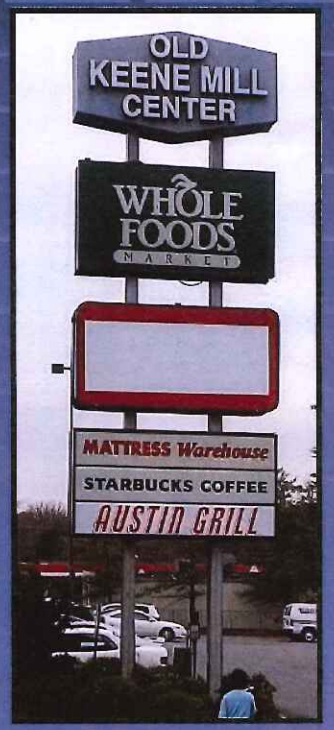
Old Keene Mill Shopping Center Pylon Signs

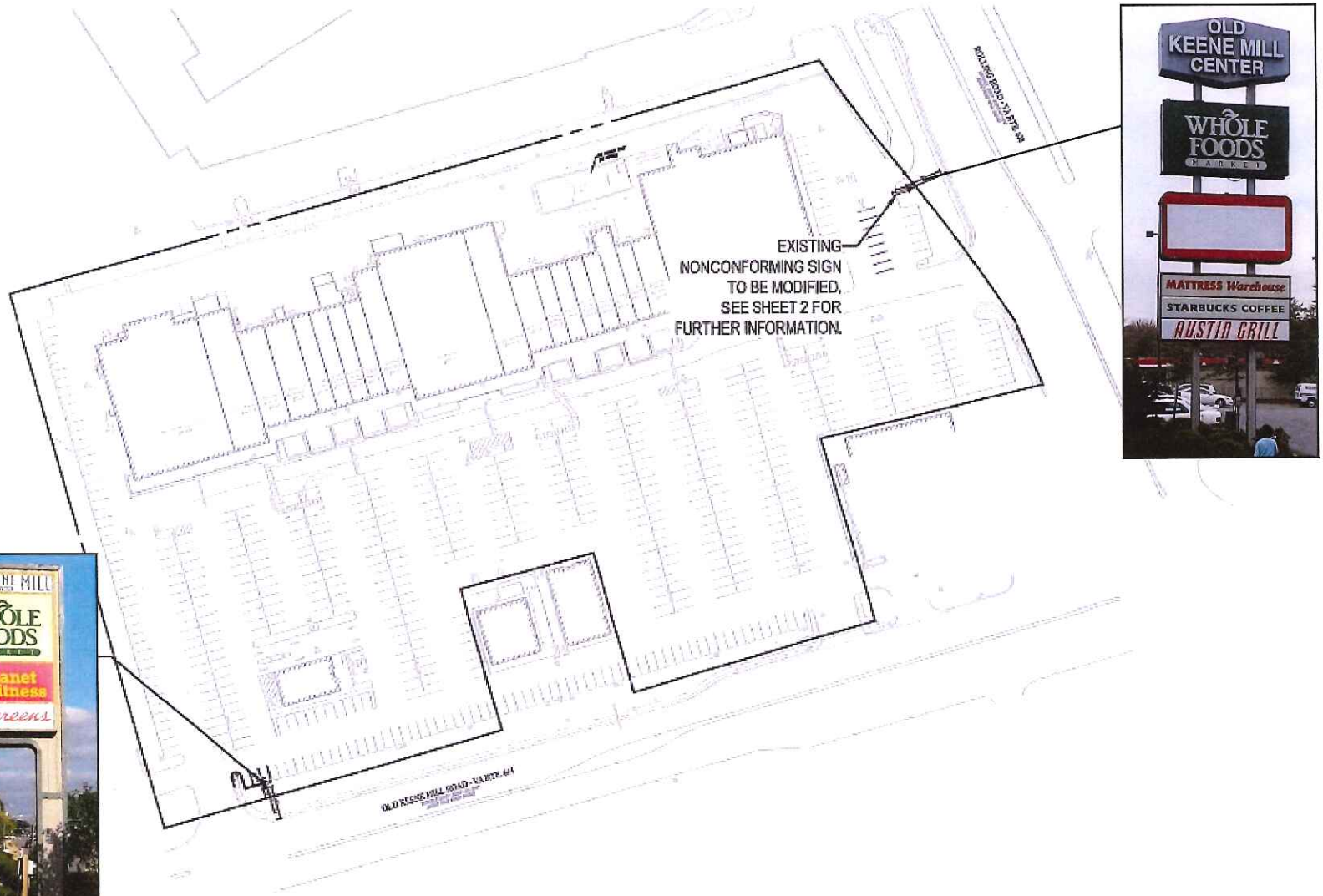
Federal Realty Investment Trust

Springfield Land Use Committee

May 6, 2019



Aerial Overview



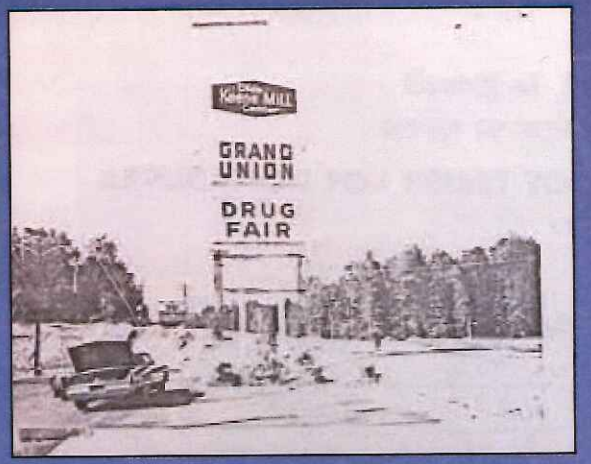
OVERALL PLAN

Rolling Road Sign

Today

- Currently stands at 39' 9 ½" tall
- First installed at the site in 1968
- Total "signage" 327.5 sf

