

## FTV Investments LLC

## 5th Street Commercial Development COMPREHENSIVE SIGN PLAN PROPOSAL

**OWNER**

FTV Investments LLC  
943 Glenwood Station Ln, Suite 101  
Charlottesville, VA 22901

**DEVELOPER**

Piedmont Development Group  
2811 Hydraulic Rd  
Charlottesville, VA 22901  
Contact: Katurah Roell

**ENGINEER**

Collins Engineering  
200 Garrett St, Suite K  
Charlottesville, VA 22902  
Contact: Mr. Scott Collins  
434.293.3719

**Parcel IDs**

07600-00-00-055A0  
076M1-00-00-00100

**Zoning**

Highway Commercial



**GENERAL NOTES**

All sign areas and sizes will comply with Albemarle County Code Chapter 18, Section 4.15-Signs and Albemarle County Architectural Review Board (ARB) Sign Guidelines and will require individual sign permit applications.

Tenants who feel these guidelines will not allow for their brand and identity to be adequately represented and require alternate sign design will submit signage separately for ARB approval.

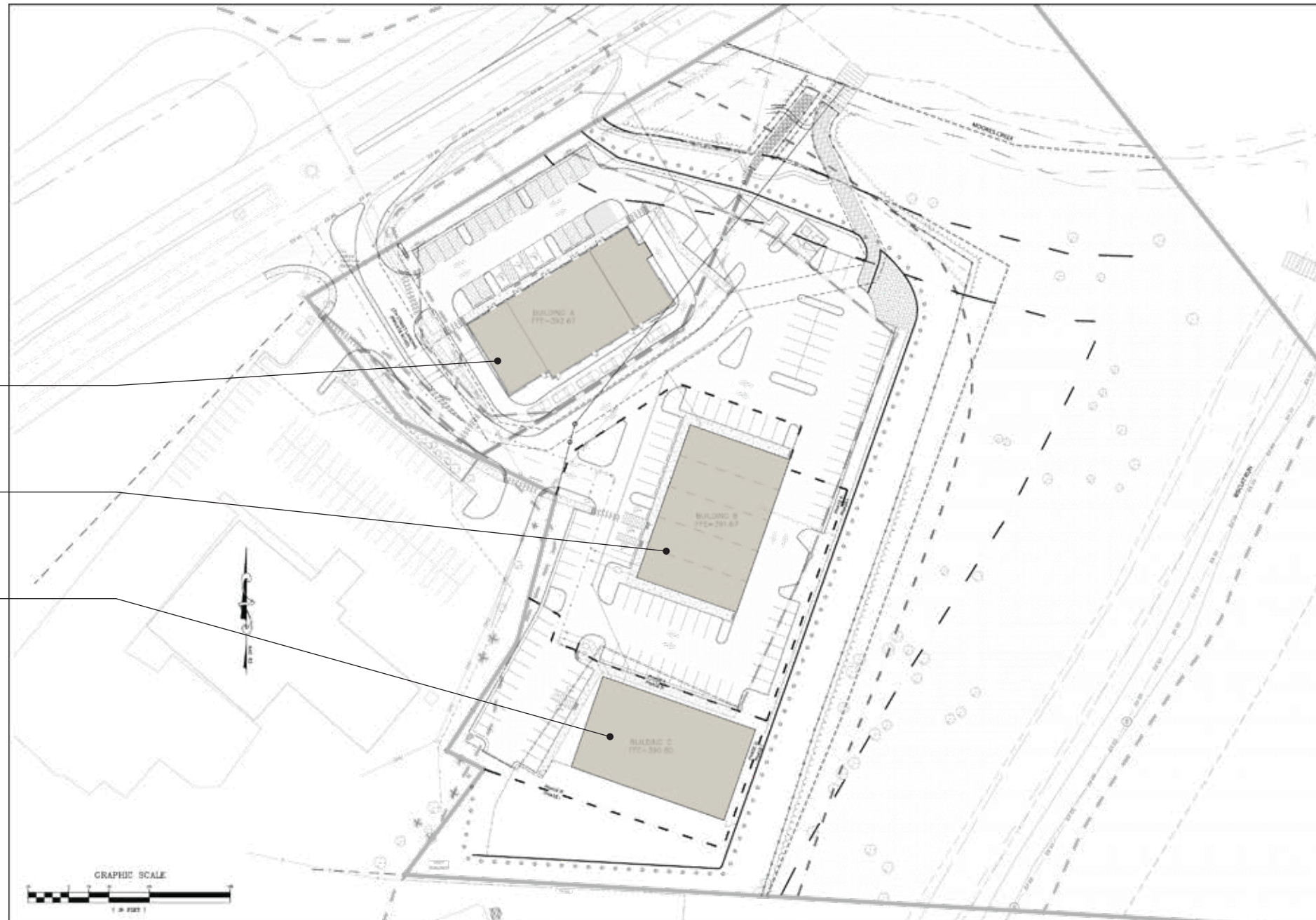
