

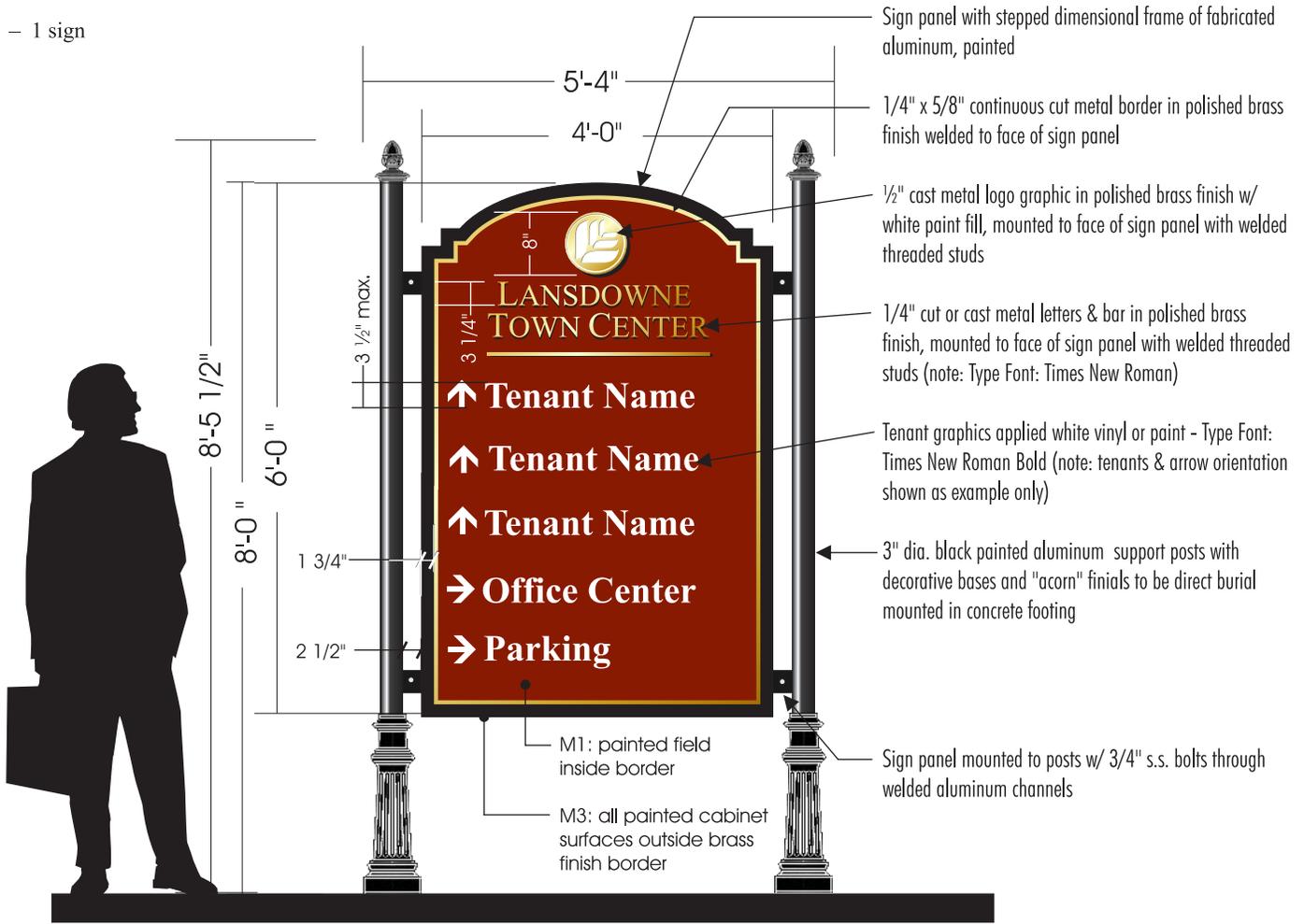
SIDE ELEVATION
SCALE: 3/8" = 1'-0"

Business Location Sign: Type P2

PROPOSED REGULATIONS:

Ground Mounted Business Location Sign

- 45 SF total sign area (includes background structure area)
- 8'-5 1/2" FT maximum sign height
- 5 FT minimum setback from R.O.W.
- Non-illuminated
- 1 sign



