



The George Washington University
Virginia Science & Technology Campus



COMPREHENSIVE SIGN PLAN

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Prepared by:



This Comprehensive Sign Plan is filed on behalf of The George Washington University. The Plan was prepared by Requity Real Estate Group, LLC and STUDIO39 Landscape Architecture in consultation with Walsh, Colucci, Lubeley, Emrich & Walsh. The Polleo Group also contributed to preliminary planning efforts associated with this Plan.

For any questions or additional information regarding this Plan, please contact The George Washington University at (202) 994-6600.

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I. INTRODUCTION

A. The George Washington University Virginia Science and Technology Campus

The George Washington University Virginia Science and Technology Campus (the “Campus” or “VSTC”) is located at University Center in Ashburn, Virginia and was initially established in 1991 with a gift of 50 acres from Robert H. Smith. Since that time the VSTC has grown to more than 120 acres and from one building to four, with additional office space in a multi-use condominium building within University Center and a fifth building slated to begin construction in fall 2012. The Campus has also expanded programmatically from its initial focus on graduate education and research and now offers a broad range of certificate, specialized undergraduate, master’s and doctoral programs in education, engineering, business and health sciences. Currently the VSTC is home to 17 research laboratories and distinctive centers of excellence focusing on areas such as transportation safety, high performance computing and sustainable energy.

In addition to providing distinct opportunities for the GW community as an academic center focused on science, technology and research, the VSTC also provides office and support spaces for a number of university operational functions. In total, approximately 425 GW faculty and staff are employed at the Campus, and the VSTC provides educational and research opportunities for over 600 students in nearly 20 academic degree programs.

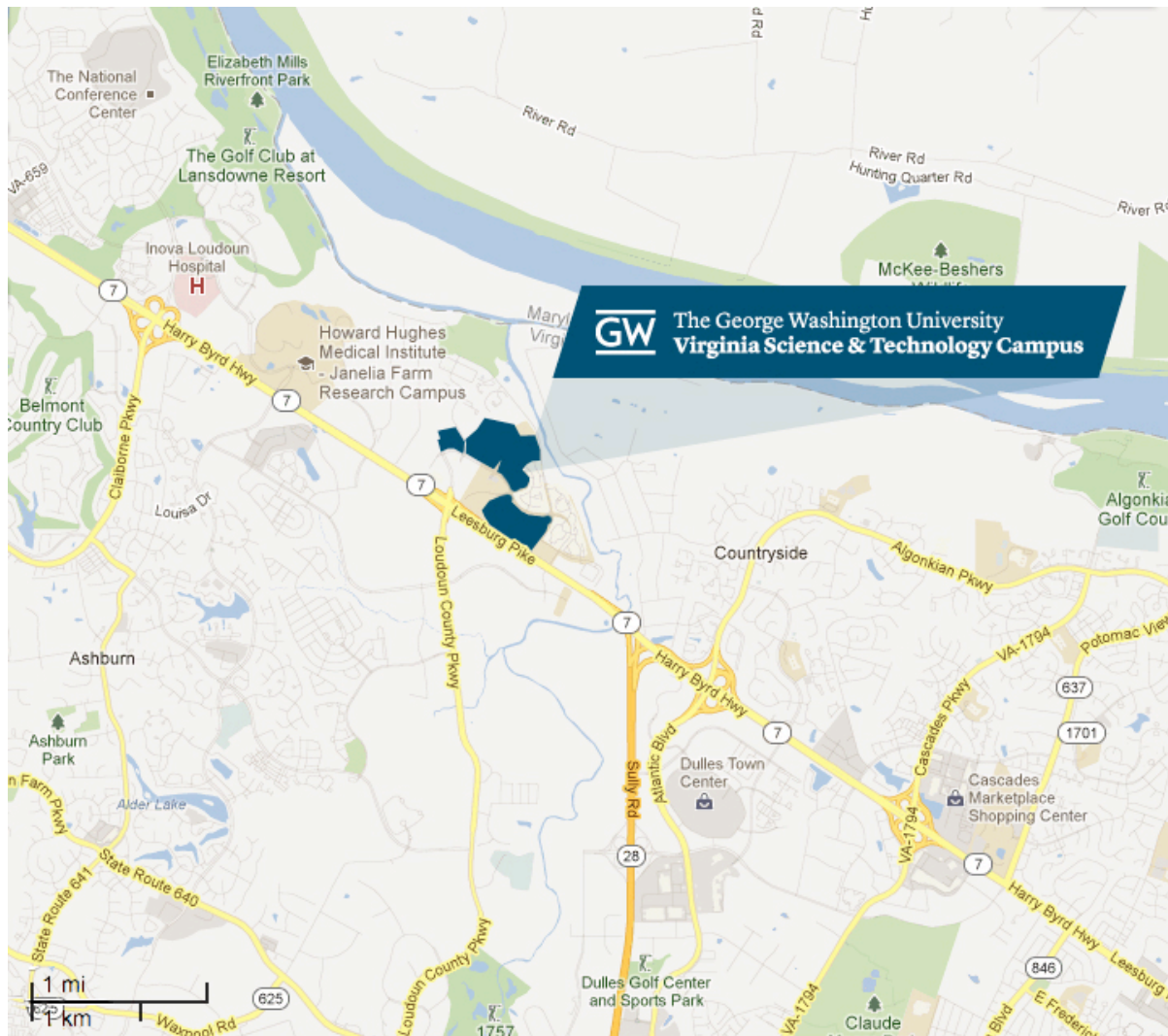


The George Washington University VSTC

Strategically positioned in Loudoun County’s technology corridor, it is anticipated that the VSTC will continue to provide unique opportunities for innovative research and educational centers as well as synergistic corporate partnerships.

The VSTC is zoned PD-RDP and is subject to the 1972 Loudoun County Zoning Ordinance, and specifically consists of University Center Parcel D Lot UC-3 and Lot UC-4; Parcel G-West 1 and G-West 2; Parcel I Lot I-2, Lot I-1A, and Lot I-4; Parcel O-1 Lot 1 and Lot 2; and Parcel N. Certain parcels are governed by the proffers and concept plan approved with ZMAP 1992-0004 and ZCPA 1992-0009, and other parcels are governed by the proffers and concept plan approved with ZCPA 2006-0005. A list of all parcels identified by PIN number as well as the governing zoning case for each parcel is attached hereto as Exhibit A.

B. Vicinity Map and Campus Location



Site Vicinity Map

C. Statement of Intent and Justification

As the strength and vitality of the Virginia Science and Technology Campus continues to develop at University Center, GW recognizes the need to enhance the visibility and identity of the VSTC and also improve directional guidance throughout the Campus. In addition, the university continues to explore design and development opportunities and unique Campus features that will help create a walkable pedestrian scale and enhanced sense of place on the Campus. These goals, and the signage needs associated with them, initiated the university's development of this Comprehensive Sign Plan ("CSP" or "Plan").

The intent of this Plan is to provide a consistent and established set of guidelines for various types of signage throughout the VSTC. These guidelines clearly set forth the university's expectations for quality, integrated

signage as a means to enhance the visual environment of the Campus and provide clarity to pedestrian and vehicular wayfinding.

This Comprehensive Sign Plan is unique in that the VSTC is the only comprehensive university campus currently located in Loudoun County that is subject to the 1972 Zoning Ordinance. In addition, as the Campus is an important component of The George Washington University, its identity reflects not only the nature of the VSTC itself but also that of the broader university which is anchored at the Foggy Bottom campus in Washington, DC. As such, some of the elements described in this Plan – including pole mounted banners and interpretive sign exhibits – are not common components of signage plans submitted in connection with commercial or residential developments. However, these unique elements are particularly important in helping to establish a distinctive campus environment that will integrate the VSTC with all of GW's campuses and at the same time enhance the presence of the VSTC as a significant institution within University Center and Loudoun County as well as the Commonwealth at large.

Collectively, the provisions of this Plan provide a comprehensive set of guidelines which address the signage requirements of all existing Campus facilities and also take into account potential development within the Campus that may occur in the coming years. In so doing, the Plan provides a framework that not only satisfies the requirements of Section 700.2 of the 1972 Zoning Ordinance but will accommodate opportunities for future Campus growth.

II. GENERAL SIGN SPECIFICATIONS

A. Branding and Logos

1. Campus Logo and Master Brand

The George Washington University Virginia Science and Technology Campus logo (the “Campus Logo”) provides a distinct identity to the VSTC that is also coordinated with the broader GW brand. The Campus Logo and the GW Master Brand (both illustrated below) will be incorporated into various signage elements displayed throughout the Campus. Their use, size, proportion, and color will be consistent with the provisions of The George Washington University Graphic Standards (the “Standards”).



Campus Logo



WASHINGTON, DC

GW Master Brand

The design, typeface, text and colors of the Campus Logo and GW Master Brand may be modified by the university in the future. Should the Campus Logo or GW Master Brand be modified or revised, an implementation plan to update existing signage elements as necessary and appropriate to reflect the new Campus Logo and/or GW Master Brand will be developed in order to maintain general continuity and consistency throughout the Campus.

2. Typography

Standard typography will be used for most Campus signs, with the exception of tenant signs (which may use proprietary fonts) and regulatory signs (e.g., parking restriction signs, fire lane signs, etc.), in order to ensure consistency and continuity throughout the VSTC.

The initial standard typography will consist of Avenir Next LT Pro Regular font.

Standard Typography

(Avenir Next LT Pro Regular)

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
)0123456789!@#\$%^&*('

The standard typography may be modified by the university in the future. Should the standard typography be modified or revised, an implementation plan to update existing signage elements as necessary and appropriate to reflect the new typography will be developed in order to maintain general consistency and continuity throughout Campus.

For existing or future tenant or other user signs, the typography may reflect the individual tenant's standard typestyle and/or logo, or be a style expressive of the user. For example, signage at the National Transportation Safety Board (NTSB) Training Facility which is currently located at the VSTC shall remain as presently installed (or as may be updated or replaced in the future) utilizing their own design, logo and typography. References to University Center on various Campus signs shall use the appropriate typography as approved by University Center and regulatory signs shall use the appropriate typography as required by applicable federal, state and local standards.

3. Color Palette

Most Campus signs will incorporate colors consistent with the color palette shown below. These colors may be used for various signage components including the Campus Logo and GW Master Brand, lettering, accent features and background structures. Other materials such as brick, precast concrete, cast stone, wood, metal and glass may also be used in their natural finish.

Retail and other tenant-specific signs may use proprietary logos and colors and are not restricted to the specified color palette. The colors included in the palette may be modified by the university in the future, provided that a color palette of up to four compatible colors is consistently used among Campus signs.

GW Blue

Pantone 302 Spot Color



GW Blue serves as the foundation of GW's graphic identity color palette. It is recommended as a predominant color and is suitable for all uses. Pantone 302 should be used at 100 percent.

GW Buff

Pantone 7503 Spot Color



GW Buff is recommended as a predominant color for backgrounds and as an accent color for graphic elements on light backgrounds. It is not suitable for small type on light backgrounds. Pantone 7503 should be used at 100 percent.

White



White is the third primary color in the core GW color palette. It is suitable as an accent color and can be used as type on dark backgrounds.

