



WESTFIELDS  
THE INTERNATIONAL CORPORATE CENTER AT DULLES

## Development Guidelines

---

---

SEPTEMBER 1988 – REVISED JUNE 1989/AUGUST 1990

---

---

### SIGNAGE SECTION ONLY

Westfields Business Owners Association  
The Keech Company, LC  
P.O. Box 222005  
Chantilly, VA 20153-2005

*for Parcel Delivery:*  
c/o The Keech Company, LC  
10111 Tate Ct.  
Oakton, VA 22124

---

---

---

# Signage

---

# Signage

## I. General

- A. Developed Sites at Westfields shall include the design of planned architectural signage programs. These signage systems should be a coordinated effort by the project team, including planners, architects, landscape architects, engineers and graphic designer.
- B. Westfields recommends the erection of ground mounted signs in keeping with the quality park-like setting. Building mounted signs are strongly discouraged for any intended marketing purposes and must be approved by WCCA and the ARB.
- C. Exceptions to the above would be considered by the ARB for lodging, food and retail service establishments.

## II. Administration

- A. Each Owner shall submit to the ARB for approval before fabrication at least 3 copies of detailed drawings covering the sign location, size, layout, design and color.
- B. After the ARB has approved the sign drawings, Owner shall submit the plans to the County of Fairfax Planning Department for approval. If any changes are made in the ARB approved plans by the County of Fairfax Planning Department, Owner shall re-submit revised plans to the ARB for review and approval prior to fabrication and installation.
- C. All permits and fees for signs and their installation shall be obtained and paid for by the Owner or his representative.
- D. Owner shall be responsible for the fulfillment of all requirements and specifications of this document and any appropriate County Code.

## **Prohibited Signs**

### **I. General**

- A. The following signs shall not be permitted within Westfields:
1. Signs which incorporate in any manner any flashing, moving or intermittent lighting;
  2. Signs which by color, wording, design, location, or illumination resemble or conflict with any traffic control device or with the safe and efficient flow of traffic;
  3. Signs that create a safety hazard by obstructing clear view of pedestrian and vehicular traffic;
  4. Signs projecting into the public right-of-way;
  5. Any proposed sign that would adversely affect conforming existent signage;
  6. Portable signs;
  7. Mechanical movement;
  8. Audible signs;
  9. Signs which project above a parapet or the highest point of a roof.

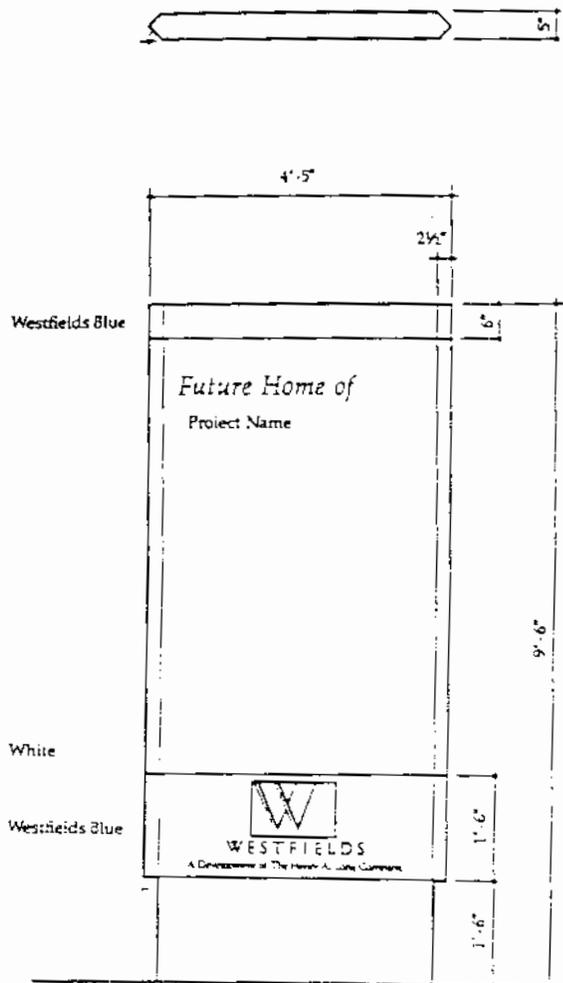
## **Temporary Signs**

### **I. General**

- A. Only two (2) of the following temporary sign types shall be displayed at one time on a lot for a given project.
- B. Individual signs advertising contractors, construction companies, financial institutions, etc. shall not be permitted. These signs will be removed at the owner's expense.