**SCOPE OF PLAN**

**DIRECTORY MONUMENT - TENANT PANELS**  
 SEE PAGE 2 FOR DETAILS

**BUILDING A**  
 SEE PAGE 5 FOR  
 PROPOSED SIGN AREA

**BUILDING B**  
 SEE PAGE 6 FOR  
 PROPOSED SIGN AREA

**BUILDING C**  
 SEE PAGE 7 FOR  
 PROPOSED SIGN AREA



**1** 5TH ST DEVELOPMENT - Site Plan  
 Scale: 1" = 100'

**DEVELOPMENT FINISHES**

- Stucco Color: ParexUSA - Mountain 3014L (56)  
 Equiv. Paint Color: SW 7547 Sandbar
- Stucco Color: ParexUSA - Tuxedo 3033L (12)  
 Equiv. Paint Color: MP 13795 Graynola
- Siding Color: PPG Porter Paints Phoenix Fossil  
 Equiv. Paint Color: SW 7669 Summit Gray
- Brick Color: [TBD]  
 Equiv. Paint Color: [TBD]

CLIENT  
**FTV Investments**  
 Randy Ralston  
 434.817.1040  
 randy@ralstonpc.com

PROJECT  
 5th St. Development  
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MATERIALS  
 [see notes]

- COLORS
- SW 7547
  - MP 13795
  - SW 7669
  - BRICK
  - RAL 7021 Black Grey
  - 3M Holly Green 3630-76

FONTS  
 [TBD]

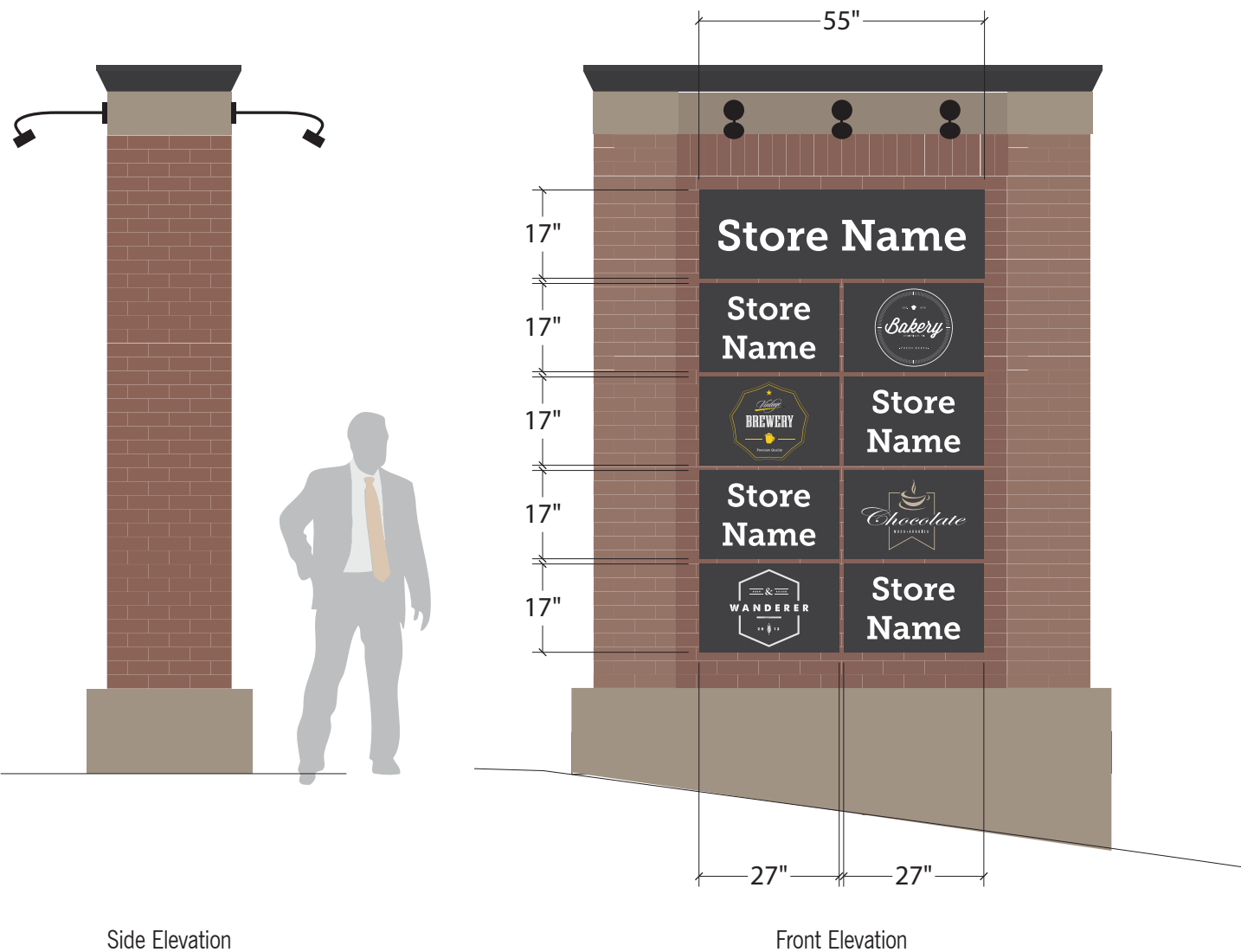
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 S. Denham

