# Comprehensive Sign Plan – Phase 2

## LANSDOWNE TOWN CENTER

April 8, 2009
(ZMOD 2008-0009)

ARCHITECTS | DESIGNERS
Brown| Craig | Turner
bct

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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 LANSDOWNE TOWN CENTER REGULATIONS |
|---|---|---|---|
| **Entrance Signs****<br>(ground mounted, freestanding, retail center identification signs ) | – 60 SF total aggregate sign area | | – N/A |
| | – 1 sign per vehicular entrance<br>(not to exceed 3 signs) | | – 1 sign per vehicular entrance |
| | – 30 SF maximum area of any one sign<br>( 20 FT x 1.5 bonus multiplier) | | – 113 SF total sign area per sign<br>(includes background structure area) |
| | – 45 SF maximum background structure area<br>(30 SF x 1.5 bonus multiplier) | | – Maximum background structure area included in total sign area (see above) |
| | – 8 FT maximum sign height<br>(15 FT if bonus multipliers are not used) | | – 12 FT maximum sign height |
| | – Backlight or white light illumination | | – External ground mounted white light illumination with shielded lenses |
| **Sign Type P1 | – 10 FT minimum setback from R.O.W. | | – 5 FT minimum setback from R.O.W. |
| **Section 5-1204(D)(3)(c)** | Section 5- 1204(D)(3)(c) | | (Project Entry Monument - Type P1) |
| **Business Location Signs****<br>(ground mounted, freestanding) | – Signs shall be located only where there is a change in direction and shall contain no advertising | | – 2 signs maximum |
| | – 4 SF maximum area any one sign (freestanding) | | – Maximum 45 SF per sign (freestanding)<br>– Maximum background structure area included in total sign area |
| | – 3' maximum sign height | | – 8'-5 ½" maximum sign height |
| | – Backlight or white light illumination | | – Non-illuminated |
| **Sign Type P2 | – 5 FT minimum setback from R.O.W. | | – 5 FT minimum setback from R.O.W. |
| **Section 5 -1204(D)(7)(h)** | Section 5-1204(D)(7)(h) | | (Business Location Sign - Type P2) |

# Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

| SIGN TYPE | REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE | | PROPOSED LANSDOWNE TOWN CENTER REGULATIONS |
|---|---|---|---|
| **Directories**** | – 60 SF total aggregate sign area | | – 49 SF total aggregate sign area |
| | – 3 (freestanding building)<br>– 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/facade, no more than 3 for business (inline structure) | | – 2 signs maximum (1 sign each per pedestrian access corridor from parking lot ) |
| | – 30 SF maximum area any one sign (20 x 1.5 bonus multiplier) with 45 SF background structure & 8 FT maximum height | | – 24.5 SF maximum area per sign (includes background structure area)<br>– 6'-5 1/2" maximum sign height |
| **Sign Type P3 | – Backlight or white light illumination | | – Backlight illumination |
| **Section 5-1204(D)(3)(ii)** | Section 5-1204(D)(3)(ii) | | (Pedestrian Directory - Type P3) |
| **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<br>– All illumination is to be backlight or white light illumination |
| **Sign Types UP2.2 | | | |
| **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 LANSDOWNE TOWN CENTER REGULATIONS |
|---|---|---|---|
| **In-line Ground Floor Signs** (including restaurants)** | – 60 SF total aggregate sign area (2 SF/ linear foot of building frontage) | | – 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. |
| | – 1 sign per facade, not to exceed 3 signs | | – Number of signs per tenant will vary & may include any combination of the following sign types:<br><br>a) 1 primary building mounted sign per facade (except for bldg rear)<br><br>b) Storefront graphics applied to glass<br><br>c) Awning signs (includes whole awning/canopy) - Graphics, names and logos not to exceed 10% of the awning area to which it is applied. 500 SF maximum area for each awning<br><br>d) Under canopy or flagmount (blade) sign<br><br>e) 1 secondary building sign per rear facade not to exceed 85% of tenant linear demising width |
| | – 60 SF maximum area any one sign | | – 60 SF maximum area any one sign (except awnings) |
| | – Backlight or white light illumination | | – Illuminated individual channel letters or Non-illuminated individual letters<br><br>– All illumination is to be backlight or white light illumination |
| **** Sign Type UP5** | | | |
| **Section 5-1204(D)(3)(d)**<br>**Section 5-1204(D)(3)(dd)** | Section 5-1204(D)(3)(d)<br>Section 5-1204(D)(3)(dd) | | (In-line Ground Floor Signs - Type UP5) |

