

Comprehensive Sign Plan – Phase 2



LANSDOWNE TOWN CENTER



November 23, 2009
(ZMOD 2008-0009)

ARCHITECTS | DESIGNERS
Brown | Craig | Turner



Table of Contents

| | |
|--|----|
| Statement of Justification | 1 |
| Comprehensive Sign Application Matrix..... | 2 |
| Vicinity Map & Project Site Plan..... | 3 |
| Sign Location Plan..... | 4 |
| Logo..... | 5 |
| Typography..... | 6 |
| Color Palette..... | 7 |
| Project Entry Monument: Type P1..... | 8 |
| Business Location Sign: Type P2..... | 11 |
| Light Pole Banners: Type P5.1..... | 12 |
| Above Ground Floor Tenant Signs: Type UP2.2..... | 13 |
| In-line Ground Floor Signs: Type UP5..... | 15 |
| Housekeeping Signs - Small: Type HP1..... | 18 |
| Housekeeping Signs - Large: Type HT2..... | 19 |
| Marketing Signs - Commercial: Type M1..... | 20 |
| Tenant Signage Design Criteria..... | 21 |

Statement of Justification



The Lansdowne Conservancy presented an overall Comprehensive Signage Plan in May, 2003. The signage plan is broad in scope and covers typical regional signage that was anticipated at the time for large developments in a very corporate environment. The Lansdowne Town Center is a mixed-use retail and office development that embraces a Main Street typology, which was not addressed in the existing CSP. The types and variety of signage that make a typical American Main Street vital to its success need to be included in this new CSP.

Main Street signage includes types of signs that are not addressed by Section 5-1204(D) of the Revised 1993 Loudoun County Zoning Ordinance . Window graphics, blade signs, awning graphics, and the like are important elements in expressing the diversity and identity of a Main Street development. These types and others are represented in this Amendment proposal to ensure an enforceable guideline for all tenants.

LANSDOWNE TOWN CENTER
**Comparison of
Existing & Proposed
Regulations**

Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

| SIGN TYPE | REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE | | PROPOSED LANSLOWNE TOWN CENTER REGULATIONS |
|---|--|--|---|
| <p>Entrance Signs** (ground mounted, freestanding, retail center identification signs)</p> <p>**Sign Type P1</p> <p>Section 5-1204(D)(3)(c)</p> | <ul style="list-style-type: none"> – 60 SF total aggregate sign area – 1 sign per vehicular entrance (not to exceed 3 signs) – 30 SF maximum area of any one sign (20 FT x 1.5 bonus multiplier) – 45 SF maximum background structure area (30 SF x 1.5 bonus multiplier) – 8 FT maximum sign height (15 FT if bonus multipliers are not used) – Backlight or white light illumination – 10 FT minimum setback from R.O.W. <p>Section 5- 1204(D)(3)(c)</p> | | <ul style="list-style-type: none"> – N/A – 1 sign per vehicular entrance – 113 SF total sign area per sign (includes background structure area) – Maximum background structure area included in total sign area (see above) – 12 FT maximum sign height – External ground mounted white light illumination with shielded lenses – 5 FT minimum setback from R.O.W. <p>(Project Entry Monument - Type P1)</p> |
| <p>Business Location Signs** (ground mounted, freestanding)</p> <p>**Sign Type P2</p> <p>Section 5 -1204(D)(7)(h)</p> | <ul style="list-style-type: none"> – Signs shall be located only where there is a change in direction and shall contain no advertising – 4 SF maximum area any one sign (freestanding) – 3' maximum sign height – Backlight or white light illumination – 5 FT minimum setback from R.O.W. <p>Section 5-1204(D)(7)(h)</p> | | <ul style="list-style-type: none"> – 1 sign maximum – Maximum 45 SF per sign (freestanding) – Maximum background structure area included in total sign area – 8'-5 ½" maximum sign height – Non-illuminated – 5 FT minimum setback from R.O.W. <p>(Business Location Sign - Type P2)</p> |

Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

| SIGN TYPE | REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE | | PROPOSED LANSLOWNE TOWN CENTER REGULATIONS |
|--|---|--|--|
| Above Ground Floor Tenant Signs** (building mounted) | – 60 SF total aggregate sign area (2 SF/ linear foot of building frontage) | | – N/A |
| | – 1 sign per facade, not to exceed 3 signs | | – 4 signs maximum total per front elevation, 4 signs maximum total per rear elevation, and 1 sign maximum on each side elevation (total of 10 signs maximum) |
| | – 60 SF maximum area any one sign | | – 40 SF total sign area per sign |
| | – Backlight or white light illumination | | – Illuminated individual channel letters or Non-illuminated individual letters |
| **Sign Types UP2.2 | | | – All illumination is to be backlight or white light illumination |
| Section 5-1204(D)(3)(d) | Section 5-1204(D)(3)(d) | | (Above Ground Floor Tenant Signs: Type UP2.2) |

| SIGN TYPE | REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE | | PROPOSED LANSDOWNNE TOWN CENTER REGULATIONS |
|---|--|--|--|
| In-line Ground Floor Signs** (including restaurants) | <ul style="list-style-type: none"> – 60 SF total aggregate sign area (2 SF/ linear foot of building frontage) | | <ul style="list-style-type: none"> – 75 SF total aggregate non-awning sign area per facade per tenant, plus up to an additional 50 SF per awning for the area of graphics/names/logos used on awning, as described in (c) below. |
| | <ul style="list-style-type: none"> – 1 sign per facade, not to exceed 3 signs | | <ul style="list-style-type: none"> – Number of signs per tenant will vary, but will not exceed more than 3 per facade in any combination of the following sign types: <ul style="list-style-type: none"> a) 1 primary building mounted sign per facade (except for bldg rear) b) Storefront graphics applied to glass c) Awning signs (includes whole awning/canopy) <ul style="list-style-type: none"> - Graphics, names and logos not to exceed 10% of the awning area to which it is applied. 500 SF maximum area for each awning d) Under canopy or flagmount (blade) sign e) 1 secondary building sign per rear facade not to exceed 85% of tenant linear demising width |
| | <ul style="list-style-type: none"> – 60 SF maximum area any one sign | | <ul style="list-style-type: none"> – 60 SF maximum area any one sign (except awnings) |
| | <ul style="list-style-type: none"> – Backlight or white light illumination | | <ul style="list-style-type: none"> – Illuminated individual channel letters or Non-illuminated individual letters |
| ** Sign Type UP5 | | | <ul style="list-style-type: none"> – All illumination is to be backlight or white light illumination |
| Section 5-1204(D)(3)(d) Section 5-1204(D)(3)(dd) | Section 5-1204(D)(3)(d) Section 5-1204(D)(3)(dd) | | (In-line Ground Floor Signs - Type UP5) |

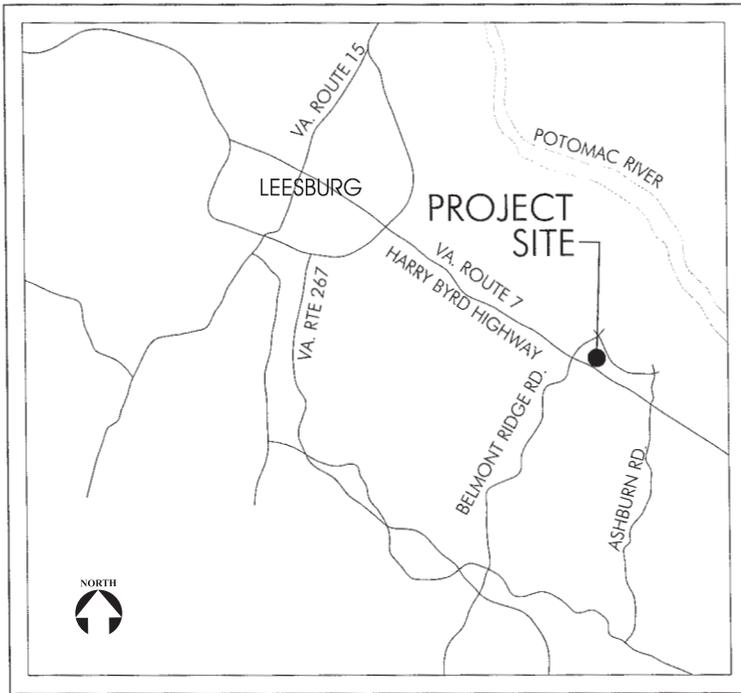
Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