II. Project Announcement Signs

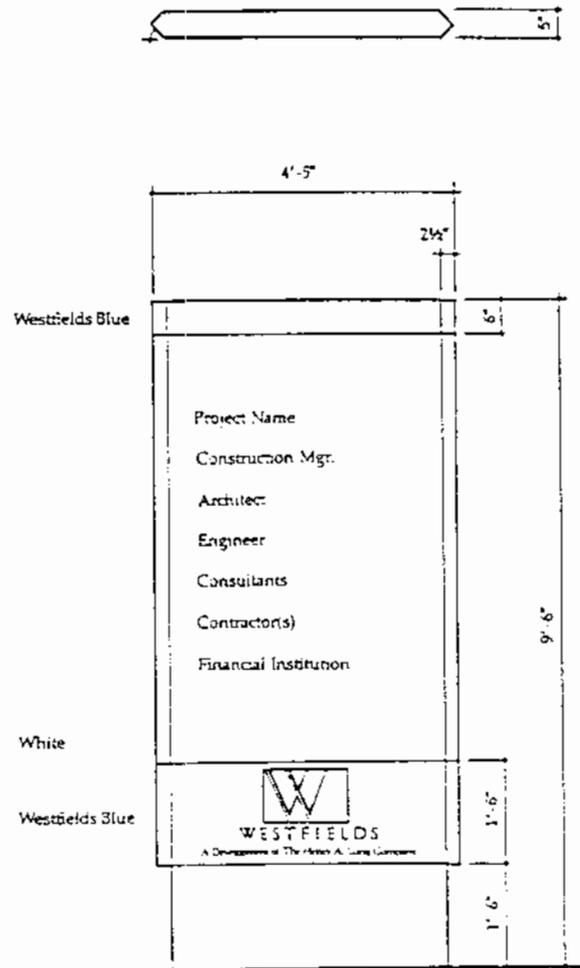
- A. Ground mounted, double-faced, non-illuminated sign.
- B. Sign panels shall be constructed of MDO plywood, shop-painted with catalyzed polyurethane finish. Letters and logos shall be color matched adhesive vinyls.
- C. Westfields Blue is PMS 303 or approved equivalent paint coating color.
- D. The lower blue area shall contain the respective developer's logo signature.
- E. Location of this sign shall be determined by WCCA.
- F. Sign layout shall be submitted to WCCA for approval.



Project Announcement Sign

### III. Construction Sign

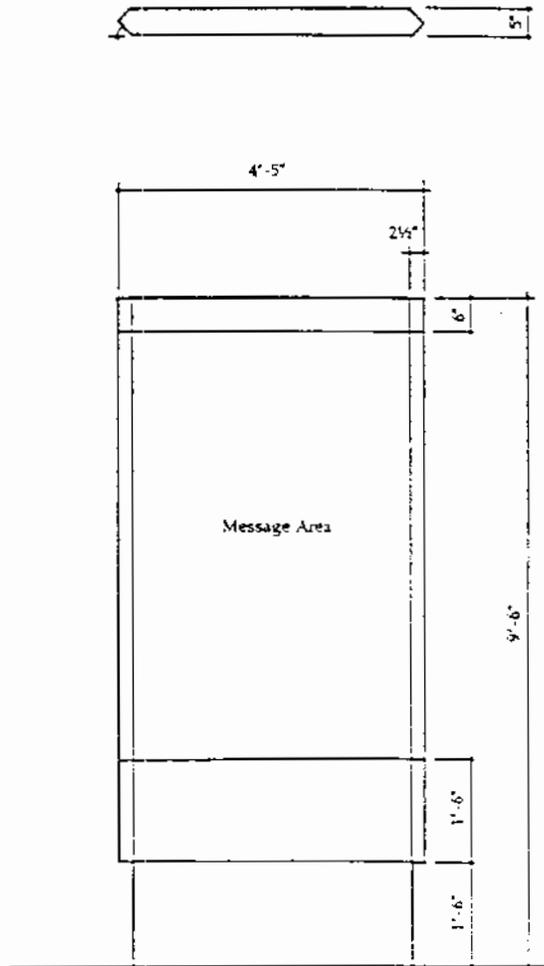
- A. Ground mounted, double-faced, non-illuminated sign.
- B. Sign panels shall be constructed of MDO plywood, shop-painted with catalyzed polyurethane finish. Letters and logos shall be color matched adhesive vinyls.
- C. Westfields Blue is PMS 303 or approved equivalent paint coating color.
- D. The lower blue area shall contain the respective developer's logo signature.
- E. Sign layout shall be submitted to WCCA for approval.



Construction Sign

IV. Leasing Announcement

- A. Ground mounted, double-faced, non-illuminated sign.
- B. Sign panels shall be constructed of MDO Plywood, shop-painted with catalyzed polyurethane finish. Letters and logos shall be color matched adhesive vinyls.
- C. Sign layout shall be submitted to WCCA for approval.



Leasing Sign

V. Construction Entrance

- A. Ground mounted, single-faced, non-illuminated sign.
- B. Sign panels shall be constructed of MDO plywood, shop-painted with catalyzed polyurethane finish. Letters and logos shall be color matched adhesive vinyls.
- C. Westfields Blue is PMS 303 or approved equivalent paint coating color.
- D. All lettering shall be Garamond Book.