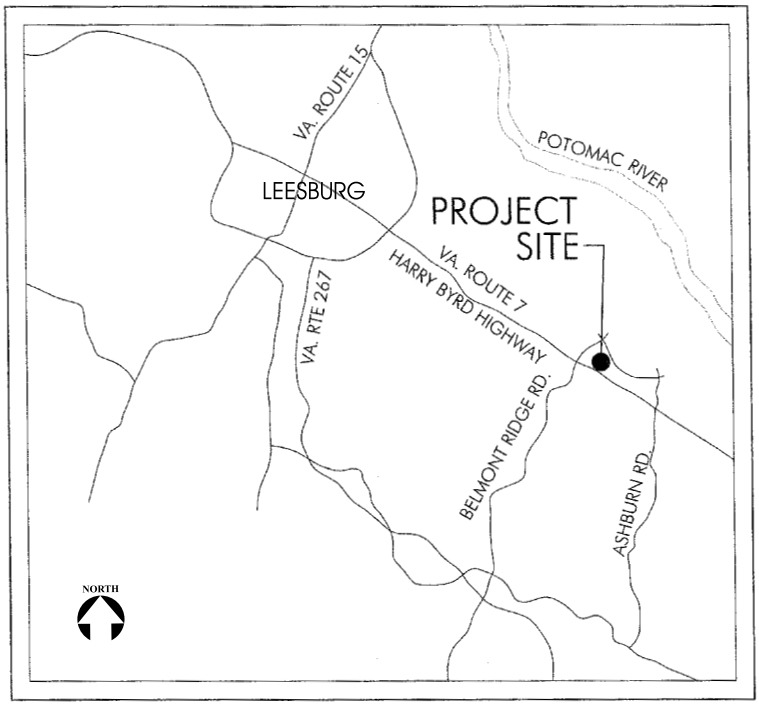
# Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

| SIGN TYPE | REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE | | PROPOSED LANSDOWNE TOWN CENTER REGULATIONS |
|---|---|---|---|
| **Housekeeping Signs - Small**** | – 1 sign per use identifying restrooms, loading areas, etc. | | – 10 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 |
| **** Sign Type HP1** | Backlight or White Light illumination | | – Post mounted, non-illuminated signs |
| **Section 5-1204(D)(7)(e)** | Section 5-1204(D)(7)(e) | | (Housekeeping Signs - Small: Type HP1) |
| **Housekeeping Signs - Large **** | — 1 sign per use identifying restrooms, loading areas, etc. | | – 4 signs maximum |
| | – 2 SF per sign, 5 feet in height | | – 12 SF total area per sign, Maximum 6 feet in height, Graphics on one side only |
| **** Sign Type HT2** | Backlight or White Light illumination | | – Freestanding, non-illuminated signs |
| **Section 5-1204(D)(7)(e)** | Section 5-1204(D)(7)(e) | | (Housekeeping Signs - Large: Type HT2) |

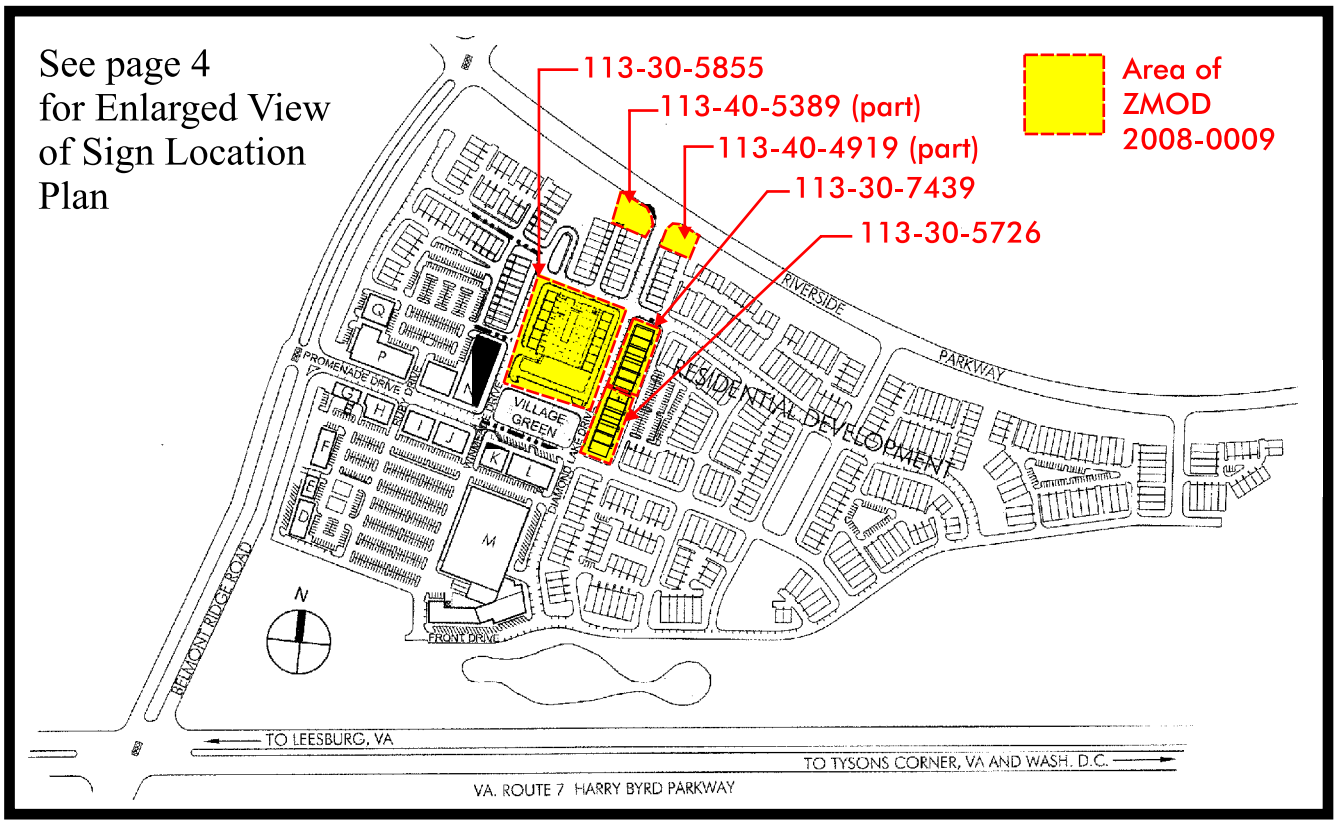
# Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