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

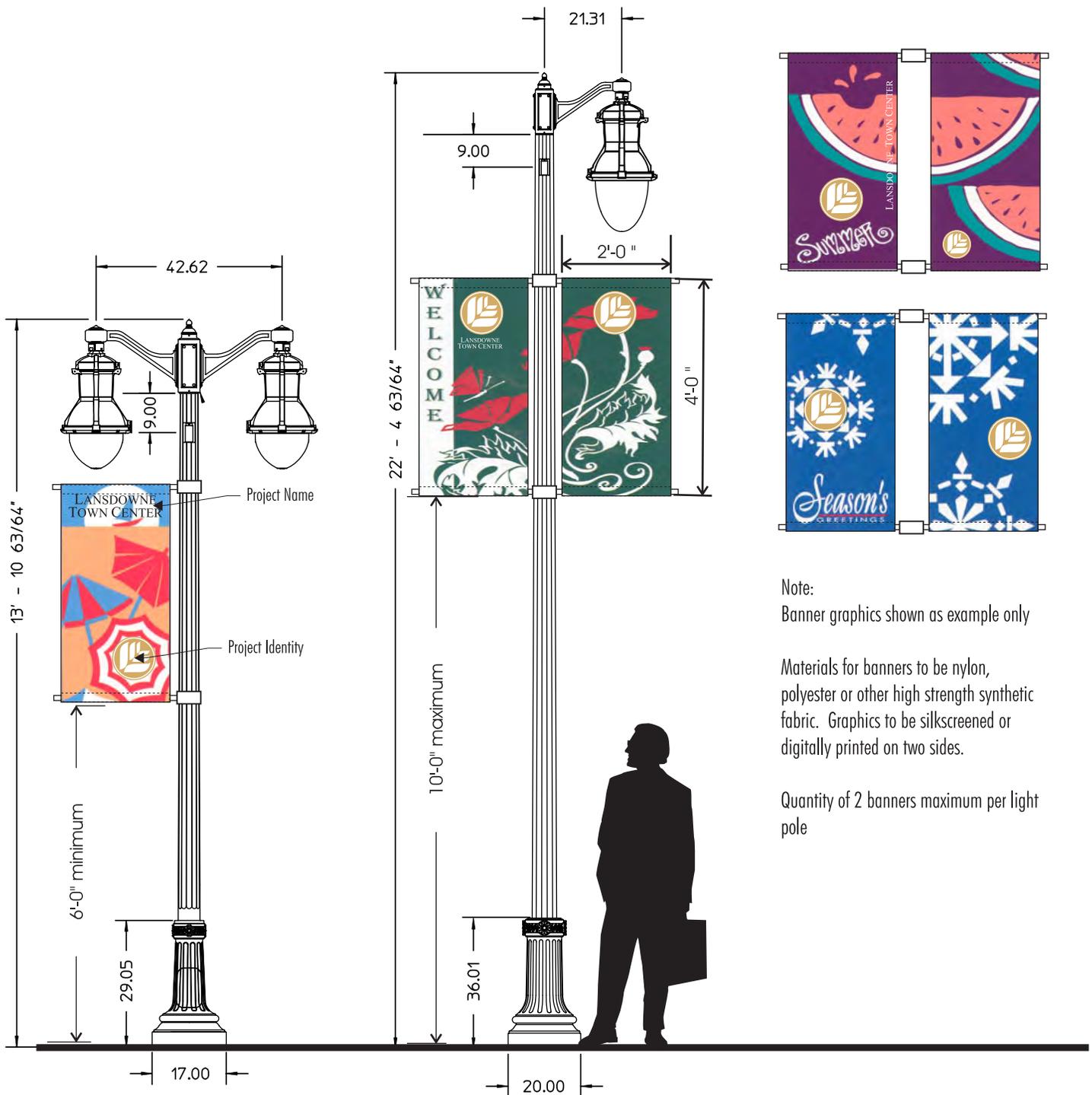
Business Location Signs may be located near various project entrances and interior road intersections, where appropriate to provide directional and way finding information for vehicular traffic. Sign messages may contain pedestrian and/or directional information for users, major tenant destinations, site services such as parking, loading dock receiving locations, or other

directional information. Business Location Signs will use the standard typography.

Materials for this sign shall be selected from this list:

- Metal
- Vinyl

Light Pole Banners: Type P5.1



TYPICAL LIGHT POLE BANNER ELEVATIONS

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

Banners may be provided along the internal streets of Lansdowne Town Center as shown on the Sign Location Plan for Light Pole Banners. These banners shall provide color to the streetscape, and may be changed to provide appropriate seasonal

decoration. They shall not contain specific tenant/user names or advertising, but may include the project name and identity logo.

These banners shall not be visible from a public road.

Note:

Banner graphics shown as example only

Materials for banners to be nylon, polyester or other high strength synthetic fabric. Graphics to be silkscreened or digitally printed on two sides.

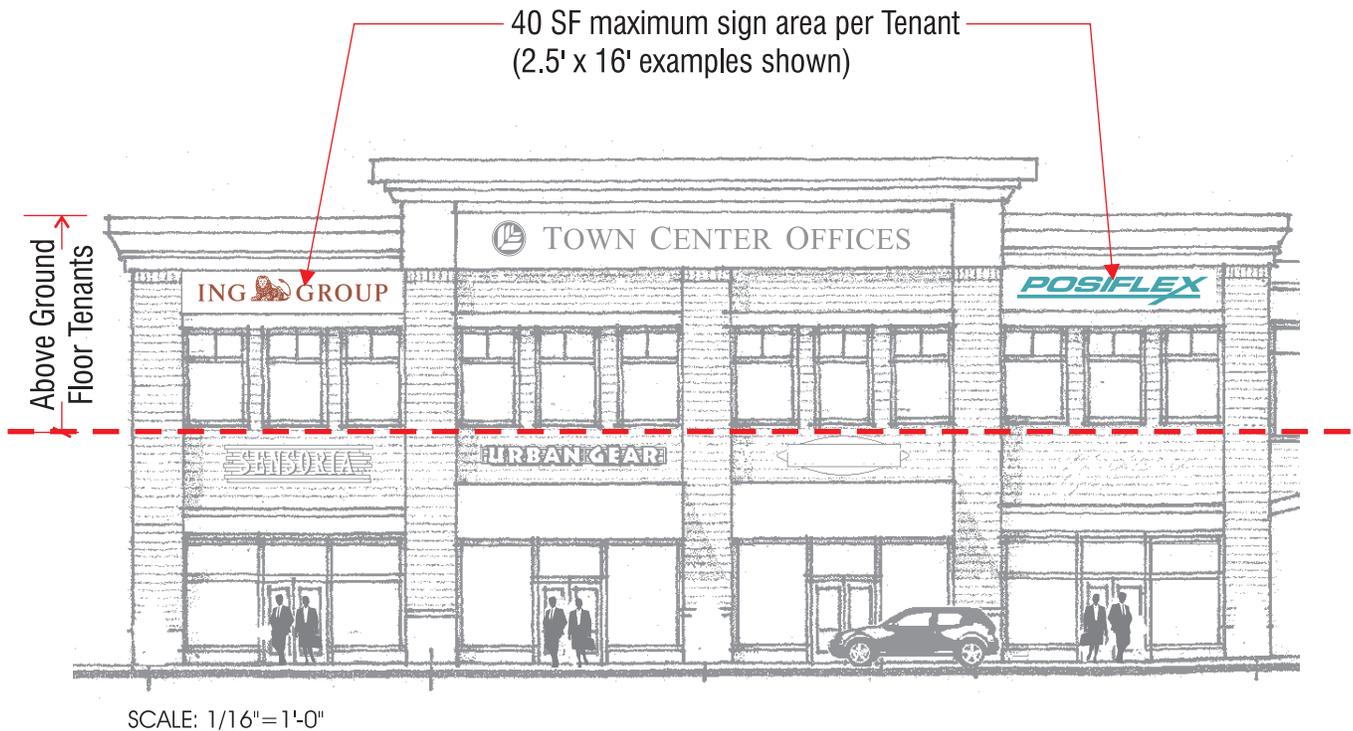
Quantity of 2 banners maximum per light pole

