

315 EAST DIAMOND AVENUE

S I G N D E V E L O P M E N T P L A N

March 12, 2018



CONTENTS

INTRODUCTION	3
GENERAL CONDITIONS.....	3
ARCHITECTURAL SITE PLAN	4
RETAIL BUILDING SIGNS	5
RETAIL ELEVATIONS - WALL MOUNTED / AWNING IDENTIFICATION SIGNAGE.....	6
MAXIMUM ALLOWABLE SIGNAGE.....	7
WALL MOUNTED SIGNS.....	8
WALL MOUNTED BLADE SIGNS (PROJECTING SIGNS).....	9
AWNING SIGN	10
WINDOW SIGNS	11
CANOPY/MARQUEE SIGNS.....	12
RESIDENTIAL BUILDING SIGNS.....	13
MULTIFAMILY FACADE - WALL MOUNTED IDENTIFICATION SIGNAGE.....	14
MULTIFAMILY FACADE - WALL MOUNTED IDENTIFICATION SIGNAGE, CANOPY & PROJECTING SIGNAGE	15

INTRODUCTION

PURPOSE

Through quality design and placemaking, It is our desire to create a one-of-a-kind experience for 315 East Diamond Avenue residents and visitors while providing businesses with an environment in which to thrive.

The following Sign Development Plan is a package that illustrates the design intent of the signs that will be placed throughout 315 East Diamond Avenue.

OVERVIEW

The following Sign Development Plan is organized by retail sign type, residential sign and parking sign. For each section, an overview is provided on the sign type and how they can be utilized in various contexts.

The Sign Development Plan provides signage for all commercial uses anticipated at 315 East Diamond Avenue. In the event that a required sign type has not been specifically addressed in this signage package, such sign shall conform with the Olde Towne Design Guidelines and the Gaithersburg County Zoning Ordinance.

In the event the location for a specific sign type or number of signs has not be shown on a Sign Map, the sign requirements for each sign type will govern the location of future signs.

PROJECT LOCATION

This project is located at 315 East Diamond Avenue and located in zoning district CBD



GENERAL CONDITIONS

Unless modified by the Gaithersburg Planning and Code Administration during the Final Review, The Olde Towne Design Guidelines and Article IX - Signs, of the Revised 2017 Gaithersburg Code of Ordinance, shall govern signs at the 315 East Diamond Avenue development. Tenant signs must be in conformance with the City Sign Ordinance and this document.

APPROVAL OF SIGN DESIGNS AND LOCATIONS

Signs at 315 East Diamond Avenue are intended to conform to this Sign Development Plan. Sign permits shall be obtained in accordance with the provisions of the Zoning Ordinance prior to the installation of signs. Tenant signage must be approved with signature and letter by the property or manager prior to application for the sign permit.

QUANTITY OF SIGNS

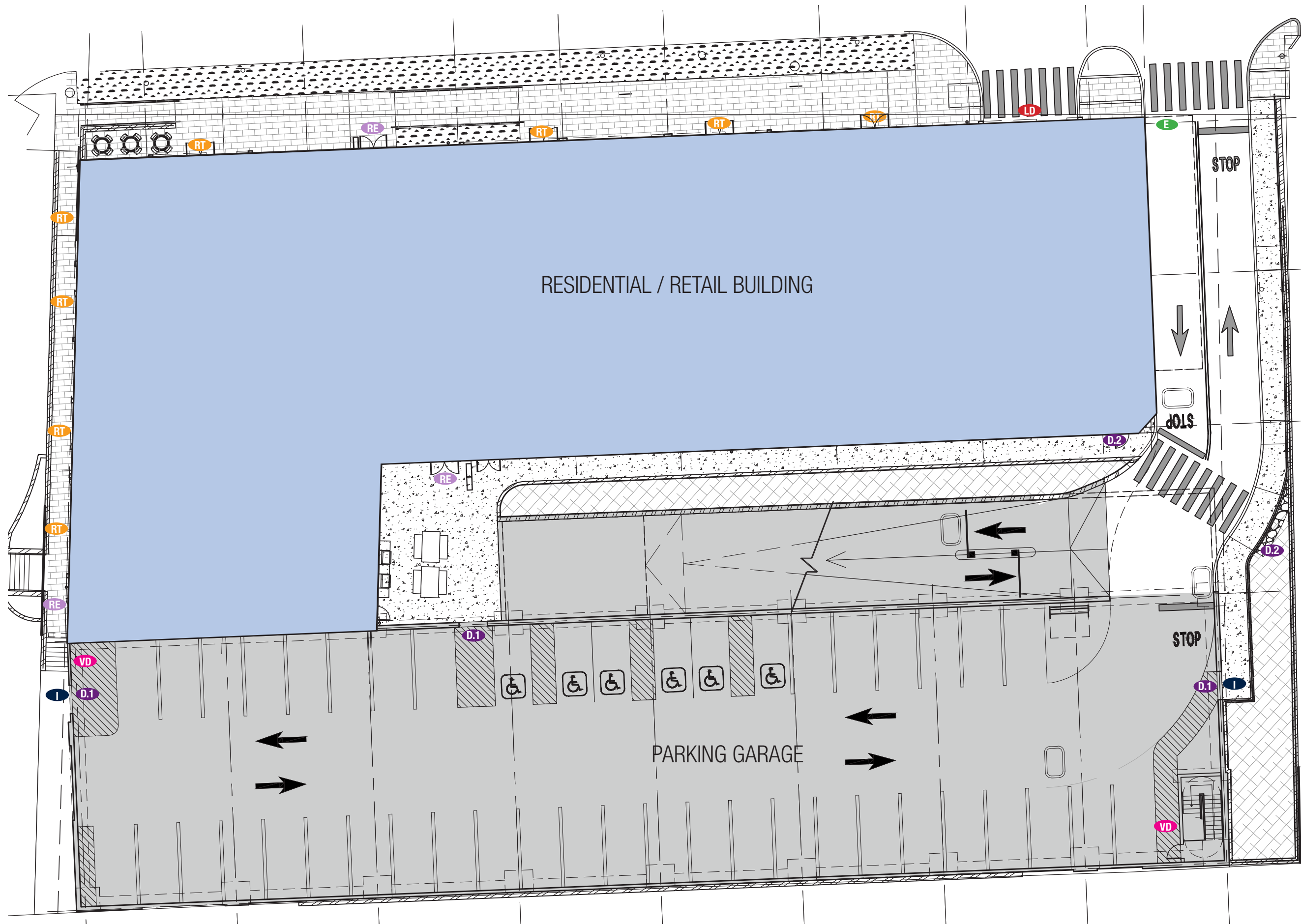
Notwithstanding the quantity of signs mentioned in this Sign Development Plan, the applicant is not obligated to construct and install every sign noted.