B. Lighting

Certain signs as specified in the Signage Guidelines may be illuminated by surface mounted or ground mounted lighting, in-ground lights or by internal illumination. All sign lighting shall be designed to adhere to the following standards:

1. Fixtures shall be adjustable for angle and/or hooded or shielded in order to preclude light trespass beyond the sign area or onto non-GW owned properties.
2. Illumination levels will be no greater than necessary for a light's intended purpose.
3. Spotighting of ground-mounted signs shall be ground mounted, shielded, and use focus optic lenses to direct illumination at the intended sign elements.
4. Spotighting of front illuminated letters shall be fully shielded and directed solely at the intended sign elements.
5. No animation, neon, or moving lights shall be permitted for any sign.
6. Building-mounted signs shall contain no directly exposed bulbs or illumination elements.
7. At the time of application for zoning permits pursuant to this Plan, GW shall submit a specification sheet for the exterior lighting associated with the permit application, all of which lighting shall utilize energy efficient lighting as described by the U.S. EPA Energy Star guidelines or the equivalent.

C. General Notes and Provisions

1. The definitions and terms used throughout this Plan are in accordance with the Loudoun County 1972 Zoning Ordinance, as amended (or, in the event such terms do not appear in the 1972 Ordinance, then the 1993 Zoning Ordinance), or generally accepted terms within the development community in the Washington Metropolitan region.
2. All signs approved as part of this Plan shall comply with applicable building code requirements.
3. Notwithstanding the number of signs identified and depicted in this Plan, the university shall have no obligation to install every sign included herein and is not subject to a prescribed timeline for implementation of the Plan.
4. Following approval of this Plan, the university shall develop an implementation plan to update and replace existing GW signs located throughout the Campus in order to ultimately achieve general continuity and consistency of signs throughout the Campus.
5. Existing signs located at facilities occupied by tenants (specifically the National Transportation Safety Board Training Center on Riverside Parkway) shall be permitted to remain or be replaced in like or similar kind

(including design, typography, color, and location) for the duration of such tenants' lease. Upon termination of existing tenant leases, new tenant signs will conform to this Comprehensive Sign Plan.

6. Sign copy and designs shown in this Plan (including the depiction any specific building name, department, center, donor, or tenant signage) are for illustrative purposes only. Sign sizes provided define maximum square footage and actual sign sizes may be modified so long as the maximum allowed square footage of the sign is not exceeded. All signs are subject to final design and engineering and may be modified as necessary.
7. This Plan is not applicable to signage on the interior of Campus buildings, nor signs required by building codes or those required by municipal fire and/or and life safety agencies.
8. The Sign Location Map included herein depicts the general distribution of signs throughout the Campus. Flexibility in the precise location of signs is permitted under the Plan so long as siting is generally consistent with the guidelines and provisions herein.
9. The George Washington University retains the right to replace any of the materials specified herein in the event suitable alternative materials become available, to the extent the alternatives provide the same general appearance and performance as materials specified in the Plan.
10. The George Washington University retains the right to change the logos, typography, and color palette described herein at such time as it deems such a change is necessary or desirable. Any such changes to logos, typography and/or colors shall be submitted in writing to the Zoning Administrator.
11. Photographs included in this document may show signs from other sites and locations and are provided only to show similar types of signage and do not represent specific designs or sign content.
12. All the signs, graphics, and lettering described herein are subject to approval by The George Washington University and the University Center Owner's Association and Design Review Committee. The University Center Design and Development Guidelines (November 1, 1989) have been reviewed and taken into consideration as appropriate in the development of this Plan.
13. Individual signs and any landscaping materials associated therewith as provided for hereunder shall be maintained by the university in order to provide continued legibility and readability of signage and to sustain the life of the planted material.
14. Signs otherwise permitted by the Loudoun County 1972 Zoning Ordinance (i.e., regulatory signs, construction-related signs, etc.) shall be permitted to be installed as provided for by the Ordinance notwithstanding the signs provided for in this Plan.
15. In the event that a required sign is not specifically addressed by this Comprehensive Sign Plan, such sign shall conform to the Loudoun County 1972 Zoning Ordinance or, if necessary, may otherwise be addressed by a supplement to this Plan.

III. SIGN LOCATION MAP

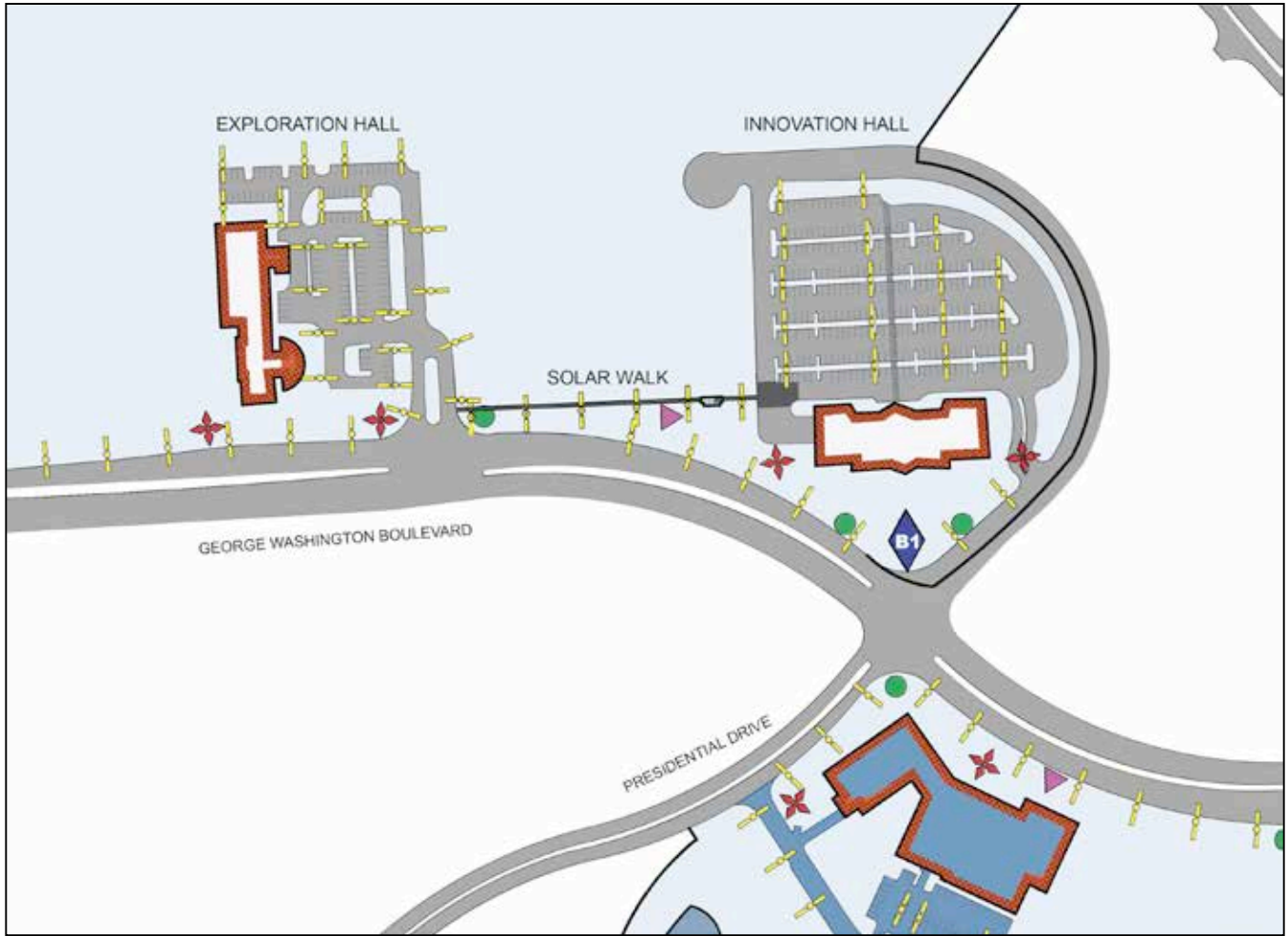


Family of Signs

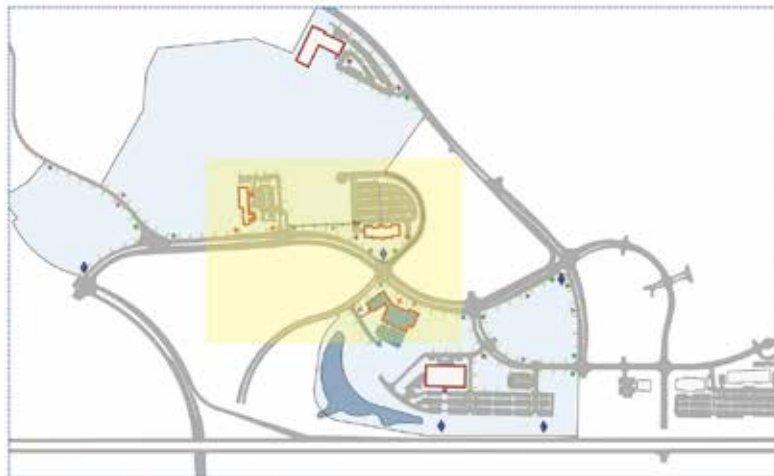


*GW also occupies office space at 45155 Research Place. Signage associated with this commercial condominium building is subject to Section 523 of the 1972 Zoning Ordinance.