Above Ground Floor Tenant Signs: Type UP2.2

PROPOSED REGULATIONS:
Above Ground Floor Tenant Signs

- 40 SF total sign area per tenant per building elevation
- Illuminated individual channel letters or Non-illuminated individual letters. All illumination to be backlight or white light illumination.
(see Tenant Signage Design Criteria on page 23)

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.



Above Ground Floor Tenant Signs shall not exceed an area of 40 s.f. and not more than one building mounted sign shall be permitted per tenant per facade.

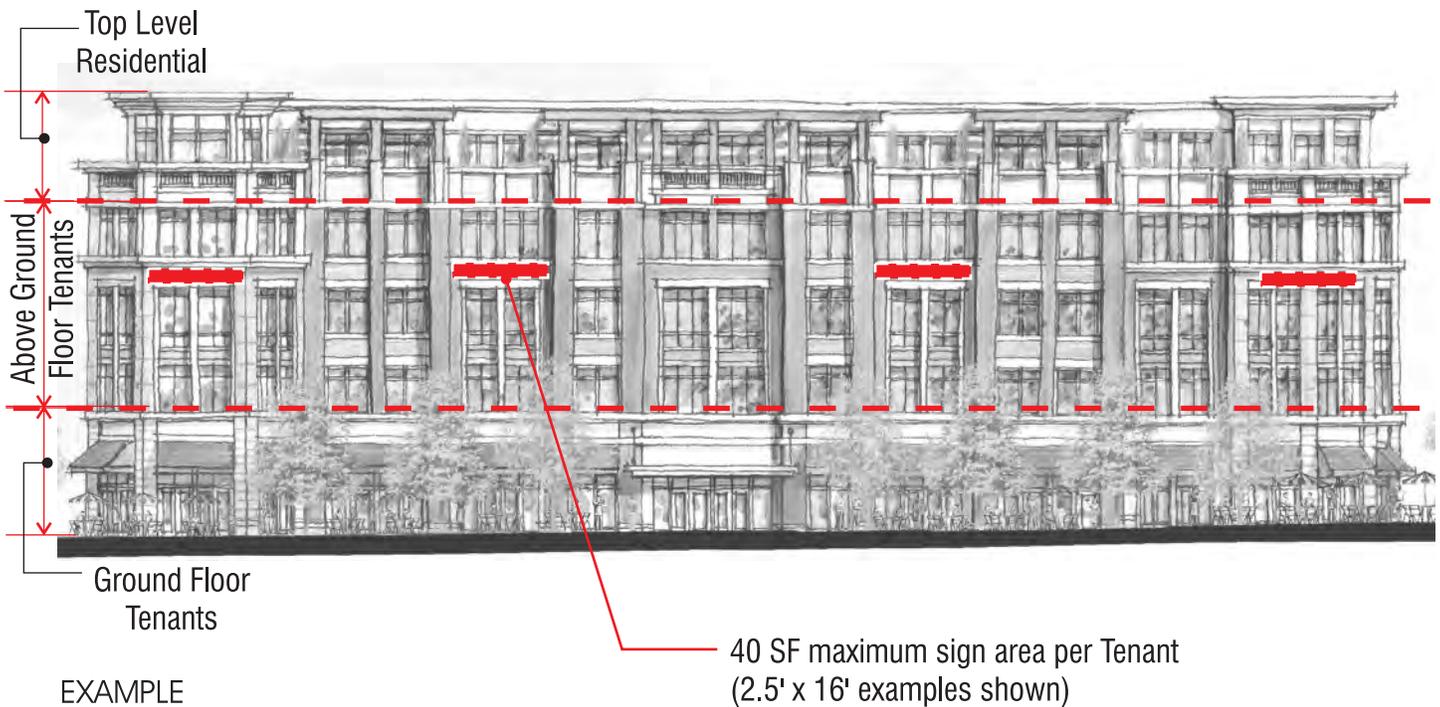
Above Ground Floor Tenant Signs: Type UP2.2

PROPOSED REGULATIONS:

Above Ground Floor Tenant Signs

- 40 SF total sign area per tenant per building elevation
- Illuminated individual channel letters or non-illuminated individual letters. All illumination to be backlight or white light illumination. (see Tenant Signage Design Criteria on page 23)
- Maximum of 4 signs each per front and rear building elevations, and 1 sign each per side building elevations. Total aggregate number of signs shall not exceed 10 per building.

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.



EXAMPLE
SCALE: 1/32" = 1'-0"

Above Ground Floor Tenant Signs shall not exceed an area of 40 s.f. and not more than one building mounted sign shall be permitted per tenant per facade.

In-line Ground Floor Signs: Type UP5

PROPOSED REGULATIONS:
In-Line Ground Floor Signs

– Illuminated or Non-illuminated signs. All illumination to be backlight or white light illumination. (see Tenant Signage Design Criteria on page 23)

– 75 SF total aggregate sign area per building facade per tenant for the following sign types:

- a) 1 primary building mounted sign per facade (except for rear of bldg - see "c"*)
- b) Storefront graphics applied to glass
- c) 1 secondary building mounted sign per rear facade not to exceed 85% of tenant space linear demising width
- d) Under canopy or flagmount (blade) sign

– 60 SF maximum area any one sign

e) Awning Signage (includes whole awning/canopy)

- Maximum awning graphic to be 10% of individual awning area to which it is applied
- 500sf total overall aggregate maximum area (including awning)

– Number of signs per tenant will vary, but will not exceed more than 3 per facade in any combination of the above sign types (a) through (e).