| SIGN TYPE | REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE | | PROPOSED LANSDOWNE TOWN CENTER REGULATIONS |
|---|---|--|--|
| Housekeeping Signs - Small** ** Sign Type HP1 Section 5-1204(D)(7)(e) | – 1 sign per use identifying restrooms, loading areas, etc. | | – 6 signs maximum |
| | – 2 SF per sign, 5 feet in height | | – 3 SF total area per sign, Maximum 5 feet in height, Graphics on one side only |
| | Backlight or White Light illumination | | – Post mounted, non-illuminated signs |
| | Section 5-1204(D)(7)(e) | | (Housekeeping Signs - Small: Type HP1) |
| Housekeeping Signs - Large ** ** Sign Type HT2 Section 5-1204(D)(7)(e) | — 1 sign per use identifying restrooms, loading areas, etc. | | – 4 signs maximum. To be removed upon completion of construction |
| | – 2 SF per sign, 5 feet in height | | – 12 SF total area per sign, Maximum 6 feet in height, Graphics on one side only |
| | Backlight or White Light illumination | | – Freestanding, non-illuminated signs |
| | Section 5-1204(D)(7)(e) | | (Housekeeping Signs - Large: Type HT2) |

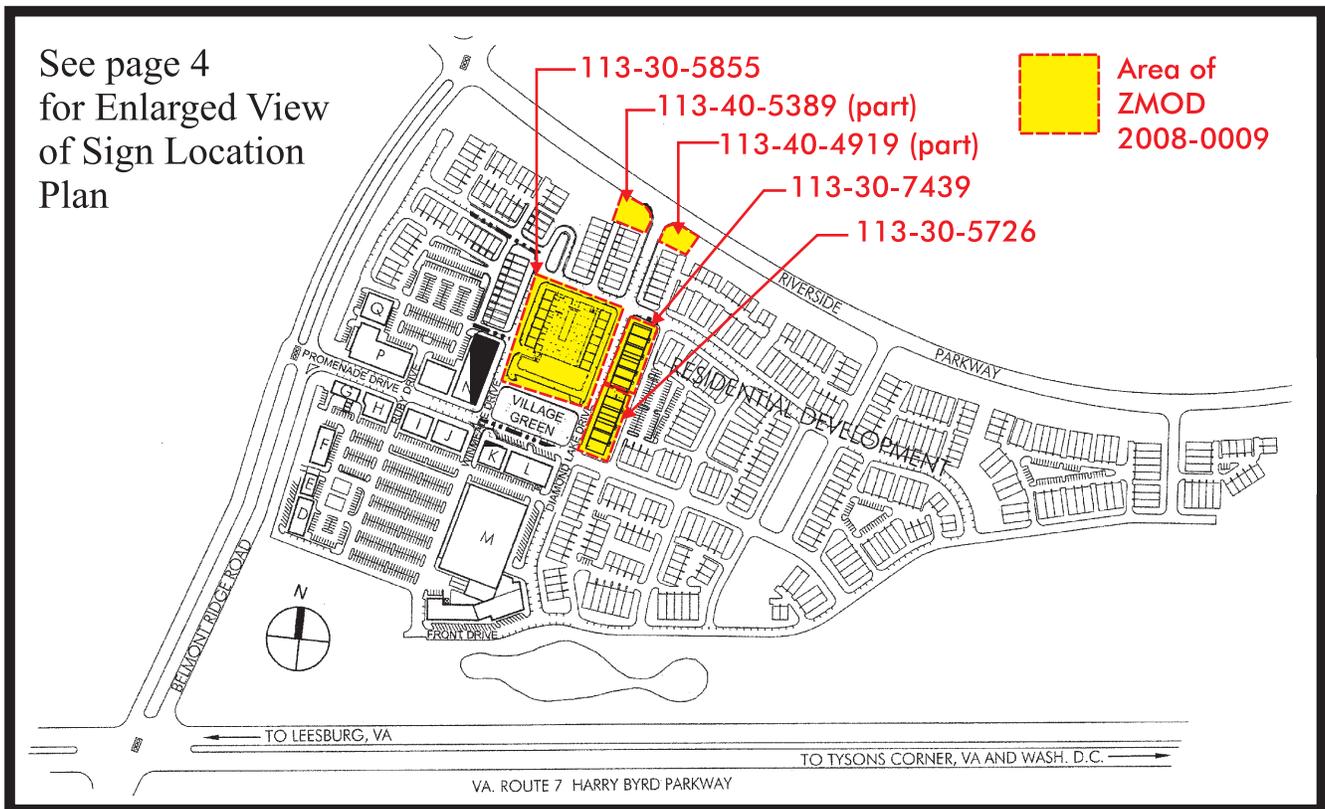
Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