Campus-Wide Sign Location Map

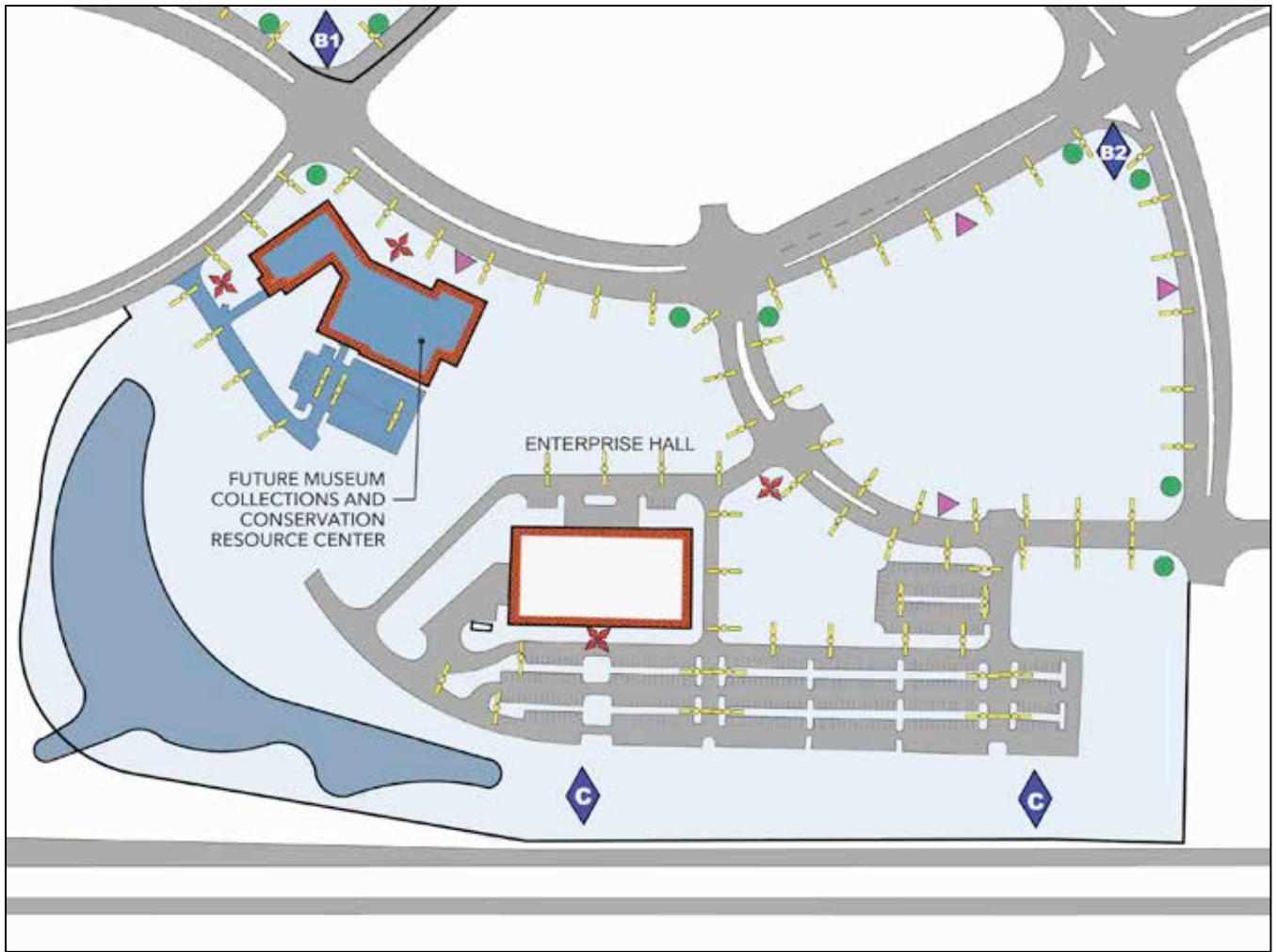


Detail: Exploration Hall and Innovation Hall

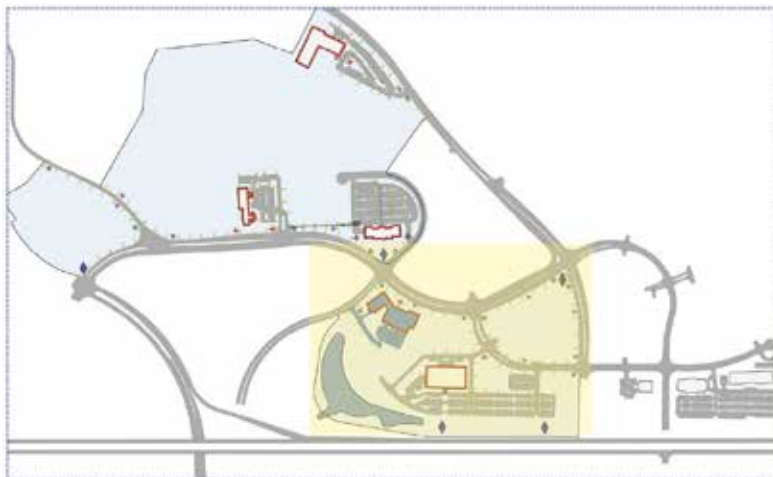


LEGEND

- GW Campus
- Proposed Development
- Pole Mounted Banner Sign
- Building Mounted Sign
- B1 Campus Monument Sign (Type A, B1, B2, C)
- Vehicular Directional Sign
- Building Monument Sign
- Pedestrian Wayfinding Sign

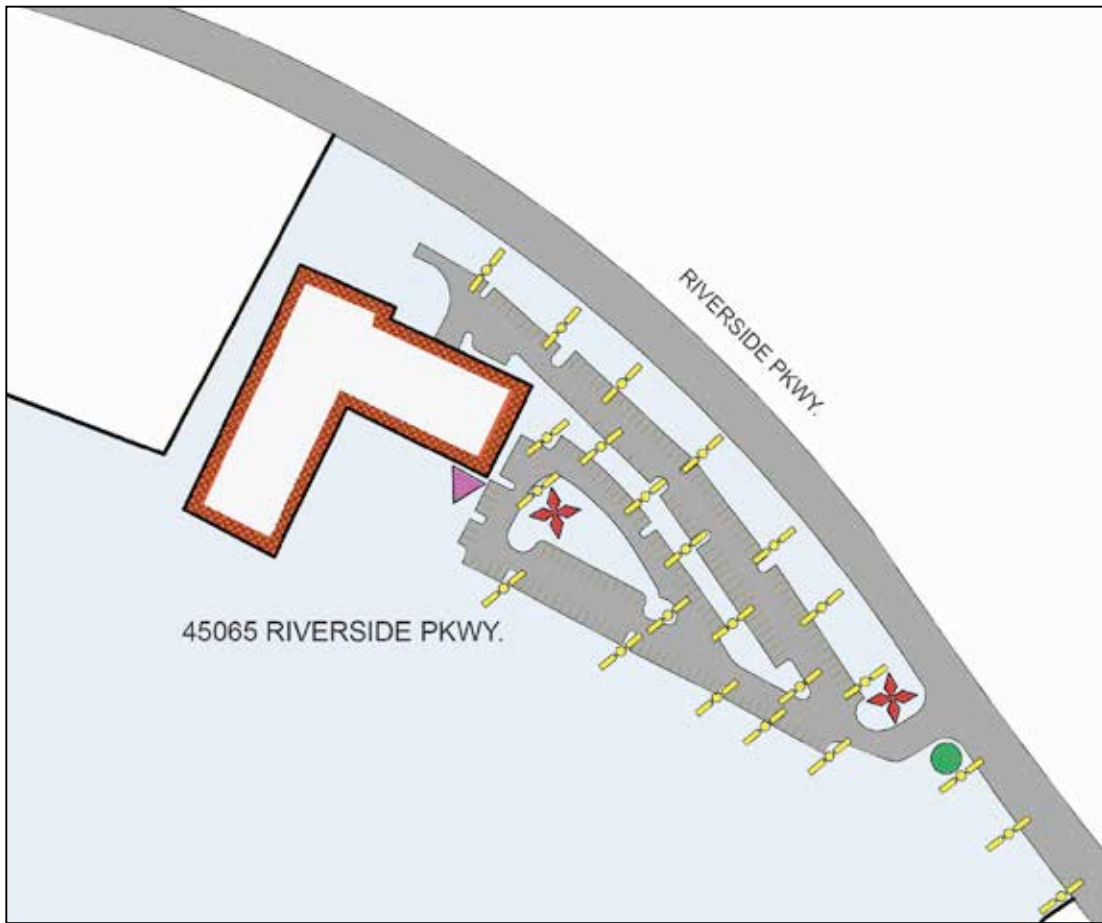


Detail: Enterprise Hall and Future Museum Conservation and Resource Center

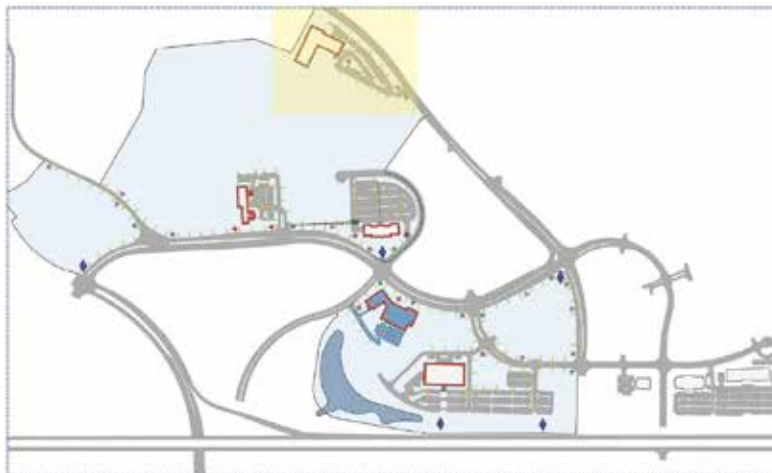


LEGEND

- GW Campus
- Proposed Development
- Pole Mounted Banner Sign
- Building Mounted Sign
- C Campus Monument Sign (Type A, B1, B2, C)
- Vehicular Directional Sign
- Building Monument Sign
- Pedestrian Wayfinding Sign

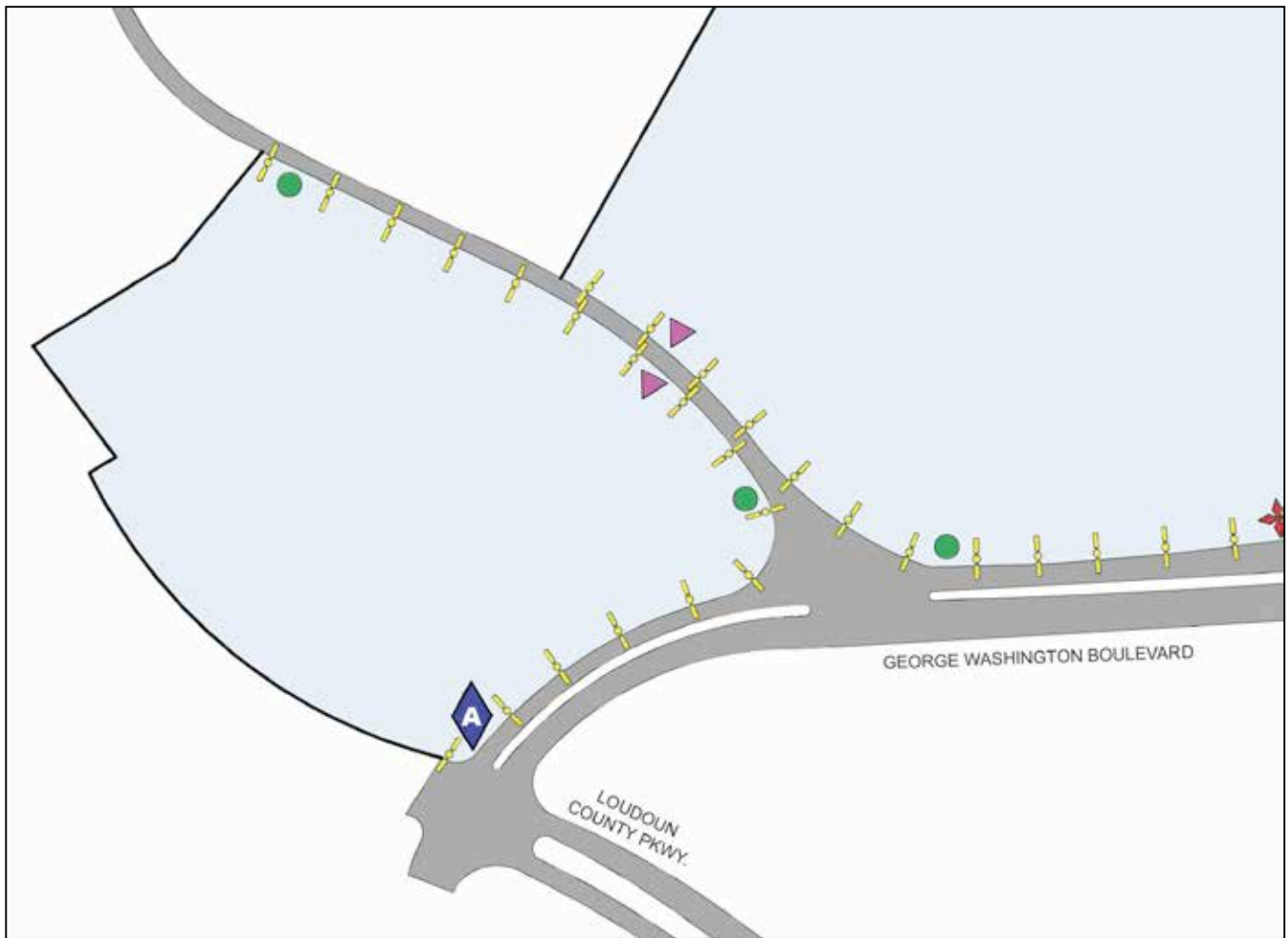


Detail: 45065 Riverside Parkway (Currently NTSB Training Center)

