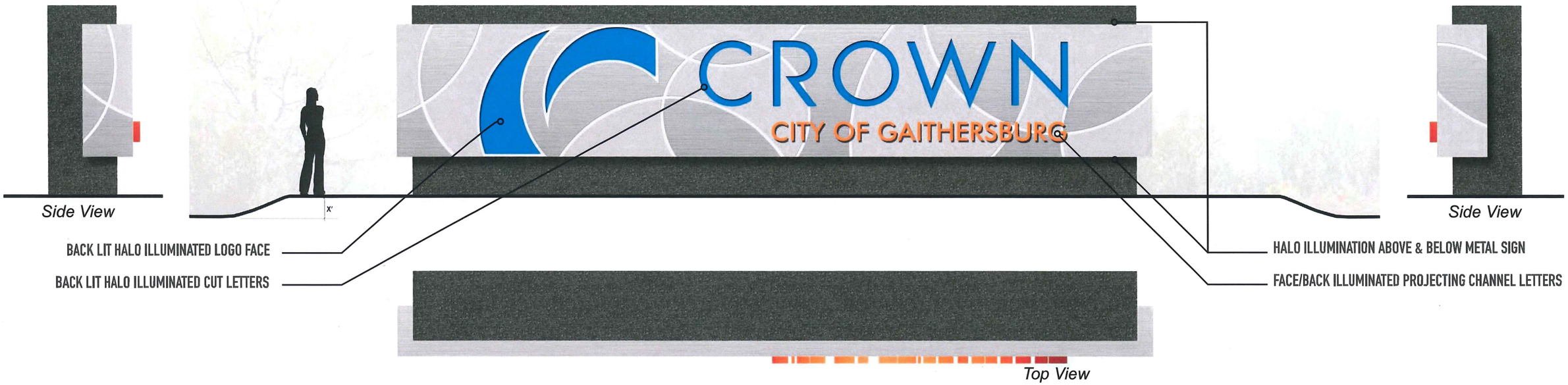




GENERAL NOTES:

- Sign to sit on landscaped berm to increase visibility from the surrounding streets. Height of berm to be determined with landscape plans.

PRIMARY MONUMENT SIGNAGE LIGHTING CONCEPT



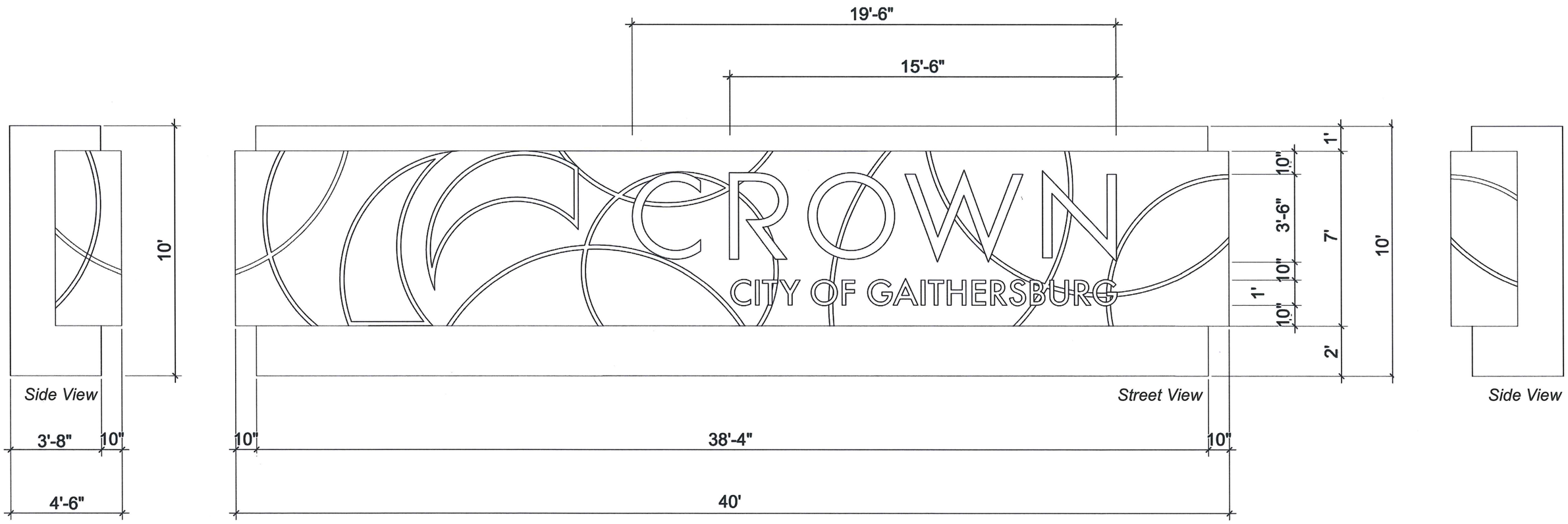
LIGHTING NOTES:

- Sign will be illuminated with internal lighting.
- All lighting will be adequately screened to avoid glares and will not project onto surrounding roads or otherwise impair vision.
- All types of electrical hardware, wiring or equipment such as transformers, cabinets, etc., must be integrally incorporated into the sign design and must be hidden from view.

THE JBG COMPANIES

JBG ROSENFELD RETAIL

PRIMARY MONUMENT SIGNAGE DETAILS



THE DIMENSIONS SHOWN HERE ARE FOR ILLUSTRATIVE PURPOSES ONLY. THE FINAL DIMENSIONS OF THIS SIGN ARE TO BE DETERMINED AND WILL FALL WITHIN THE OVERALL RANGE SHOWN BELOW. ALL OTHER DIMENSIONS WILL BE SCALED PROPORTIONALLY.

HEIGHT:	10'-0" minimum to 15'-0" maximum
LENGTH:	30'-0" minimum to 50'-0" maximum
WIDTH:	2'-6" minimum to 5'-6" maximum

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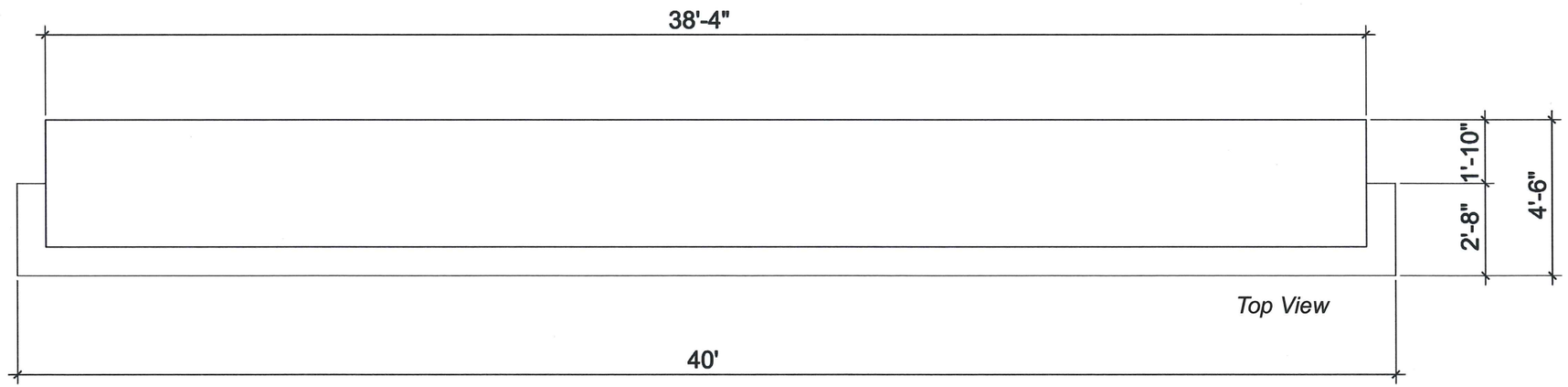
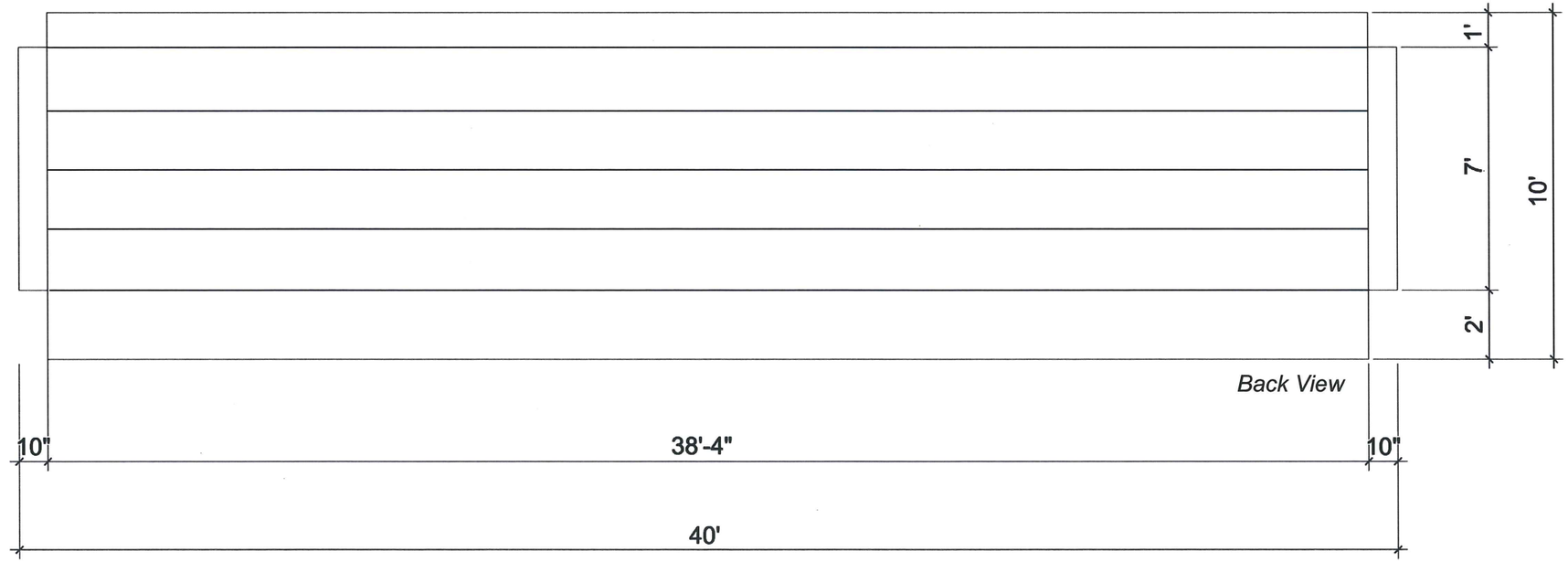
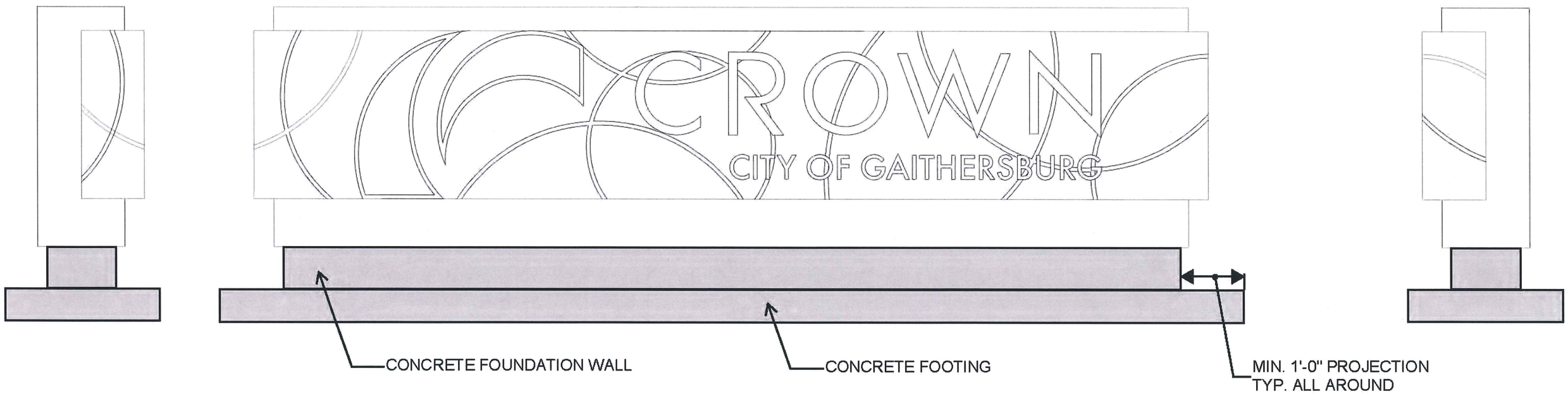
PRIMARY MONUMENT SIGNAGE DETAILS





PRIMARY MONUMENT SIGNAGE FOUNDATION



NOTE: FOUNDATION WALL AND FOOTING DESIGNS WILL BE BASED ON FINAL SIGN STRUCTURE FRAMING

CARROLL ENGINEERING, INC.
218 SCHILLING CIRCLE, SUITE 102
HUNT VALLEY, MD 21031
410-785-7423 PHONE 410-771-1313 FAX

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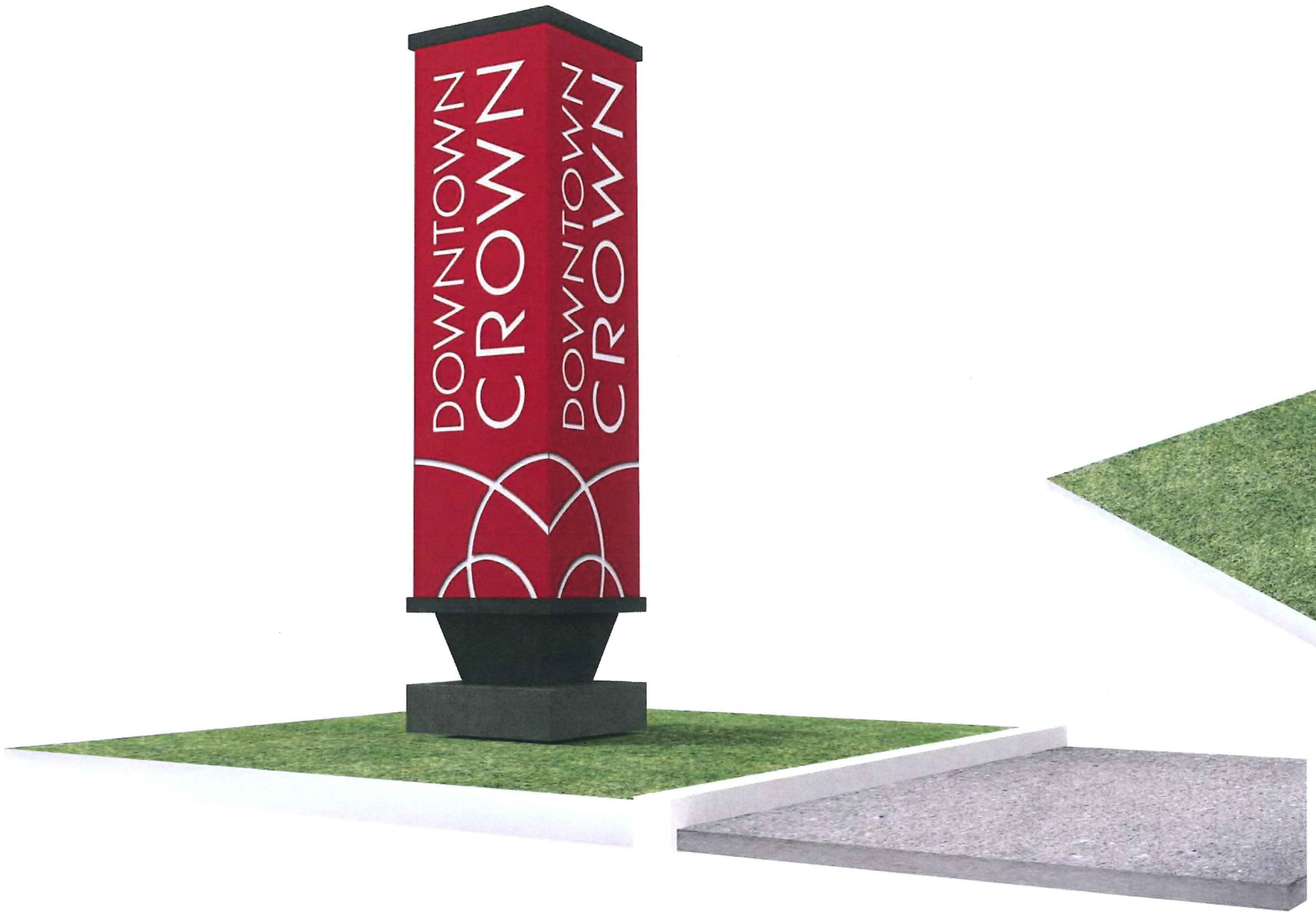
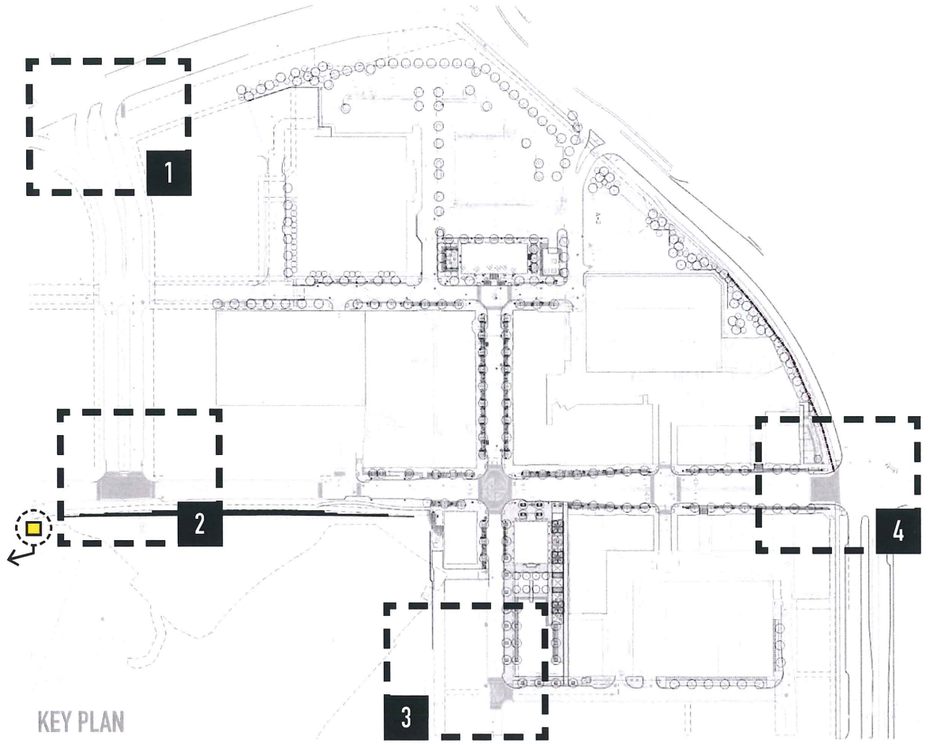
SECONDARY MONUMENT SIGNAGE