| SIGN TYPE | REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE | | PROPOSED LANSDOWNE TOWN CENTER REGULATIONS |
|---|--|--|--|
| Marketing Signs - Commercial** ** Sign Type M1 Section 5-1204(D)(6)(c) | – 1 sign (upon any lot less than 10 acres); 2 signs upon any lot in excess of ten (10) acres | | – 5 signs maximum – No more than 2 signs per building |
| | – 20 SF total sign area | | – 18 SF total area per sign |
| | – Maximum 6'-0" in height | | – Maximum 7'-6" in height |
| | – 5 FT minimum setback from R.O.W. | | |
| | – Freestanding, non-illuminated | | – Freestanding, non-illuminated signs |
| | Section 5-1204(D)(6)(c) | | (Marketing Signs - Commercial: Type M1) |

Vicinity Map & Project Site Plan

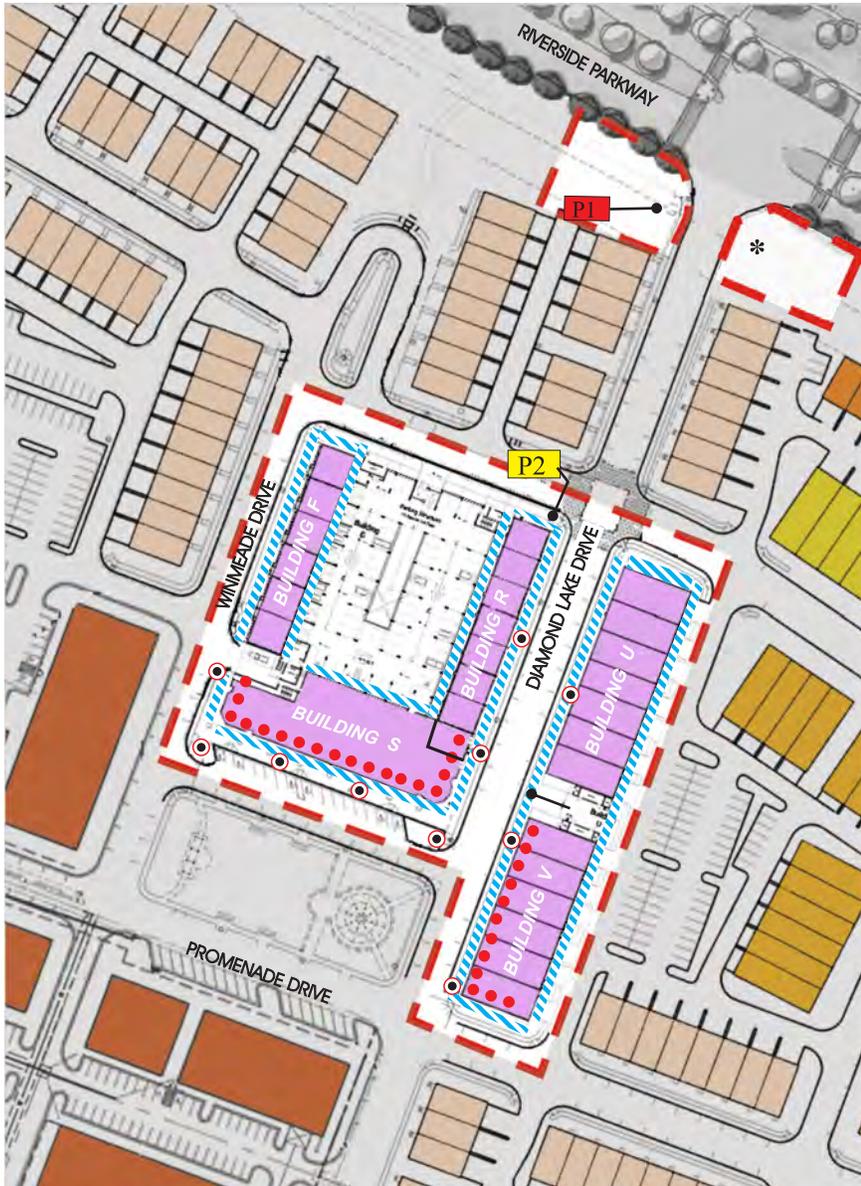
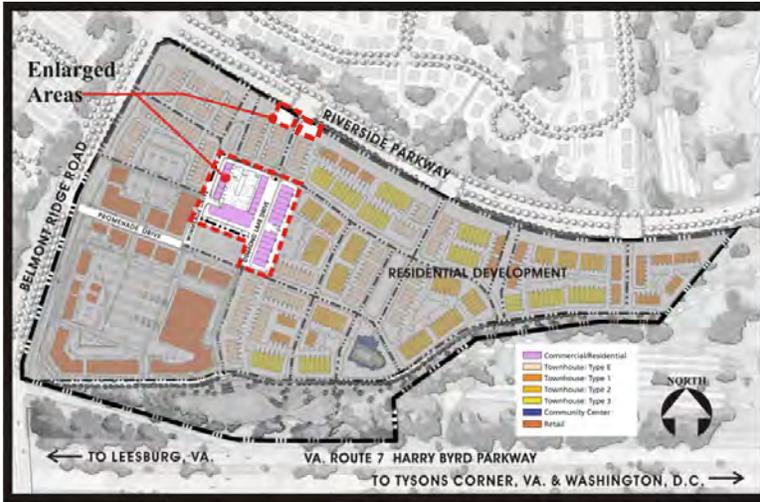