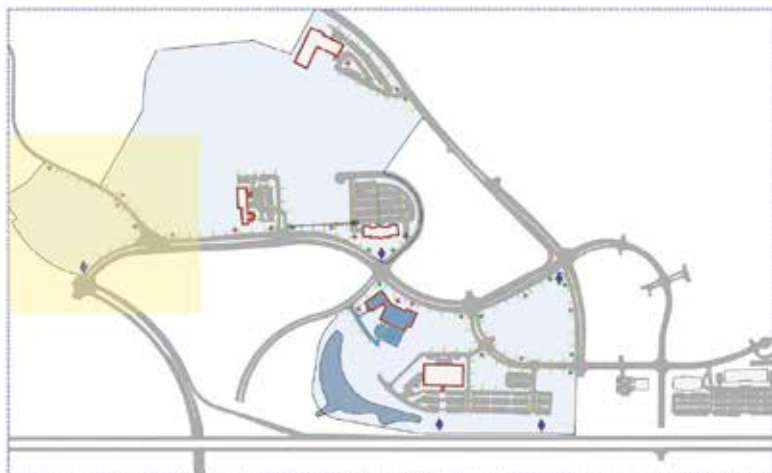


LEGEND

- GW Campus
- Proposed Development
- Pole Mounted Banner Sign
- Building Mounted Sign
- Campus Monument Sign (Type A, B1, B2, C)
- Vehicular Directional Sign
- Building Monument Sign
- Pedestrian Wayfinding Sign



Detail: GW Boulevard and Highland Vista (Potential Future Development Sites)



LEGEND

- GW Campus
- Proposed Development
- Pole Mounted Banner Sign
- Building Mounted Sign
- Campus Monument Sign (Type A, B1, B2, C)
- Vehicular Directional Sign
- Building Monument Sign
- Pedestrian Wayfinding Sign

IV. SIGNAGE GUIDELINES

A. Campus Monument Signs

Campus Monument Signs shall be located at prominent points of access to the Campus from surrounding public roads and major Campus intersections. The signs will serve to welcome visitors and establish the unique identity of the VSTC at key Campus locations. Landscaping will be provided in connection with all Campus Monument signs as detailed below.

Details:

- Maximum Number: Five (5) total, including one (1) Type A monument sign, two (2) Type B monument signs (including one Type B1 and one Type B2) and two (2) Type C monument signs.
- Location: Campus vehicular entrance at the intersection of Loudoun County Parkway and George Washington Boulevard (Type A monument sign); in front of Innovation Hall at the intersection of University Drive and George Washington Boulevard (Type B1 monument sign) and at the intersection of Riverside Parkway and George Washington Boulevard (Type B2 monument sign); and south of Enterprise Hall along Route 7 (Type C monument signs) as depicted on the Sign Location Map. Specific locations may be revised if determined by the Zoning Administrator to be in substantial conformance with the Plan. With respect to the Type C monument signs along Route 7, all signs will be located in conformance with the requirements of the Washington Gas Light Company easements that are located in the vicinity of the proposed signs and more fully detailed in Loudoun County Deed Book 1119 Page 0694 and Deed Book 1147 Page 0535.
- Text: "GW: The George Washington University - Virginia Science & Technology Campus" utilizing standard typography or the Campus Logo.

- Size:

TYPE A: Campus Entrance Monument Sign

- Background Structure: Maximum 38'-6" wide x 5'-6" high; 210sf.
- Base Structure: Maximum 37' wide x 2'-6" high; 95sf.
- Sign Area: 135sf maximum size of actual logo (perimeter around logo).

TYPE B1: Inner-Campus Monument Sign (at University Drive and George Washington Boulevard)

- Background Structure: Maximum 28'-9" wide x 4'-3" high; 125sf.
- Base Structure: Maximum 27'-6" wide x 1'-9" high; 50sf.
- Sign Area: 90sf maximum size of actual logo (perimeter around logo).

TYPE B2: Inner-Campus Monument Sign (at Riverside Parkway and George Washington Boulevard)

- Background Structure: Maximum 33'-6" wide x 5' high; 170sf.

- Base Structure: Maximum 32' wide x 2' high; 65sf.
- Sign Area: 110sf maximum size of actual logo (perimeter around logo).

TYPE C: Route 7 Monument Sign

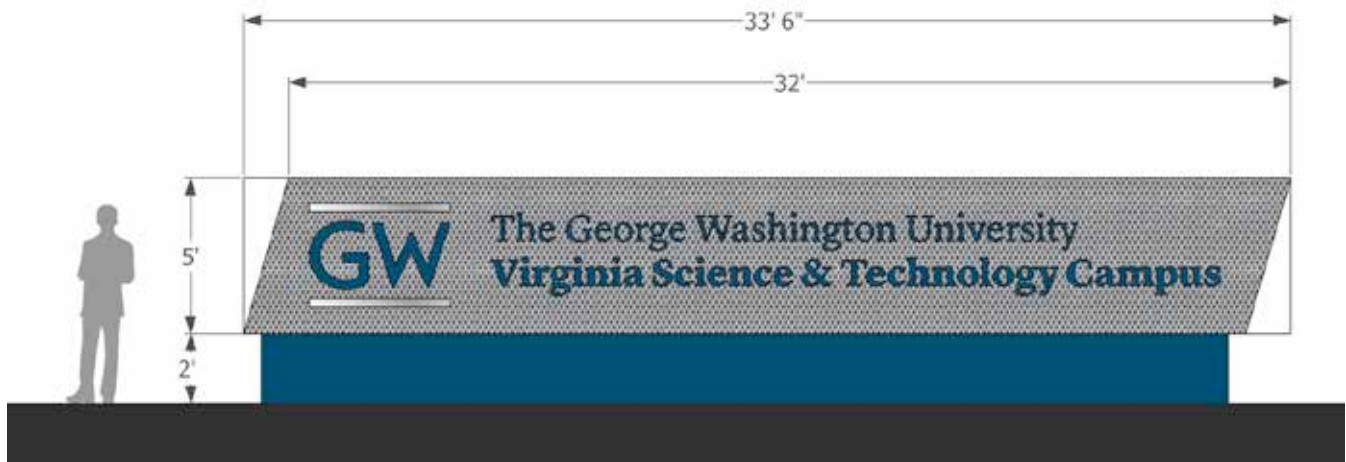
- Background Structure: Maximum 46'-6" wide x 7' high; 320sf.
- Base Structure: Maximum 43'-6" wide x 3'-6" high; 155sf.
- Sign Area: 200sf maximum size of actual logo (perimeter around logo).
- Material: Lettering will be pin mounted letters, incised, or cut out on durable panel. Panel materials may be metal, glass, or masonry or a combination of durable materials.
- Color: Consistent with color palette or natural material finish.
- Illumination: Optional, but when illuminated, sign may be internally illuminated or illuminated with ground mounted spotlighting with shielded, focused optic lens or such other methods that achieve a comparable result subject to the lighting guidelines set forth herein.
- Setbacks: Minimum of 5' from right of way.
- Landscaping: Landscaping shall be provided in connection with the installation of all Campus Monument signs subject to the following guidelines:
 - A minimum landscape area extending 3' horizontally from the base of the sign shall be maintained.
 - Plantings shall include small trees, shrubs, perennials, grasses, and grass-like plants, including trees to the sides and rear located so as not to obstruct the visibility of the signage or obstruct vehicular site distance at entrances.
 - All associated landscaping materials shall be maintained by the university to sustain the life of the planted material.



Illustrative Graphic Depicting Approximate Maximum Sign Size for Type A Campus Monument



Illustrative Graphic Depicting Approximate Maximum Sign Size for Type B1 Campus Monument



Illustrative Graphic Depicting Approximate Maximum Sign Size for Type B2 Campus Monument



Illustrative Graphic Depicting Approximate Maximum Sign Size for Type C Campus Monument



Type B1 Campus Monument Sign Located in Front of Innovation Hall (CONCEPT)



Type C Campus Monument Sign Located in Front of Enterprise Hall Along Route 7 (CONCEPT)

NOTE: Sign design may vary from the graphics and concepts shown so long as the maximum allowed square footage of the sign is not exceeded.

B. Building Monument Signs

Building Monument Signs will be located along major thoroughfares throughout Campus near the primary street-facing façade or entrances of individual buildings. The monument signs will include the building name and may also identify main university departments or occupants, associated tenant/partners, or a significant donor associated with a particular facility.

Details:

- Maximum Number: Two (2) per building.
- Location: Along George Washington Boulevard, University Drive, Presidential Drive, Riverside Parkway, Bridgefield Way and Knoll Square near the front façade or at the entrances of individual buildings as generally shown on Sign Location Map and at other appropriate locations in the event additional Campus facilities are later developed throughout the ten (10) parcels identified in Exhibit A which are subject to the provisions of this Plan. Specific locations may be revised if determined by the Zoning Administrator to be in substantial conformance with the Plan.
- Text: Campus Logo with appropriate identification information (i.e., “Exploration Hall”); proprietary tenant, partner or donor font may also be used.
- Size: Maximum 6’ wide x 5’ high (including base); 30sf maximum sign area per side; 60sf total per sign (signs may be double-sided).
- Materials: Metal or resin plastic; integral lettering or applied vinyl, die cut lettering.
- Color: Consistent with color palette, proprietary tenant/user color, or natural material finish.
- Illumination: Illumination is not required but sign may be internally illuminated or illuminated with ground mounted spotlighting with shielded, focused optic lens or such other methods that achieve a comparable result subject to the lighting guidelines set forth herein.
- Setbacks: Minimum of 5’ from right of way.