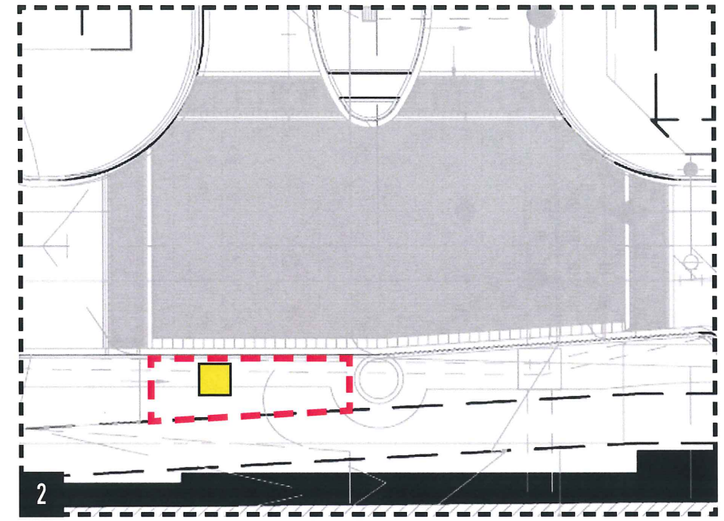
SECONDARY MONUMENT SIGNAGE

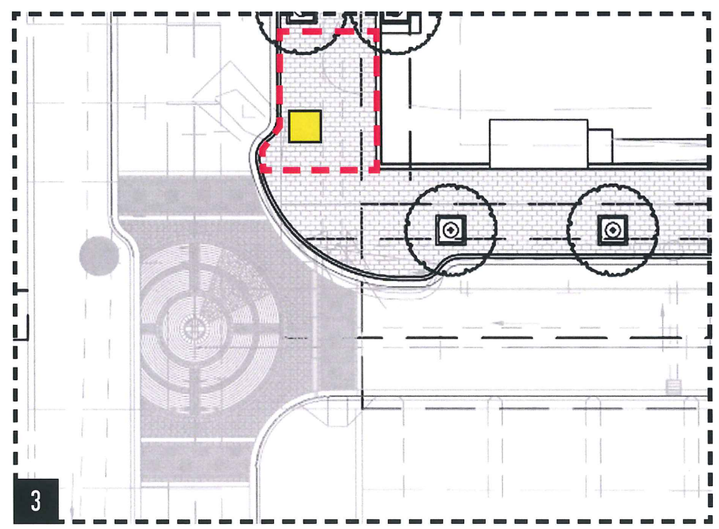
LOCATION PLAN

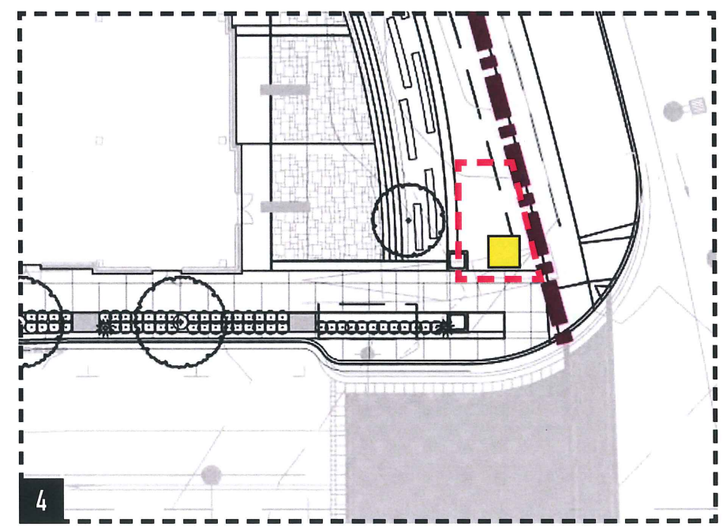


KEY PLAN

Sign locations shown to the right are approximate. Final locations will be determined in the field and fully coordinated with traffic control signage to avoid conflicts. Red dashed lines indicate the area in which the sign may be located. An additional sign will be located at the entrance to the project on Ellington Boulevard. Plans and sign footprints are not shown to scale.







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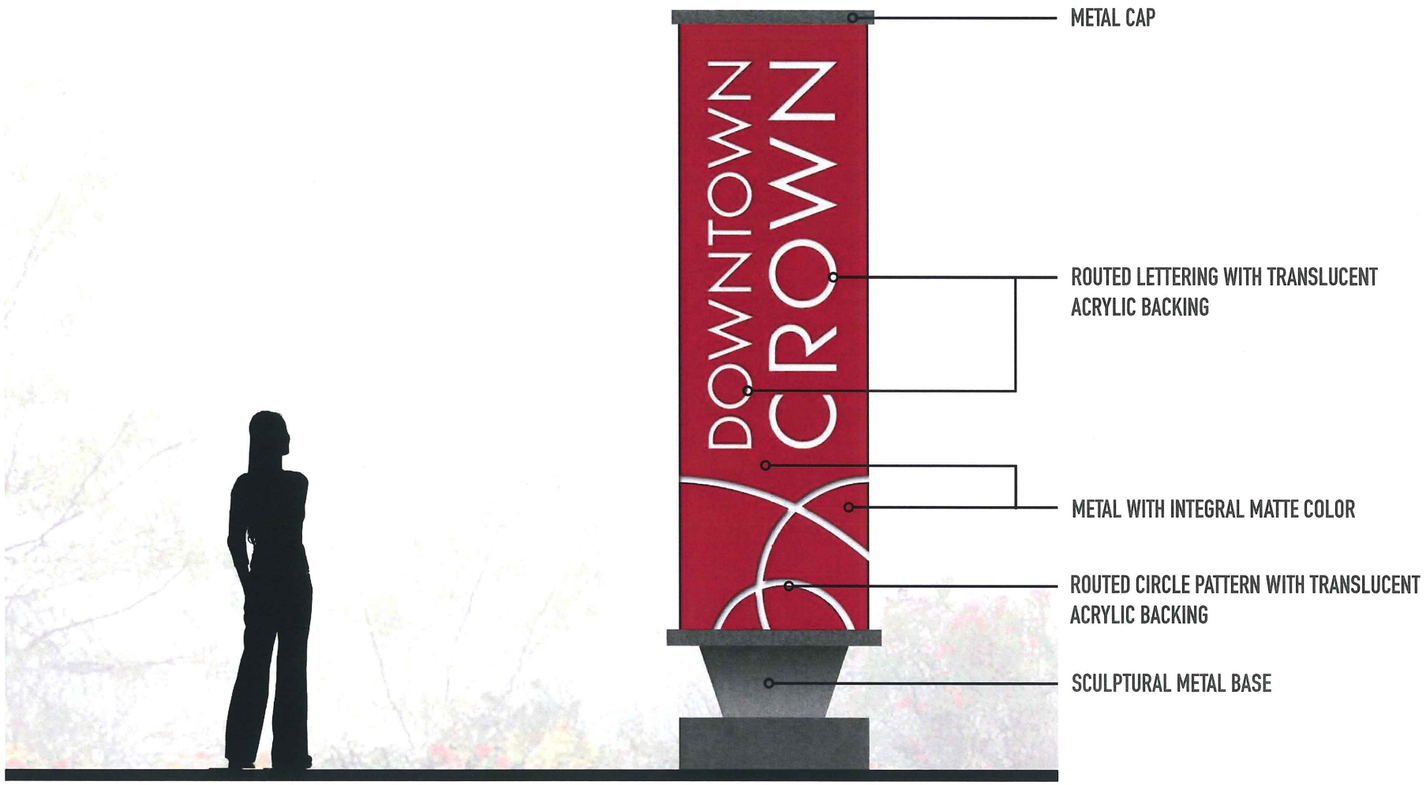
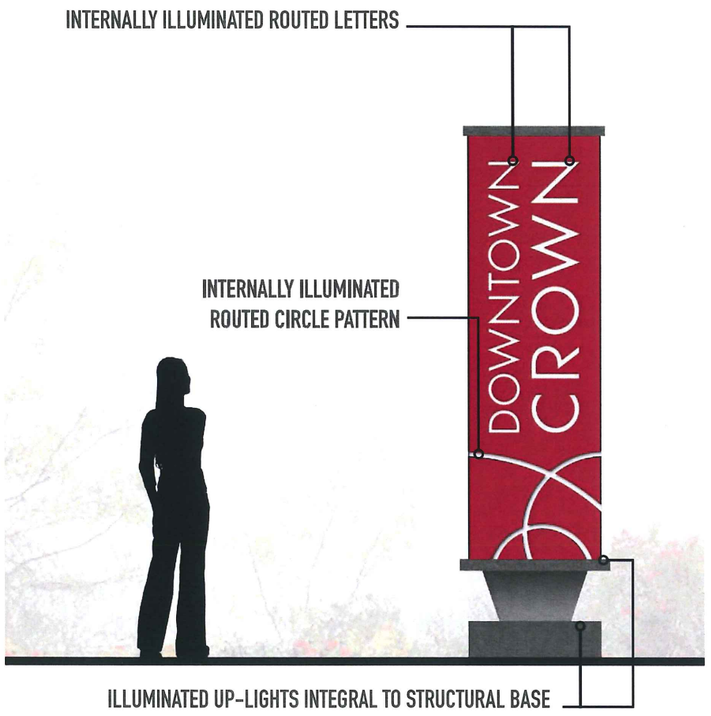
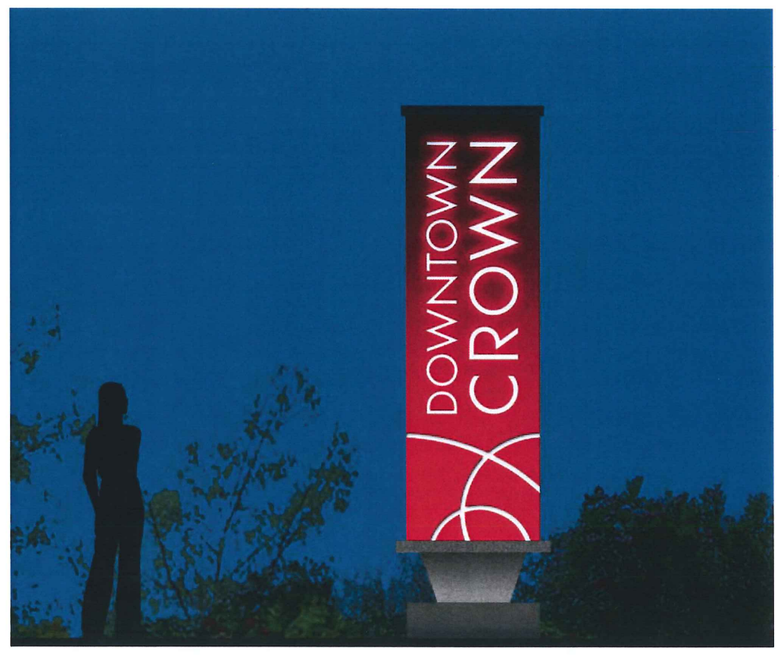
SECONDARY MONUMENT SIGNAGE CONCEPT DESIGN



COLOR OPTIONS:
ALL OPTIONS TO BE METAL
WITH INTEGRAL COLOR

SECONDARY MONUMENT SIGNAGE LIGHTING CONCEPT





LIGHTING NOTES:

- Signs will be illuminated with internal lighting.
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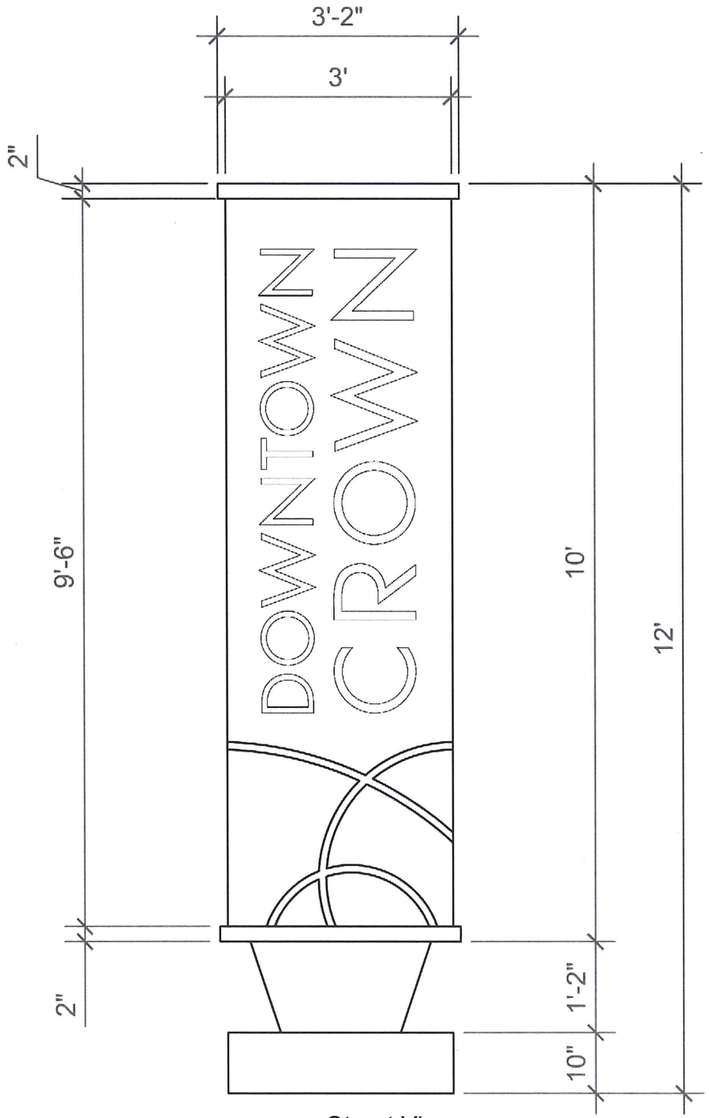
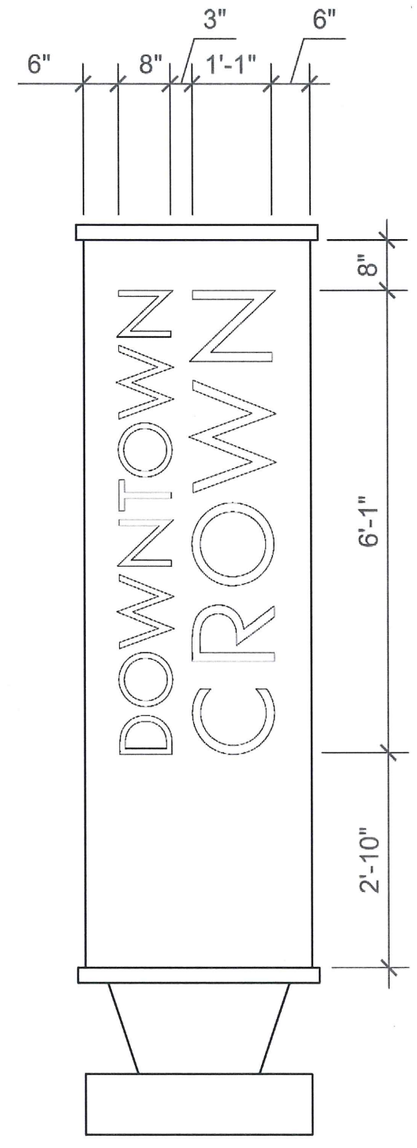
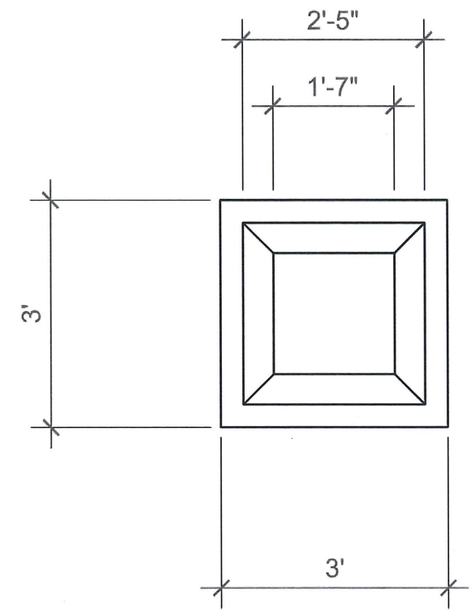
- All types of electrical hardware, wiring or equipment such as transformers, cabinets, etc., must be integrally incorporated into the sign design and must be hidden from view.