| SIGN TYPE | REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE | | PROPOSED LANSDOWNE TOWN CENTER REGULATIONS |
|---|---|---|---|
| **Marketing Signs - Commercial**** | – 1sign (upon any lot less than 10 acres); 2 signs upon any lot in excess of ten (10) arcres | | – 4 signs maximum<br>– No more than 1 sign 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. | | |
| **** Sign Type M1** | – Freestanding, non-illuminated | | – Freestanding, non-illuminated signs |
| **Section 5-1204(D)(6)(c)** | Section 5-1204(D)(6)(c) | | (Marketing Signs - Commercial: Type M1) |
| **Entrance Signs**** (ground mounted, freestanding, project entry signs ) | – 2 signs per vehicular entrance | | – 1 sign |
| | – 60 SF maximum area of any one sign | | – 200 SF total sign area (includes background structure area) |
| | – 120 SF maximum background structure area | | – Maximum background structure area included in total sign area (see above) |
| | – 5 FT maximum sign height | | – 5'-6" maximum sign height |
| | – Backlight or white light illumination | | – External ground mounted white light illumination with shielded lenses |
| | – 10 FT minimum setback from R.O.W. | | – 5 FT minimum setback from R.O.W. |
| **Sign Type P7** | | | |
| **Section 5- 1204(D)(7)(f)** | Section 5- 1204(D)(7)(f) | | (Project Entry Monument : Residential - Type P7) |