NON-CONFORMANCE

Signs found not to be in compliance with the aspects of this Sign Development Plan should be corrected or removed, unless permitted by the Olde Towne Design Guidelines and Article IX of the Zoning Ordinance. Individual violations shall not constitute a violation for any other signs permitted by this Sign Development Plan.

AMENDMENTS

Additional regulations and modification requests, consistent with the type and design of the signs included in this application, may be submitted to the city for review and approval. Proposed amendments to this Sign Development Plan shall be reviewed and approved by the city of Gaithersburg.



KEY

- E Entrance Sign A
- RE Residential Entrance Sign
- RT Retail Sign
- VD Vehicular Directory
- D.1 Directional Signs-Wall/Ceiling-Mounted
- D.2 Directional Sign-Pole Mounted
- I Building Identification Sign
- LD Loading Dock Sign

Note: This graphic is intended to show the signage layout only. Final site and striping layout are reflected in current site plan package.

315 EAST DIAMOND AVENUE

RETAIL BUILDING SIGNS

RETAIL

WALL MOUNTED / AWNING IDENTIFICATION SIGNAGE

The retail portion of the facade shall be granted building signage area as shown.

The amount of all square footage together on one facade cannot exceed 10% of the total non-residential related facade square footage.

SIZE

- Any one building mounted sign may not exceed 100 SF.
- Projecting signs are permitted.
- Signs on awnings or canopies shall not exceed 24 inches in letter height

GENERAL LOCATIONS

Sign location on a building should emphasize design elements of the facade itself and shall not obscure architectural details or features

MATERIALS

- Varies.
- Sign materials and color schemes shall be compatible with that of the building facade
- Painted wood and metal are appropriate materials
- Unfinished materials including unpainted wood are not allowed

COLORS

Varies.

FONTS

Varies.

CONTENT

Name of tenant, logo, wordmark.