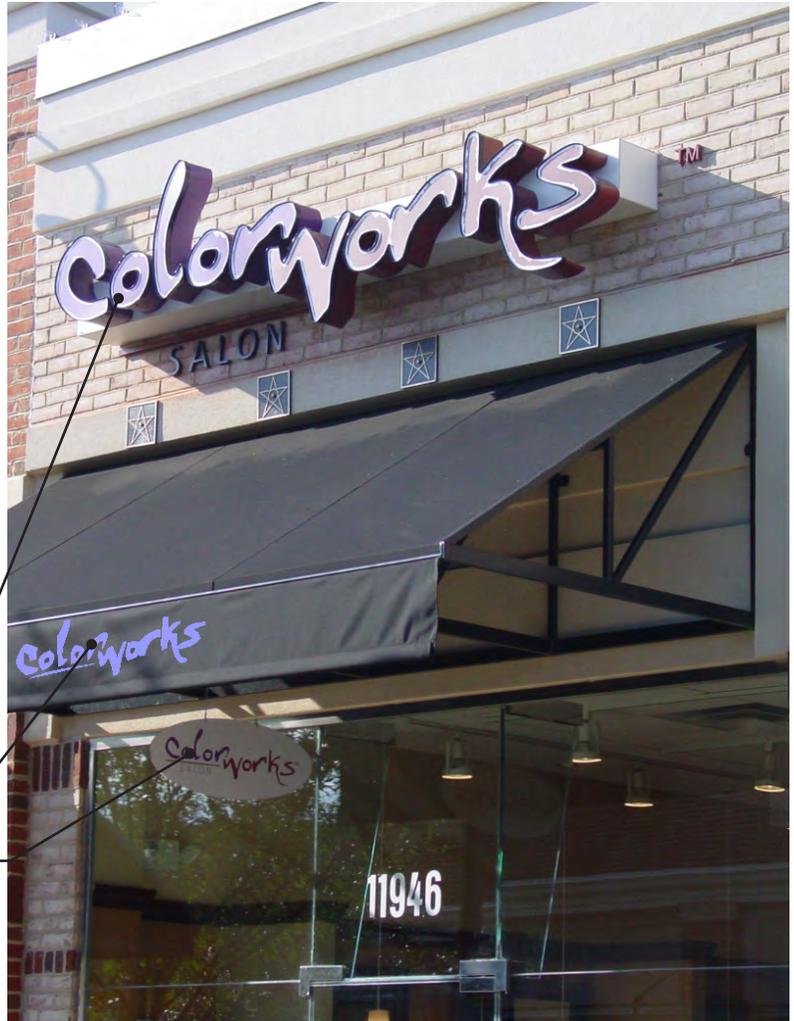
Note: These signs shall not reflect or cast glare, directly or indirectly, on public roads or adjacent properties. There shall be no glare on roadways as a result of this illumination.

Building Mounted
(Primary)

Awning Graphics

Under Canopy
Blade Sign

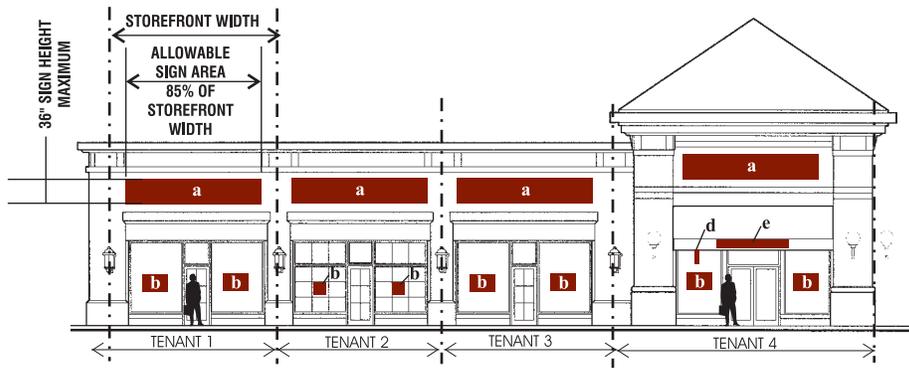
EXAMPLES :
Typical In-line
Ground Floor Signs



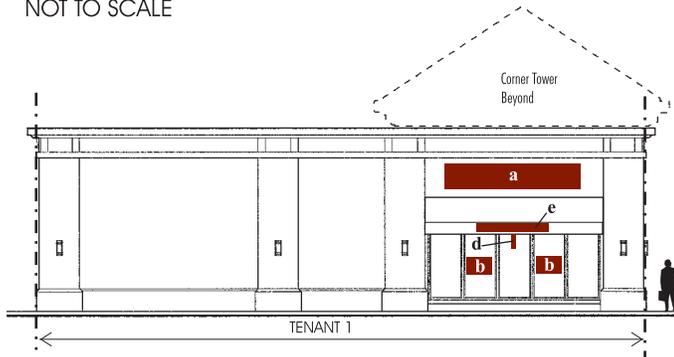
In-line Ground Floor Signs shall identify or advertise the individual enterprise served. Signs will be individually designed to express the character of the business, products sold or services offered. They may include the individual logo and typography of the enterprise. Multiple signs may be permitted for each tenant

such as marquee signs, under canopy signs and pedestrian level signs provided the total non-awning sign area does not exceed 75 square feet per facade (see elevation examples on pages 18-19). Awning graphics cannot exceed 10% of the individual awning area on which it is located. Maximum total awning signage is 500 sf (including awning).