SECONDARY MONUMENT SIGNAGE DETAILS



Street View





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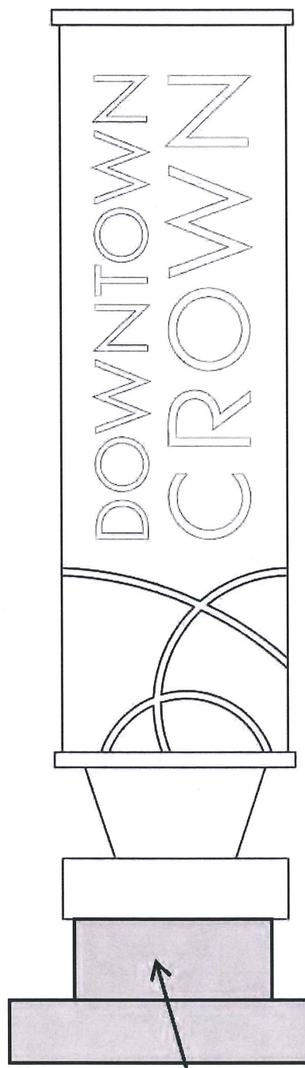
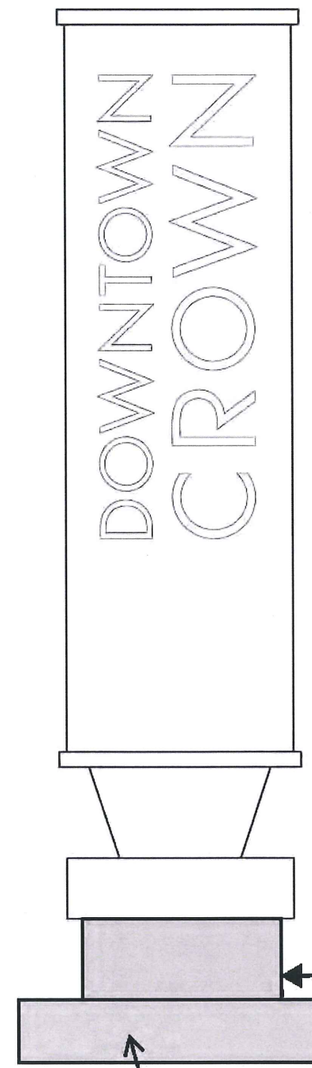
HEIGHT:	10'-0" minimum to 15'-0" maximum
LENGTH:	2'-6" minimum to 3'-6" maximum
WIDTH:	2'-6" minimum to 3'-6" maximum

SECONDARY MONUMENT SIGNAGE FOUNDATION

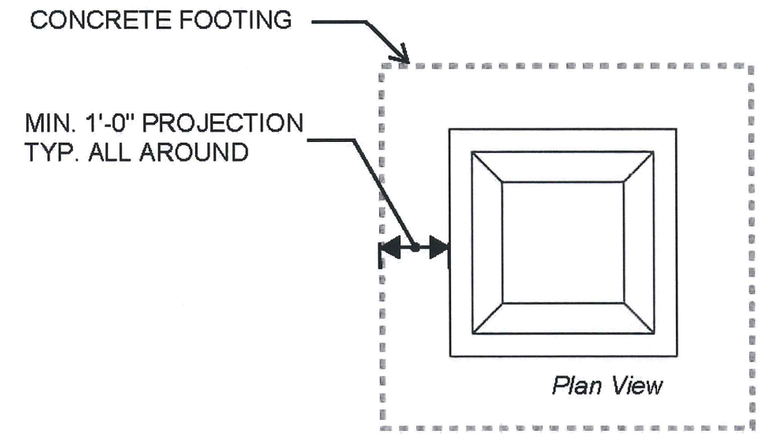


CONCRETE PIER



MIN. 1'-0" PROJECTION
TYP. ALL AROUND

CONCRETE FOOTING



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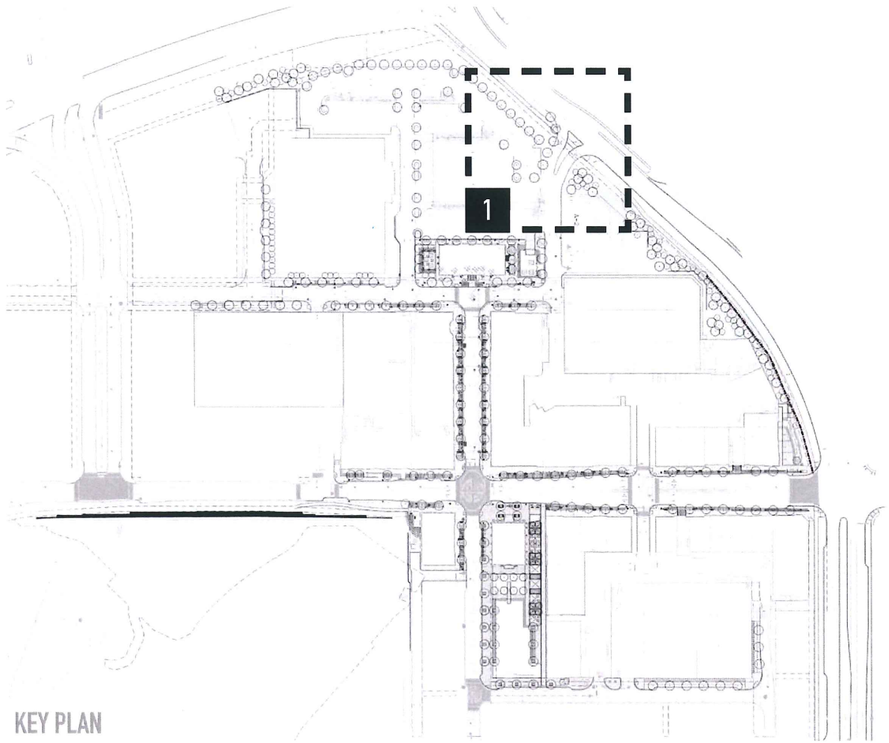
THE JBG COMPANIES

JBG ROSENFELD RETAIL

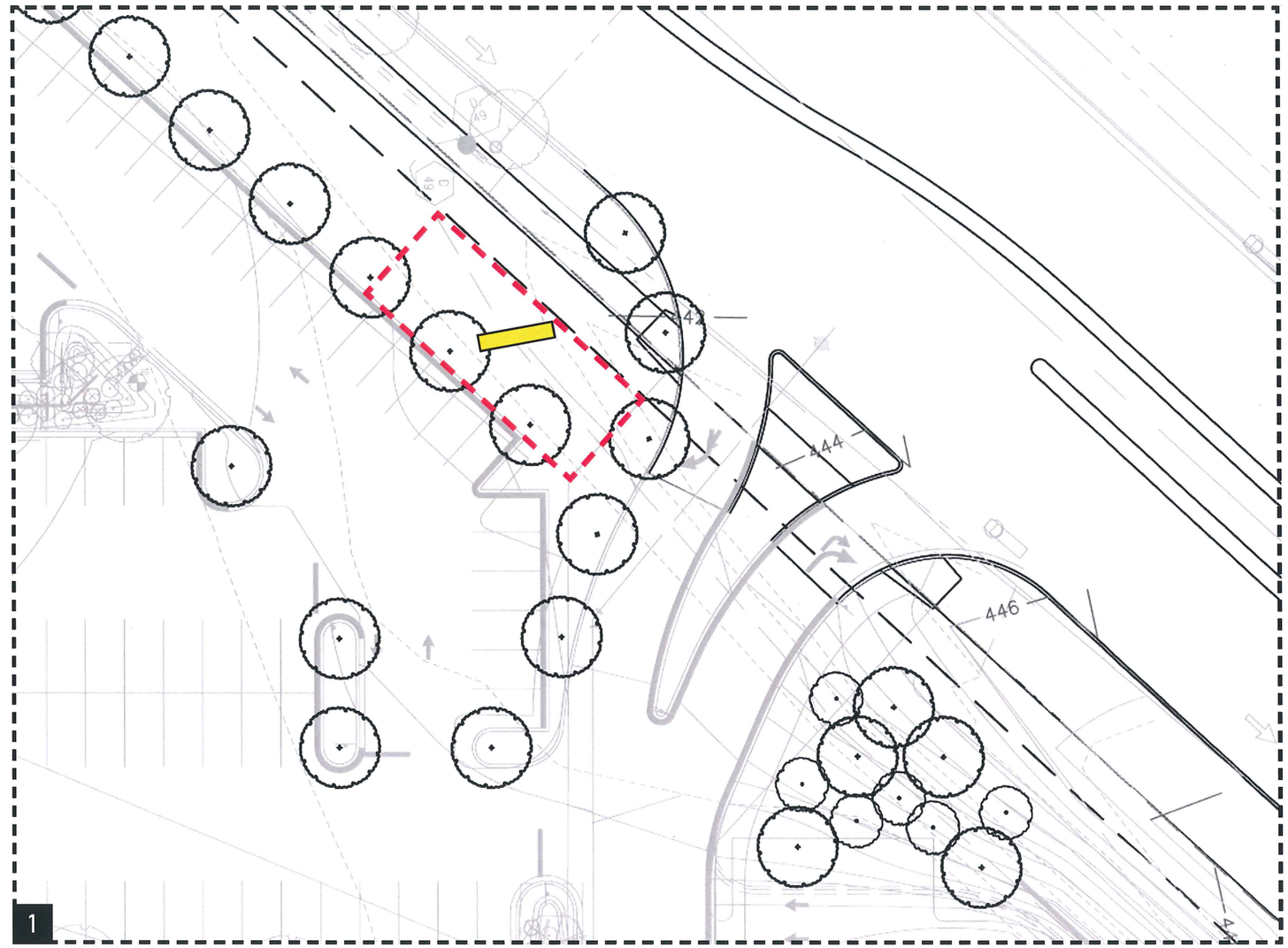
TENANT MONUMENT SIGNAGE

TENANT MONUMENT SIGNAGE LOCATION PLAN



KEY PLAN

Sign locations shown to the right are approximate. Final locations will be determined in the field and fully coordinated with traffic control signage to avoid conflicts. Red dashed lines indicate the area in which the sign may be located. Plans and sign footprints are not shown to scale.



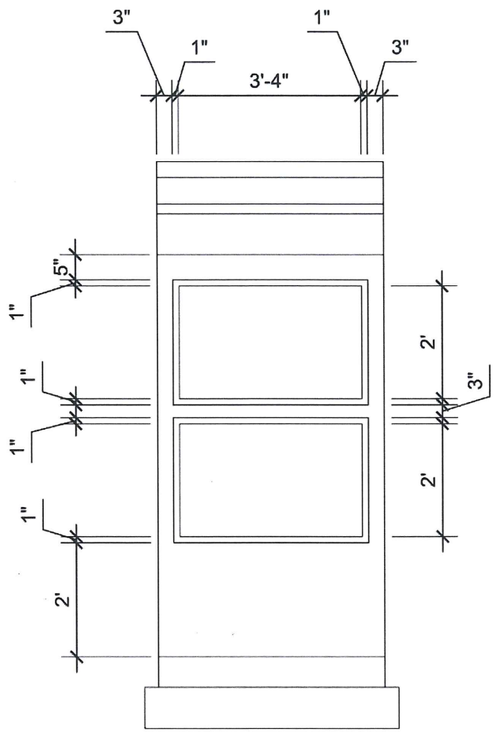
TENANT MONUMENT SIGNAGE CONCEPT DESIGN

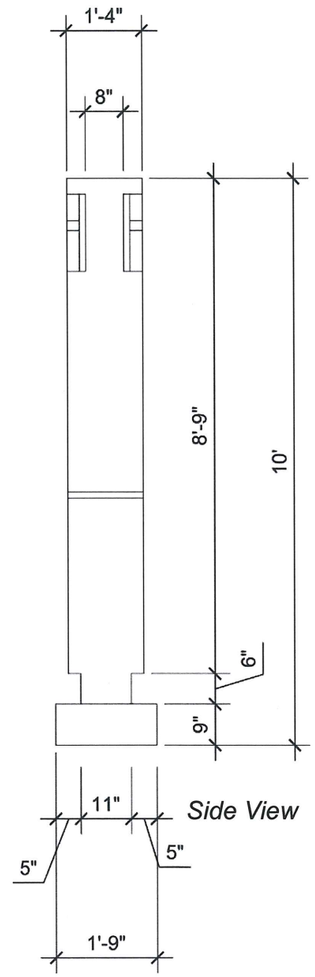
GENERAL NOTES:

- In addition to color options shown below, natural colors of materials may be permitted.
- Final location of sign to be determined in field.
- Final materials to be determined, but may include metal, high-quality acrylics or fiberglass, masonry, concrete, and glass or ceramic elements as accent materials.

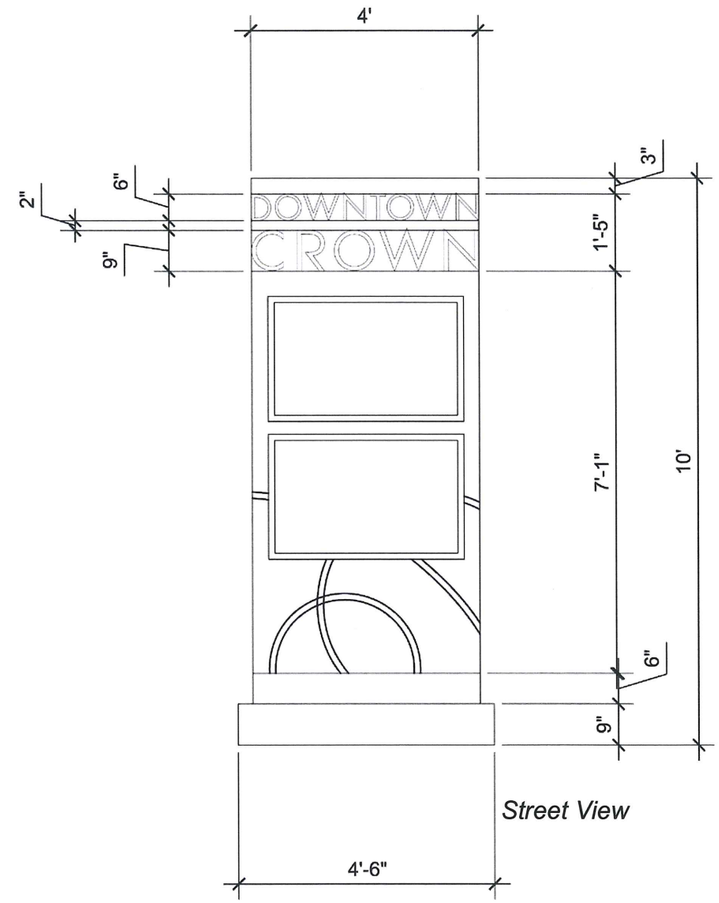
COLOR OPTIONS

TENANT MONUMENT SIGNAGE DETAILS

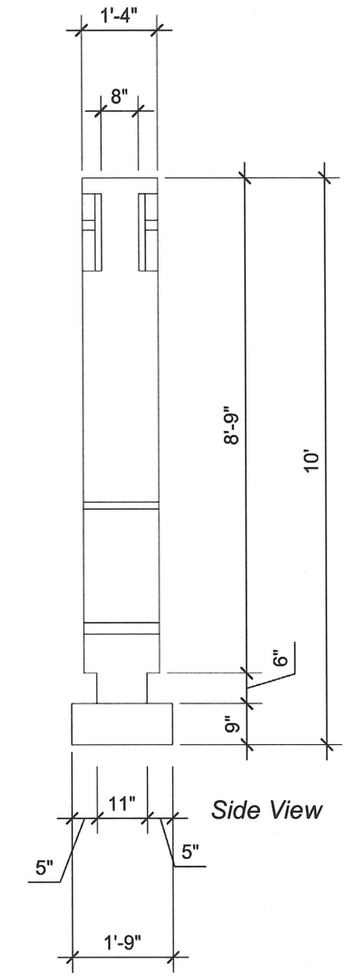




Side View



Street View



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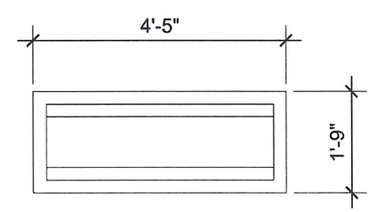

Plan View

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HEIGHT:	8'-0" minimum to 12'-0" maximum
LENGTH:	4'-6" minimum to 6'-6" maximum
WIDTH:	1'-4" minimum to 2'-6" maximum