LIGHTING

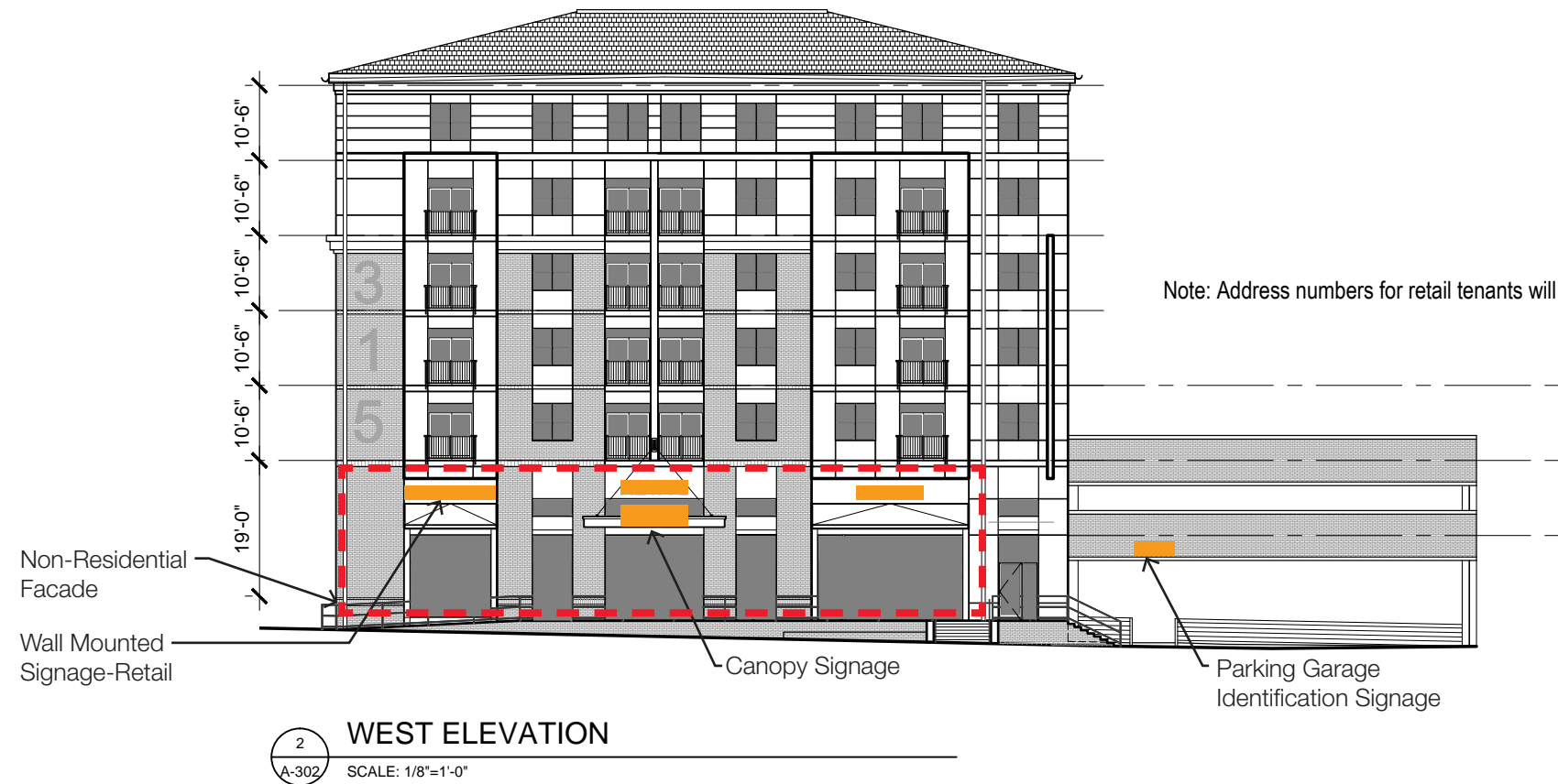
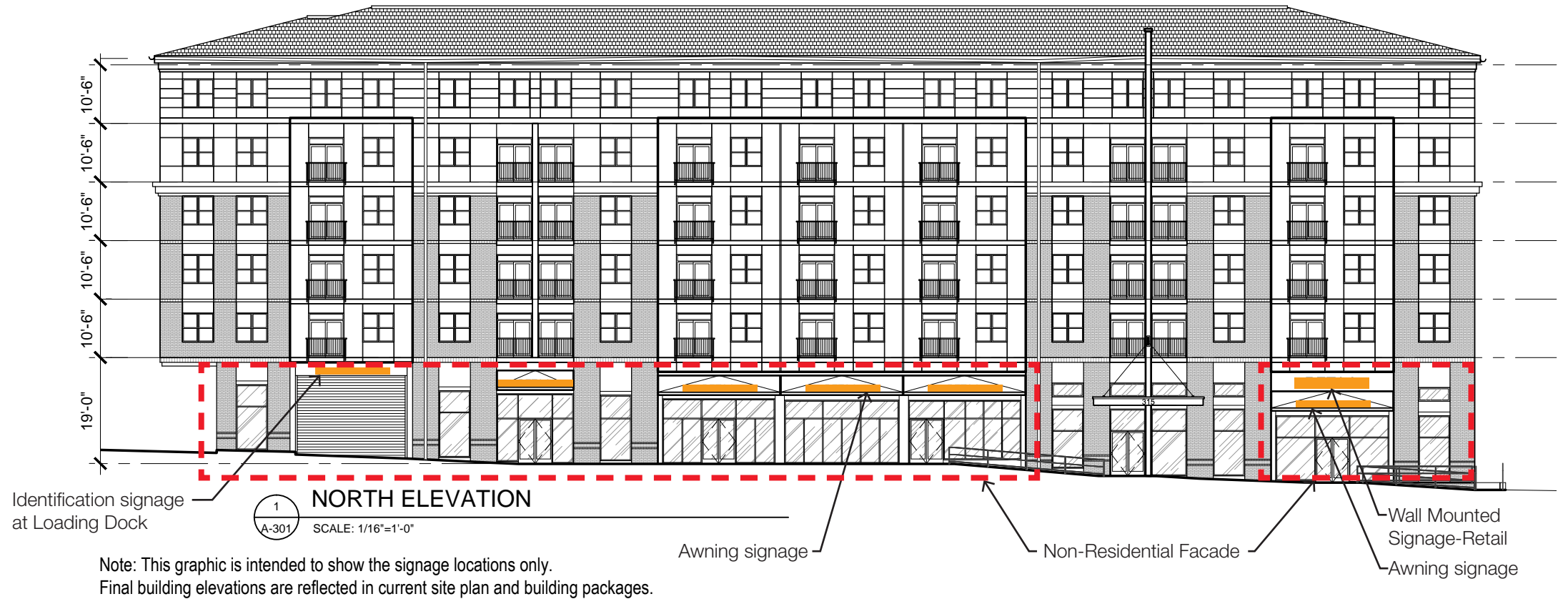
- All signs are to be externally illuminated Gooseneck style down lighting. This is the Olde Towne District's preferred method of lighting
- The light source intended to illuminate a sign shall be shaded, shielded
- Wall Mounted Signage within 20 feet but not less than 12 feet of a public street curb edge is permitted to use internally illuminated channel letters not greater than twelve inches in height subject to approval by the Planning Commission
- Halo-lit and face lit illumination is permitted for wall-mounted signs.

MAXIMUM NUMBER OF SIGNS

Multiple-tenant buildings, are allowed no more than one sign per tenant attached to each facade of the building that is permitted to have signage.

SIGNS FEATURING ICONS

Including, but not limited to, icons in the form of any product, person, or logo are allowed without Planning Commission review.



RETAIL BUILDING SIGNAGE

MAXIMUM ALLOWABLE SIGNAGE

The amount of all sign square footage together on one facade cannot exceed 10% of the total non-residential related facade square footage.

The maximum allowable storefront signage is the maximum amount of signage any one ground floor tenant can display. Having a limit on the amount of signage is not meant to hinder any tenant's expression, but to ensure that the sidewalk and storefronts are not visually cluttered, protecting all tenant's investments.

Unless otherwise noted, each ground floor tenant is granted:

2 SF of storefront signage per linear foot of frontage

For retail spaces that are located on a corner with more than one frontage, each frontage will be granted additional signage. Sign area of both frontages may not be combined.

Tenants are limited to a maximum size of 100 SF for any individual sign.

Retail tenants with a store frontage of less than 15 feet wide will be granted a minimum of 30 SF of signage area.

Retailers can use any combination of wall mounted signage, awning signs, projecting signs, or window signage, to reach their maximum signage (within the limitations of this document, the Olde Towne Design Guidelines and the Gathiersburg Municipal Code).