Illustrative Graphic Depicting Approximate Maximum Sign Size



Building Monument Sign at Vehicular Entrance to Innovation Hall (CONCEPT)

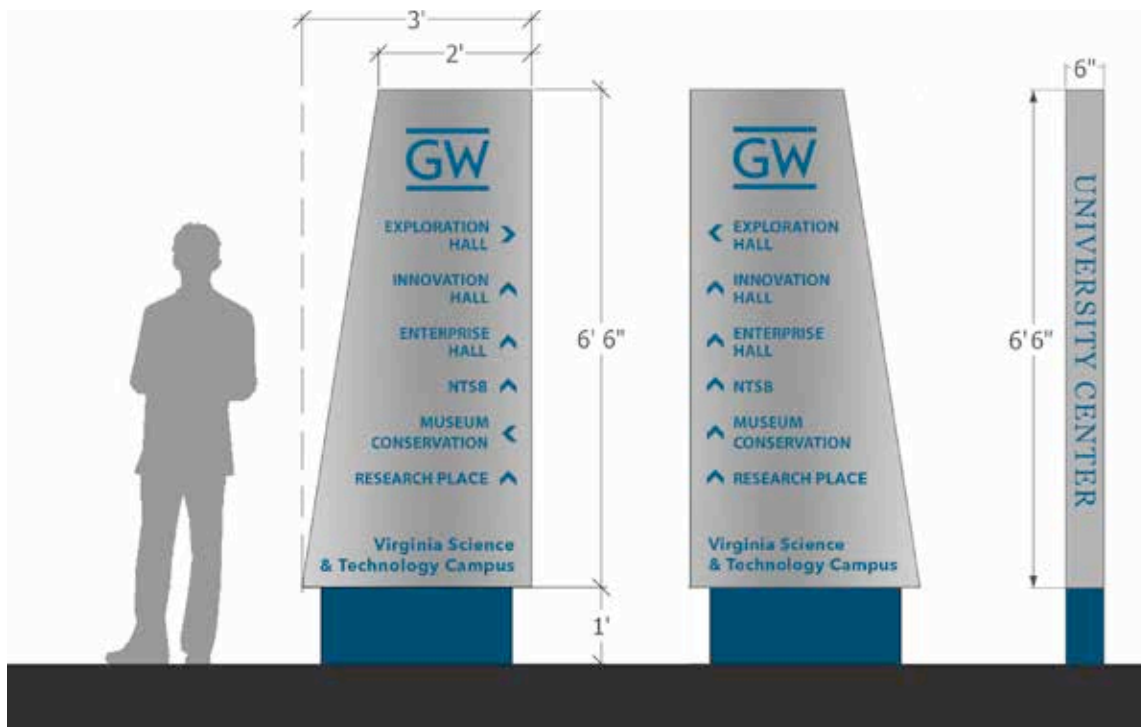
NOTE: Sign design may vary from the graphics and concepts shown so long as the maximum allowed square footage of the sign is not exceeded. Donor and tenant signage may be proprietary and as such may require flexibility with respect to materials, colors, graphics, and typography.

C. Vehicular Directional Signs

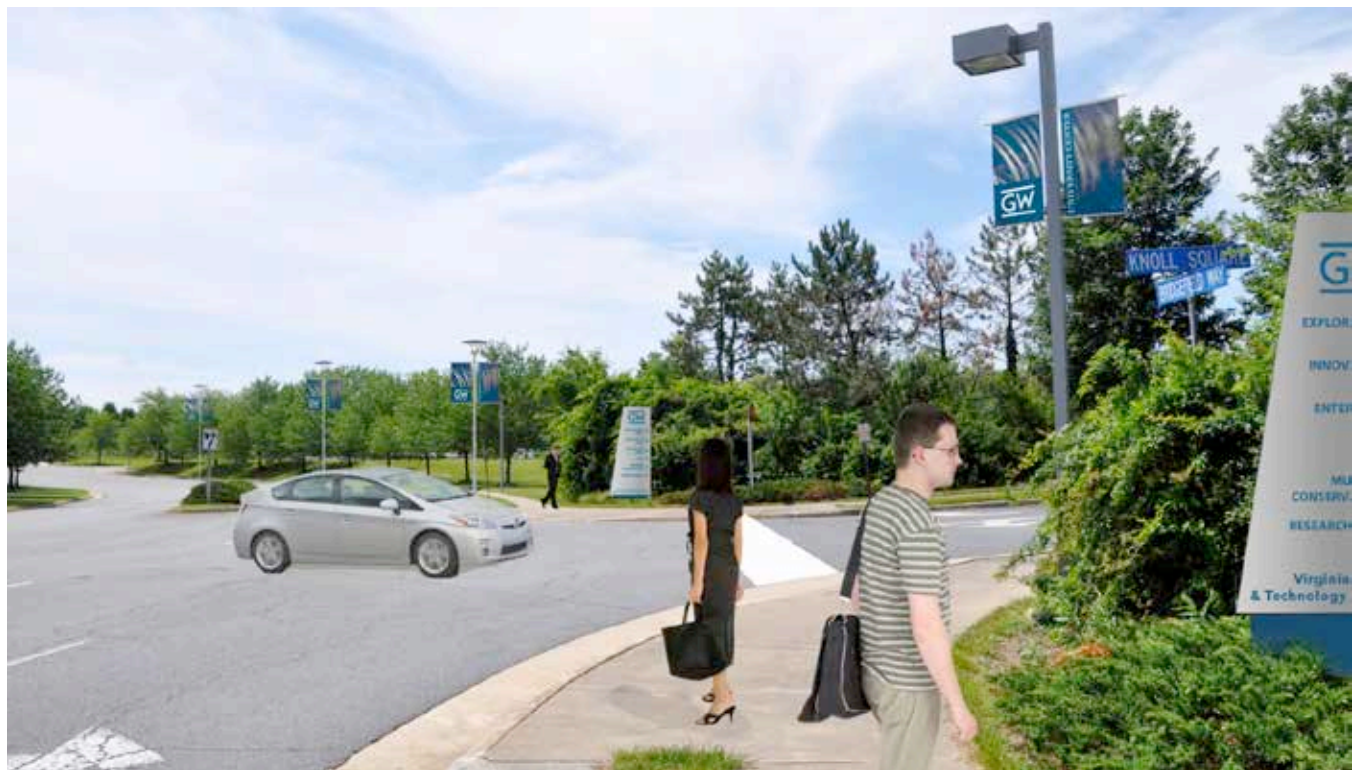
Vehicular Directional Signs will be placed at appropriate locations and intervals along the main Campus thoroughfares to provide directional information to visitors regarding VSTC locations and building entries.

Details:

- Maximum Number: Fourteen (14) as depicted on the Sign Location Plan and up to two (2) additional locations associated with each future Campus development project.
- Location: Along George Washington Boulevard, Highland Vista Drive, University Drive, Presidential Drive, Riverside Parkway, Bridgefield Way and Knoll Square as depicted on the Sign Location Map and at other appropriate locations in the event additional Campus facilities are later developed throughout the ten (10) parcels identified in Exhibit A which are subject to the provisions of this Plan. Specific locations may change if determined by the Zoning Administrator to be in substantial conformance with the Plan.
- Text: Campus Logo, GW Master Brand, or Campus name using standard typography with appropriate directional information and arrows (i.e., “Enterprise Hall” with directional arrow); may also include reference to University Center in proprietary or otherwise appropriate font.
- Size: Maximum 4’ wide x 8’ high (including base); 32sf maximum actual sign area per side (signs may be double-sided) and 4sf maximum sign area for facing edge (see accompanying graphic); 68sf total per sign.
- Material: Metal or resin plastic; integral lettering or applied vinyl, die cut lettering.
- Color: Consistent with color palette, proprietary tenant color, or natural material finish.
- Illumination: Illumination is not required, but sign may be internally illuminated or illuminated with ground mounted spotlighting with shielded, focused optic lens or such other methods that achieve a comparable result subject to the lighting guidelines set forth herein.
- Setbacks: Minimum of 5’ from right of way.



Illustrative Graphic Depicting Approximate Maximum Sign Size



Vehicular Directional Signs and Pole Mounted Banners at Intersection of Knoll Square & Bridgefield Way (CONCEPT)

NOTE: Sign design may vary from the graphics and concepts shown so long as the maximum allowed square footage of the sign is not exceeded.

D. Pedestrian Wayfinding Signs

Pedestrian Wayfinding Signs will be placed at appropriate locations throughout the Campus where pedestrian activity is most likely to occur. The signs will provide directional information to visitors and may also feature Campus maps and other wayfinding elements to enhance walkability and help create a more pedestrian-friendly Campus environment.

Details:

- Maximum Number: Eight (8) as depicted on the Sign Location Plan and up to two (2) additional locations associated with each future Campus development project.
- Location: Various locations interior to the Campus as generally depicted on the Sign Location Map and at other appropriate locations in the event additional Campus facilities are later developed throughout the ten (10) parcels identified in Exhibit A which are subject to the provisions of this Plan. Specific locations may change if determined by the Zoning Administrator to be in substantial conformance with the Plan.
- Text: Campus Logo, GW Master Brand, or Campus name using standard typography with appropriate directional information and arrows; may also include additional wayfinding elements including Campus maps and reference to University Center in proprietary or otherwise appropriate font.
- Size: Maximum 3' wide x 6' high (including base); 18sf maximum actual sign area per side (signs may be double-sided) and 3sf maximum sign area for facing edge (see accompanying graphic); 39sf total per sign.
- Material: Metal or resin plastic; integral lettering or applied vinyl, die cut lettering.
- Color: Consistent with color palette, proprietary tenant color, or natural material finish.
- Illumination: Illumination is not required, but sign may be internally illuminated or illuminated with ground mounted spotlighting with shielded, focused optic lens or such other methods that achieve a comparable result subject to the lighting guidelines set forth herein.
- Setbacks: Minimum of 5' from right of way.



Illustrative Graphic Depicting Approximate Maximum Sign Size

NOTE: Sign design may vary from the graphics and concepts shown so long as the maximum allowed square footage of the sign is not exceeded.

E. Building Mounted Signs

Building Mounted Signs shall identify name of the university, building, donor, departments, tenants, or other key users located in Campus facilities, including entities which sponsor research laboratories or other synergistic partnerships at the VSTC. Masonry/solid surface mounted façade signs are intended to provide visibility from various Campus thoroughfares and access corridors, including, but not limited to George Washington Parkway, Riverside Parkway, Bridgefield Way, Knoll Square, Route 7 and Loudoun County Parkway. Glass-mounted/window signs are primarily intended to provide information regarding building entrances and uses to pedestrians and slower-moving traffic (i.e., cars traveling in parking lots).

1. Masonry/Solid Surface Mounted Façade Signs

Details:

- Maximum Number: Ten (10) per building, no more than four (4) per façade.
- Location: Mounted on at the building roof line and other architecturally appropriate solid-surface areas of a particular building façade.
- Text: Name of the university, building, donor, departments, tenants, or other key users; may use standard typography or other appropriate font including proprietary tenant or donor fonts or logo graphic.
- Size: 50sf maximum area for each sign at roofline; 30sf maximum area for each sign at lower floors.

- Materials: Metal or other durable material not requiring other than routine maintenance.
- Color: In accordance with color palette, proprietary tenant color, black or natural metal/material finish that provides suitable readability.
- Illumination: May be internally illuminated or backlit.



Masonry / Solid Surface Mounted Façade Signs on Innovation Hall (CONCEPT)

NOTE: Sign design may vary from the graphics and concepts shown so long as the maximum allowed square footage of the sign is not exceeded.

2. Glass Mounted/Window Signs

Details:

- Maximum Number: Subject to size and location guidelines below.
- Location: Glass or other translucent/transparent material located at or adjacent to building entrances (e.g., glass doors, transom or sidelight windows).
- Text and graphics: Name of building, donor, departments, tenants, or other key users; may use standard typography or other appropriate font including proprietary tenant or donor fonts or logo graphic.
- Size: Up to maximum 25% of area of glass or other translucent/transparent material located at or adjacent to building entrances may contain sign lettering or graphics.
- Materials: Painted, etched vinyl or comparable material so long as the sign is neat in appearance and appropriate to the building.
- Color: In accordance with color palette or proprietary tenant color.
- Illumination: None.