# Vicinity Map & Project Site Plan

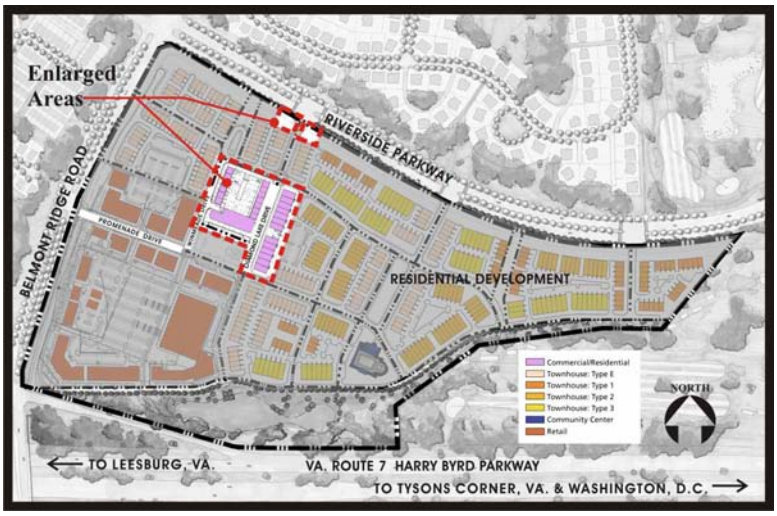


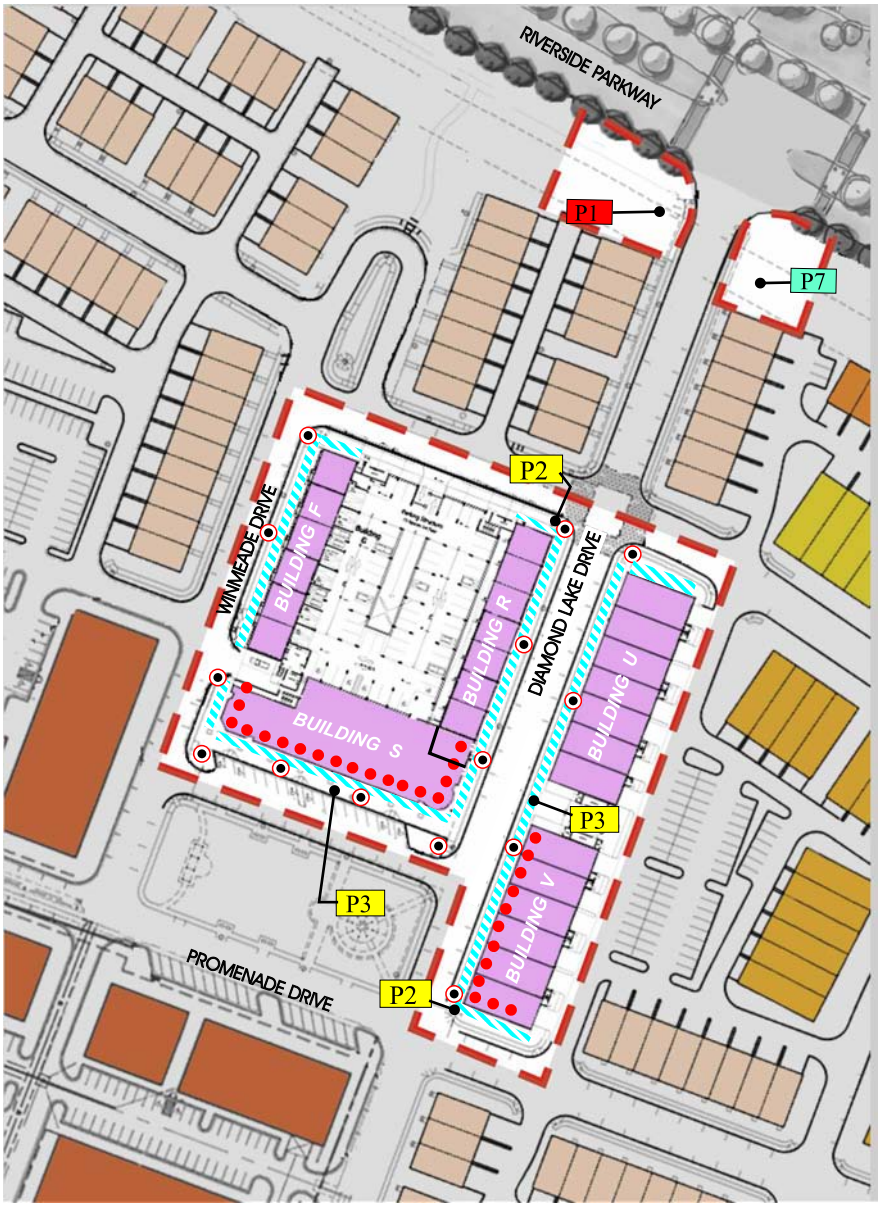

Vicinity Map




Project Site Plan

# Sign Location Plan




(Note: Plans are not shown to scale)

## Signage Type Legend

- P1 Project Entry Monument
- P2 Business Location Sign
- P3 Pedestrian Directory
- P5.1 Light Pole Banners
- P7 Project Entry Monument (Residential)
- UP2.2 Above Ground Floor Tenant Signs
- UP5 In-lineGround Floor Signs

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

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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789(!@#$%^&*+=-)

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

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

Fujiyama 2
abcdefghijklmnopqrstuvwxyz
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.