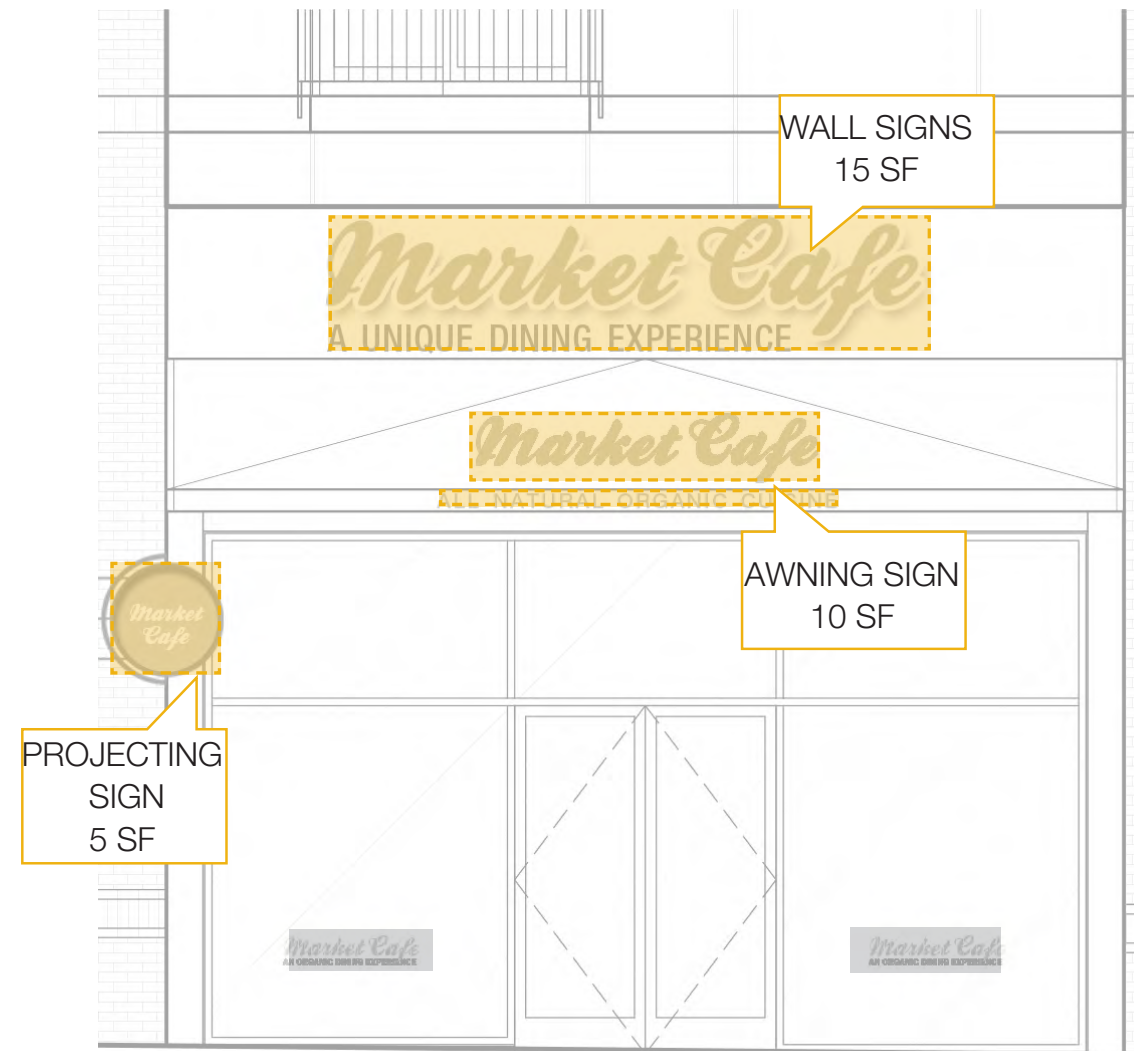
Retailers are not required to max out their allowable signage area.

Signs shall be placed to maximize effectiveness and overall aesthetic appeal. Large retailers that have leased continuous storefront frontages are encouraged to balance sign placement along the full length of the storefront.

Once the maximum allowable signage area is calculated, signage area may be divided up among the following sign types:

- Wall sign.
- Awning sign.
- Projecting wall sign.
- Window sign
- Canopy/marquee sign.

A-frame signage on streets is encouraged and must comply with the 10% allowable signage.



Maximum Allowable Signage = 2 square feet per linear feet of tenant's building frontage

2 SF of signage will be granted for each linear foot of primary frontage
 $2 \text{ SF} \times 15 \text{ LF} = 30 \text{ SF}$ of allowable storefront signage

$$\begin{matrix} \text{AWNING SIGN} \\ 10 \text{ SF} \end{matrix} + \begin{matrix} \text{PROJECTING SIGN} \\ 5 \text{ SF} \end{matrix} + \begin{matrix} \text{WALL SIGN} \\ 15 \text{ SF} \end{matrix} = 30 \text{ SF}$$

Sidewalk signs and window signs shall be counted against the maximum allowable storefront signage.

RETAIL BUILDING SIGN TYPES

WALL MOUNTED SIGNS

Wall mounted signs are a predominant signage feature of most retail, restaurant, and commercial tenants. This sign should be easily read, of appropriate size, & include the store's logo & appropriate typeface.

SIZE

- Signs for individual businesses must have letters that are proportional to the area or background on which the letters are placed and shall not exceed 75% of that area.
- Lettering shall be a minimum of ten inches (10") high, but no taller than twenty-four inches (24"), to ensure readability.
- Shall have a maximum size of 100 SF for any individual sign

GENERAL LOCATIONS

- Below second story windows. Placement will vary.
- Wall signs may not obscure windows, doors, or decorative building elements.

MATERIALS

- Sign materials and color schemes shall be compatible with that of the building facade. Painted wood and metal are appropriate materials
- Unfinished materials including unpainted wood are not allowed

COLORS

- Will vary and be based on retailer's brand standards.
- Raceways shall be camouflaged to match the color of the material on which it is attached.

FONTS

Will vary and be based on retailer's brand standards.