1968

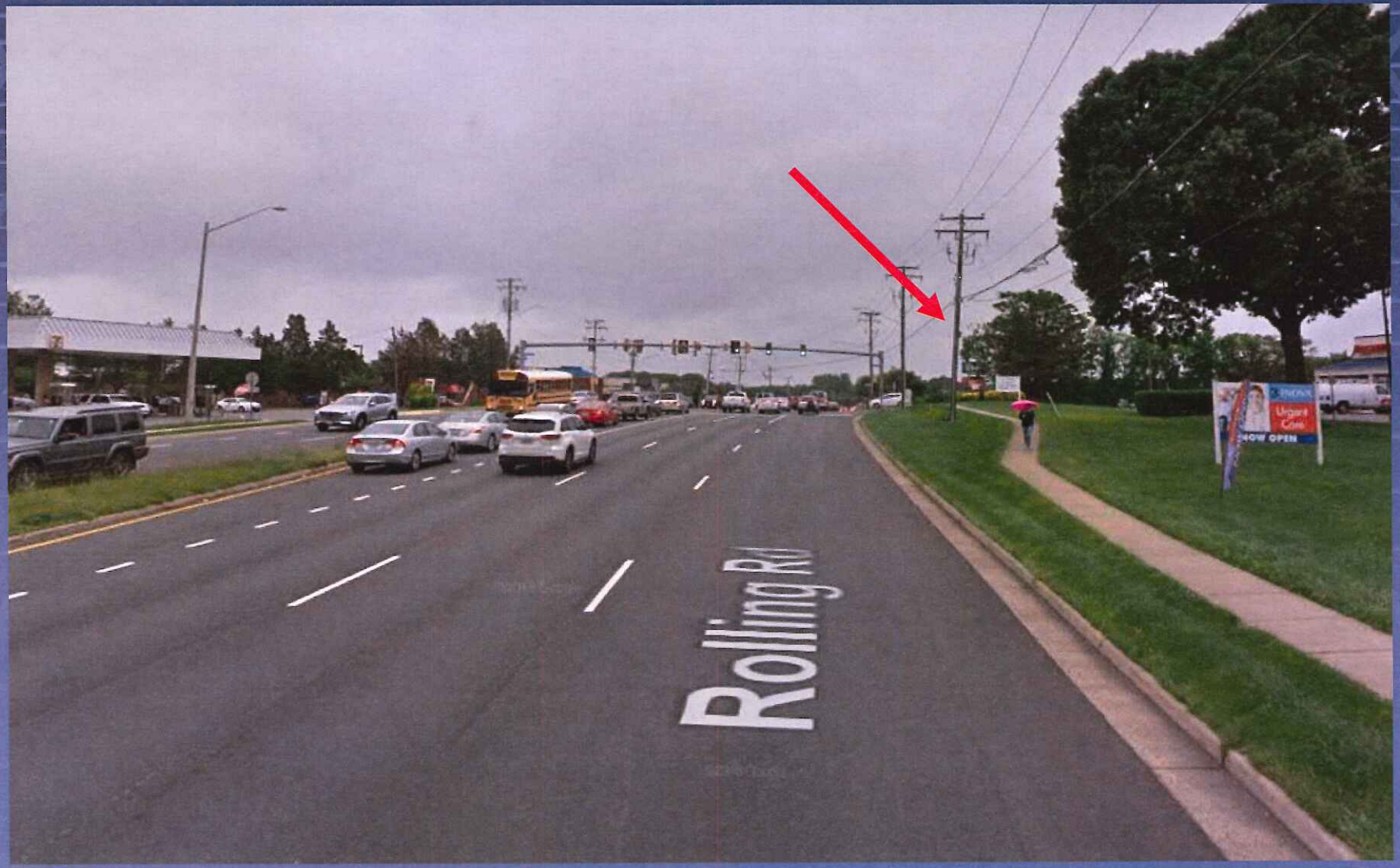


View from Rolling Rd / Old Keene Mill Intersection

View from Old Keene Mill Road

View from Old Keene Mill Road

View from North



View from North

Proposed Sign Remodel

Sign Changes