# Color Palette

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

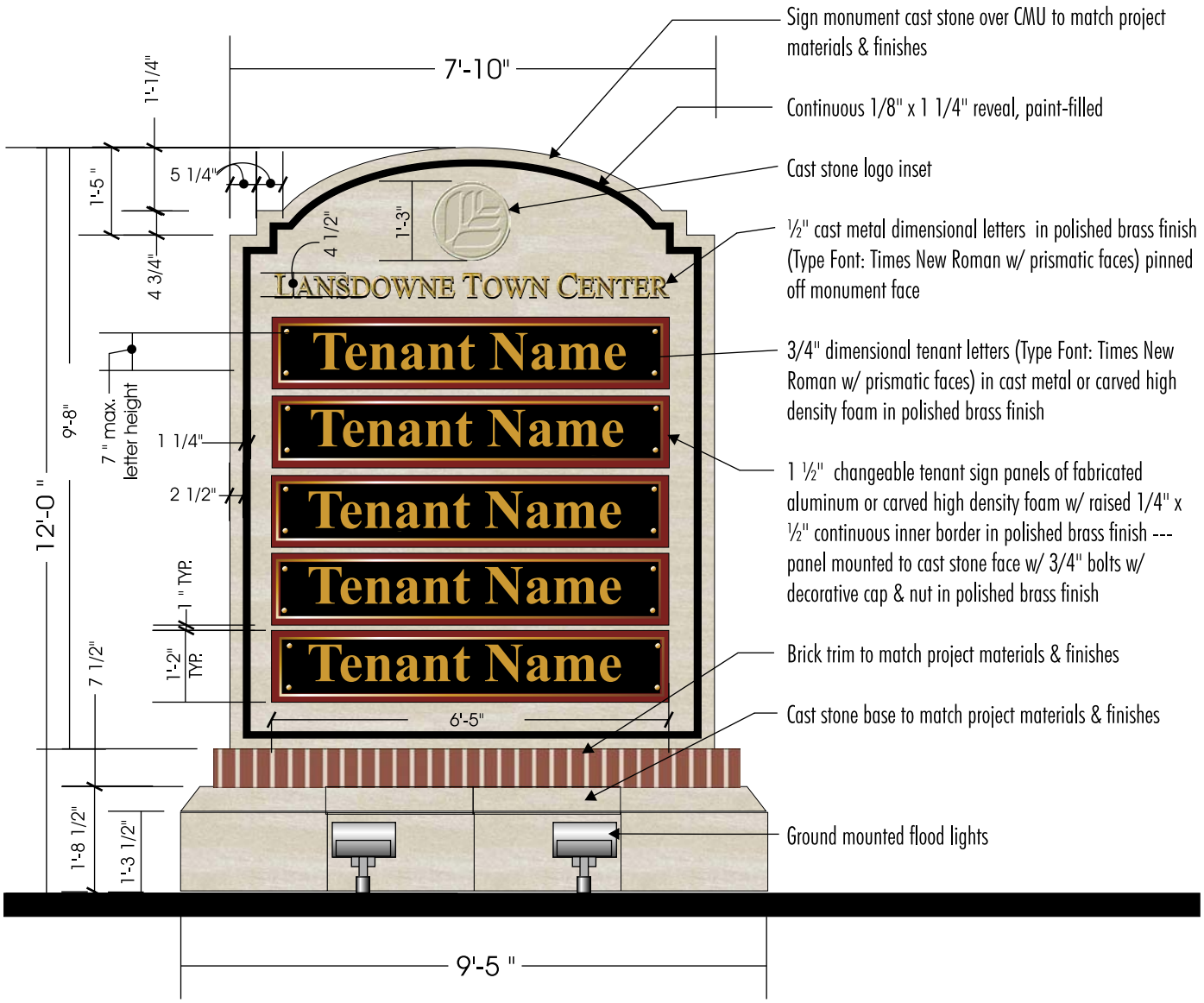
– Quantity of 1 sign maximum

PERSPECTIVE VIEW
NOT TO SCALE

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

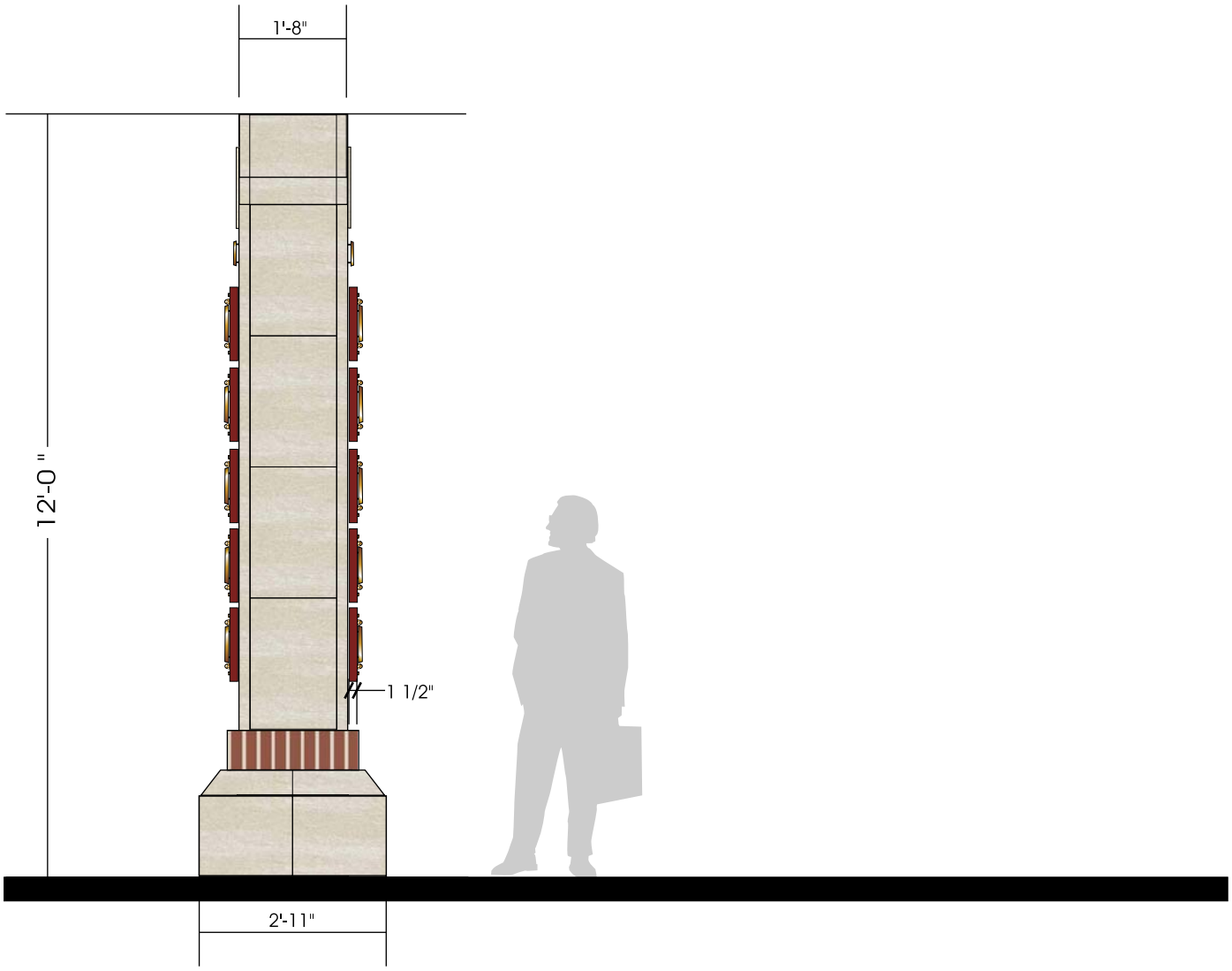
# Project Entry Monument: Type P1




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.