CONTENT

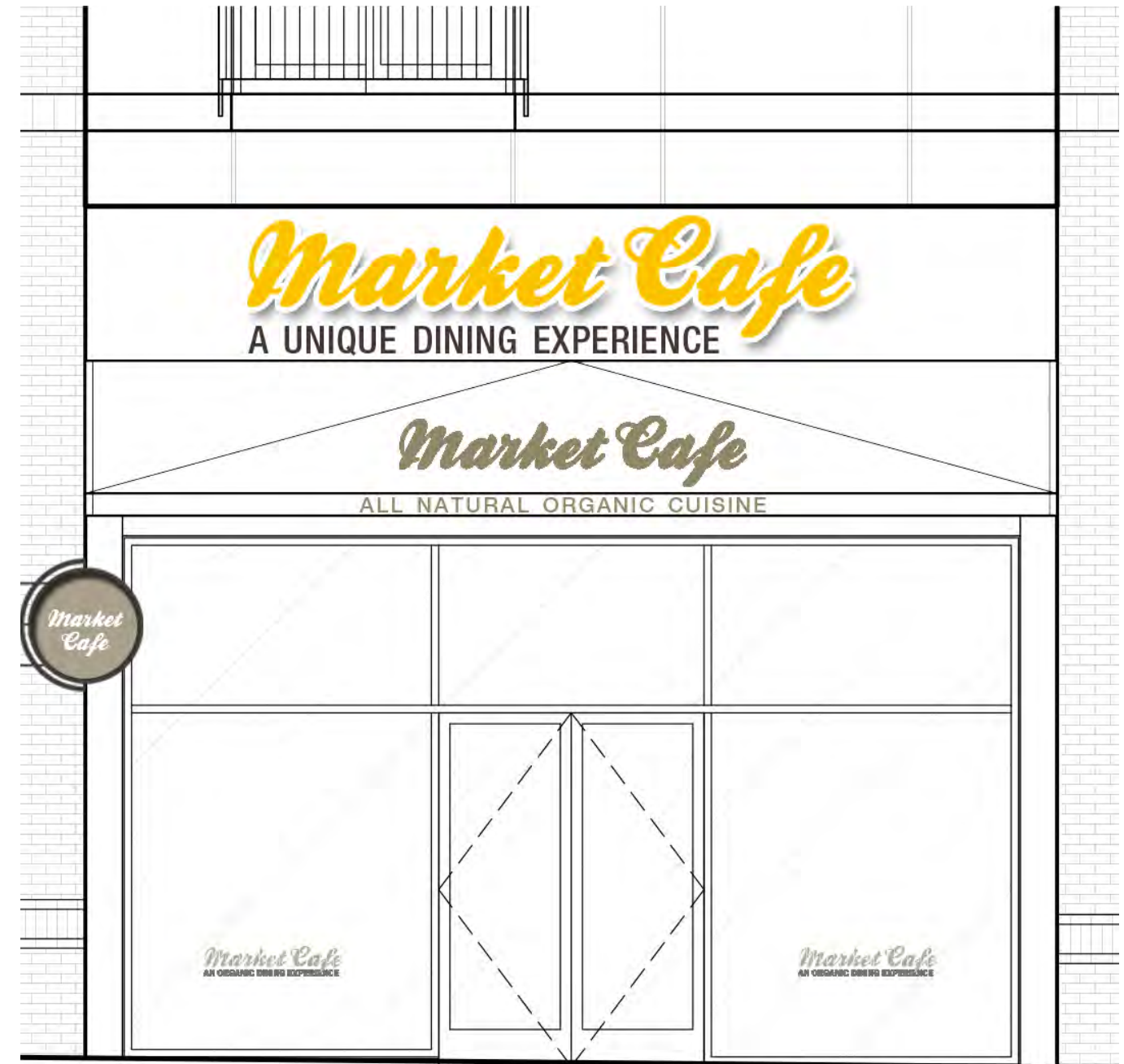
- Store name, logo, type face, slogan.
- Signs featuring icons including but not limited to icons in the form of any product person or logo are allowed without Planning Commission review

LIGHTING

- Wall Mounted Signage within 20 feet but not less than 12 feet of a public street curb edge is permitted to use internally illuminated channel letters not greater than 12" in height (subject to approval by the Planning Commission.)
- Shielded gooseneck or track light fixtures are permitted (light source must be shielded and only be directed towards the intended sign elements).
- Returns must be solid non-translucent.

MAXIMUM NUMBER OF SIGNS

Shall be governed by the max allowable signage as shown on pg. 7



RETAIL BUILDING SIGN TYPES

WALL MOUNTED BLADE SIGNS (PROJECTING SIGNS)

A popular signage option is the use of projecting signage. This signage is permanently affixed to the tenant's facade and can easily be seen by pedestrians on the sidewalk & by passing cars.

SIZE

- The maximum distance between the projecting sign and building face is one foot
- Shall not exceed 24 SF in total area-measured as sign height by horizontal distance from building face to outermost edge.

GENERAL LOCATIONS

Maximum projection : 48 inches

Sidewalk clearance: 8 feet

MATERIALS

- Projecting signs must be constructed of painted wood or metal or a synthetic substitute
- Unfinished materials including unpainted wood are not allowed

COLORS

Sign materials and color schemes shall be compatible with that of the building facade. Variety encouraged.

FONTS

Varies.

CONTENT

- Tenant name, slogan, logo icon.
- Signs featuring icons including but not limited to icons in the form of any product person or logo are allowed without Planning Commission review.

LIGHTING

Shielded gooseneck light fixtures are permitted. Light source must be shielded and only be directed towards the intended sign elements.