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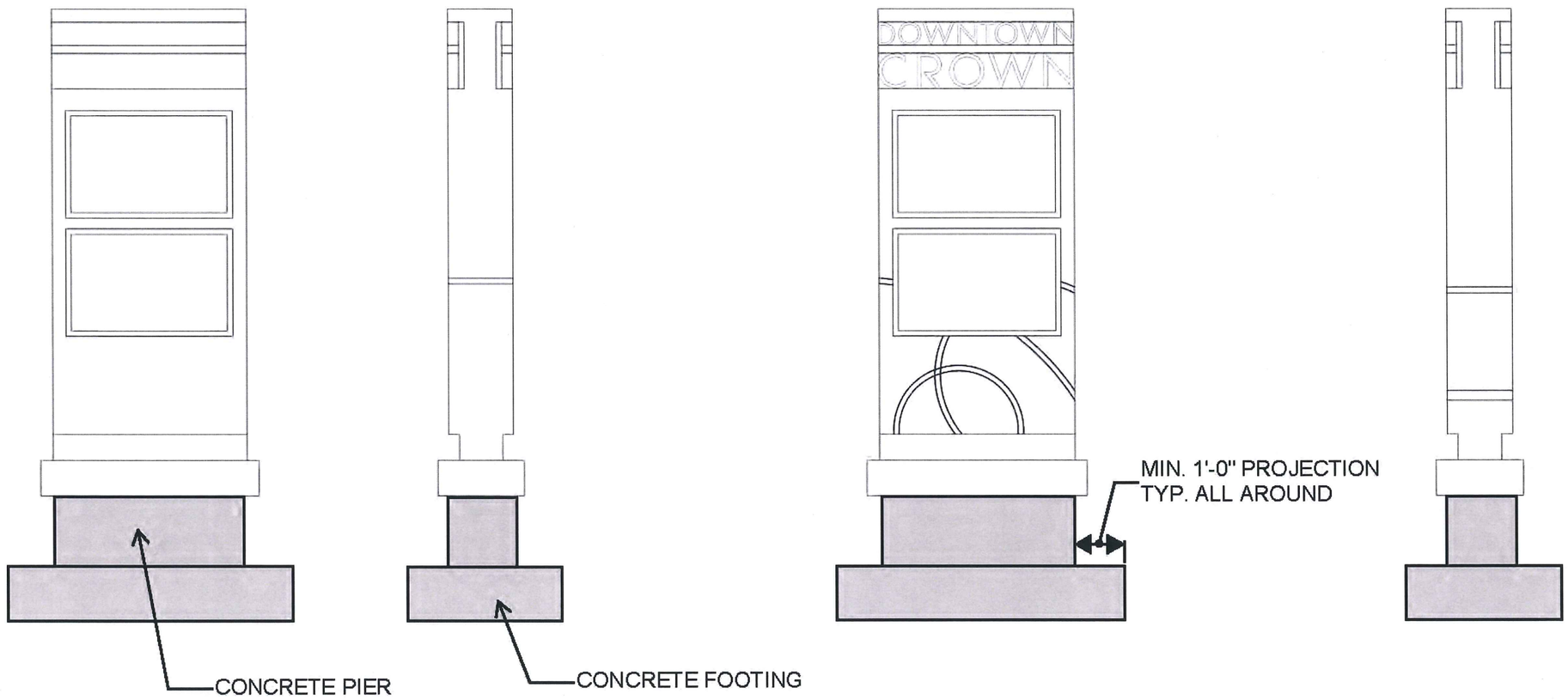
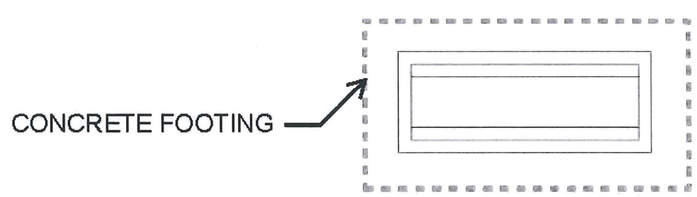
TENANT MONUMENT SIGNAGE FOUNDATION





Plan View

NOTE: PIER AND FOOTING DESIGNS WILL BE BASED ON FINAL SIGN STRUCTURE FRAMING

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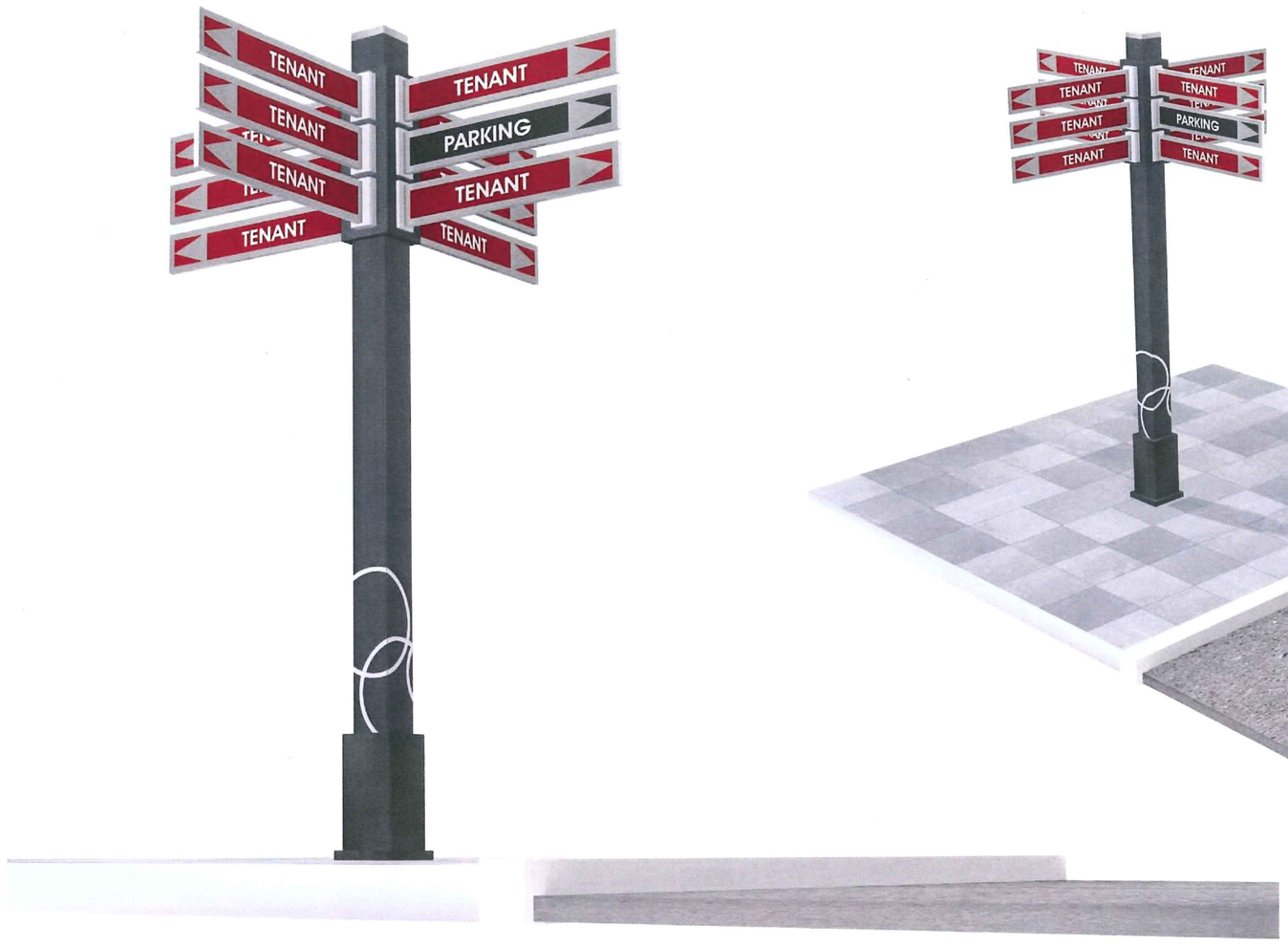
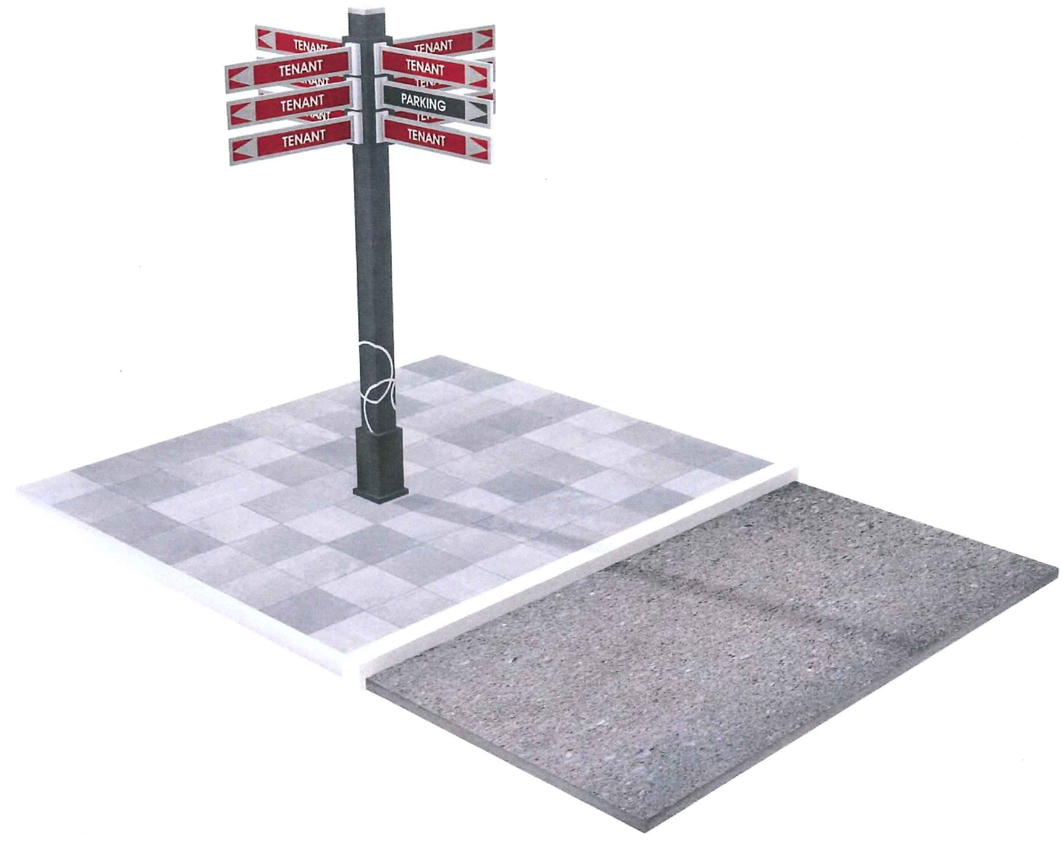
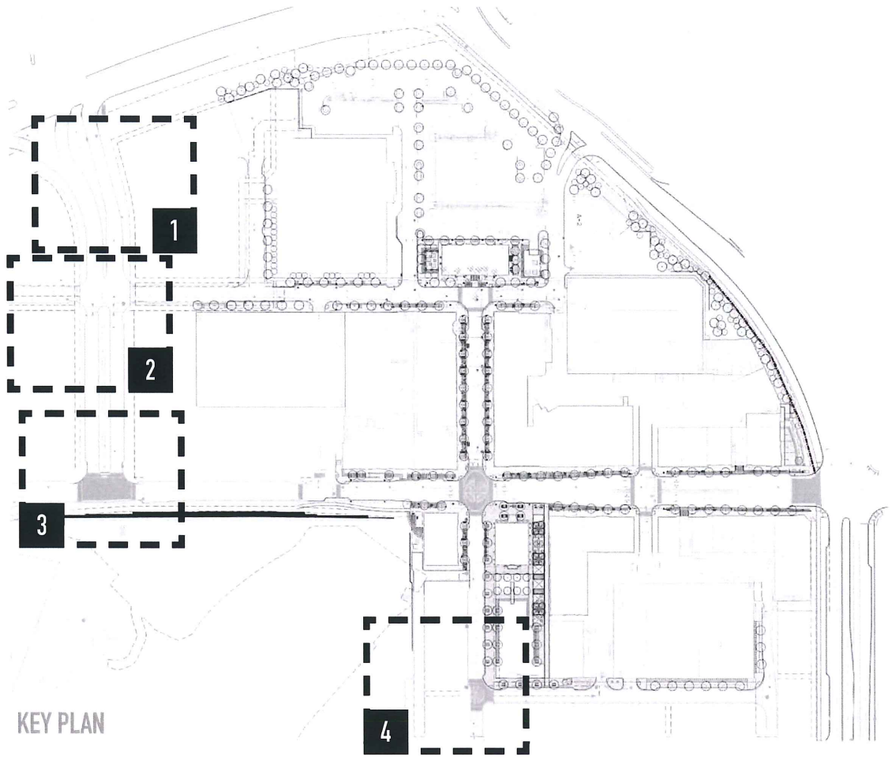
VEHICULAR DIRECTIONAL SIGNAGE



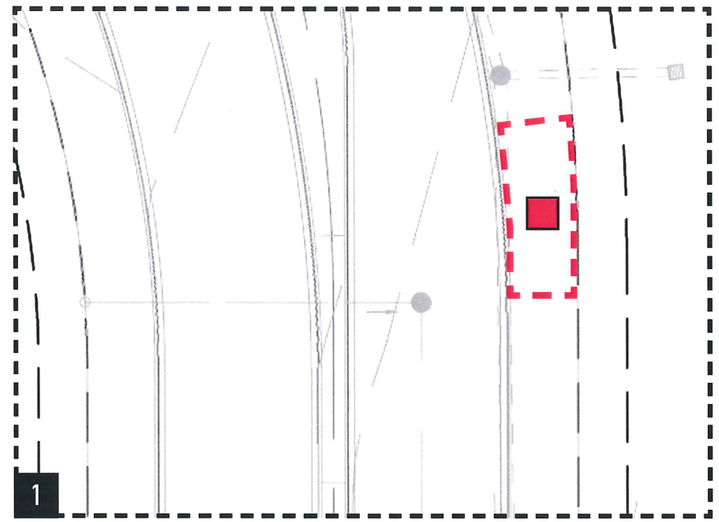


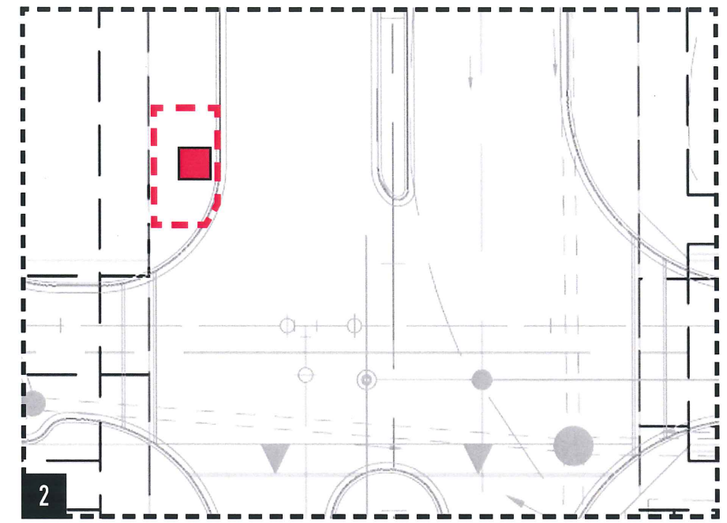
VEHICULAR DIRECTIONAL SIGNAGE LOCATION PLAN

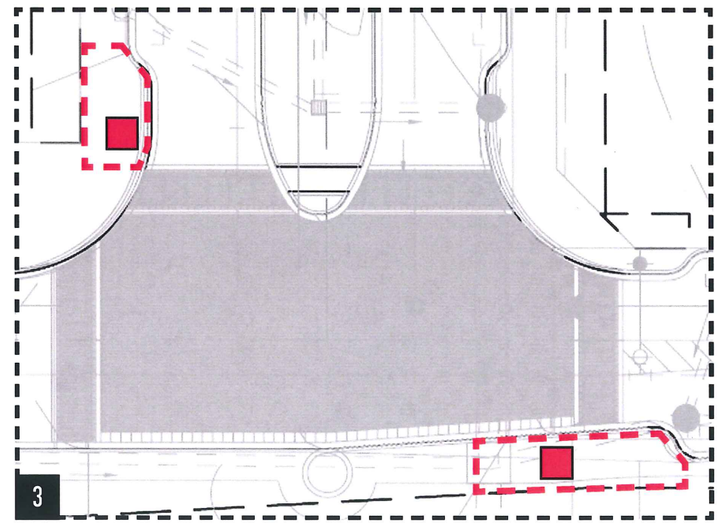


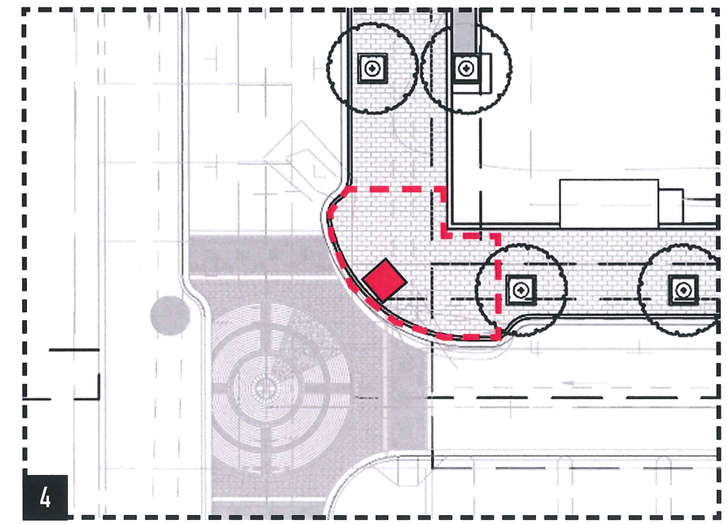
KEY PLAN

Sign locations shown to the right are approximate. Final locations will be determined in the field and fully coordinated with traffic control signage to avoid conflicts. Red dashed lines indicate the area in which the sign may be located. Plans and sign footprints are not shown to scale.