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 S. Denham

ORIGINAL ISSUE	PROOF	HOURS
04/21/17	1	7

RE-ISSUE DATES	PROOF	HOURS
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**SIGN TYPE: FREESTANDING SIGN - TENANT PANELS**

SIGN FEATURE	PROPOSED CRITERIA
SIGN TYPE	FREESTANDING MONUMENT
MATERIAL	ACRYLIC, VINYL, OR PAINT DECORATION
BACKGROUND COLOR	MP 13795 GRAYNOLA (MATCHES BUILDING STUCCO PAREX-USA MOUNTAIN)
TEXT / GRAPHIC COLOR(S)	TEXT MUST BE WHITE  NO LIMIT TO OVERALL GRAPHIC COLORS AS LONG AS INDIVIDUAL TENANT GRAPHICS TOTAL NUMBER IS LIMITED TO THREE AND ALL COLORS HAVE A COORDINATED APPEARANCE
ILLUMINATION	EXTERNAL WASH ILLUMINATION GOOSE-NECK L.E.D. LIGHTING FIXTURES, X3 ILLUMINATION TO COMPLY WITH ALBEMARLE CO. CODE CH. 18, SEC. 4.15.17

**SIGN AREA (ALL 9 PANELS): 32 SQUARE FEET**

**NOTES:** SAMPLE ARTWORK SHOWN. ACTUAL TENANT PANELS WILL REFLECT INDIVIDUAL TENANT IDENTITY THROUGH SHAPE, FONT, ETC.

ALL SIGNS WILL REQUIRE INDIVIDUAL SIGN PERMIT APPLICATIONS.