# Project Entry Monument: Type P1




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

# Business Location Sign: Type P2

PROPOSED REGULATIONS:
Ground Mounted Business Location Sign

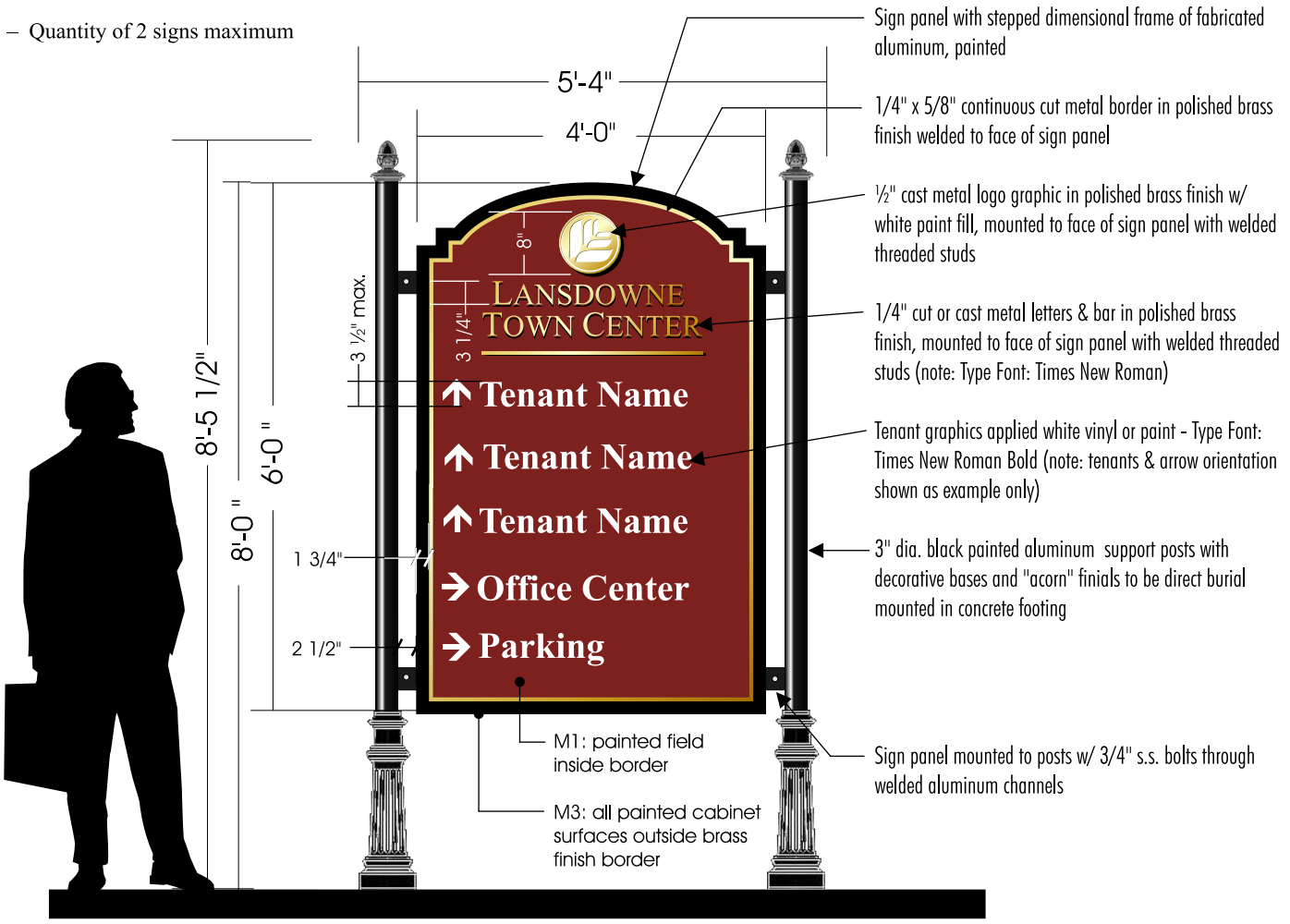
– 45 SF total sign area
(includes background structure area)

– 8'-5 ½" FT maximum sign height

– 5 FT minimum setback from R.O.W.