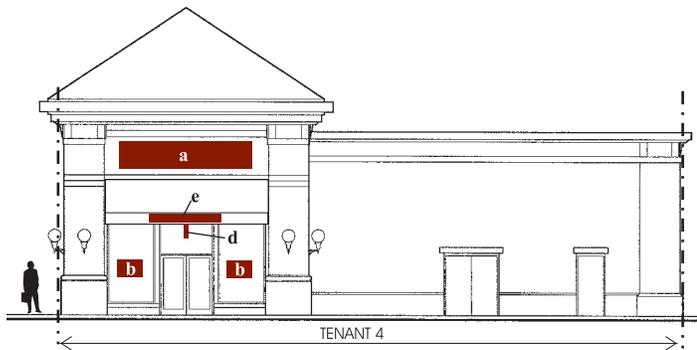
In-line Ground Floor Signs: Type UP5



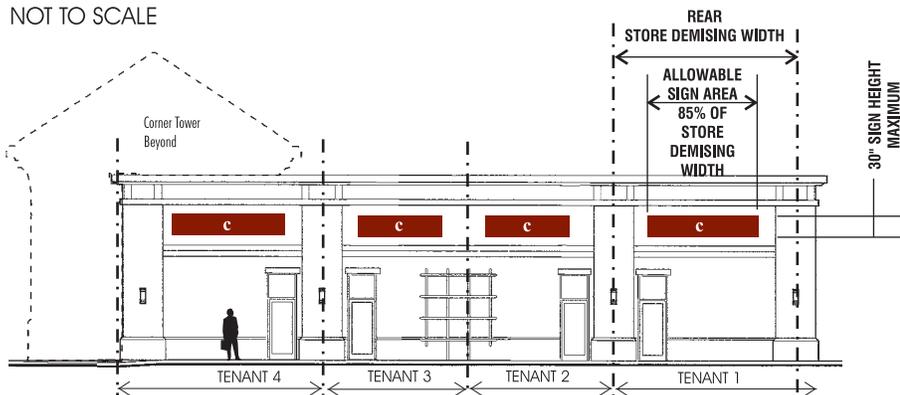
FRONT ELEVATION EXAMPLE
NOT TO SCALE



SIDE ELEVATION EXAMPLE
NOT TO SCALE



SIDE ELEVATION EXAMPLE
NOT TO SCALE



REAR ELEVATION EXAMPLE
NOT TO SCALE

KEY:

- a - primary building mounted sign
- b - storefront graphics
- c - secondary building mounted sign
- d - undercanopy/blade sign
- e - awning graphic

In-line Ground Floor Signs: Type UP5



Example of In-line Ground Floor Locations

SCALE: 1/32"=1'-0"

KEY:

- a** - primary building mounted sign
- e** - awning graphic



Example of In-line Ground Floor Locations

SCALE: 1/32"=1'-0"



Example of In-line Ground Floor Locations

SCALE: 1/32"=1'-0"

Housekeeping Signs - Small: Type HP1

PROPOSED REGULATIONS:

Freestanding Housekeeping Signs

- 3 SF total area per sign (graphics on one side)
- Non-illuminated signs
- Quantity of 6 signs maximum
- Permitted sign text will identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits and the like.

DESCRIPTION:

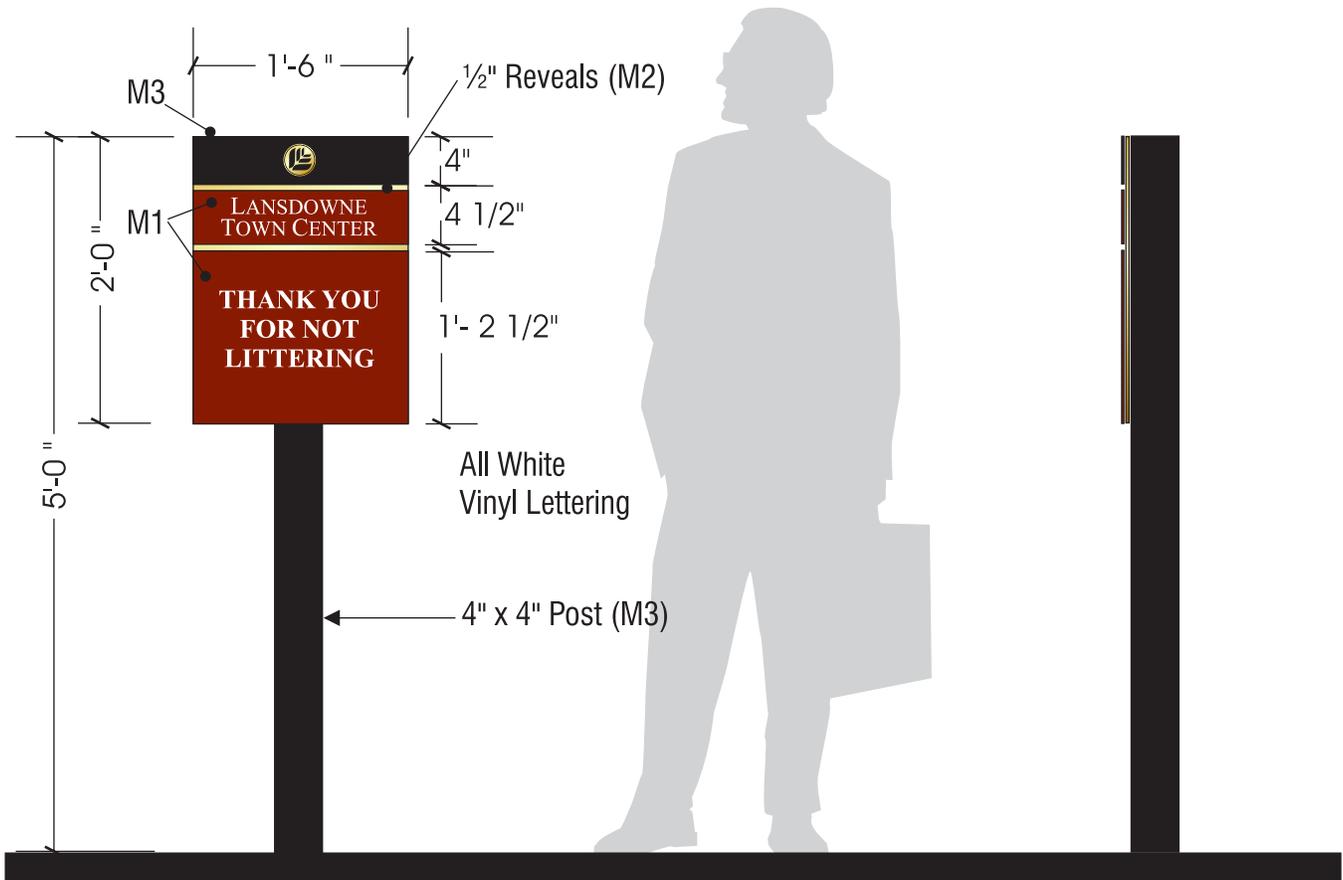
Post: 4" x 4" PVC posts painted Black (M3)
 Sign: 1/8" thick fiberglass sign face (3 pieces)
 painted Black (M3) and Red (M1)
 1/8" thick fiberglass backer panel painted Gold (M2)
 1/2" reveals