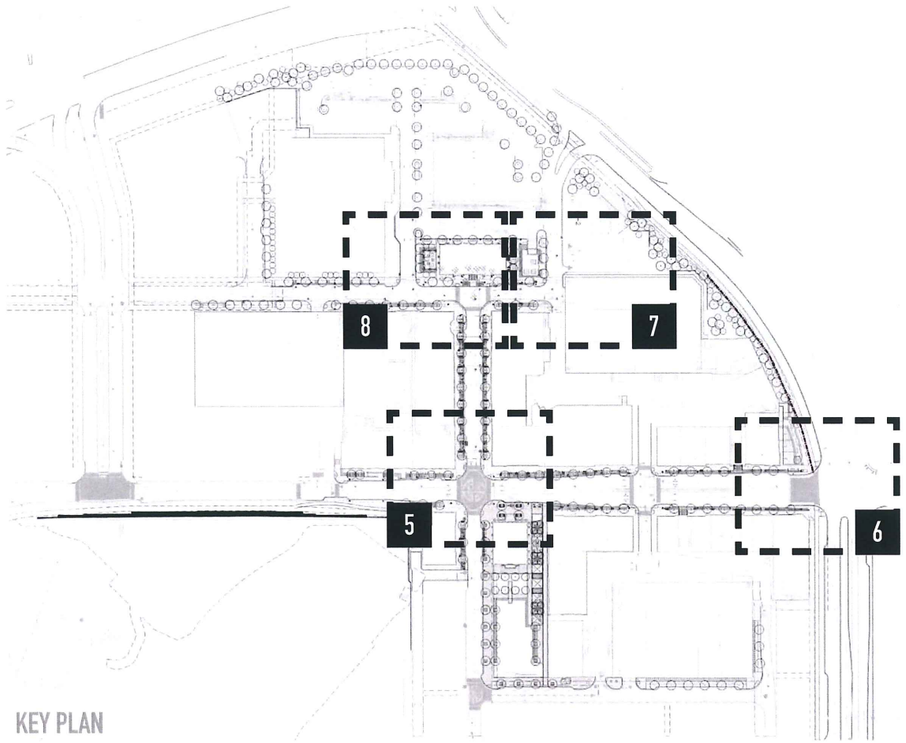








VEHICULAR DIRECTIONAL SIGNAGE LOCATION PLAN



KEY PLAN

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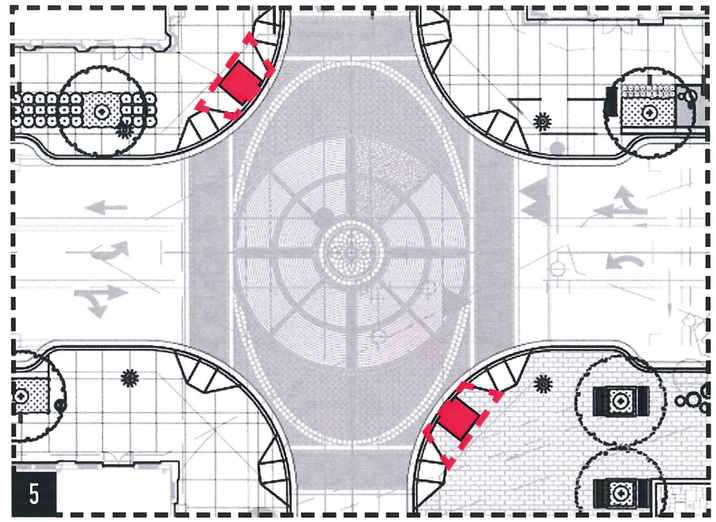
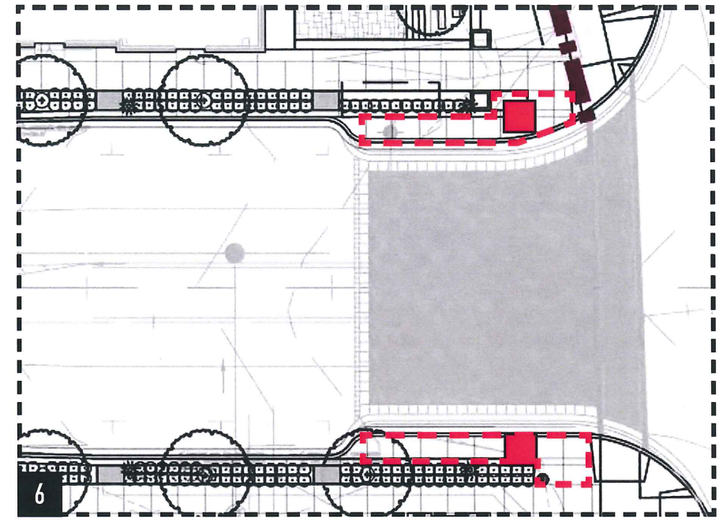
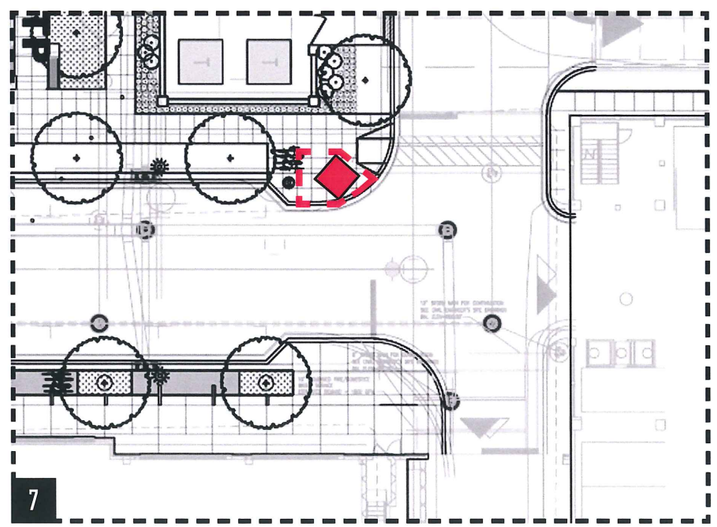
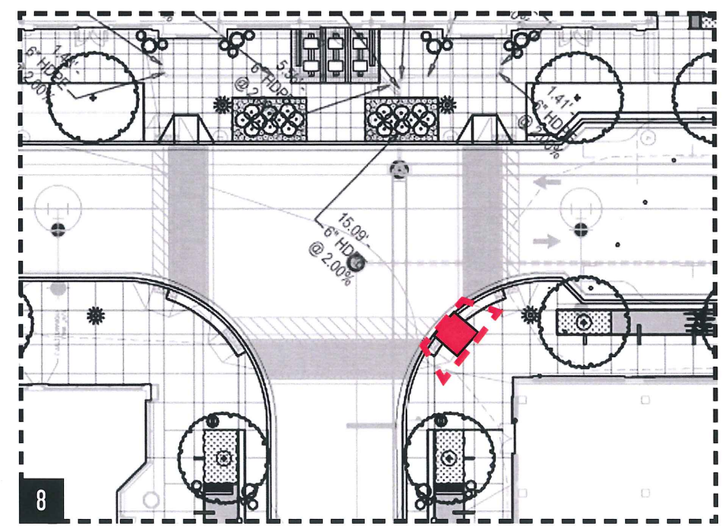




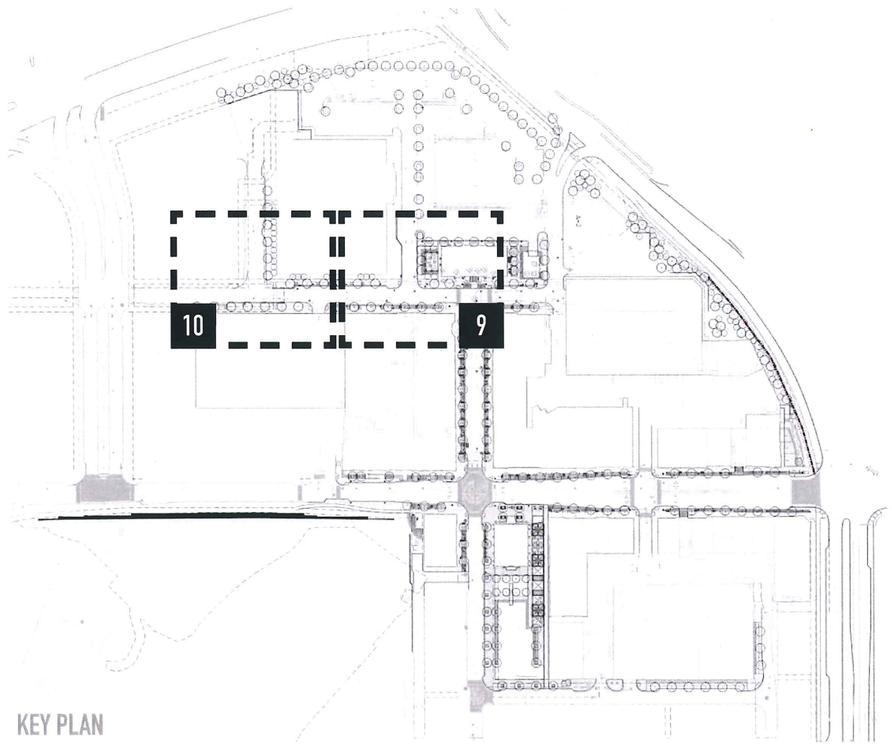




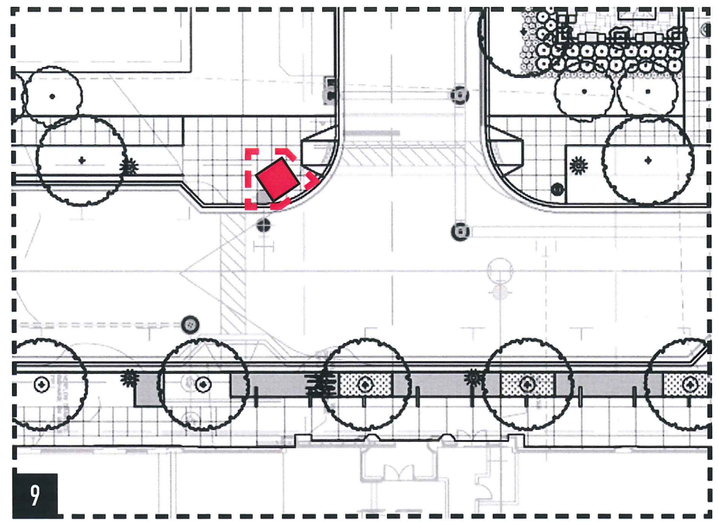
THE JBG COMPANIES

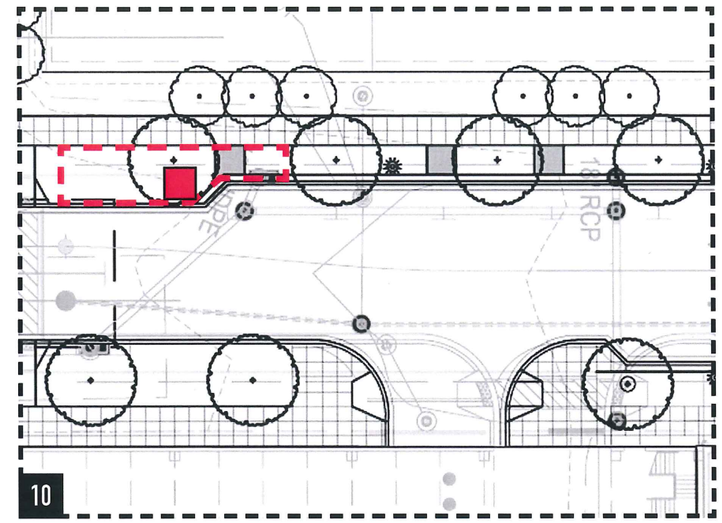
JBG ROSENFELD RETAIL

VEHICULAR DIRECTIONAL SIGNAGE LOCATION PLAN



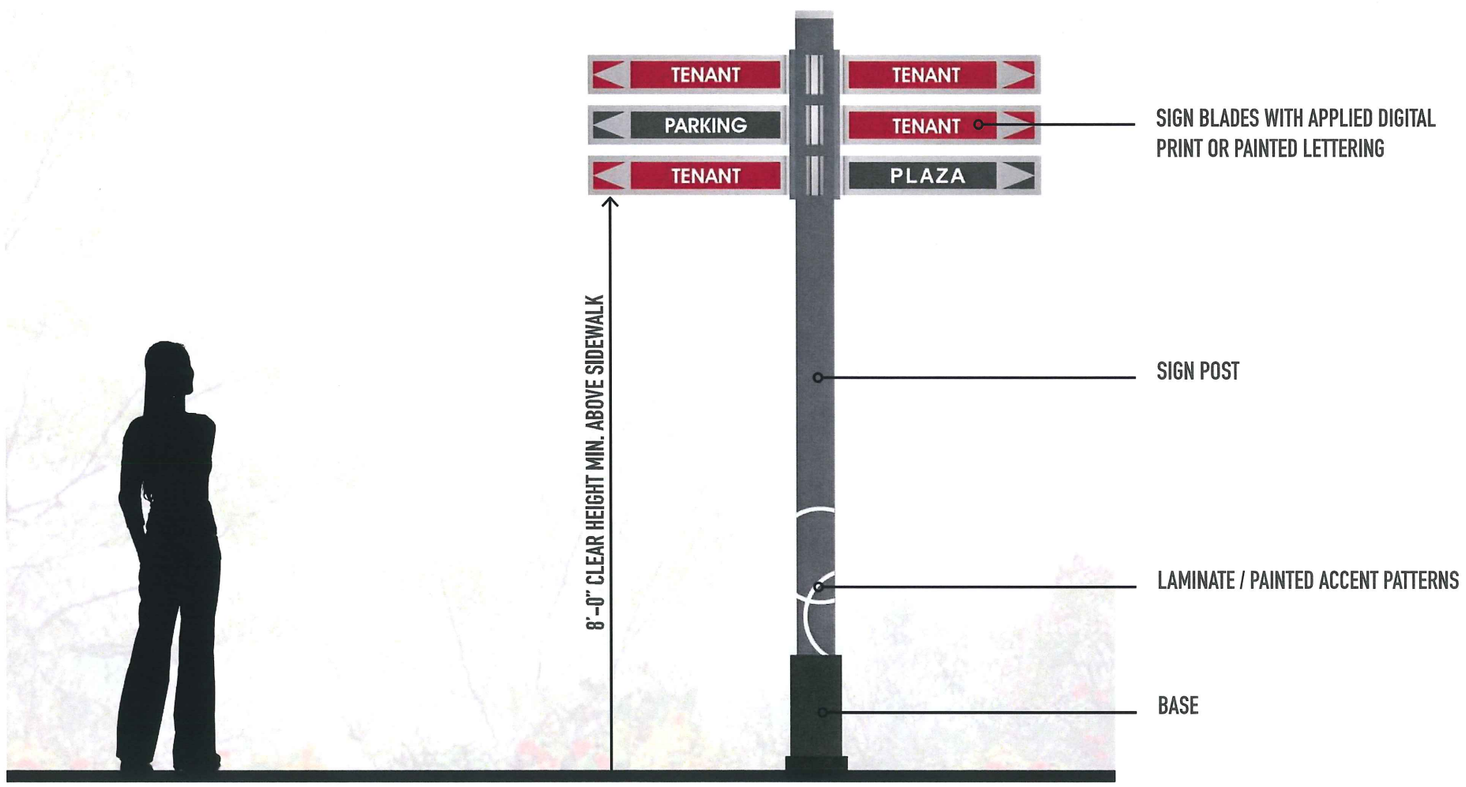
KEY PLAN





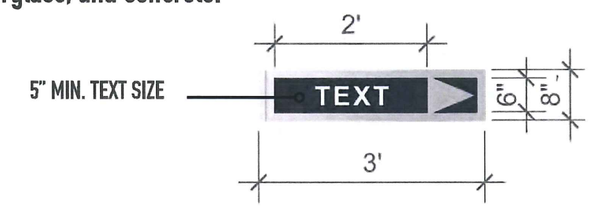
Sign locations shown to the right are approximate. Final locations will be determined in the field and fully coordinated with traffic control signage to avoid conflicts. Red dashed lines indicate the area in which the sign may be located. Plans and sign footprints are not shown to scale.