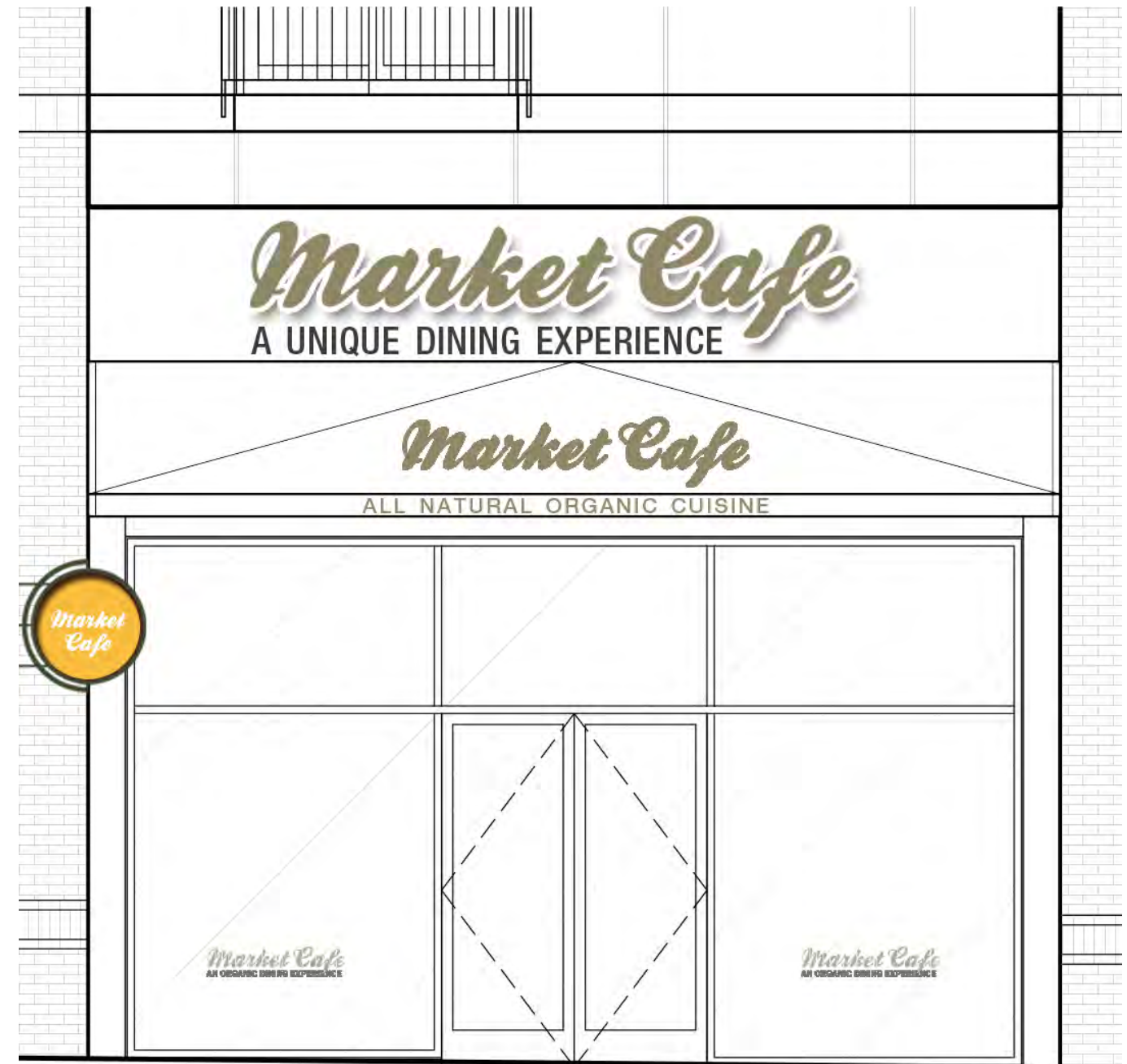
LIMITATIONS

- Projecting signs shall not be internally illuminated
- Projecting signs cannot block or obscure sign details windows or cornices of the building upon which they are placed
- Projecting signs shall not extend vertically above the wall mounted sign height line of the facade upon which it is mounted

Maximum number of signs

One projecting sign per facade, per tenant, facing a public road.

Shall be governed by the max allowable signage as shown on pg. 7



RETAIL BUILDING SIGN TYPES

AWNING SIGNS

An awning emphasizes retail entrances, provides shade and may include part of the tenant's image. They add texture to streetscape and add interest and variety to the building facade, while protecting storefront displays from sun exposure.

SIZE

- Signs for individual businesses must have letters that are proportional to the area or background on which the letters are placed and shall not exceed 75% of that area.
- Awnings may project no more than 5'-0" from the facade.
- Lettering shall be a minimum of ten inches (10") high, but no taller than twenty-four inches (24"), to ensure readability.

LIMITATIONS

- Signs shall be screen printed or painted directly onto fabric.
- Secondary fabric surfaces shall not be patched in.
- The use of an unbroken awning across multiple storefronts is not allowed. Long expanses of awning should be broken into segments & related to a window or door opening below.
- The structural supports of the awning should be finished to match or complement the awning fabric.
- Awnings should be mounted above display windows or entrances & below the cornice or second story window sills.
- Bottom of awning must be at least 8'-0" above the sidewalk.

MATERIALS

Awnings should be of a durable water repellent and fire fade resistant commercial grade fabric canvas or similar material having a matte finish. Plastic or fiberglass awnings are prohibited.

COLORS

- Sign materials and color schemes shall be compatible with that of the building facade.
- Will vary and be based on tenant's brand standards.

FONTS

Will vary and be based on tenant's brand standard

CONTENT

- Store name, logo, type face, slogan.
- Neither the background color of an awning, graphic treatment or embellishment, such as striping, patterns or valences, shall be included in the computation of sign area.
- Signage can be placed anywhere on the awning, including the valence area.

LIGHTING

- Internally illuminated awnings are not permitted.



RETAIL BUILDING SIGN TYPES

WINDOW SIGNS

(THESE ARE COUNTED IN AGGREGATE SIGN AREA)

Window signs enhance the storefront by reiterating the style and overall character of the store. Window signage is a great opportunity for the shop owner to reinforce their brand identity.

Window signs shall be counted in aggregate sign area.

SIZE

An integrated window sign may not cover more than twenty five percent (25%) of the storefront's aggregate window area.

MATERIALS

- Glass etching is the preferred method for window signage.
- Painted window signs are acceptable if they are properly maintained.

COLORS

- Varies.
- In general sign materials should complement the style and materials of the building

FONTS

Varies.