GRAPHICS/ LETTERING:

Gold vinyl logo
 White vinyl copy
 Font: Times New Roman (All uppercase)
 Copy centered on name panel

INSTALLATION:

Concrete footing



FRONT ELEVATION

SCALE: 3/4" = 1'-0"

Note: Message shown as example only

SIDE VIEW

Housekeeping Signs - Large: Type HT2

PROPOSED REGULATIONS:

Freestanding Housekeeping Signs

- 12 SF total area per sign (graphics on one side)
- Non-illuminated signs
- Quantity of 4 signs maximum. To be removed upon completion of construction.
- Permitted sign text will identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits and the like.

DESCRIPTION:

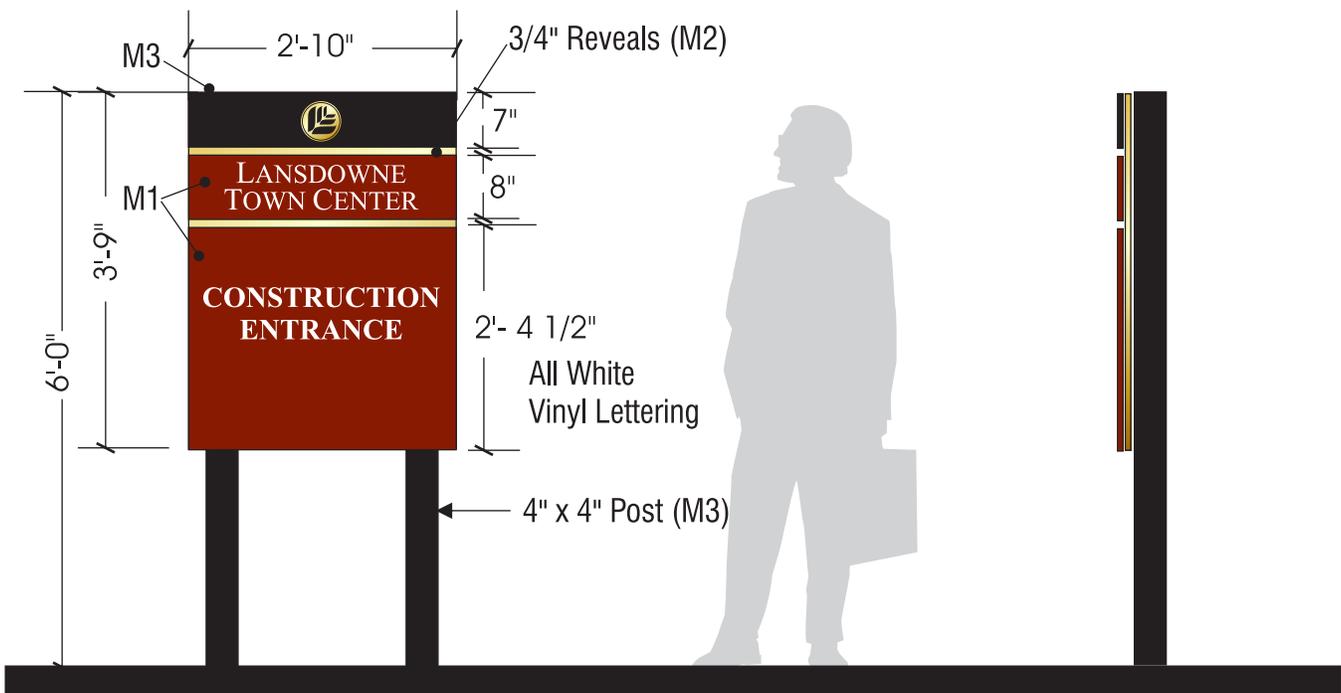
Post: 4" x 4" PVC posts painted Black (M3)
 Sign: 1/2" thick Lustreboard sign face (3 pieces) painted Black (M3) and Red (M1)
 1/2" thick Lustreboard backer panel or 3/4" thick Lustreboard panel with 3/4"H x 1/4"D reveals routed out and painted Gold (M2)

GRAPHICS/ LETTERING:

Gold vinyl logo
 White vinyl copy
 Font: Times New Roman (All uppercase)
 Copy centered on name panel

INSTALLATION:

Concrete footing



FRONT ELEVATION

SCALE: 1/2" = 1'-0"

SIDE VIEW

Note: Message shown as example only

Marketing Signs - Commercial: Type M1

PROPOSED REGULATIONS:

Freestanding Commercial Marketing Signs

- 18 SF total area per sign (graphics on one side)
- Non-illuminated signs
- Quantity of 5 signs maximum
- No more than 2 signs per building

DESCRIPTION:

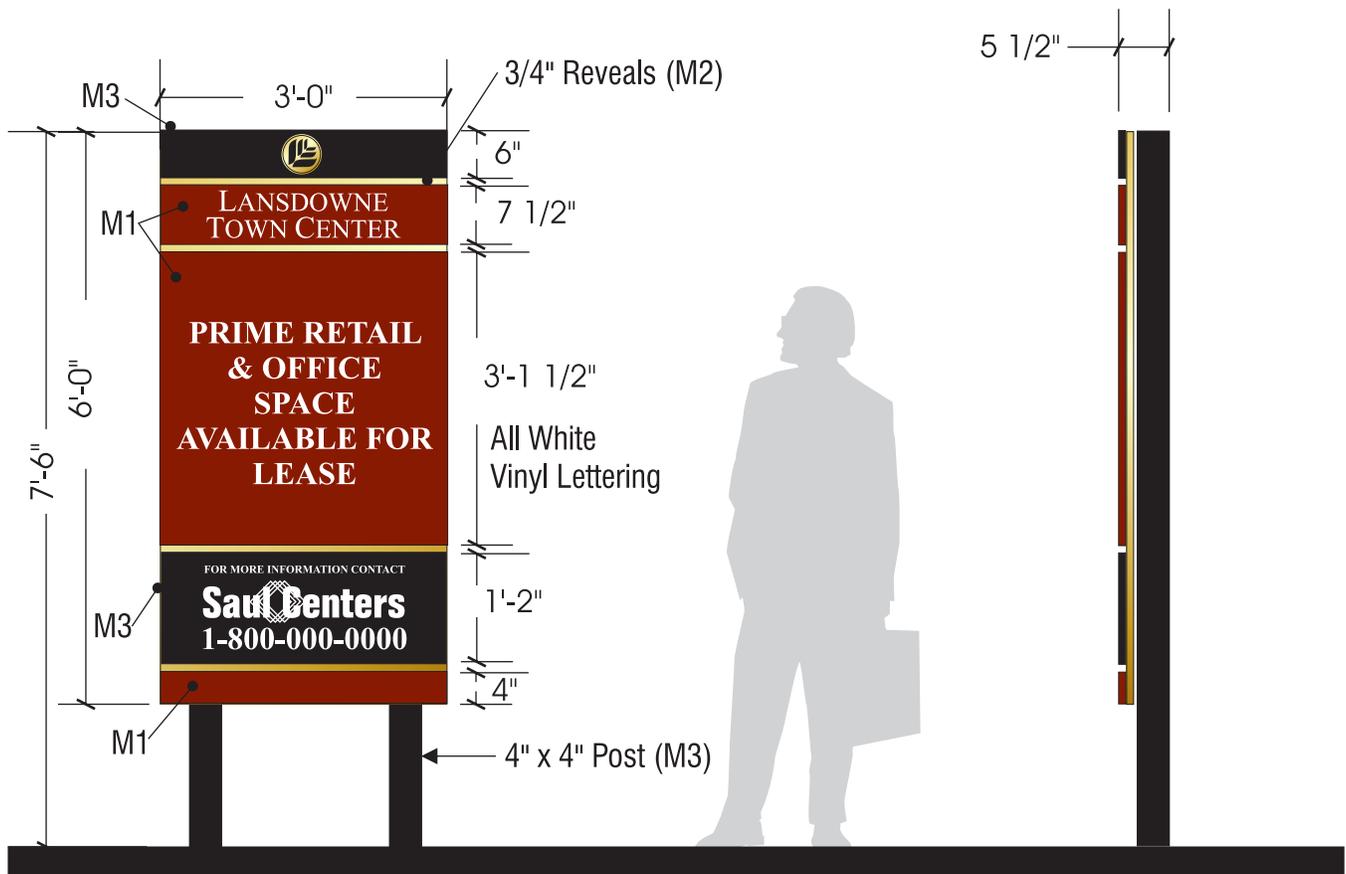
Post: 4" x 4" PVC posts painted Black (M3)
 Sign: 1/2" thick Lustreboard sign face (3 pieces)
 painted Black (M3) and Red (M1)
 1/2" thick Lustreboard backer panel or 3/4" thick
 Lustreboard panel with 3/4"H x 1/4"D reveals routed out and
 painted Gold (M2)

GRAPHICS/ LETTERING:

Gold vinyl logo
 White vinyl copy
 Font: Times New Roman (All uppercase)
 Copy centered on sign

INSTALLATION:

Concrete footing



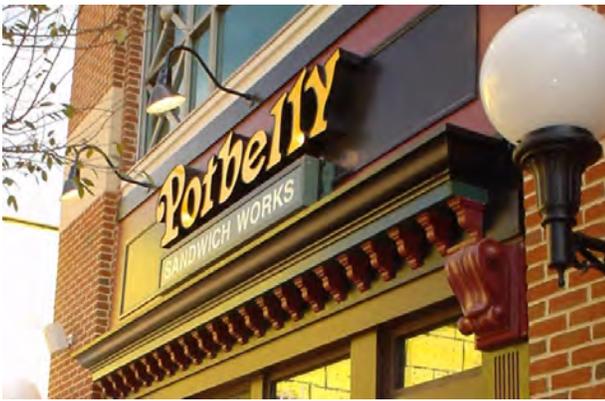
FRONT ELEVATION

SCALE: 1/2" = 1'-0"

SIDE VIEW

Note: Message shown as
 example only

Tenant Signage Design Criteria



General Criteria

Tenants are encouraged to install signs above storefronts which are sets of individual letters. Several types of fabrication are acceptable. In all cases, it is important to conceal mechanical fasteners and electrical connections.