**\*A SEPARATE, INDIVIDUAL SIGN PERMIT APPLICATION TO BE SUBMITTED FOR THIS SIGN FOR APPROVAL OF LOCATION AND DESIGN**

EXACT CONSTRUCTION OF FREESTANDING MONUMENT T.B.D. HOWEVER, FINISHES WILL MATCH THE BUILDINGS

**1** DIRECTORY MONUMENT  
Scale: 3/8" = 1' **Quan: (1)** Two-Sided

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**SIGN TYPE: WALL SIGN**

SIGN FEATURE		PROPOSED CRITERIA
<b>LOCATIONS</b>		SEE ACCOMPANYING BUILDING ELEVATIONS FOR THE LOCATION OF THE SIGN BANDS AND PLACEMENTS  SIGNS SHALL BE CENTERED VERTICALLY WITHIN DESIGNATED SIGN BAND AND CENTERED HORIZONTALLY WITH A SINGLE, PAIR, OR GROUP OF FIRST STORY WINDOWS OR DOORS IN DESIGNATED SIGN BAND.  GRAPHICS MAY BE USED INDEPENDENT OF CHANNEL LETTERS WITHIN THE SIGN BAND ON THE TOWERS.
<b>SIZE LIMITATIONS</b>		STANDARD ARB GUIDELINES REGARDING SIZE AND PROPORTIONS APPLY.
<b>LETTER TYPE / FONT</b>		UNLIMITED
<b>RACEWAY COLOR (IF USED)</b>		TO MATCH THE COLOR OF THE WALL TO WHICH IT IS ATTACHED.
<b>GRAPHICS DETAILS</b>		NO LIMIT TO OVERALL GRAPHIC COLORS AS LONG AS INDIVIDUAL TENANT GRAPHICS TOTAL NUMBER IS LIMITED TO THREE (3) AND ALL COLORS HAVE A COORDINATED APPEARANCE BACKGROUNDS OF GRAPHICS MAY BE REQUIRED TO BE OPAQUE TO MEET THE SIGN GUIDELINES.
<b>CHANNEL LETTERS</b>	<b>LETTER FACE</b>	WHITE TRANSLUCENT ACRYLIC; OR WHITE TRANSLUCENT ACRYLIC WITH 3M HOLLY GREEN (3630-76) TRANSLUCENT VINYL
	<b>RETURN / TRIM COLOR</b>	RAL 7021 BLACK-GREY
	<b>ILLUMINATION</b>	SIGNS MAY BE INTERNALLY OR DOWN-WASH ILLUMINATED (SEE DIAGRAMS 1 & 2). ILLUMINATION TO COMPLY WITH ALBEMARLE CO. CODE CH. 18, SEC. 4.15.17
<b>REV. CHANNEL LTRS.</b>	<b>LETTERS</b>	WHITE
	<b>ILLUMINATION</b>	SIGNS MAY BE INTERNALLY, HALO-LIT ILLUMINATED (SEE DIAGRAM 3). LIGHT OUTPUT SHOULD NOT EXCEED THREE THOUSAND (3,000) LUMENS PER LUMINAIRE.

**NOTE(S):** DIAGRAMS ARE SHOWN FOR REFERENCE ONLY. ACTUAL TENANT SIGNS WILL REFLECT INDIVIDUAL TENANT IDENTITY THROUGH SHAPE, FONT, ETC.

ALL SIGNS WILL REQUIRE INDIVIDUAL SIGN PERMIT APPLICATIONS.

Side Elevation

Front Elevation

Front Elevation  
w/ Illumination shown

CHANNEL LETTERS WITH WHITE ACRYLIC FACES  
INDIVIDUALLY MOUNTED OR WITH RACEWAY  
PAINT RETURNS AND TRIM RAL 7021 BLACK-GREY

**1** CHANNEL LETTERS - Internal Illumination  
Scale: Not to Scale

Side Elevation

Front Elevation

Front Elevation  
w/ Illumination shown

CHANNEL LETTERS WITH WHITE ACRYLIC FACES  
INDIVIDUALLY MOUNTED OR WITH RACEWAY  
PAINT RETURNS AND TRIM RAL 7021 BLACK-GREY

**2** CHANNEL LETTERS - Down Wash Illumination  
Scale: Not to Scale

Side Elevation

Front Elevation

Front Elevation  
w/ Illumination shown

REVERSE-CHANNEL LETTERS WITH INTERNAL, HALO-LIT ILLUMINATION  
PAINT WHITE, INDIVIDUALLY MOUNTED

**3** REVERSE-CHANNEL LETTERS - Halo-lit  
Scale: Not to Scale

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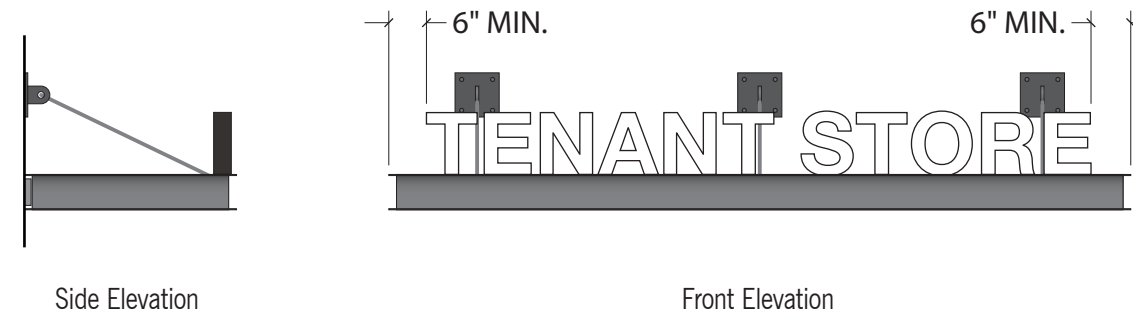
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**SIGN TYPE: AWNING SIGNS**