Existing Glass-Mounted Signs at Exploration Hall

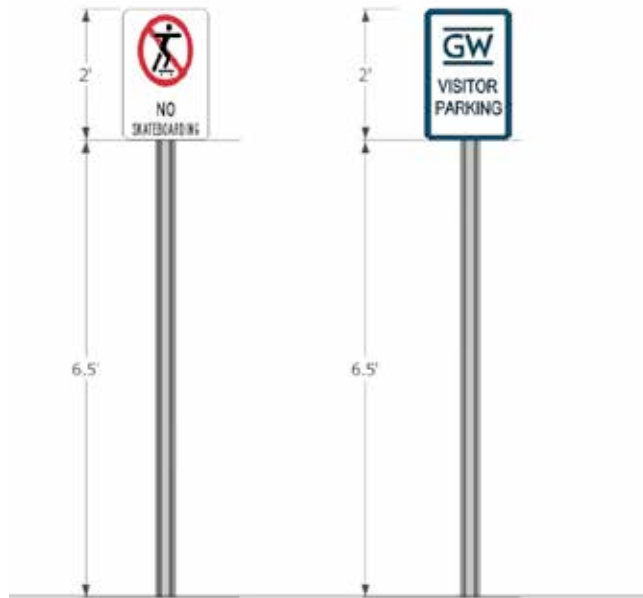
F. General Information Signs

General information signs are relatively small and include building management signs (e.g., “Visitor Parking”), as well as signs that communicate basic public messages (i.e., “Thank You For Not Littering”). These signs may also be utilized to direct pedestrians and vehicular traffic in case of sidewalk closures, construction, maintenance, or other such Campus activities. This type of signage will be installed as required but not excessively applied in connection with various Campus buildings, projects and activities.

Details:

- **Maximum Number:** Except where required by fire, life safety or other regulatory agencies or otherwise permitted under the 1972 Ordinance, a maximum of fifteen (15) general information signs shall be permitted in connection with each Campus building and its curtilage (e.g., parking lot, surrounding yard area, etc.).
- **Location:** As necessary throughout Campus (e.g., in parking lots, adjacent to or in proximity to Campus buildings).

- Text: Various, depending on nature and purpose of sign; standard typography will generally be used with the exception of regulatory signs.
- Size: Maximum 2' wide x 3' high (sign may be pole-mounted); 6sf maximum sign area per sign.
- Materials: Painted wood, metal or resin with painted or vinyl, die cut lettering.
- Colors: Will generally include colors from the color palette with the exception of regulatory signs.
- Illumination: None.
- Setbacks: Minimum of 5' from right of way.



NOTE: Sign design may vary from the graphics and concepts shown as long as the maximum allowed square footage of the sign is not exceeded.

G. Impermanent Signs

Various types of Impermanent Signs, including signs denoting the location of future Campus buildings and programs, signs related to various special events on Campus, and Real Estate Signs (as they are defined in section 523.2.15 of the 1972 Zoning Ordinance) are intended to identify conditions present on Campus that are not permanent in nature and require a type of signage and duration for posting that would not fall within any of the sign categories otherwise included in this Plan.

1. Future Campus Building or Program Signs

Future Campus Building or Program Signs will provide Campus visitors with useful information regarding facilities and programs that may still be in the development or program planning stage, including new facilities currently under construction or existing facilities undergoing renovation.

Details:

- Maximum Number: No more than (2) Future Campus Building or Program Signs shall be allowed at one time in connection with any Campus development site located throughout the ten (10) parcels identified in Exhibit A which are subject to the provisions of this Plan.
- Location: As appropriate to satisfactorily publicize the future Campus facility or program.
- Text: Various, depending on nature and purpose of the facility or program being publicized; may include Campus Logo or GW Master Brand.
- Size: 4'-0" wide x 5'-0" high, 20sf maximum sign area per sign.
- Materials: Painted wood or similar material with painted or vinyl die cut lettering.
- Colors: In accordance with color palette and proprietary colors as applicable.
- Illumination: None.
- Setbacks: Minimum of 5' from right of way.
- Duration: Future Campus Building or Program Signs associated with a particular building under construction or renovation (as depicted in the illustrative graphic below), shall be removed upon the installation of permanent signage in connection with that particular building but no later than fifteen (15) days following the issuance of a Certificate of Occupancy for the facility.

Notwithstanding the foregoing, construction signs announcing the name of the university, contactor, architect, landscape architect or engineer may also be erected and maintained on the site of a construction project during the period of construction pursuant to section 523.2.14 of the 1972 Zoning Ordinance.



Illustrative Graphic Depicting Approximate Maximum Sign Size

NOTE: Sign design may vary from the graphics and concepts shown so long as the maximum allowed square footage of the sign is not exceeded.

2. Campus Event Signs

Campus Event Signs shall be permitted in connection with various special events and activities, including career fairs, science and technology expositions, and other related activities sponsored by VSTC or its various Campus partners. This signage may serve to market and publicize the event and also provide helpful wayfinding information to Campus visitors (e.g., parking or event venue directions, etc.)

Details:

- **Maximum Number:** The number of Campus Event Signs necessary at any one time will vary depending on the nature of the event or activity in order to sufficiently provide information and/or direction to Campus visitors or event attendees. No more than one three (3) Campus Event Signs shall be allowed per parcel at any one time.
- **Location:** As appropriate to satisfactorily publicize or market the Campus event or activity.
- **Text:** Various, depending on nature and purpose of event and activity being publicized; may include Campus Logo or GW Master Brand.
- **Size:** 4'-0" wide x 5'-0" high, 20sf maximum sign area per sign.
- **Materials:** MDO (multi density overlay) plywood, plastic, or appropriate rigid material with printed, painted or vinyl die cut graphics.
- **Colors:** In accordance with color palette and proprietary colors as applicable.
- **Illumination:** None.
- **Setbacks:** Minimum of 5' from right of way.
- **Duration:** Campus Event Signs shall not be erected for more than three months in connection with a particular event or Campus activity.

3. Real Estate Signs

Real Estate Signs pursuant to section 523.2.15 of the 1972 Ordinance shall be permitted to appropriately market leasing or sales or strategic university co-location opportunities as they may occur at the VSTC.

Details:

- **Maximum Number:** The number of Real Estate Signs necessary at any one time will vary depending on the particular marketing opportunities available. No more than one (1) Real Estate sign shall be allowed per parcel at any one time.

- Location: As appropriate to satisfactorily publicize or market the opportunity present.
- Text: Various, depending on nature and purpose of activity being publicized or marketed; may include Campus Logo or GW Master Brand.
- Size: 4'-0" wide x 5'-0" high, 20sf per side; 40sf maximum sign area per sign (sign may be double-sided).
- Materials: Painted wood or similar material with painted or vinyl die cut lettering.
- Colors: In accordance with color palette and proprietary colors as applicable.
- Illumination: None.
- Setbacks: Minimum of 5' from right of way.
- Duration: Real Estate signs may be erected for the duration of the availability of the specific opportunity being marketed.

V. SPECIAL CAMPUS SIGNAGE AND IDENTITY ELEMENTS

As noted previously, this Plan is unique in that the VSTC is the only comprehensive university campus currently located in Loudoun County that is subject to the 1972 Zoning Ordinance. The elements discussed below – specifically banners and interpretive sign exhibits – are not common components of sign plans submitted in connection with commercial or residential developments. However, these unique elements are particularly important in helping to establish a distinctive university environment and enhanced sense of place that will support GW's goals to create a walkable, pedestrian-scaled Campus, will visually integrate the VSTC with GW's main and other campuses, and will also enhance the presence of the VSTC as a significant institution within University Center and Loudoun County as well as the Commonwealth at large.

A. Pole Mounted Banner Signs

Banner signs are a common identity feature throughout many university campuses across the country. They are, in fact, key streetscape components at GW's Foggy Bottom campus and help establish and define the university's presence in a diverse urban city setting. Similarly, the use of attractive and effective banners will enhance the unique academic character of the VSTC and establish its distinct presence within the multi-use context of University Center.

In addition to serving as key campus identity elements, banner signs may be utilized throughout Campus to provide useful pedestrian and vehicular traffic clues as well as seasonal, special event or program information. For example, as depicted in the accompanying illustrative graphics, banners located in parking areas may be effectively used to identify the programs or schools which are housed within various Campus buildings and also to assist Campus visitors locate appropriate parking areas.

Each banner sign is intended to be hung on a pole-mounted frame and secured at the top and at the bottom. The bottom of the banner will be a minimum of 8'-0" above the ground so as not to interfere with pedestrian activity. In accordance with section 523.1.4 of the 1972 Zoning Ordinance, no light-pole mounted banners will be visible from Route 7.

Details:

- **Maximum Number:** Up to 100 sets of two (2) light pole mounted banners in existing Campus parking lots and key pedestrian-oriented areas and one (1) set of two (2) sign or light pole mounted banners per 100 linear feet of roadway along the streets and driveways internal to Campus as generally shown on the Sign Location Map. In addition, for future Campus development, one (1) set of two (2) light pole mounted banners per 15

parking lot spaces and per 100 feet of roadway or pedestrian way shall also be permitted.¹ In no case, however, shall more than 36 sets of two (2) light pole mounted banners be permitted in a single university parking lot area.

- Location: On sign and/or light poles in parking lots, along roadways, at key pedestrian-oriented areas (e.g., the Solar Walk between Exploration and Innovation Hall) or in the vicinity of university-controlled facilities as depicted on Sign Location Map and at other appropriate locations in the event additional Campus facilities are later developed throughout the ten (10) parcels identified in Exhibit A which are subject to the provisions of this Plan. Specific locations may change if determined by the Zoning Administrator to be in substantial conformance with the Plan.
- Text: May include characters, letters, or illustrations along with the Campus Logo, GW Master Brand or Campus name as well as reference to University Center.
- Size: 2' x 4' maximum; 8sf maximum sign area per side per banner, 16sf maximum sign area (banners may be double-sided).
- Material: Appropriate weather-resistant fabric material.
- Color: Will generally include colors from the color palette but may vary depending on the banner message.
- Illumination: None, although signs may be incidentally lit from light pole fixtures upon which banners may be mounted.
- Setbacks: Minimum of 5' from right of way.

¹ The standard for proposed development of one (1) set of two (2) light pole mounted banners per 15 parking spaces is based on the ratio of light poles to parking spaces presently existing on the Campus, so that the level of banner coverage for existing and future facilities will remain generally consistent.



Banners in Parking Lot at Exploration Hall (CONCEPT)



Illustrative Banner Graphic



Banners in Parking Lot at Innovation Hall (CONCEPT)



Illustrative Banner Graphic



Banners and Other Signage Elements along George Washington Boulevard (CONCEPT)

NOTE: Design of the banner signs may vary from the graphics and concepts shown so long as the maximum allowed square footage of the signs is not exceeded.