– Non-illuminated

– Quantity of 2 signs maximum




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

# Pedestrian Directory: Type P3

PROPOSED REGULATIONS:
Ground Mounted Directory

– 49 SF total aggregate sign area

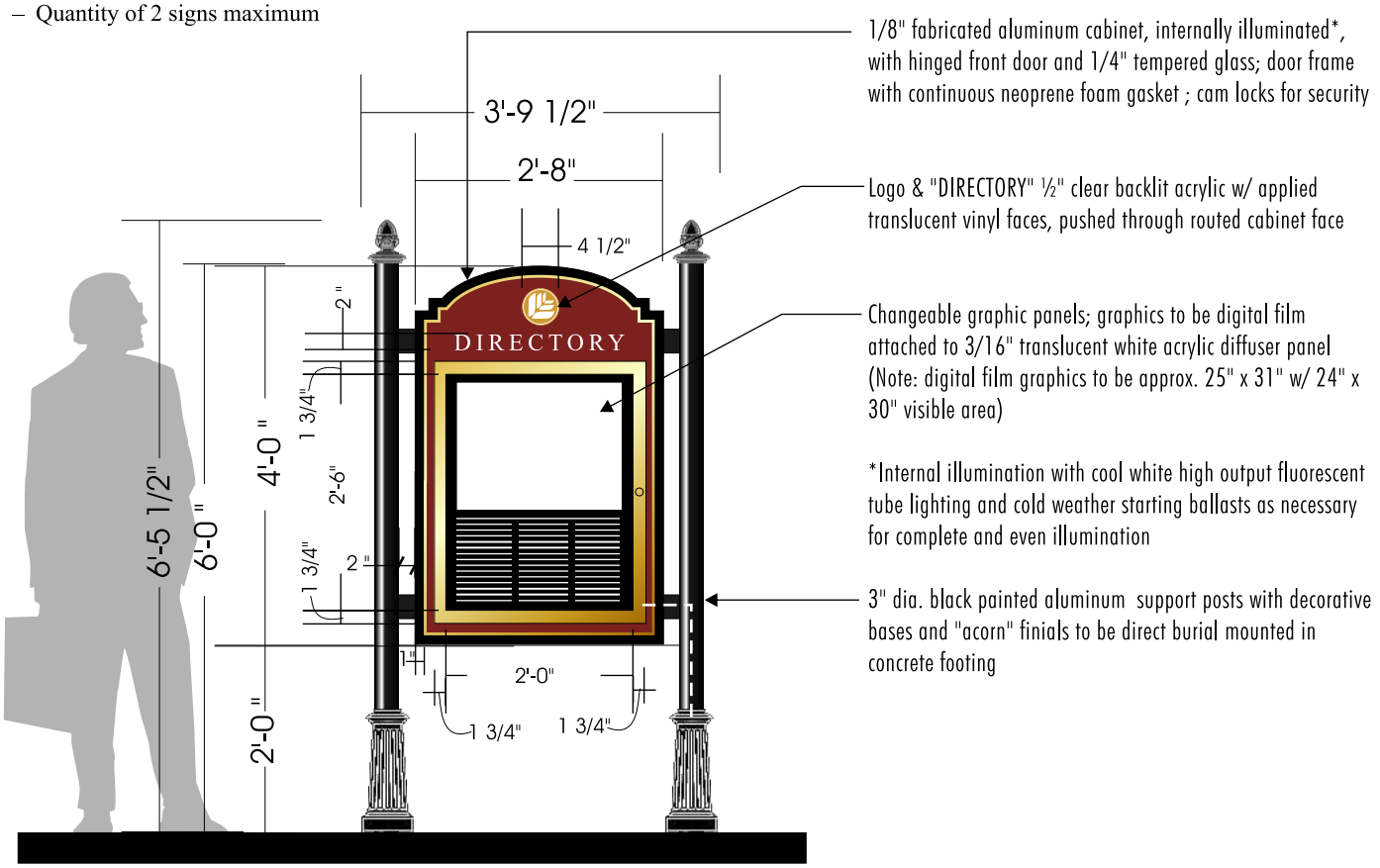
– 2 signs total (1 sign each per pedestrian access corridor from parking lot)

– 24.5 SF maximum area per sign (includes background structure area)

– 6'-5 1/2" maximum sign height

– Backlight illumination

– Quantity of 2 signs maximum




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

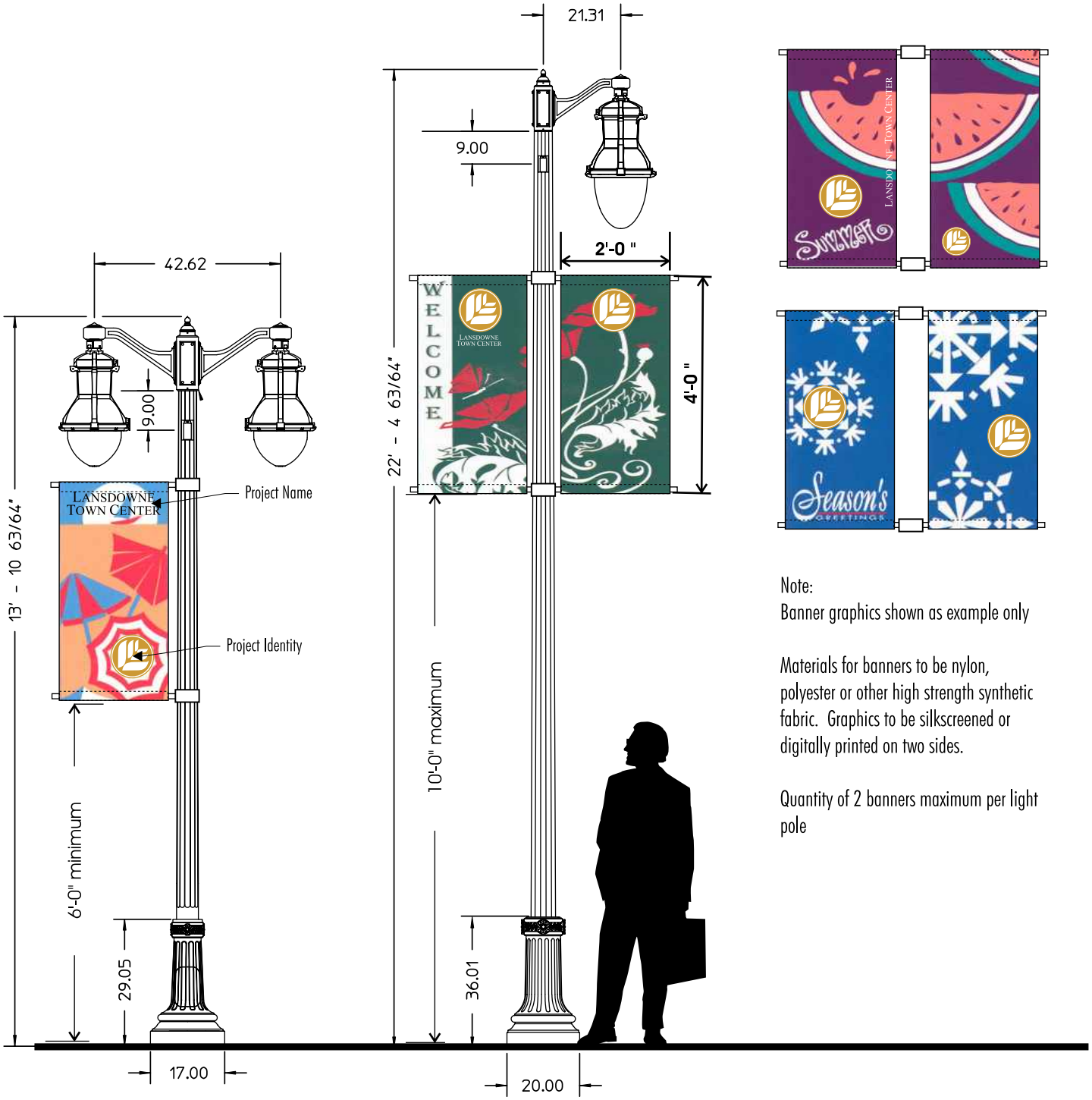
Pedestrian Directories may be located throughout Lansdowne Town Center, as needed at pedestrian walkways.