SIGN FEATURE	PROPOSED CRITERIA
<b>SIGN TYPE</b>	CHANNEL LETTERS NON-ILLUMINATED OR INTERNALLY ILLUMINATED INDIVIDUALLY BOTTOM-MOUNTED TO AWNING
<b>LETTER FACE COLOR</b>	WHITE TRANSLUCENT ACRYLIC; OR WHITE TRANSLUCENT ACRYLIC WITH 3M HOLLY GREEN (3630-76) TRANSLUCENT VINYL
<b>TRIM CAP COLOR / RETURN COLOR</b>	RAL 7021 BLACK-GREY
<b>LOCATIONS</b>	SIGN POSITIONS MUST COORDINATE WITH ARCHITECTURAL DETAILS OF THE BUILDING
<b>SIZE LIMITATIONS</b>	STANDARD ARB GUIDELINES REGARDING SIZE AND PROPORTIONS APPLY.
<b>GRAPHICS DETAILS</b>	NO LIMIT TO OVERALL GRAPHIC COLORS AS LONG AS INDIVIDUAL TENANT GRAPHICS TOTAL NUMBER IS LIMITED TO THREE AND ALL COLORS HAVE A COORDINATED APPEARANCE BACKGROUNDS OF GRAPHICS MAY BE REQUIRED TO BE OPAQUE TO MEET THE SIGN GUIDELINES.
<b>ILLUMINATION DETAILS</b>	SIGNS MAY BE INTERNALLY ILLUMINATED. ILLUMINATION TO COMPLY WITH ALBEMARLE CO. CODE CH. 18, SEC. 4.15.17
<b>LETTER TYPE / FONT</b>	UNLIMITED



CHANNEL LETTERS WITH WHITE ACRYLIC FACES  
 BOTTOM-MOUNTED TO AWNING

1 AWNING SIGN - Channel Letters  
 Scale: Not to Scale

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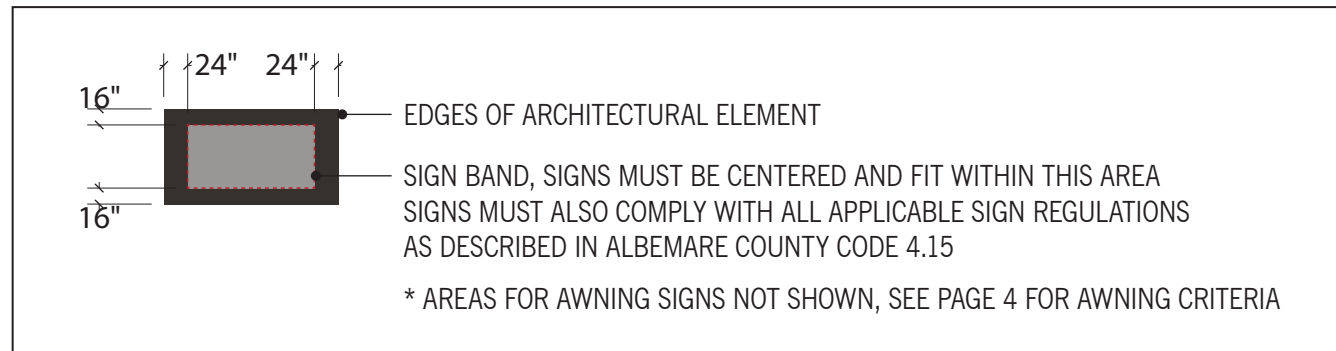
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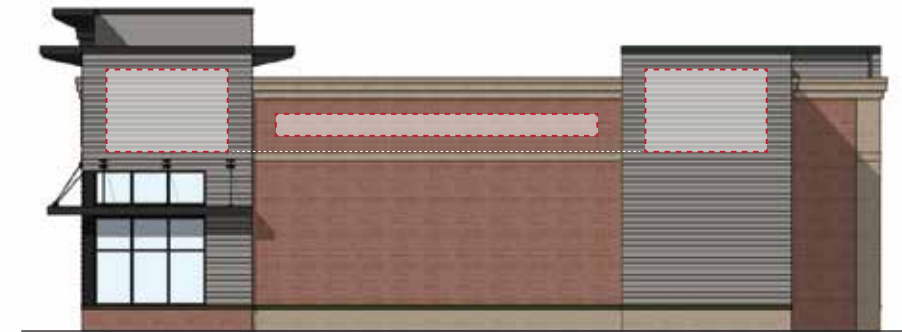
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**BUILDING A SIGN BANDS - TYPICAL INSETS UNLESS NOTED OTHERWISE**