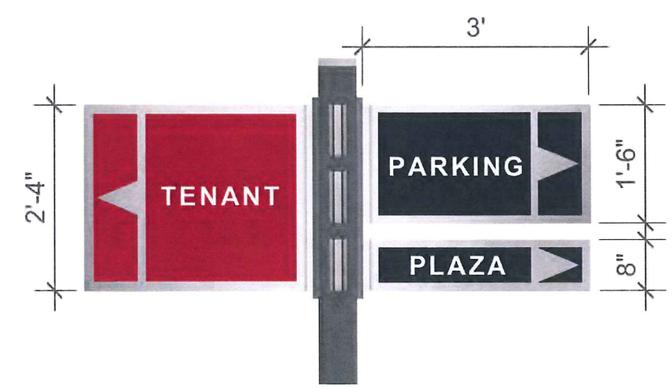
VEHICULAR DIRECTIONAL SIGNAGE CONCEPT DESIGN



GENERAL NOTES:

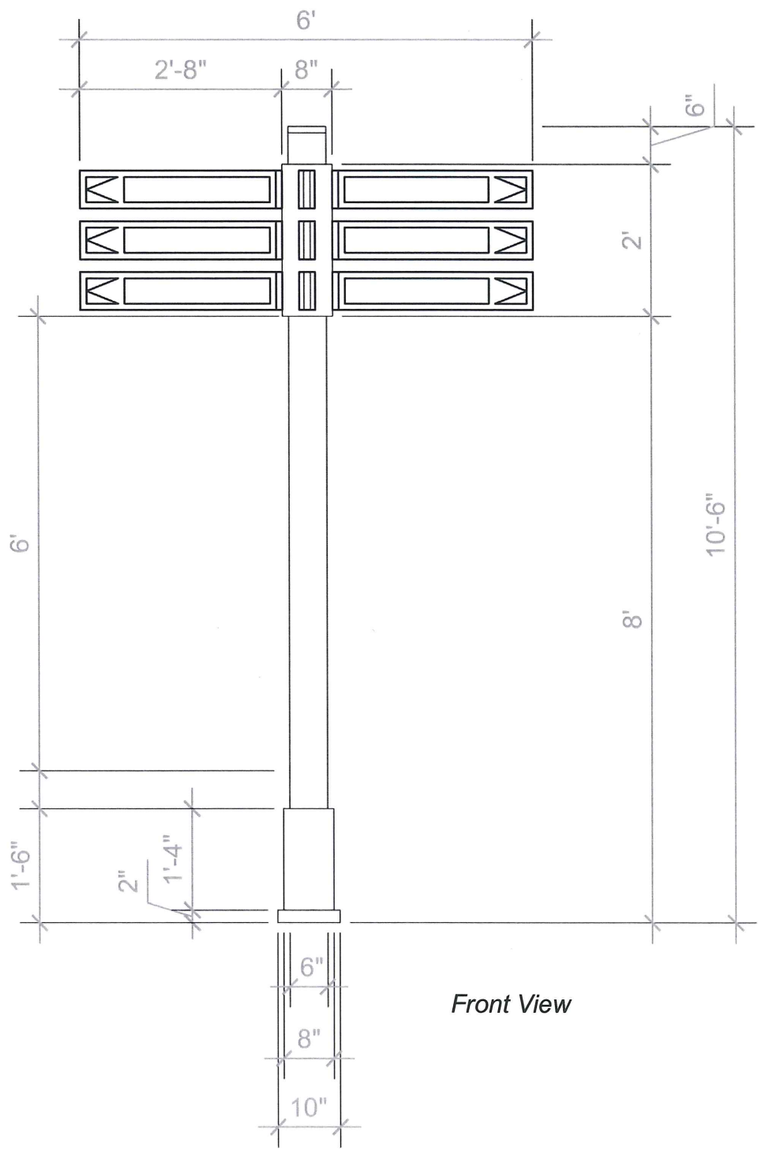
- Final messaging and combination of blade sizes to be determined.
- Final location of signs to be determined in field.
- Final materials to be determined, but may include metal, high-quality acrylics or fiberglass, and concrete.



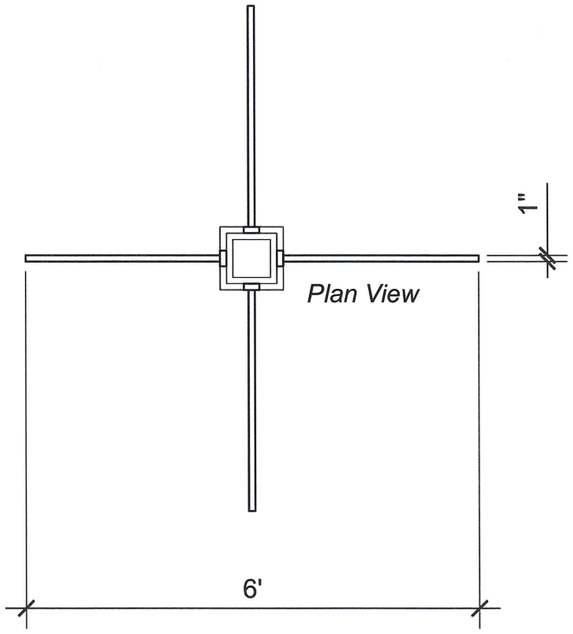


BLADE SIZE OPTIONS

VEHICULAR DIRECTIONAL SIGNAGE DETAILS



Front View

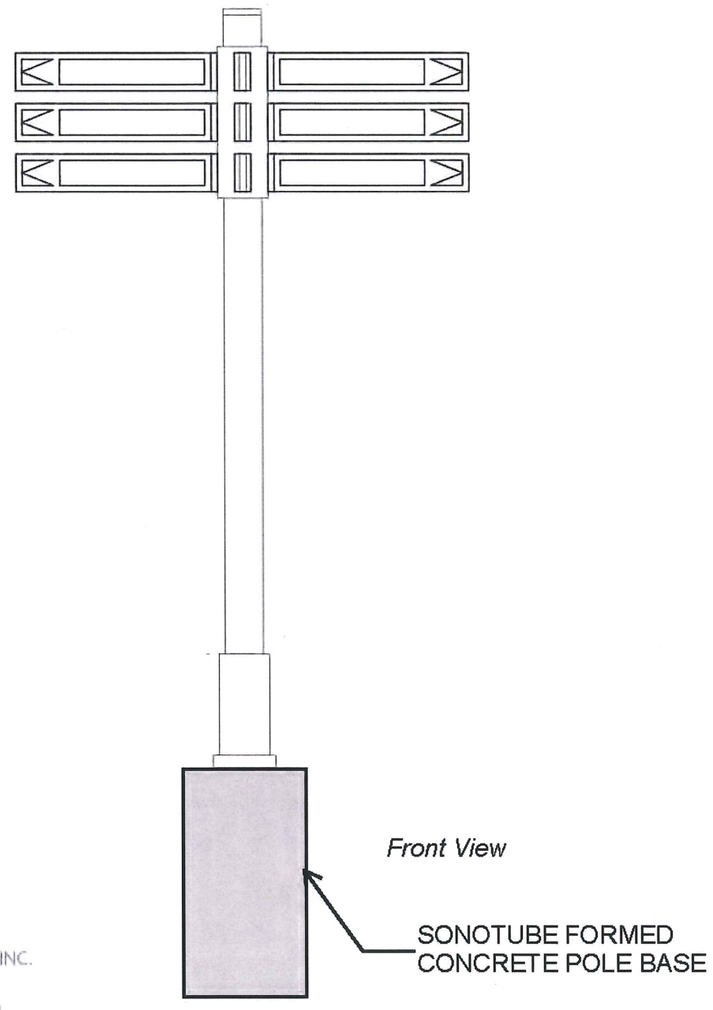


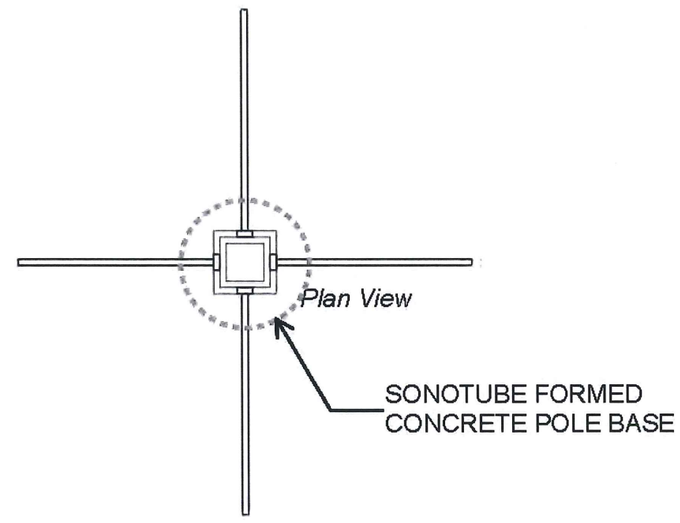
Plan View

THE DIMENSIONS SHOWN HERE ARE FOR ILLUSTRATIVE PURPOSES ONLY. THE FINAL DIMENSIONS OF THIS SIGN ARE TO BE DETERMINED AND WILL FALL WITHIN THE OVERALL RANGE SHOWN BELOW. ALL OTHER DIMENSIONS WILL BE SCALED PROPORTIONALLY.

HEIGHT:	10'-6" minimum to 13'-6" maximum
LENGTH:	5'-6" minimum to 6'-6" maximum
WIDTH:	5'-6" minimum to 6'-6" maximum

VEHICULAR DIRECTIONAL SIGNAGE FOUNDATION





CARROLL ENGINEERING, INC.
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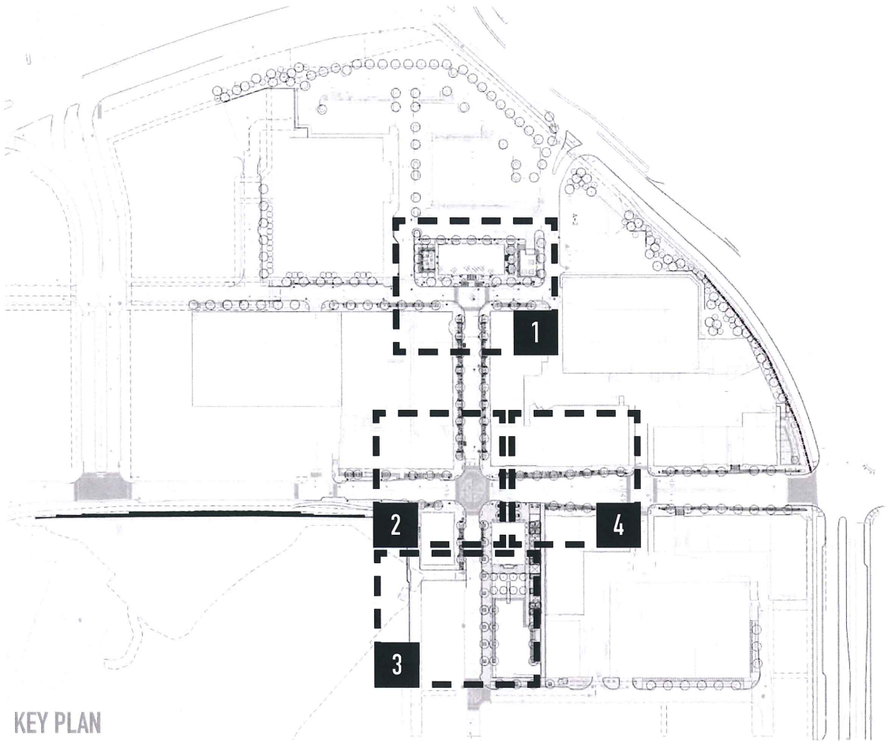
THE JBG COMPANIES

JBG ROSENFELD RETAIL

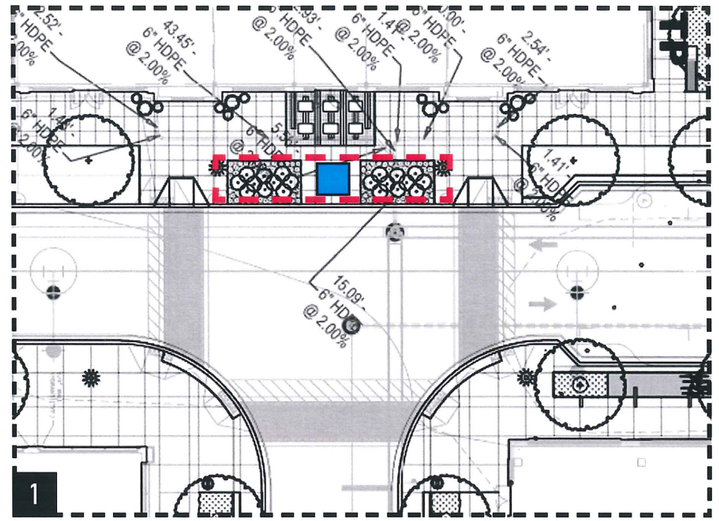
PEDESTRIAN DIRECTORIES

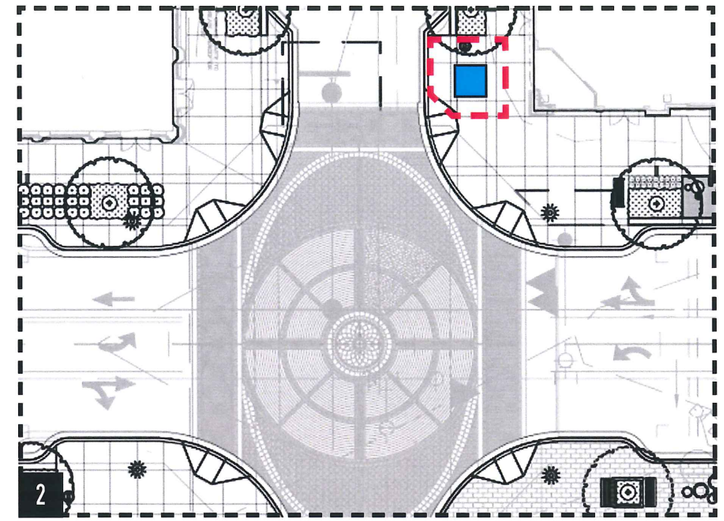
PEDESTRIAN DIRECTORIES LOCATION PLAN

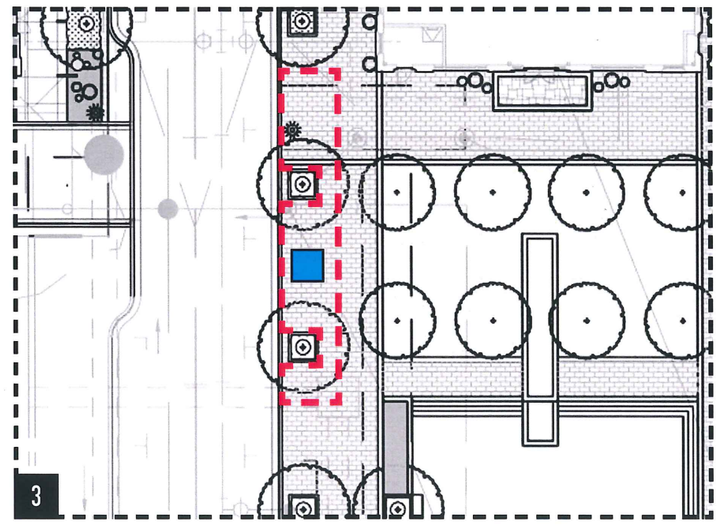


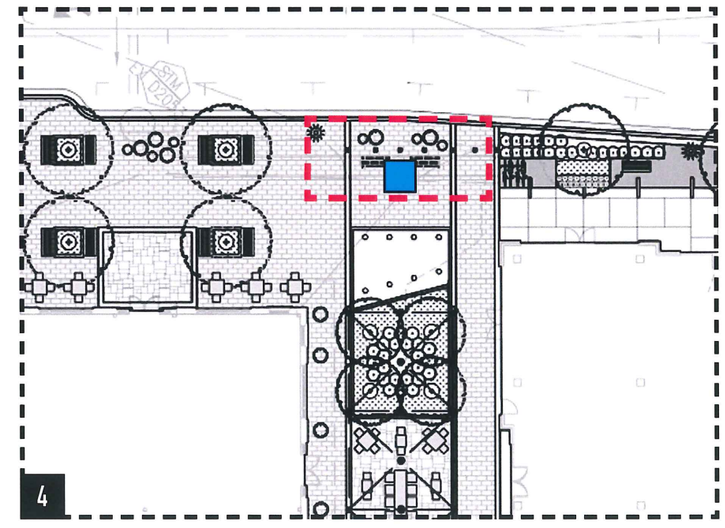
KEY PLAN

Sign locations shown to the right are approximate. Final locations will be determined in the field and fully coordinated with traffic control signage to avoid conflicts. Red dashed lines indicate the area in which the sign may be located. Plans and sign footprints are not shown to scale.