CONTENT

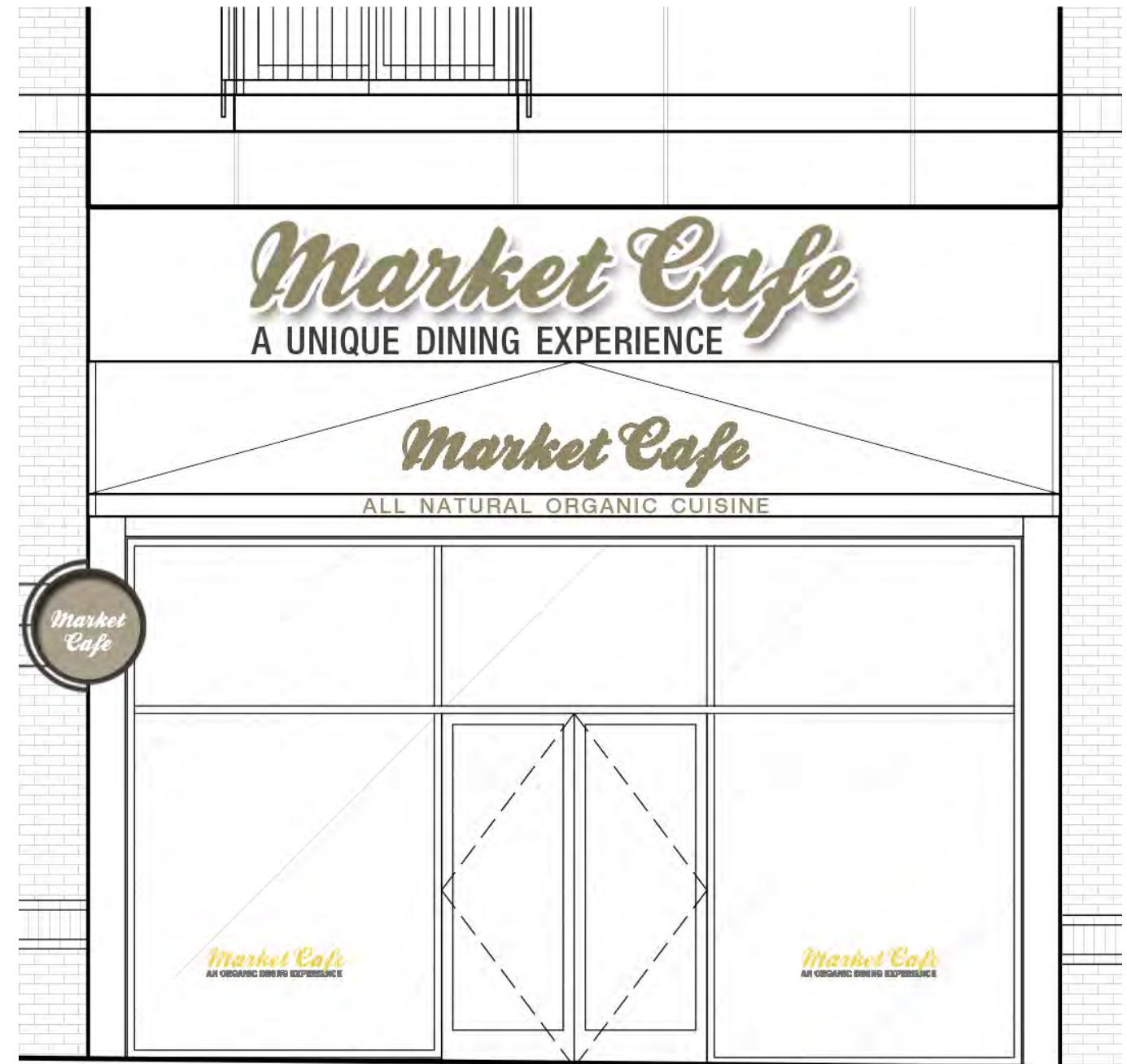
- Tenant name.
- Slogan.
- Promotions.

LIGHTING

- Exterior neon signage is permitted subject to Planning Commission review and approval.
- Neon signs placed inside windows may not cover more than 25% of the total window area.

MAXIMUM NUMBER OF SIGNS

Shall be governed by the max allowable signage as shown on pg. 7



RETAIL BUILDING SIGN TYPES

CANOPY/MARQUEE SIGNS

If canopy/marquee signs are used, they should be made of the highest quality materials and designed to withstand all weather conditions. These signs must be permanently affixed to the building, be architecturally designed and fastened.

SIZE

- The text area on or attached to a canopy or marquee sign shall not exceed an area equal to 50% of the length of the canopy/marquee itself.

Example: If the canopy/marquee is 10 linear feet wide, then the sum of the actual letters that make up the signage text may not be wider than 5 feet.

- Area of canopy/marquee signs shall be governed by the maximum allowable signage as shown on page 7.
- Lettering shall be a minimum of ten inches (10") high, but no taller than twenty-four inches (24"), to ensure readability.

GENERAL LOCATIONS

Attached to the building face, within the Storefront Zone.

MATERIALS

- Metal, Wood, Glass.
- Marquee or architectural projection shall not be included in the computation of sign copy area.

COLORS

Variety is encouraged.

FONTS

Varies.

CONTENT

- Tenant name.
- Icon logo.

MAXIMUM NUMBER OF SIGNS

One Canopy / Marquee Sign is permitted per retail storefront.



315 EAST DIAMOND AVENUE

**RESIDENTIAL
BUILDING SIGNS**

MULTIFAMILY

WALL MOUNTED IDENTIFICATION SIGNS

The multifamily portion of the facade shall be granted building signage area as shown.

Ground floor tenants and lobby entrances shall be governed by the maximum allowable signage and provisions shown on pages 7-12.

SIZE

- The amount of all square footage together on one facade cannot exceed 10% of the total building facade square footage.
- Individual signs shall not exceed 5% of the total building facade area.
- The planning commission may approve such an identification sign in excess of twenty-four (24) square feet in area upon a finding that the proposed sign, by nature of its purpose and location, and the nature of the project it identifies justifies such larger area, and that such larger sign will not affect the health, safety and welfare of the general public, nor be a hazard to traffic, vehicular or pedestrian.

GENERAL LOCATIONS

Sign locations on the building should emphasize design elements of the facade itself and shall not obscure architectural details or features.

MATERIALS

- Varies.
- Sign materials and color schemes shall be compatible with that of the building facade
- Painted wood and metal are appropriate materials
- Unfinished materials including unpainted wood are not allowed

COLORS

Varies.

FONTS

Varies.

CONTENT

Name of tenant, logo, wordmark.