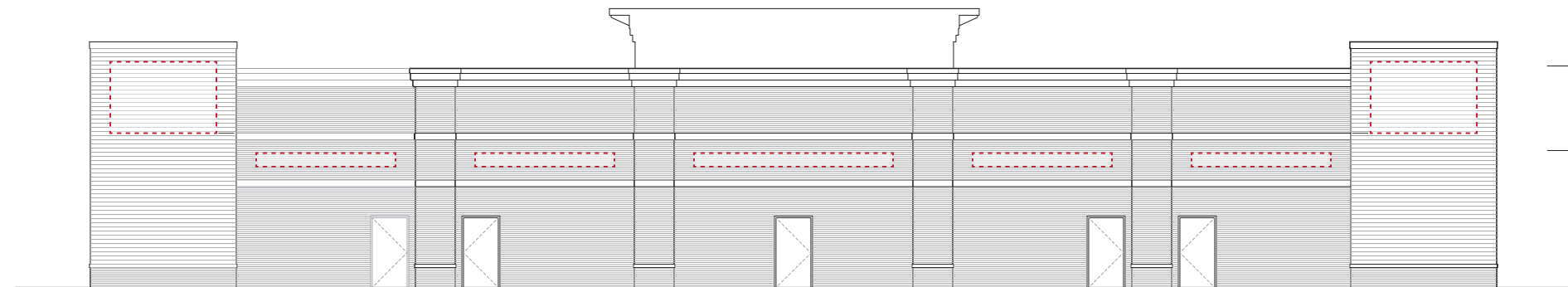
**1** BUILDING A, SIGN AREA - Front Elevation  
 Scale: 1/16" = 1'