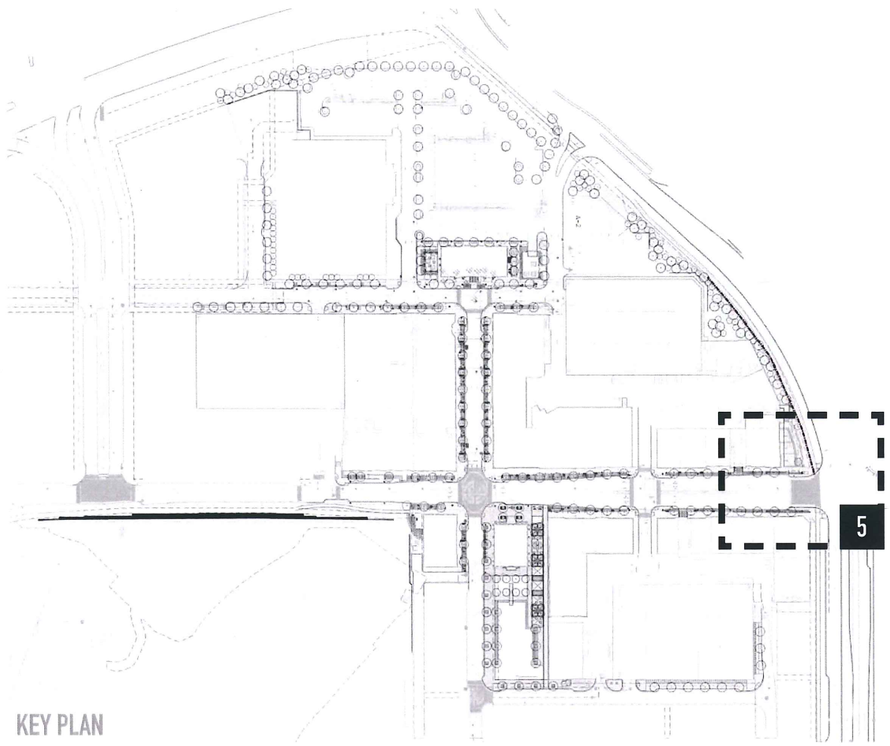




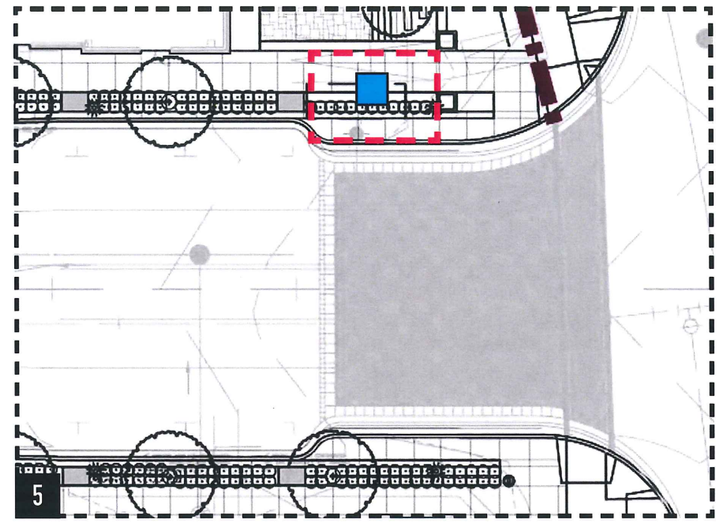
THE JBG COMPANIES

JBG ROSENFELD RETAIL

PEDESTRIAN DIRECTORIES LOCATION PLAN



KEY PLAN



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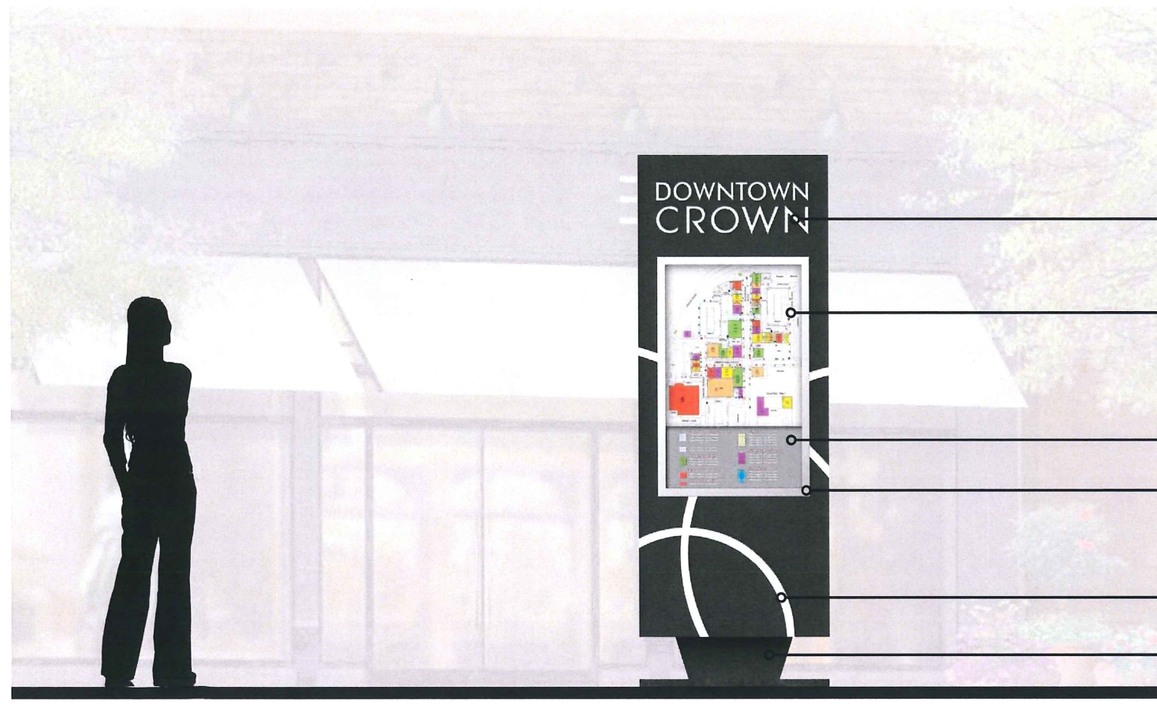
PEDESTRIAN DIRECTORIES CONCEPT DESIGN

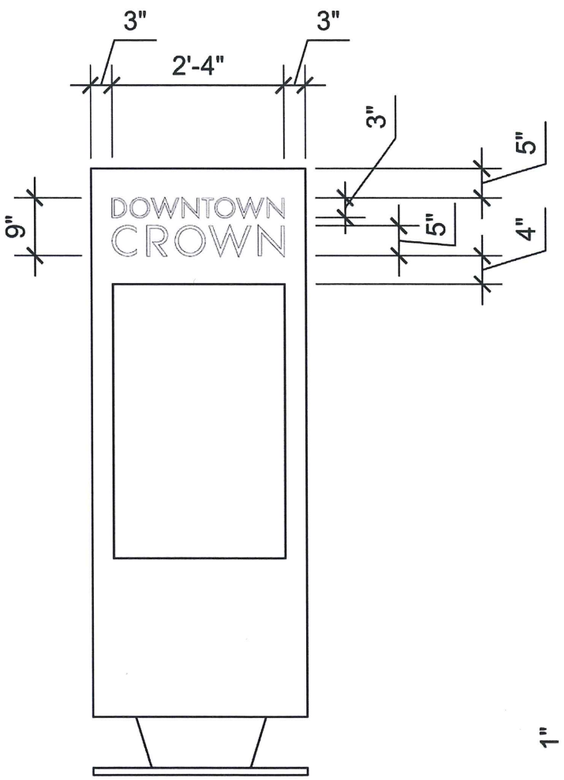
COLOR OPTIONS

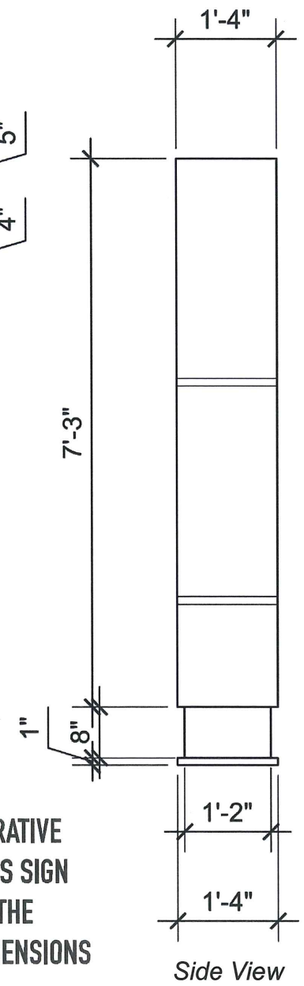


GENERAL NOTES:

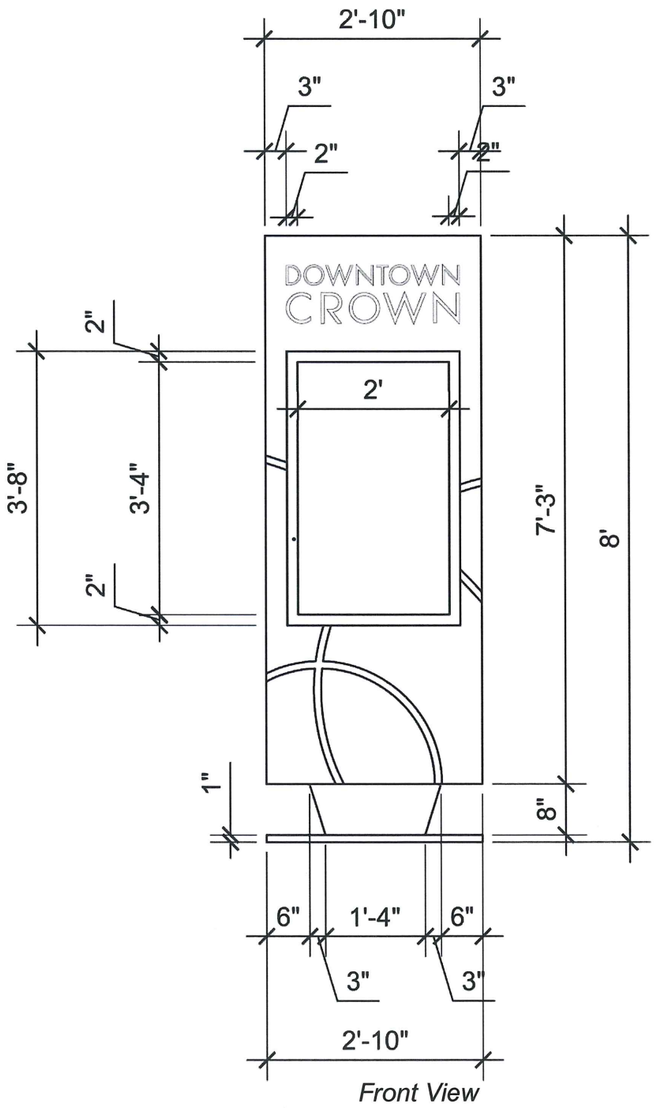
- In addition to color options shown below, natural colors of materials may be permitted.
- Final inset graphics may be changed periodically and are to be determined. These graphics may include project information, including announcements of tenant openings, on only one side of each directory. At least one side of each directory will contain wayfinding information.
- Final location of signs to be determined in field.
- Final materials to be determined, but may include metal, high-quality acrylics or fiberglass, masonry, concrete, and glass or ceramic elements as accent materials.

PEDESTRIAN DIRECTORIES DETAILS

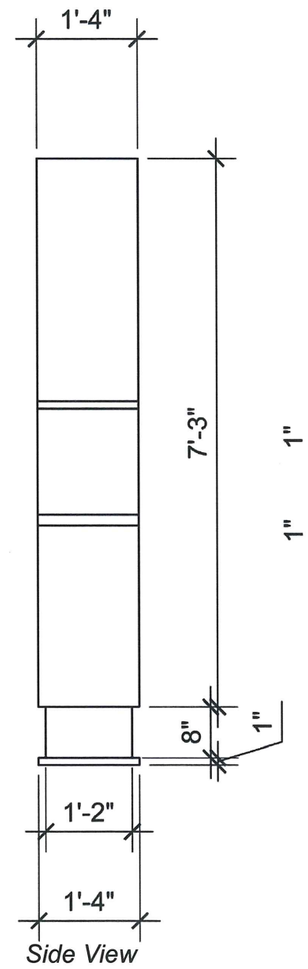




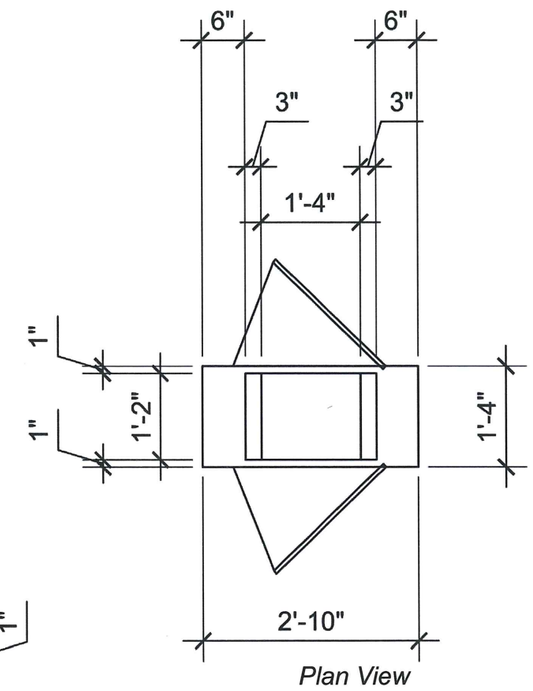
Side View



Front View



Side View



Plan View

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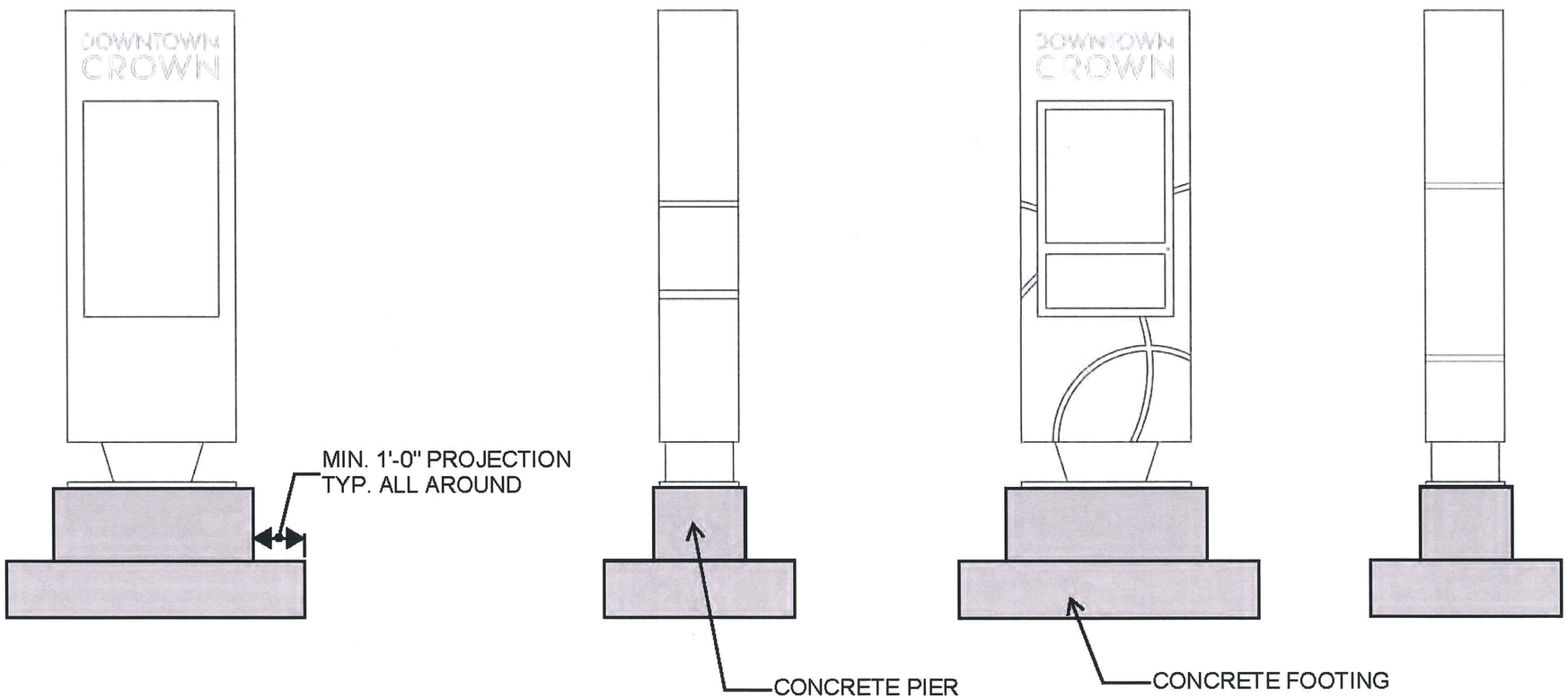
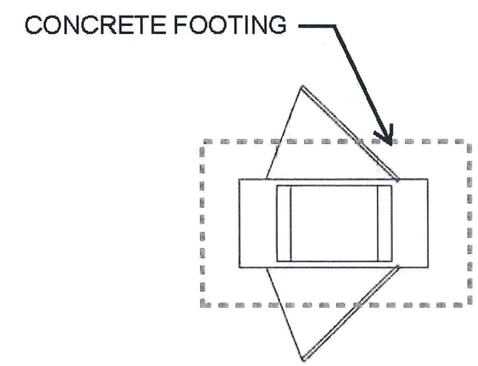
HEIGHT:	7'-0" minimum to 8'-6" maximum
LENGTH:	2'-6" minimum to 4'-0" maximum
WIDTH:	1'-2" minimum to 1'-8" maximum

THE JBG COMPANIES

JBG ROSENFELD RETAIL

PEDESTRIAN DIRECTORIES FOUNDATION





Plan View

NOTE: PIER AND FOOTING DESIGNS WILL BE
BASED ON FINAL SIGN STRUCTURE FRAMING

CARROLL ENGINEERING, INC.
216 SCHILLING CIRCLE, SUITE 102
HUNT VALLEY, MD 21031
410-785-7423 PHONE 410-771-1313 FAX

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PROJECT GARAGE SIGNS BANNERS

DESIGN NOTES:

- Each banner will be comprised of two colors with white arcs and may include white text. The color palette is shown to the right. The dark blue-gray color corresponds to the Cadence brand and the light blue, red, and orange represent Downtown Crown, as seen in the logo to the lower right. Each banner will feature the Cadence color (dark blue-gray) and one of the three Downtown Crown colors (light blue, red, or orange).
- Banners with Cadence messaging will predominantly feature the Cadence color with one of the three Downtown Crown colors as an accent.
- Banners with Downtown Crown messaging, including tenant openings and Downtown Crown events or programs, will predominantly feature one of the three Downtown Crown colors with the Cadence color as an accent.
- Banners without messaging will feature the Cadence color and one of the three Downtown Crown colors in approximately equal proportion.
- Each garage elevation will feature banners in three color combinations: dark blue-gray with light blue, dark blue-gray with red, and dark blue-gray with orange. The distribution of these three color combinations will be approximately equal on any given elevation, and the Downtown Crown colors will always appear on the elevation in the same order as the Downtown Crown logo (as seen to the right).
- The size of banners may vary within the given range from garage to garage, but all banners on each garage will be the same size.