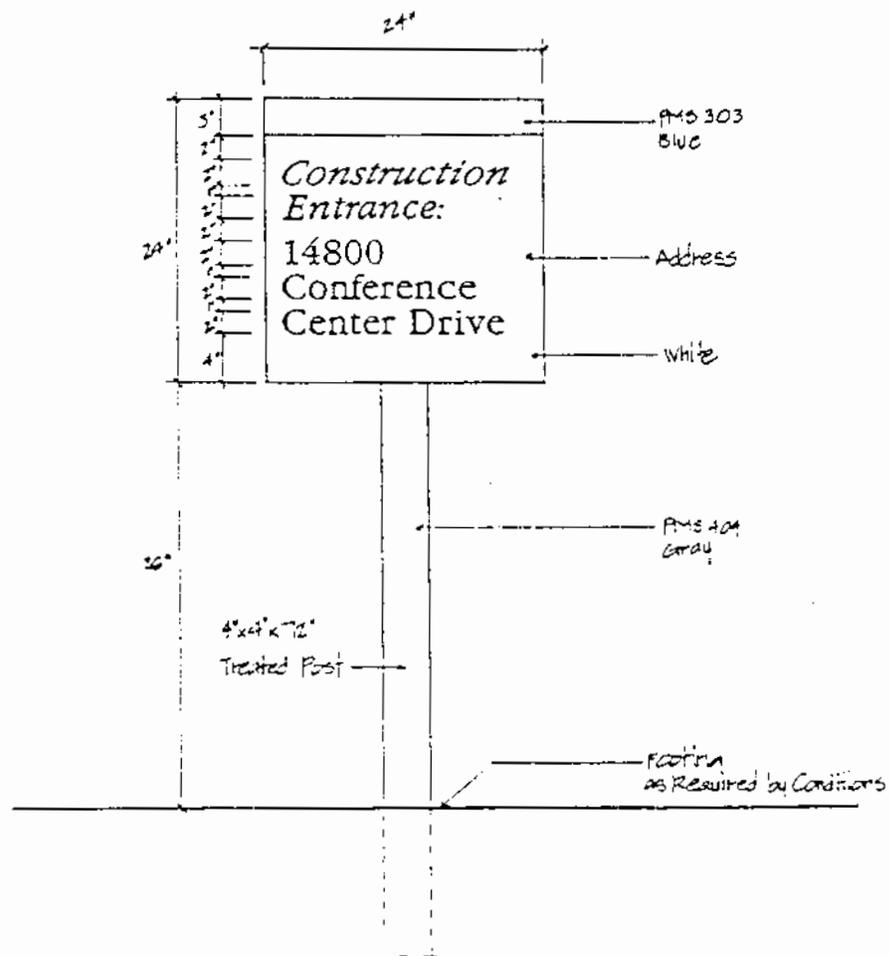


Illustration #5

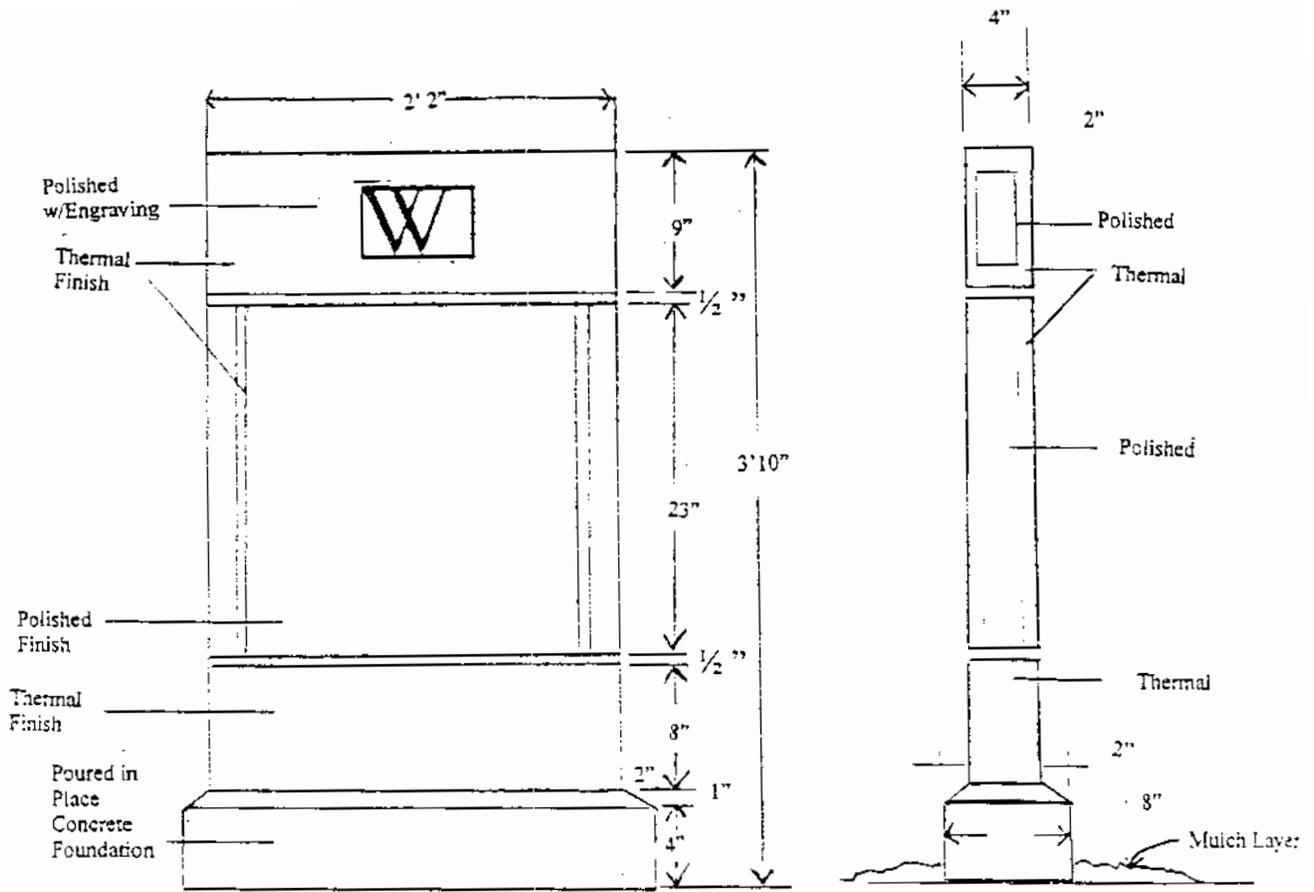
**Project/  
Building  
Signs**

I. General

- A. Building or project signs shall be the responsibility of the building Owner. Westfields encourages the design of planned architectural signage programs for all projects.
1. Project signs shall be located within 50 feet of main building entrance.
  2. Developed lots over 100 acres are exempt from the 50 foot distance guideline.
  3. The design of the project sign shall be in a proportion and appearance consistent with the building architecture.
  4. Field conditions may require site mounding to enhance the visibility of the sign. Berms shall not exceed a height of 30% of the height of the total sign structure.
  5. Planting and mulching are recommended to maintain the appearance around the base of all signs.
  6. Building mounted signs shall be fabricated from aluminum with individually mounted logos and/or letterforms. Enclosed lighted sign boxes with plastic faces are not permitted. The total area of letterforms and logo shall not exceed 50 sq. ft.

II. Sign Placement:

- A. In order to maintain a consistent quality streetscape, Owner shall, at his discretion erect and maintain a standard Westfields address pylon near the right-of-way line. The Pylon shall be made of a solid slab of Imperial Red Granite (or permitted substitution) in accordance with the design as outlined on the attached sign plan (Illustration #6). Pylon materials, design and location must be submitted to the ARB for approval.



ELEVATION  
 1/8" = 1"

ADDRESS PYLON

Date \_\_\_\_\_

WESTFIELDS

9.14.99