**2** BUILDING A, SIGN AREA - Right Elevation  
 Scale: 1/16" = 1'



**3** BUILDING A, SIGN AREA - Left Elevation  
 Scale: 1/16" = 1'



**4** BUILDING A, SIGN AREA - Rear Elevation  
 Scale: 1/16" = 1'

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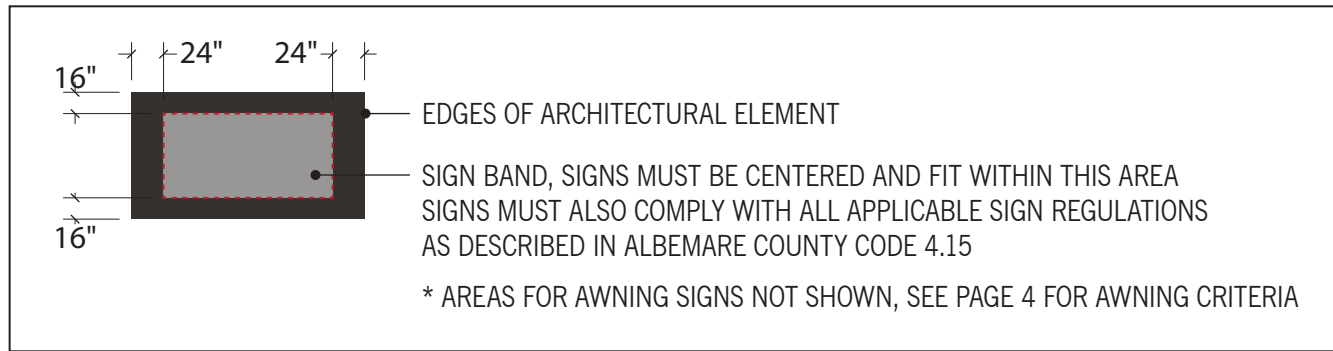
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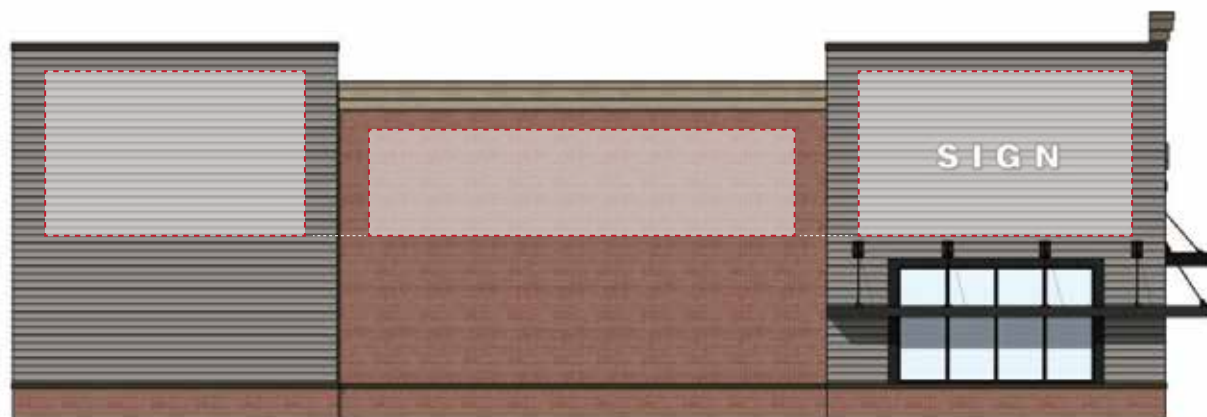
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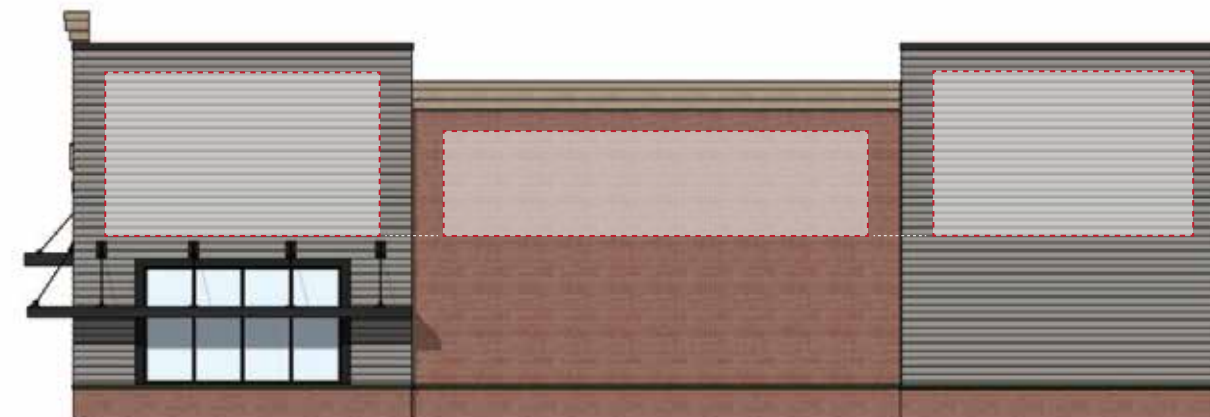
**BUILDING B SIGN BANDS - TYPICAL INSETS UNLESS NOTED OTHERWISE**



**1** BUILDING B, SIGN AREA - Front Elevation  
 Scale: 1" = 12'



**2** BUILDING B, SIGN AREA - Left Elevation  
 Scale: 1" = 12'



**3** BUILDING B, SIGN AREA - Right Elevation  
 Scale: 1" = 12'

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 [TBD]