Area in Red

282.5 sf (1 face)

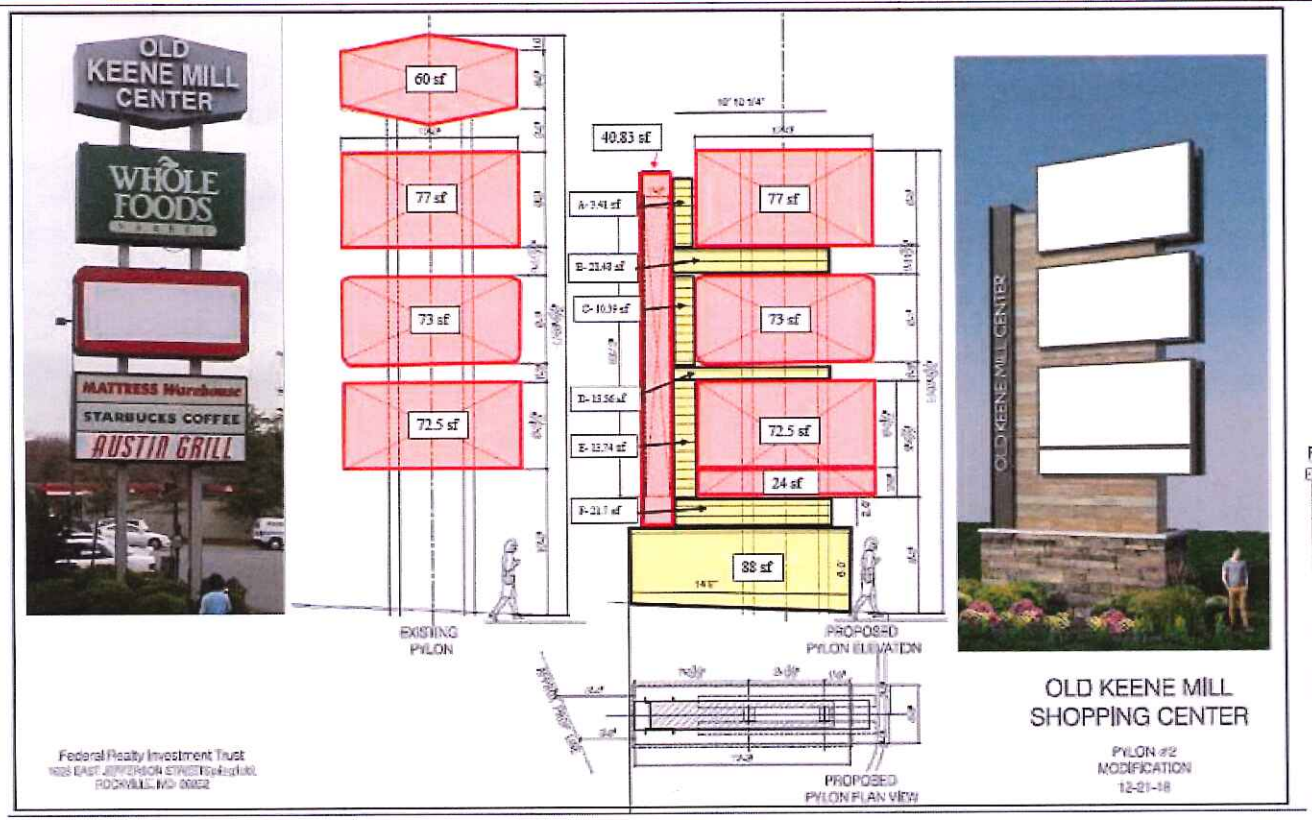
Existing – Double-Sided Sign

Panel 1 – 4' x 12' = 48
3 sf x 4 = 12
60 sf
Panel 2 – 6'5" x 12 = 77 sf
Panel 3 – 6'1" x 12 = 73 sf
Panel 4 – 6'1/2" x 12 = 72.5 sf