COLOR PALETTE

CADENCE | DOWNTOWN CROWN

DOWNTOWN CROWN

DOWNTOWN CROWN LOGO

GENERAL NOTES:

- The design and content of these banners shall be under the exclusive control of the landlord.
- The final dimensions of these signs are to be determined based on their location and will fall within the overall range shown above.
- These banners will not be illuminated.
- Materials will include mesh or vinyl fabrics with metal support arms. Banners on Garage C will not project on support arms, but will hang flat against the building.

THE JBG COMPANIES

JBG ROSENFELD RETAIL

PROJECT GARAGE SIGNS

BANNERS

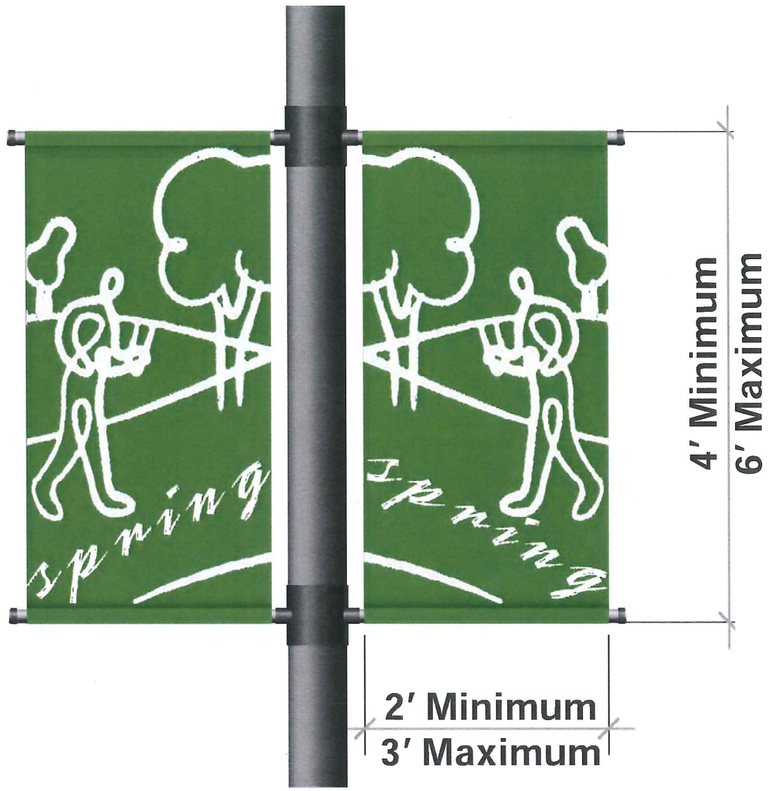
MESSAGING NOTES:

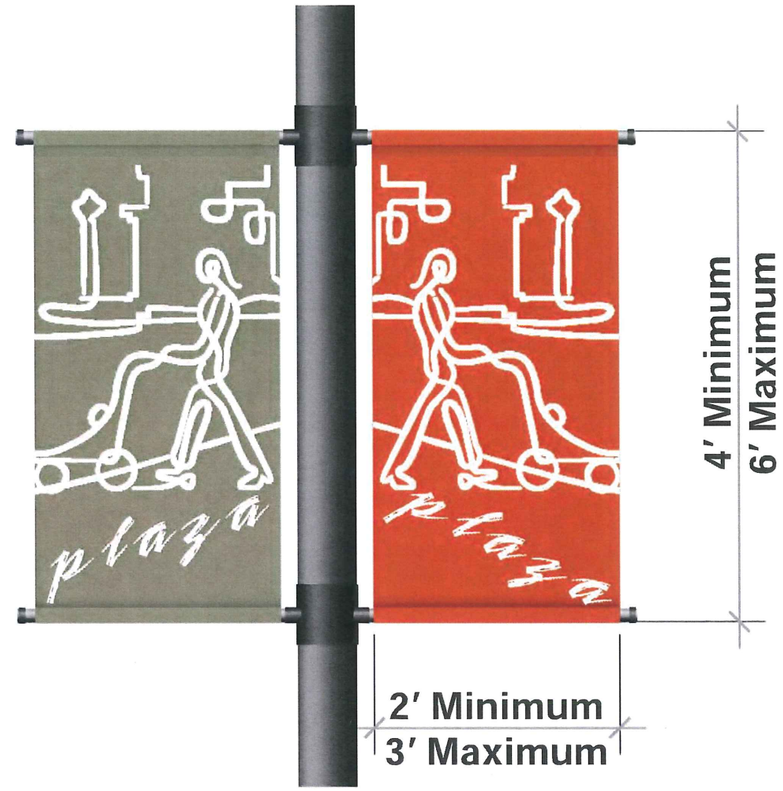
- Banners will not permanently feature retail tenant names or logos. Two banners on each garage may be used to announce new tenants on a temporary basis not to exceed sixty (60) days past the tenant opening.
- Approximately thirty-five percent (35%) of banners on Garages A and B will have messaging dedicated to Downtown Crown. Approximately thirty percent (30%) will have messaging dedicated to tenant openings, Downtown Crown events or programs, or will be purely decorative. Approximately thirty-five percent (35%) will have messaging dedicated to Cadence.
- Garage C will not feature banners with messaging pertaining to Cadence. Approximately fifty percent (50%) of banners on Garage C will have messaging dedicated to Downtown Crown and approximately fifty percent (50%) will have messaging dedicated to tenant openings, Downtown Crown events or programs, or will be purely decorative.
- Banners with messaging pertaining to Cadence will feature leasing text only until the buildings are ninety percent (90%) leased.
- The percentages for messaging pertaining to Downtown Crown, Cadence, and general events or graphics described above will be calculated as a total for each garage, with their distribution applicable across all elevations on each garage.
- Each elevation will feature banners with messaging pertaining to at least two of the following: Downtown Crown, Cadence, Downtown Crown events or programs, or will be purely decorative.
- Messaging pertaining to Cadence or tenant openings will not be featured on adjacent banners on any one elevation. Downtown Crown messaging or graphics may be featured on adjacent banners.
- The distribution of messaging pertaining to Downtown Crown, Cadence, tenant openings and general events, or graphics will be approximately symmetrical and balanced across any given garage elevation.

THE JBG COMPANIES®

JBG ROSENFELD RETAIL

PROJECT LIGHT POLE BANNERS





GENERAL NOTES:

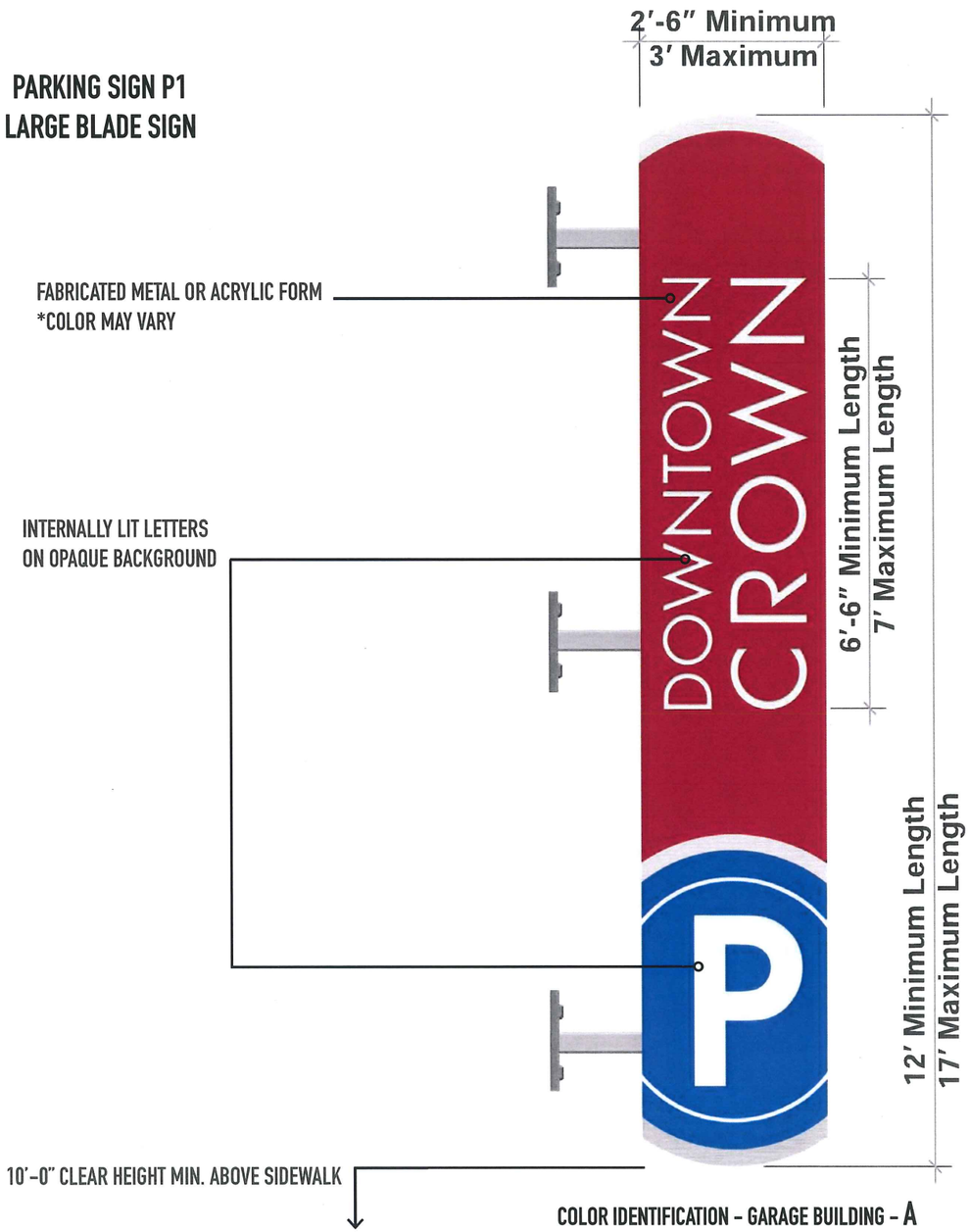
- Banners will be seasonal. They may be purely decorative or promote events or programs occurring within the project.
- Banners will not be for tenant promotion. Specific tenant names and/or logos will not be permitted.
- Double sided, digitally printed vinyl banners will be mounted on light poles with banner arms. Banners fastened to banner arms through pockets sewn into banner at top and bottom.
- The designs shown above are for illustrative purposes only. Final designs are to be determined.
- The design and content of these banners shall be under the exclusive control of the landlord.
- The final dimensions of these signs are to be determined and will fall within the overall range shown above.
- Final location of banners to be determined in field.
- Final materials to be determined, but may include vinyl or mesh fabrics.

THE JBG COMPANIES

JBG ROSENFELD RETAIL

PARKING SIGNAGE

PARKING SIGN P1
LARGE BLADE SIGN



COLOR IDENTIFICATION - GARAGE BUILDING - A

COLOR IDENTIFICATION - GARAGE BUILDING - B

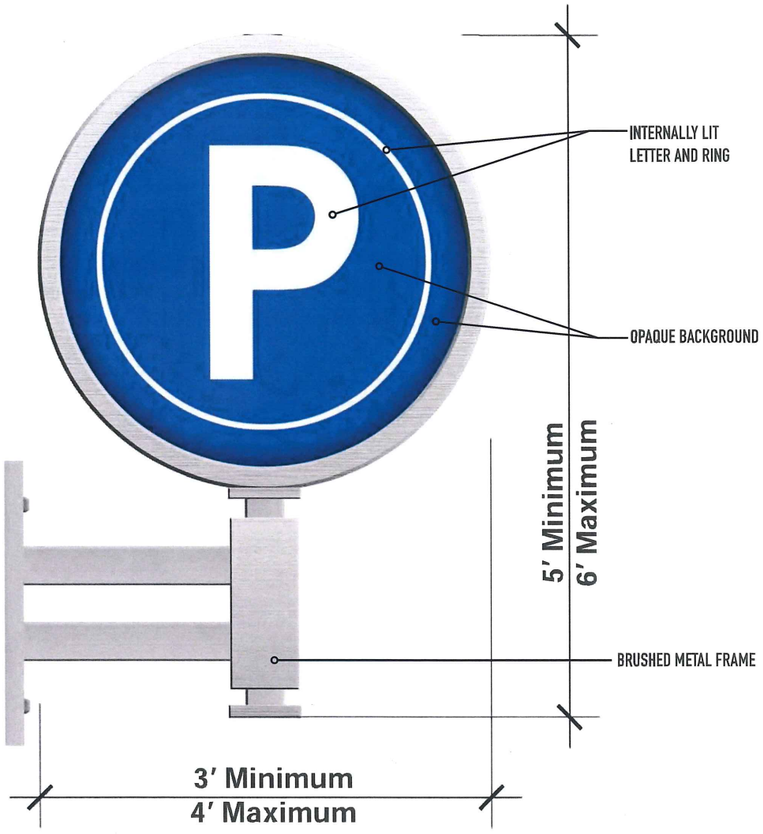
COLOR IDENTIFICATION - GARAGE BUILDING - C

GENERAL NOTES:

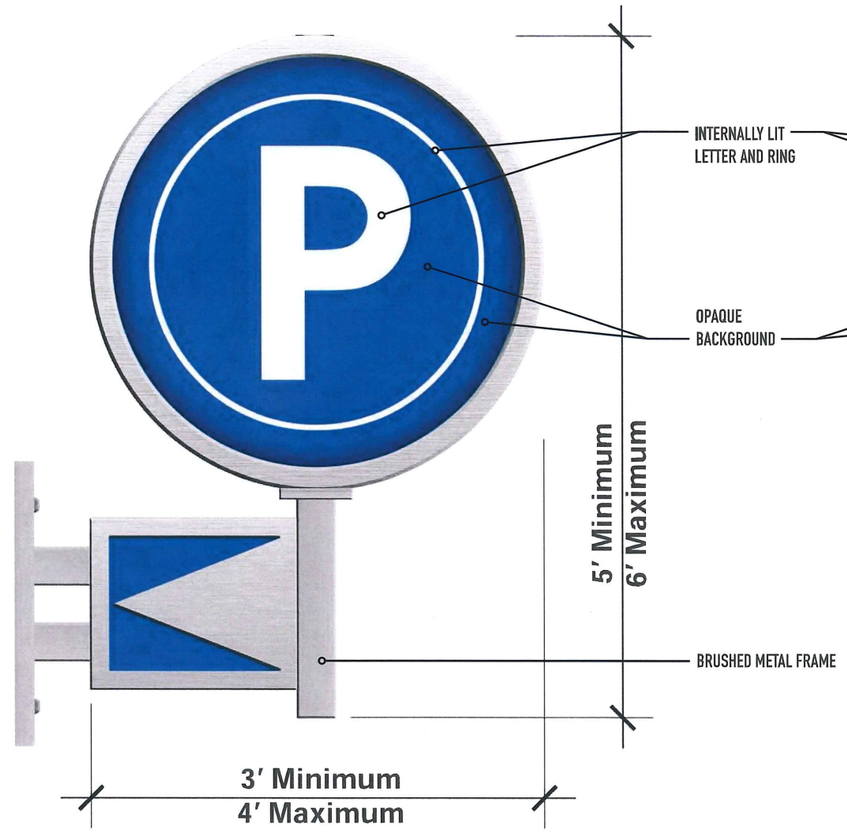
- All parking blades to be mounted a minimum of 10'-0" above the street or sidewalk.
- Final color options to be determined.
- The final dimensions of these signs are to be determined and will fall within the overall range shownto the left.
- Final location of signs to be determined in field.
- Final materials to be determined, but may include metal and high-quality acrylics or fiberglass.

THE JBG COMPANIES® JBG ROSENFELD RETAIL

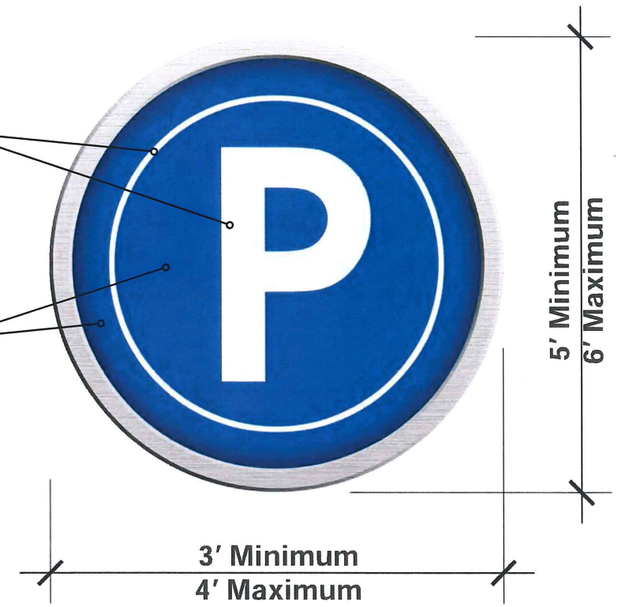
PARKING SIGNAGE



PARKING SIGN P2
BLADE SIGN



PARKING SIGN P3
DIRECTIONAL BLADE SIGN



PARKING SIGN P4
WALL-MOUNTED SIGN

GENERAL NOTES:

- All parking blades to be mounted a minimum of 10′-0″ above the street or sidewalk.
- The final dimensions of these signs are to be determined and will fall within the overall range shown above.
- Final location of signs to be determined in field.
- Final materials to be determined, but may include metal and high-quality acrylics or fiberglass.

THE JBG COMPANIES

JBG ROSENFELD RETAIL