B. Pedestrian Interpretive Sign Exhibits

The natural environment and topography of the Campus, along with the unique programmatic focus and research nature of the VSTC, together may provide future opportunities to incorporate informational elements at key Campus locations and along pedestrian pathways. Interpretive Signs and educational displays noting, for example, technology or sustainability-related components in the Campus landscape or other various trail and walkway signs may be installed throughout the Campus pedestrian network and adjacent to various research projects. These Pedestrian Interpretive Sign Exhibits will provide useful information and help reinforce the academic nature and educational mission of the VSTC.

Details:




- Maximum Number: Up to two (2) signs per informational element (e.g., solar panels of the VSTC Solar Walk exhibit); or with respect to trails or pathways, or one (1) sign per 150 linear feet of trail shall be permitted.
- Location: Adjacent to pedestrian walkways and near various Campus research projects or special features.
- Text: Informative text to describe the various Campus elements being featured; may include Campus Logo, GW Master Brand or Campus name.
- Size: 3' wide x 2' deep x 4' high maximum; 6sf maximum sign area per sign.
- Materials: Wood, metal, resin, or plastic.
- Colors: Will generally include colors from the color palette but may vary depending on the context of the display.
- Illumination: None.
- Setbacks: Minimum of 5' from right of way.



NOTE: Sign design may vary from the graphics and concepts shown so long as the maximum allowed square footage of the sign is not exceeded.

Vision and Mission for Sustainability at GW

The George Washington University envisions a future with resource systems that are healthy and thriving for all. In efforts to enhance our campus, we invest capital and the mind at large, the GW community is building a greener campus, promoting resource and intellectual development, and providing students with the skills and knowledge to contribute to a sustainable future.

A Sustainable Vision

OBJECTIVES + SUSTAINABLE SITES INITIATIVE™

Square 80 was designed to be a central open space and an outdoor classroom for the GW Landscape Design & Sustainable Landscapes programs. STUDIO39 Landscape Architecture was chosen to design Square 80 and transform the underutilized spaces used for trash collection and parking into social gathering spaces. The design harvests 100% of on-site rainwater for irrigation, maintenance, and other amenities. Square 80 was selected as a pilot project for Sustainable Sites Initiative™ (SITES™), the first national ranking system for sustainable landscapes.

SUSTAINABLE ELEMENTS

- 1 Pervious Paving
- 2 Biofiltration Planters
- 3 Cisterns
- 4 Rainwater Irrigation Pump
- 5 Rain Barrel
- 6 Rainwater Fountain
- 7 Rain Garden + Bioretention

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Native Plants

Sustainable GW

Native plants are those that are indigenous to a specific region. They offer many benefits to the environment, including:

- Native plants require little to no supplemental water and tend to remain healthy because they are adapted to local soils and climates. This saves resources and reduces maintenance costs.
- Native plants provide food and natural habitat for wildlife, including important pollinator species (insects, birds, bats).
- Native plants promote wildlife habitats that support economic, recreational uses and environmental activities.

The majority of the plants used here are native species. The remaining plants, with the exception of the trees, are non-invasive, adaptive species that tolerate regional soils and climates. The planting design respects the establishment period (the first growing season), after which, the trees, shrubs, grasses and groundcover would no longer require supplemental irrigation. The harvested rainwater can then be completely allocated to the open lawn.

 <p>HALESIA CAROLINA Carolina Shearhulk Shrub, 10-20' tall Comments: Native to the southeastern portion of the U.S., the Shearhulk prefers sun to partial shade. It can handle well-drained soils and creates beautiful, bell-shaped blossoms in mid-spring.</p>	 <p>ITEA VIRGINICA Henry's Wood Sweetspire Shrub, 6-8' tall Comments: The sweetspire is native to wet, wooded, stream banks found on the east coast allowing it to grow in moist, well-drained soils. Cylindrical white flowers tend to bloom in early summer.</p>	 <p>LINDERA BENZOIN Spicebush Shrub, 10-15' tall Comments: The spicebush is native to the eastern portion of the U.S. and prefers full sun. In mid-spring it develops white and yellow tubular flowers which attract bees and other types of fauna.</p>
 <p>DESCHAMPSIA FLEXUOSA Tufted Hair Grass Shrub, 15-20" tall Comments: A native to dry woods, highlands and shorelines along the eastern coast, the tufted hair grass thrives in dry shade and blossoms feathery flowers in mid-to-late summer.</p>	 <p>MUHLENBERGIA CAPILLARIS Pink Muhly Grass Shrub, 3-4' tall Comments: This native grass declines full to partial sun in dry, well-drained soil and typically is found in the dryer territories of the eastern U.S. In late spring this native grass will announce a plume of pink color.</p>	 <p>NASSELLA TENUISSIMA Mexican Feather Grass Shrub, 2-3' tall Comments: An easy to grow native grass that favors very dry, well-drained soil. It provides drought tolerant qualities, sturdy white strands of grass in mid-summer months and requires minimal soil depth in the landscape.</p>

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Example of Interpretive Signs associated with Sustainability Exhibit at GW's Foggy Bottom Campus.

VI. SIGNAGE ASSOCIATED WITH ADDITIONAL POTENTIAL CAMPUS USES

Based on the needs of the university and opportunities that may develop over the coming years, certain accessory and auxiliary uses, as well as other complementary synergistic uses – including retail establishments, specialized research and development centers, and various partnership opportunities – may be integrated throughout the Campus along with traditional university uses.

Appropriate signage components designed to express the character of the business or activity may accompany these uses (as well as university-related uses) as outlined below to the extent such signage is not otherwise inconsistent with the provisions of this Plan. Specifically, each tenant, partner, or university-related use location will be allowed up to three (3) signs from any of the following sign types listed below, provided the total area of such signs shall not exceed 90 square feet, or 150 square feet if awnings are used as one of the sign types:

A. Building Mounted Signs

Details:

- Maximum Number: Number equal to number of retail tenants or other individual uses on each elevation.
- Location: Mounted on building facades.
- Text: Retail establishment or other activity name and logo; proprietary font may be used.
- Size: 30sf maximum size per sign.
- Materials: Metal or other durable material.
- Color: In accordance with color palette, proprietary tenant color, or natural material finish.

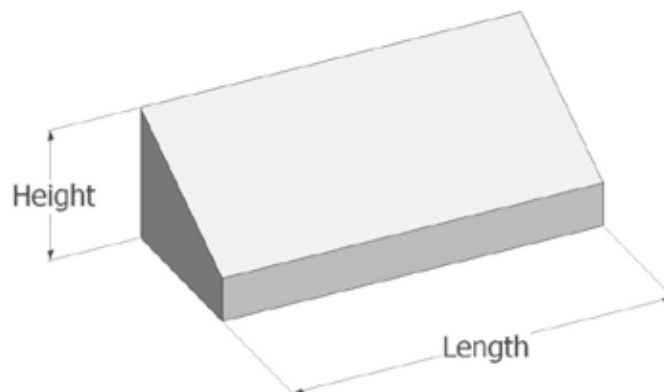
Illumination: Internally illuminated, backlit, or building-mounted “gooseneck” type fixture acceptable.



NOTE: Photographs are provided for illustrative purposes only to depict similar types of signage and do not represent specific designs, content or tenants.

B. Awning Signs

- Location: At retail storefront or entrance of other campus activity, minimum of 8'-0" above grade.
- Text and graphics: May include retail establishment or other activity name and logo; proprietary font may be used.
- Size: Up to maximum 20% of awning area may contain sign lettering or graphics; square footage will apply toward maximum allowed sign area. Awning area is defined as the area of awning as seen in elevation (see example diagram below).
- Materials: Appropriate weather-resistant fabric material suitable for awnings with text and graphics mounted directly upon awning fabric, either on vertical or sloped face.
- Color: In accordance with color palette or proprietary tenant color.
- Illumination: Awnings may be lit with building mounted "gooseneck" type fixtures, however they may not be internally illuminated.



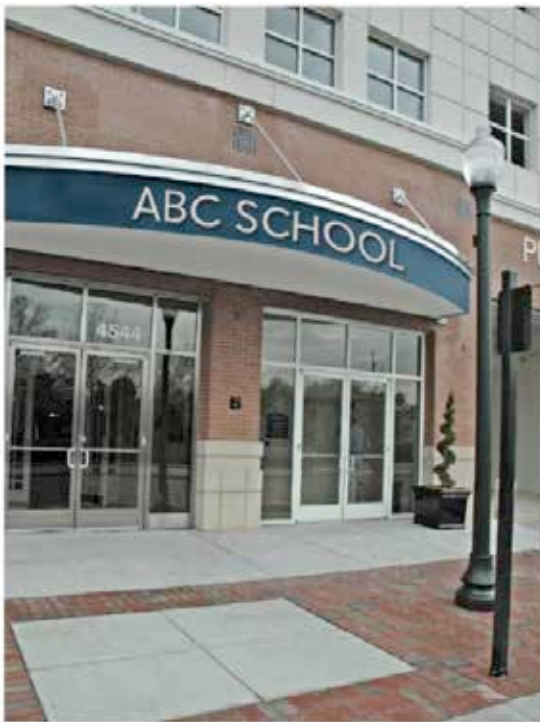
Awning Area = Height x Length
Text and Graphics area = Awning Area ÷ by 5

NOTE: Photographs are provided for illustrative purposes only to depict similar types of signage and do not represent specific designs, content or tenants.

C. Canopy Signs

Details:

- Location: Attached to a projecting building canopy, either mounted on side or standing above; minimum of 8'-0" above grade.
- Text and graphics: May include retail establishment or other activity name and logo; proprietary font may be used.
- Size: 30sf maximum sign area.
- Materials: Metal, plastic or glass.
- Color: In accordance with color palette or proprietary tenant color.
- Illumination: Canopy signage may be lit with building or canopy mounted type fixture (e.g., either gooseneck style or fixture concealed by the canopy trim or other structural element) or may be internally illuminated.

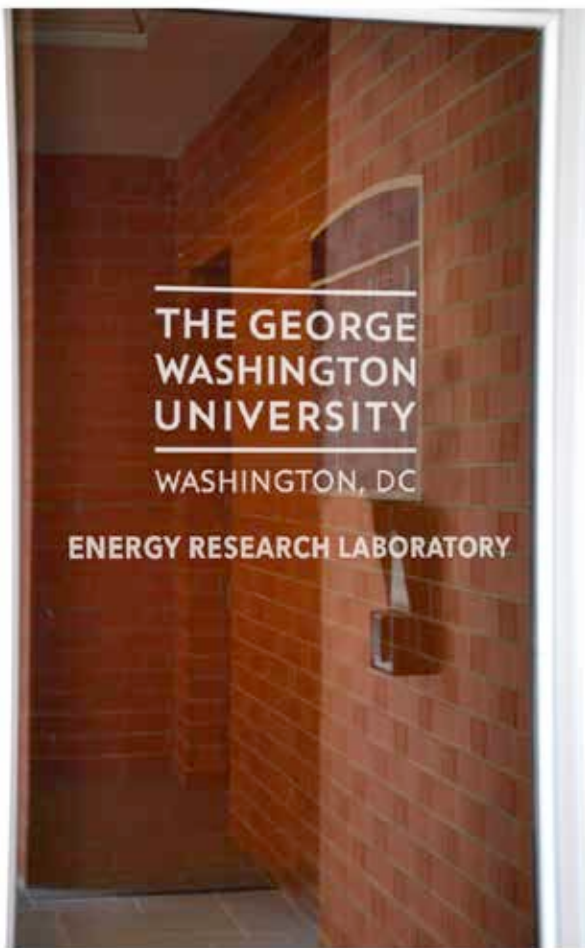


NOTE: Photographs are provided for illustrative purposes only to depict similar types of signage and do not represent specific designs, content or tenants.