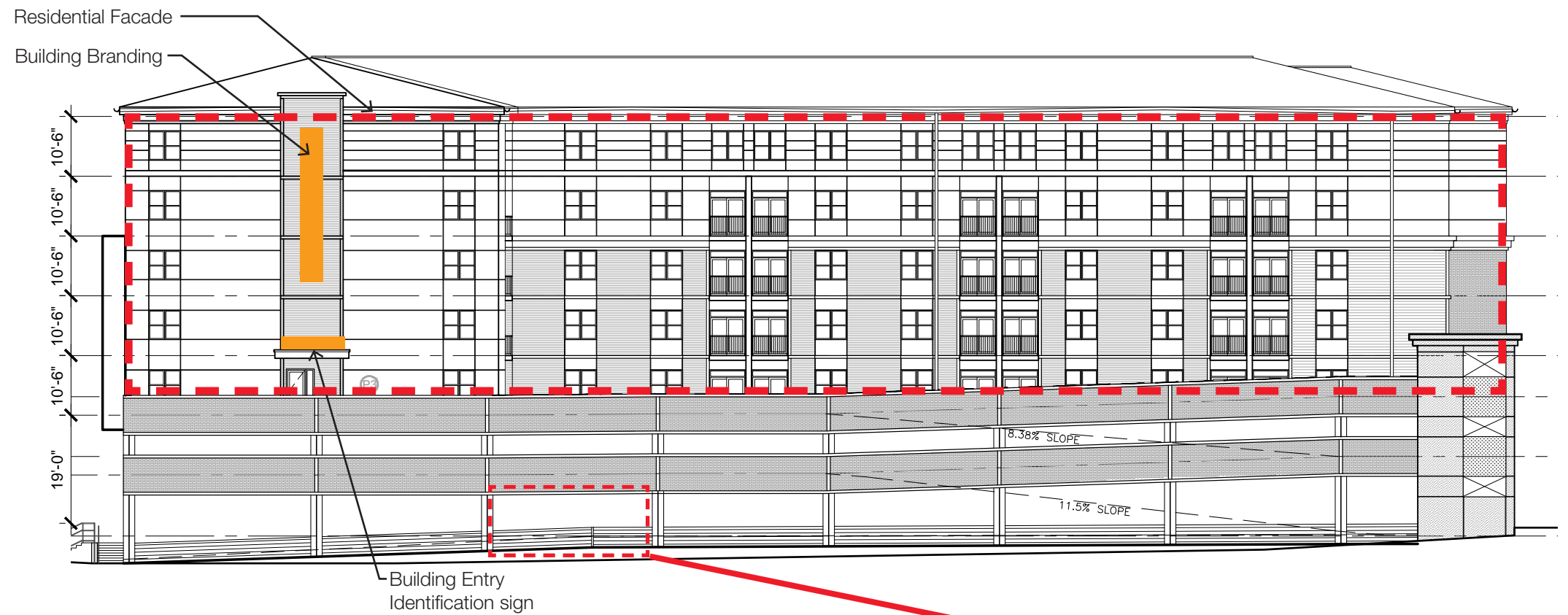
LIGHTING

All signs are to be externally illuminated Gooseneck style down lighting. This is the Olde Towne District's preferred method of lighting.

The light source intended to illuminate a sign shall be shaded, shielded

MAXIMUM NUMBER OF SIGNS

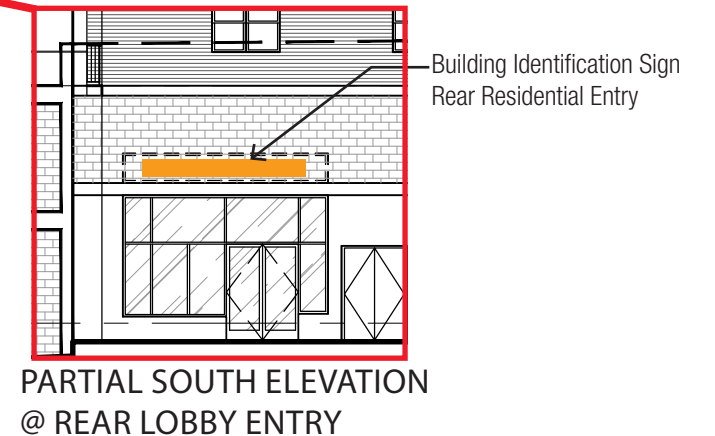
No limit in the number of signs. Signs are limited based on a percentage of the total square footage on the total building facade.



2 SOUTH ELEVATION
A-301 SCALE: 1/8"=1'-0"



2 WEST ELEVATION
A-302 SCALE: 1/8"=1'-0"



MULTIFAMILY

WALL MOUNTED IDENTIFICATION SIGNS, CANOPY & PROJECTING SIGNAGE

The multifamily portion of the facade shall be granted building signage area as shown.

SIZE

- The amount of all square footage together on one facade cannot exceed 10% of the total building facade square footage.
- Individual signs shall not exceed 5% of the total building facade area.
- Signs may be vertical or horizontal in orientation.
- Projecting signs shall not be greater than twenty four square feet in total area measured by sign height by horizontal distance from building face to outermost sign edge
- The maximum horizontal projection from the building face is 4'-0" The maximum distance between the projecting sign & building face is 1'-0"

GENERAL LOCATIONS

- Sign location on a building should emphasize design elements of the facade itself and shall not obscure architectural details or features
- Signs extending over an area intended for vehicular use shall not be less than fourteen feet above the finished grade below it
- Projecting signs cannot block or obscure sign details windows or cornices of the building upon which they are placed

MATERIALS

- Varies.
- Sign materials and color schemes shall be compatible with that of the building facade
- Painted wood and metal are appropriate materials
- Unfinished materials including unpainted wood are not allowed

COLORS

Varies.

FONTS

Varies.

CONTENT

Building name, wordmark, logo, tag line.

LIGHTING

May be a combination of:

- Internally illuminated channel letters with acrylic face. (Wall Mounted Signage within 20 feet but not less than 12 feet of a public street curb edge is permitted to use internally illuminated channel letters not greater than twelve inches in height subject to approval by the Planning Commission)
- Wall mounted goose neck lighting.

All signs will be designed to eliminate light dispersion or direct glare above a 90-degree, horizontal plane from the top of the fixture.