Vicinity Map



Project Site Plan

Sign Location Plan



(Note: Plans are not shown to scale)

Signage Type Legend

P1 Project Entry Monument

P2 Business Location Sign

P5.1  Light Pole Banners

UP2.2  Office Tenant Signs
(bldg. mounted)

UP5  Bldg Signs: In-line Stores

Sign Types HP1, HT2 and M1
are permitted at various locations.

* Alternative P1 Location

NOTE: The final location of signs shall
substantially conform to the sign plan.

ZMOD 2008-0009



LANSDOWNE TOWN CENTER

A logo has been developed to provide an identity for the Lansdowne Town Center property; this logo will be used throughout the project in various forms and sizes with or without the "Lansdowne Town Center" text, as an element of the sign program.

All uses of the logo throughout the property shall be consistent in proportion, colors and typeface.

Times New Roman
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789(!@#\$%^&*+=-)

Times New Roman Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789(!@#\$%^&*+=-)

Fujiyama
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789(!@#\$%^&*+=-)

Fujiyama 2
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789(!@#\$%^&*+=-)

Standard typography will be used for Site Permanent and Temporary Project Identification signs within Lansdowne Town Center, except for Tenant Identification storefront and building mounted signs and Regulatory signs (i.e. stop signs, parking restriction signs, fire lane signs, etc.) .

The initial standard typography will consist of Times New Roman, Times New Roman Bold,

Fujiyama and Fujiyama 2. This standard typography may be modified due to changes in market conditions and prevailing styles; should the standard typography be modified, all signs will be changed to reflect the new typography in order to ensure the consistency throughout Lansdowne Town Center.

- M1  "RED":
 Matthews #7A-1A
 "Burgundy Dash"
- M2  "POLISHED BRASS":
 Matthews #MP20509
 "Gold Metallic"
- M3  "BLACK":
 Matthews #78A-1A
 "Jet Black"
- M4  "WHITE"

Most Site Permanent and Temporary Signs shall use the above shown colors in their design, except as otherwise noted. These color palettes may be modified due to changes in market conditions and prevailing styles, provided that the color palette of up to four compatible colors is consistently used among all signs using the standard typography.

These four colors will be used for the signs, and accent features on the sign structures.

Other materials such as brick, precast concrete and glass may also be used for support structures; these may be used in their natural finish.

Specific materials for each sign type are specified with each sign type description.