282.5 sf (1 face)

Panel 1 – 4' x 2' = 8 sf (side)
Panel 2 – 6'5" x 2 = 13 sf (side)
Panel 3 – 6'1" x 2 = 12 sf (side)
Panel 4 – 6'1/2" x 2 = 12 sf (side)
45 sf

Total: 282.5 + 45 = 327.5 sf



Area in Red

287.33 (1 face)

Proposed – Double-Sided Sign

Panel 1	Removed
Panel 2	77
Panel 3	73
Panel 4	72.5
Panel 1B	24
Panel 1A	40.83
Area A	3.41
Area B	21.48
Area C	10.39
Area D	13.56
Area E	13.74
Area F	21.7
Base	88
Total	459.61 sf
Side Interval	63.54
Total:	523.15

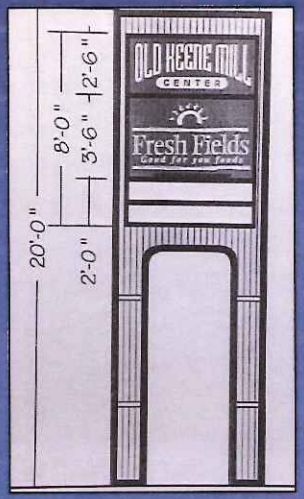
Old Keene Mill Road Sign

Today

- Currently stands at 20’
- First installed in 1968
- Total Signage 63’