Tenants are encouraged to apply professional window graphics in gold leaf. Vinyl applications may also be acceptable, if the design and execution are professional and appropriate.

Tenants are encouraged to apply pedestrian level graphics, within the square footage allotments. Cast metal graphics, signs crafted in wood and glass are helpful in animating the streetscape.

Awnings and canopies will provide the Tenant an opportunity to install blade signs.

Most "box-type" signs are prohibited, unless specifically designed to integrate with the architecture of the store facade. Paper signs, crude or primitive signs, flashing lights or any sign type that may present a hazard to the public is prohibited. Signs prohibited by Loudoun County ordinance are prohibited at Lansdowne Town Center.

Tenant Signage Design Criteria

Type 1- Internally Illuminated Letters

SIGNAGE: Individual letters with opaque sides and translucent face, or individual translucent letters as cut-outs or push throughs of opaque face recessed into opaque panels

LIGHTING: Concealed lamp/ transformer with backlit face

MOUNTING: Individual on building facade

ATTACHMENT: Concealed for all devices, clips wiring, tubes and other mechanisms

MATERIAL/ FINISH: Metal letters with plastic or glass face



Type 2 - Individual Back-Lit Letters

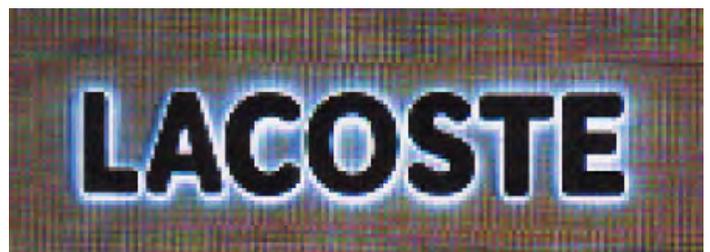
SIGNAGE: Individual letters

LIGHTING: Concealed lamp/ transformer, with back-lit halo effect

MOUNTING: Pinned off building facade

ATTACHMENT: Concealed for all devices, clips wiring, tubes and other mechanisms

MATERIAL/ FINISH: Metal or metallic finish on architectural plastic



Tenant Signage Design Criteria

Type 3 - Front Illuminated Letters

SIGNAGE: Panel or individual letters carved, flush or raised

LIGHTING: Low voltage lighting

MOUNTING: On building facade

ATTACHMENT: Concealed for all devices, clips wiring, tubes and other mechanisms

MATERIAL/ FINISH: Metal , wood or stone, metallic finish on architectural plastic



Type 4 - Canopy Mounted Signage

SIGNAGE: Illuminated letters with opaque sides and translucent face, or individual letters as cut-outs

LIGHTING: Concealed lamp/ transformer with backlit face or non-illuminated

MOUNTING: Signs to sit atop, below or affixed to the edge of canopy

ATTACHMENT: Concealed for all devices, clips wiring, tubes and other mechanisms

MATERIAL/ FINISH: Metal letters with translucent plastic or opaque metal face



Tenant Signage Design Criteria

Type 5 - Bracket Mounted or Suspended Blade Sign

SIGNAGE: Individual, carved, etched, painted letters/ logo on panels of multiple shapes

LIGHTING: Internally illuminated translucent letters or low voltage lighting mounted to awning or canopy

MOUNTING: Metal bracket, tubes or chains

ATTACHMENT: Concealed for all wiring and other mechanisms

MATERIAL/ FINISH: Wood or metal with limited plastic accents



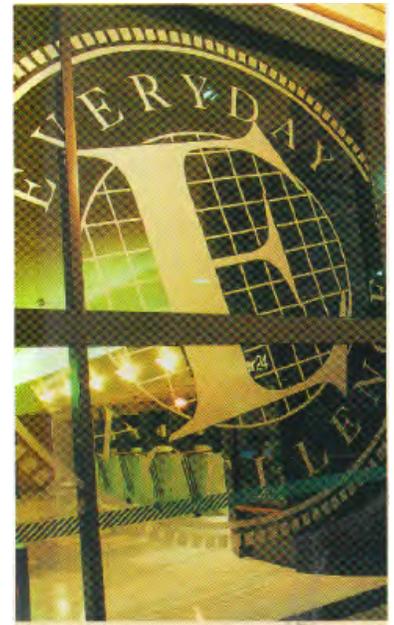
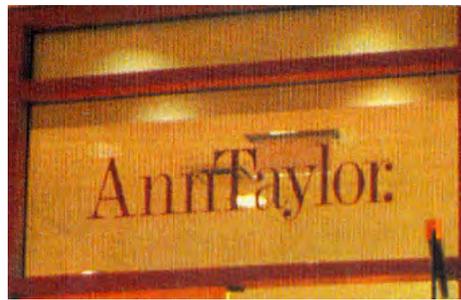
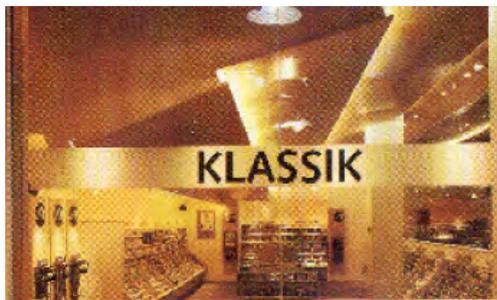
Type 6 - Painted or Etched on Glass

SIGNAGE: Individual letters or logo

LIGHTING: Back-lit, edge lit or front illumination

MOUNTING: Back side of glass required

MATERIAL/ FINISH: Frosted, etched, silkscreen flat or metallic, gold or silver leaf.
Unacceptable materials: paper, poster card taped to glass



Type 7 - Painted on Fabric Awning

SIGNAGE: Individual letters or logo

LIGHTING: Non-illuminated

MOUNTING: Top or edge of awning

MATERIAL/ FINISH: Silkscreened