D. Window Signs

Details:

- Location: Retail storefront or other activity windows.
- Text and graphics: May include retail establishment or other activity name and logo; proprietary font may be used.
- Size: Up to maximum 25% of individual window framed area may contain sign lettering or graphics; square footage to a maximum of 50% of total allowable tenant or user group signage.
- Materials: Painted, etched vinyl or comparable material so long as the sign is neat in appearance and appropriate to the building.
- Color: In accordance with color palette or proprietary tenant color.
- Illumination: None.

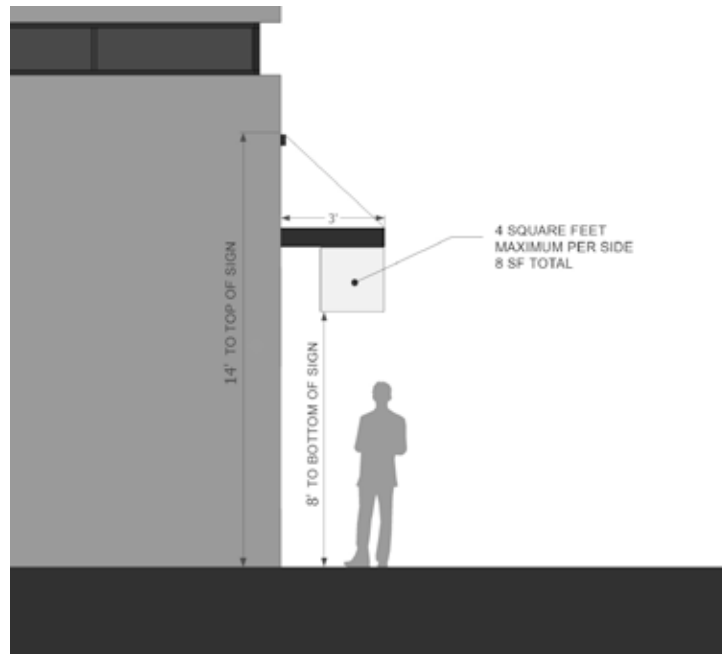


NOTE: Photographs are provided for illustrative purposes only to depict similar types of signage and do not represent specific designs, content or tenants.

E. Projecting or Blade Signs

Details:




- Location: Building mounted, minimum of 8'-0" above grade (maximum 14'-0"); maximum 3'-0" projection from building face.
- Background: Sign structure/brackets.
- Text and graphics: May include retail establishment or other user group name and logo; proprietary font may be used.
- Size: 4sf maximum sign area per side, 8sf total (sign may be double sided).
- Materials: Metal, resin, plastic or comparable material; mounting material shall be durable to the elements and suitable to the blade sign itself as well as the building upon which is it mounted.
- Color: In accordance with color palette, proprietary tenant color, or natural material finish.
- Illumination: May be lit with building mounted "gooseneck" or "spot" type fixtures or may be internally illuminated.








NOTE: Photographs are provided for illustrative purposes only to depict similar types of signage and do not represent specific designs, content or tenants.

In the event other uses are later approved at the VSTC, and signage not otherwise described herein is required, additional signage shall be consistent with the 1972 Zoning Ordinance, or may otherwise be proposed in a supplement to this Comprehensive Sign Plan.

VII. COMPREHENSIVE SIGN PLAN MATRIX

Zoning Ordinance Section	Sign Type	Zoning Ordinance Requirement	Proposed Requirement
Section 523.25: Informational signs identifying a college	Campus Monument Signs 	<ul style="list-style-type: none"> - Maximum 6sf per sign - Not illuminated - Minimum 5' setback from ROW 	<ul style="list-style-type: none"> - TYPE A: Maximum 305sf (including base and background structure) with maximum 135sf logo/text area - TYPE B1: Maximum 175sf (including base and background structure) with maximum 90sf logo/text area - TYPE B2: Maximum 235sf (including base and background structure) with maximum 110sf logo/text area - TYPE C: Maximum 475sf (including base and background structure) with maximum 200sf logo/text area - Maximum 5 signs located at Campus vehicular entrance (TYPE A), major Campus intersections (TYPE B), and along Route 7 (TYPE C) - Internal or ground-mounted illumination - Minimum 5' setback from ROW - Landscaping extending 3' from base
	Building Monument Signs 		<ul style="list-style-type: none"> - Maximum 60sf per sign (double-sided) - Maximum 2 per Campus building - Internal or ground-mounted illumination - Minimum 5' setback from ROW
	Vehicular Directional Signs 		<ul style="list-style-type: none"> - Maximum 68sf per sign (double-sided and along facing edge) - Maximum 14 signs plus up to 2 signs for each future Campus development project - Internal or ground-mounted illumination - Minimum 5' setback from ROW

Zoning Ordinance Section	Sign Type	Zoning Ordinance Requirement	Proposed Requirement
Section 523.25: Informational signs identifying a college	Pedestrian Wayfinding Signs 	<ul style="list-style-type: none"> - Maximum 6sf per sign - Not illuminated - Minimum 5' setback from ROW 	<ul style="list-style-type: none"> - Maximum 39sf per sign (double-sided and along facing edge) - Maximum 8 signs plus up to 2 signs for each future Campus development project - Internal or ground-mounted illumination - Minimum 5' setback from ROW
	Building Mounted Signs: Masonry/ Solid Surface Mounted		<ul style="list-style-type: none"> - Maximum 10 per building - Maximum 50sf per sign at roofline; maximum 30sf per sign on lower levels - Internal or backlit illumination permitted
	Building Mounted Signs: Glass Mounted		<ul style="list-style-type: none"> - Maximum 25% of individual framed window at and adjacent to building entrances may contain lettering/graphics - Not illuminated
	General Information Signs 		<ul style="list-style-type: none"> - Maximum 6sf per sign - Number as required not to exceed 15 per Campus building and surrounding curtilage - Not illuminated - Minimum 5' setback from ROW
	Future Campus Building or Program Signs 		<ul style="list-style-type: none"> - Maximum 20sf per sign - Maximum 2 signs per development site - Not illuminated - Minimum 5' setback from ROW - Shall be removed upon the installation of permanent building signage
	Campus Event Signs		<ul style="list-style-type: none"> - Maximum 20sf per sign - Maximum 3 signs per parcel - Not illuminated - Minimum 5' setback from ROW - Shall not be erected for more than 3 months

Zoning Ordinance Section	Sign Type	Zoning Ordinance Requirement	Proposed Requirement
Section 523.25: Informational signs identifying a college	Pole Mounted Banner Signs 	<ul style="list-style-type: none"> - Maximum 6sf per sign - Not illuminated - Minimum 5' setback from ROW 	<ul style="list-style-type: none"> - Maximum 16sf per banner (double-sided) - 2 banners per sign pole or light pole - 100 sets of 2 banners in existing parking lots and pedestrian areas and 1 set of 2 banners per 100 linear feet of roadway along streets and driveways internal to Campus; for future Campus development 1 set of 2 banners per 15 parking lot spaces (not to exceed 36 sets of banners in a single parking area) and per 100 feet of roadway or pedestrian way - Not illuminated other than incidental lighting - Minimum 5' setback from ROW
	Pedestrian Interpretive Sign Exhibits 		<ul style="list-style-type: none"> - Maximum 6sf per sign - Number of signs not to exceed 2 per element or 1 per 150 linear feet of trail or pathway - Not illuminated - Minimum 5' setback from ROW
	Awning Signs		<ul style="list-style-type: none"> - Maximum 20% of awning may contain lettering/graphics - Building mounted gooseneck illumination permitted
	Canopy Signs		<ul style="list-style-type: none"> - Maximum 30sf per sign - Building/canopy mounted fixture or internal illumination permitted
	Projecting or Blade Signs		<ul style="list-style-type: none"> - Maximum 8sf double-sided - Building mounted gooseneck spot fixtures or internal illumination permitted
Section 523.2.15 – Real estate signs offering property for sale or lease	Real Estate Signs	<ul style="list-style-type: none"> - 1 sign per lot less than 10 acres - 2 signs per lot greater than 10 acres - Maximum 25sf per sign - Not illuminated - Minimum 5' setback from ROW 	<ul style="list-style-type: none"> - Maximum 1 Real Estate sign per lot - Maximum 40sf (may be double sided) - Not illuminated - Minimum 5' setback from ROW

Zoning Ordinance Section	Sign Type	Zoning Ordinance Requirement	Proposed Requirement
Section 523.2.18.c – Business signs	Retail or Other Commercial Use Signs: Building Mounted Signs	<ul style="list-style-type: none"> - 3 per business/use - Maximum 60sf per sign - Maximum 100sf total of all signs 	<ul style="list-style-type: none"> - Maximum number of building mounted signs equal to number of tenants/uses per elevation - Maximum 3 sign types per business/use - Maximum total 90sf (150sf if awning is used) for all signs per business/use - Building mounted gooseneck spot fixtures, backlit or internal illumination permitted
	Awning Signs		<ul style="list-style-type: none"> - Maximum 20% of awning may contain lettering/graphics - Building mounted gooseneck illumination permitted
	Canopy Signs		<ul style="list-style-type: none"> - Maximum 30sf per sign - Building/canopy mounted fixture or internal illumination permitted
	Window Signs		<ul style="list-style-type: none"> - Maximum 25% of individual framed window may contain lettering/graphics - Maximum of 50% of total allowable tenant signage - Not illuminated
	Projecting or Blade Signs		<ul style="list-style-type: none"> - Maximum 8sf double-sided - Building mounted gooseneck spot fixtures or internal illumination permitted

EXHIBIT A: PROPERTY OWNERSHIP/PARCEL IDENTIFICATION LIST

PIN #	Tax Map #	Deed Where Acquired	Land Bay #	Governing Zoning Case
039-46-6559	/63/E/1/////2/	DB 1091 PG 1715	O	ZMAP 1992-0004/ZCPA 1992-0009
039-47-4460	/63/E/1/////1/	DB 1091 PG 1715	O	ZMAP 1992-0004/ZCPA 1992-0009
039-36-6681	/63/E12///GW2/	20041222-0137153	G West	ZMAP 1992-0004/ZCPA 1992-0009
039-37-0350	/63/E12///GW1/	20081208-0071036	G West	ZMAP 1992-0004/ZCPA 1992-0009
039-26-3557	/63/E/3/////2/	DB 2111 PG 2270	I2	ZCPA 2006-0005
039-27-5116	/63/E/1/////N/	DB 2111 PG 2270	N	ZCPA 2006-0005
039-17-4565	/63/E/3/////4/	DB 2111 PG 2270	I4	ZCPA 2006-0005
039-16-8997	/63/E/3/////1/	DB 2111 PG 2270	I1	ZMAP 1992-0004/ZCPA 1992-0009
057-40-9553	/63/E13///UC4/	20120604-0042407	D	ZCPA 2006-0005
039-45-6733	/63/E13///UC3/	20120604-0042407	D	ZCPA 2006-0005