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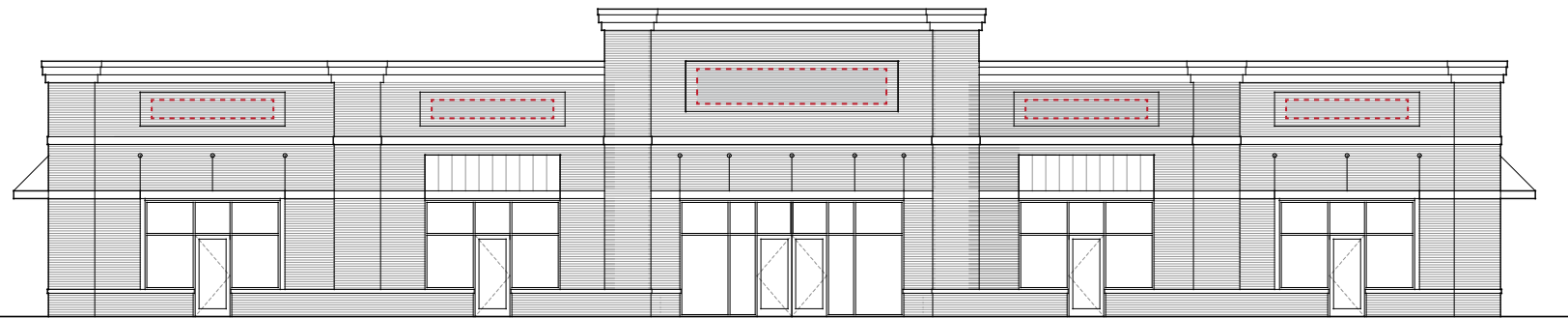
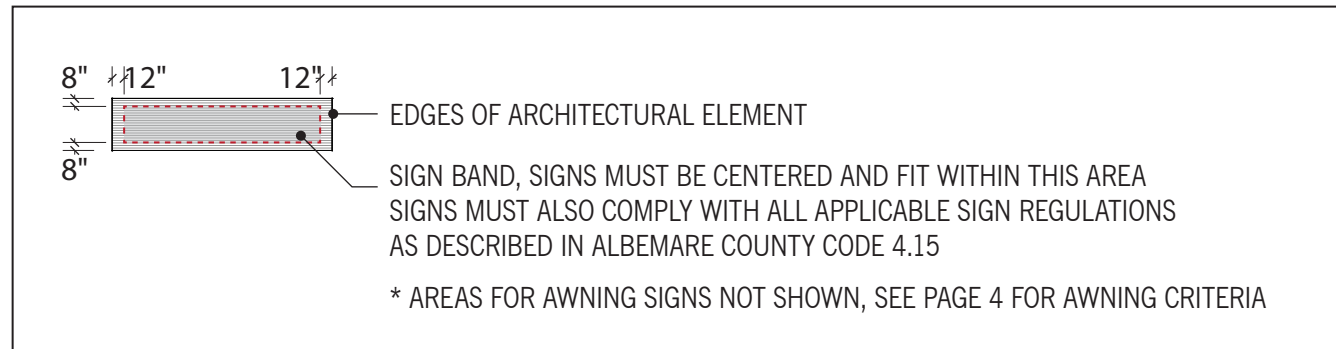
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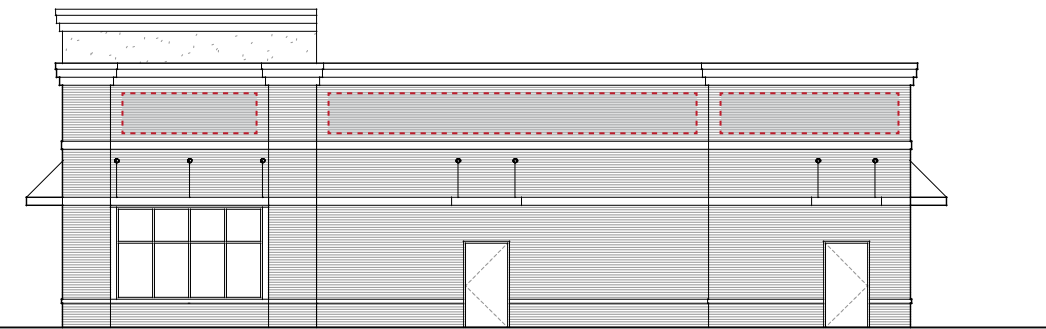
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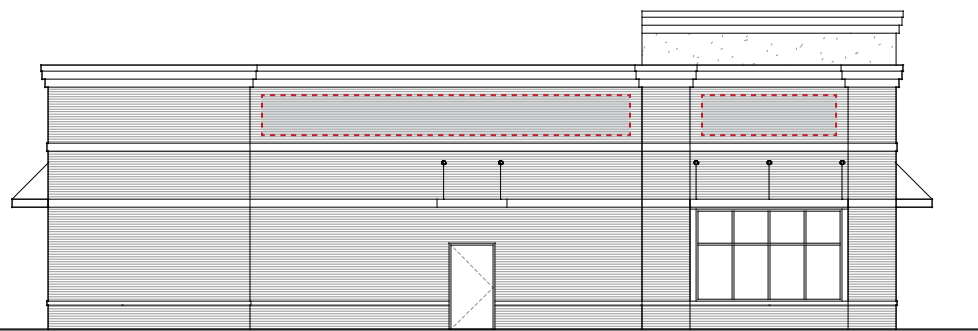
**BUILDING C SIGN BANDS - TYPICAL INSETS UNLESS NOTED OTHERWISE**



**1** BUILDING C, SIGN AREA - Front Elevation  
 Scale: 1/16" = 1'



**2** BUILDING C, SIGN AREA - Right Elevation  
 Scale: 1/16" = 1'



**3** BUILDING C, SIGN AREA - Left Elevation  
 Scale: 1/16" = 1'



**4** BUILDING C, SIGN AREA - Rear Elevation  
 Scale: 1/16" = 1'

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