Project Entry Monument: Type P1

PROPOSED REGULATIONS:
Ground Mounted Retail Center Entry Sign

- 113 SF maximum area per sign (includes background structure area)
- 1 sign per vehicular entrance
- 12 FT maximum sign height
- 5 FT minimum setback from R.O.W.
- Externally illuminated with ground mounted lights with shielded lenses
- Quantity of 1 sign maximum

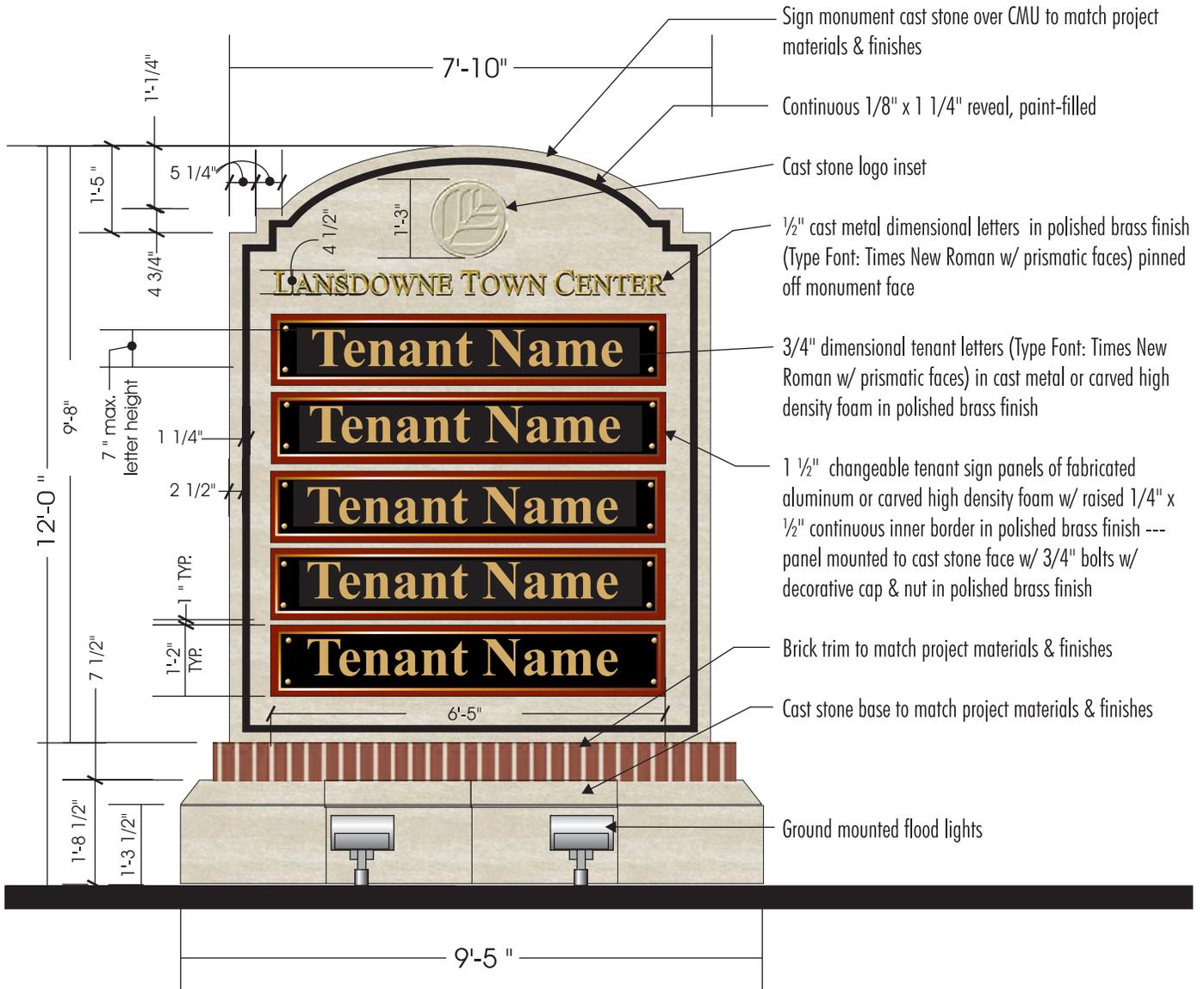


The Project Entry Monument will incorporate the name and logo of the project as well as changeable panels identifying tenants within the project. The tenant panels shall not exceed five in number. The monument shall use the standard typography. The monument shall be two-sided and externally illuminated with ground mounted lights with shielded lenses to prevent light trespass onto adjoining properties, roadways and the night sky.

Materials for this sign shall be selected from this list:

- Metal
- High density foam
- Cast stone
- Brick or other masonry materials

Project Entry Monument: Type P1



FRONT ELEVATION

SCALE: 3/8" = 1'-0"

Note: This sign shall not reflect or cast glare, directly or indirectly, on public roads or adjacent properties. There shall be no glare on roadways as a result of this illumination.