1968

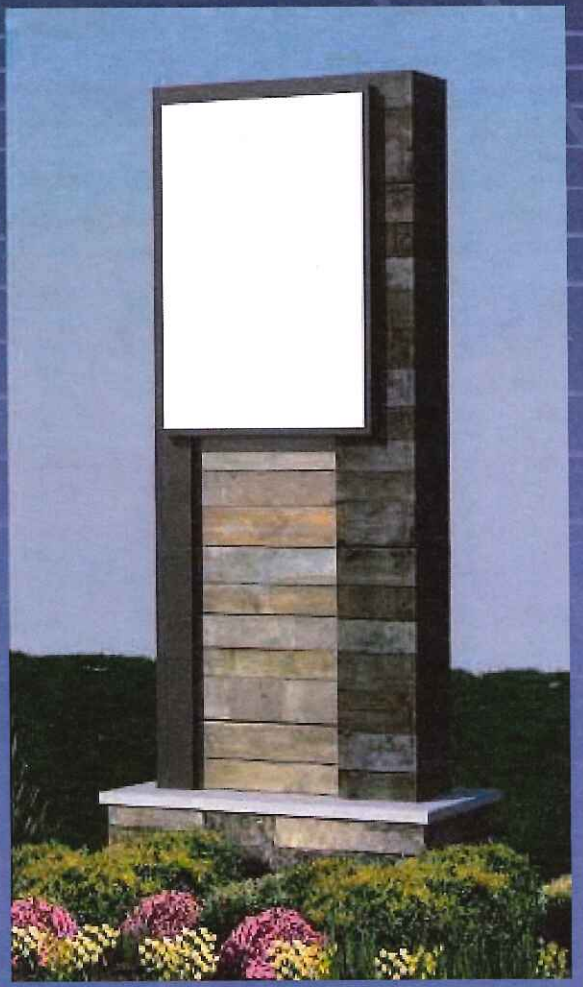
1995



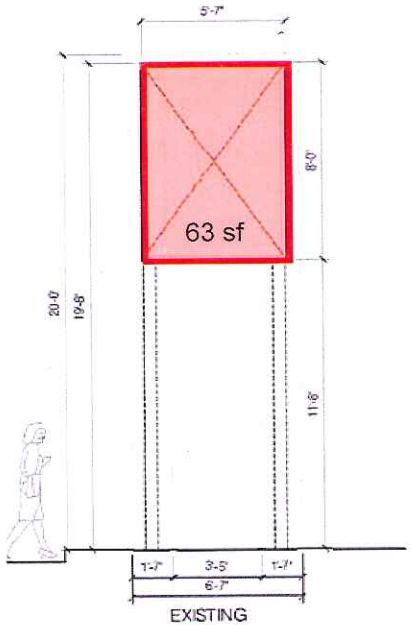
View looking into Center

View from Old Keene Mill Looking West

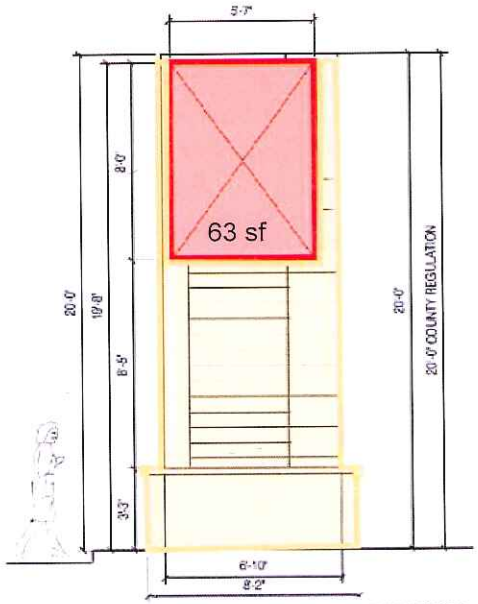
Proposed Sign Remodel



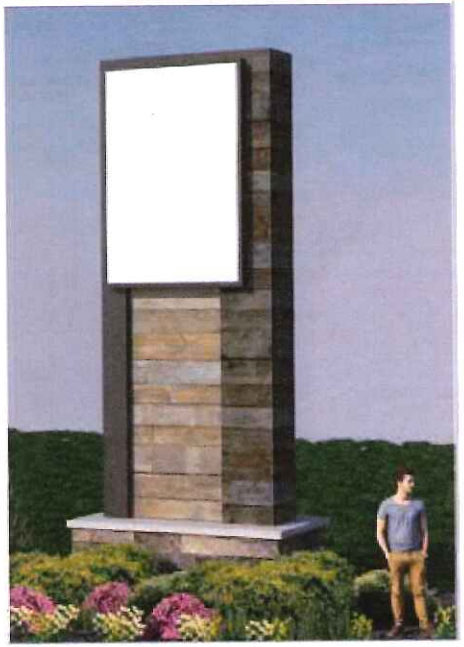
Sign Changes



EXISTING
PYLON

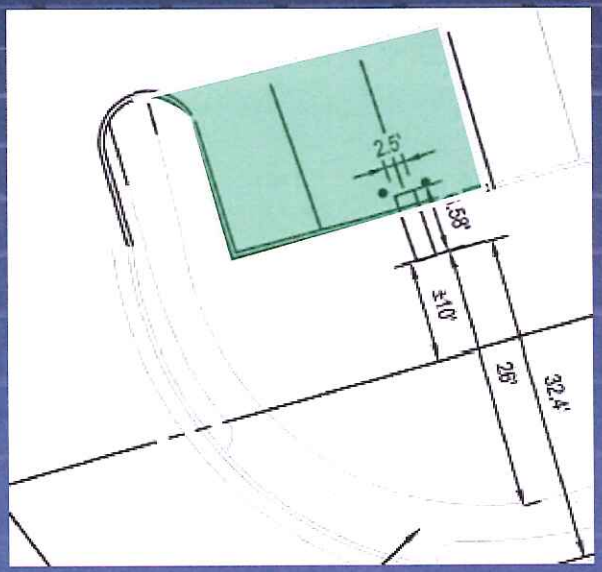


PROPOSED
PYLON ELEVATION



Existing – Double-Sided Sign	Proposed – Double-Sided Sign
8'0" x 5'7" = 44 8'0" x 2'5" = 19 63 sf	6'10" x 16'5" = 112 (top of base upward) 2'00" x 16'5" = 32 (side interval) 144 sf
	Base
	8'2" x 3'3" = 26 + 144 sf = 170 sf

Added Green Space



Sign Comparison Chart

Sign	Permitted SF	Existing Signage SF	Proposed Overall SF	Difference	Proposed Sign Face SF Only	Difference in Sign Face SF Only
Pylon #1 Old Keene Mill Road	80	63	170	+107 sf	63	-0-
Pylon #2 Rolling Road	80	327.5	523.15	+195.65	287.33	+4.83 sf

Benefits

- Quality Architecture and Design
- Improved look to shopping center & overall area
- Tallest sign will be reduced in height
- Added open space at Old Keene Mill Road Sign
- Will contribute to success of shopping center

Questions?