## **Sign Maintenance**

### I. General

- A. All signs, together with all their supports, braces and anchors, shall be properly maintained with respect to appearance, structure and electrical features. The display surface of all signs shall be neatly maintained at all times. All signs shall be subject to maintenance provisions as follows:
1. Signage shall be removed from any location where business goods are no longer sold or produced or where services are no longer provided. This shall be done at the expense of the Owner of said property.
  2. All signs shall be refinished to remove rust or other corrosion due to the elements and any cracked or broken faces and malfunctioning lamps shall be replaced.
  3. No exposed conduit, tubing or raceways will be permitted.
  4. All cabinets, conductors, transformers and other equipment shall be concealed.
  5. All exterior letters exposed to the elements shall be mounted at least 3/4" from the mounting surface to permit proper dirt and water drainage. Any bolts, fastenings and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass or bronze or other non-corrosive materials and no black iron materials of any type will be permitted.
  6. All exterior building structure penetrations required for sign installation shall be neatly sealed in a weathertight condition.
  7. Sign contractor shall repair any damage to the existing premises caused by installation of sign.
  8. Owner shall be fully responsible for the operations of the sign contractors.

**Symbols**

## I. General

All signs employing symbols, other than corporate logo marks, shall use approved Department of Transportation pictograms.

**Project Names**

## I. General

The proposed names to be used in connection with any development on the Property must be submitted to WCCA for review. Written approval by WCCA must be obtained prior to any public use or display of such proposed name.