These directories may have two sides and may contain display panels, directory maps, event announcements and advertising for tenants and users. Directories may be internally illuminated.

Each side will contain the project logo or the project name in the standard typography.

Materials for this sign shall be selected from this list:
- Metal
- Glass/ acrylic

# Light Pole Banners: Type P5.1







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

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.

# Project Entry Monument (Residential): Type P7

PROPOSED REGULATIONS:
Ground Mounted Project Entry Sign

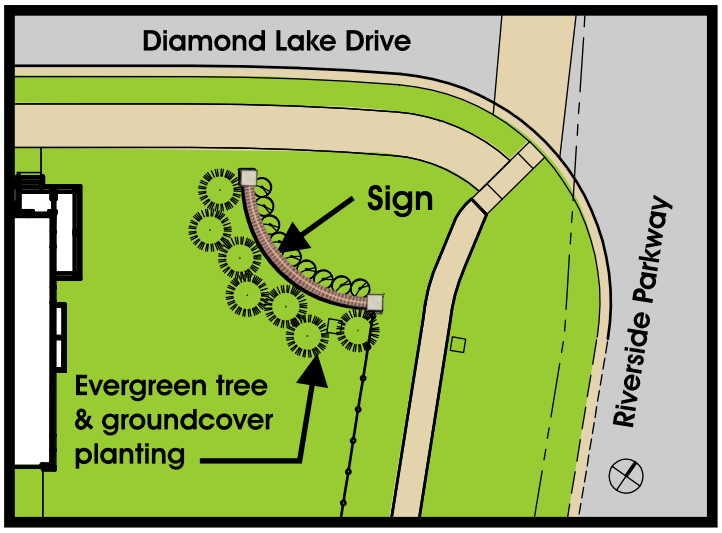
– 200 SF maximum area per sign
(includes background structure area)

– 1 sign per vehicular entrance

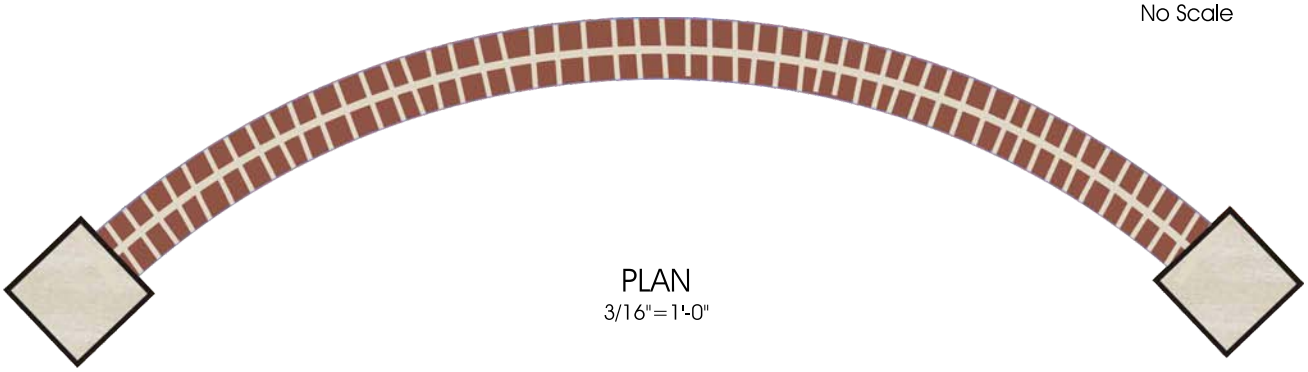
– 5'-6" maximum sign height

– 5 FT minimum setback from R.O.W.

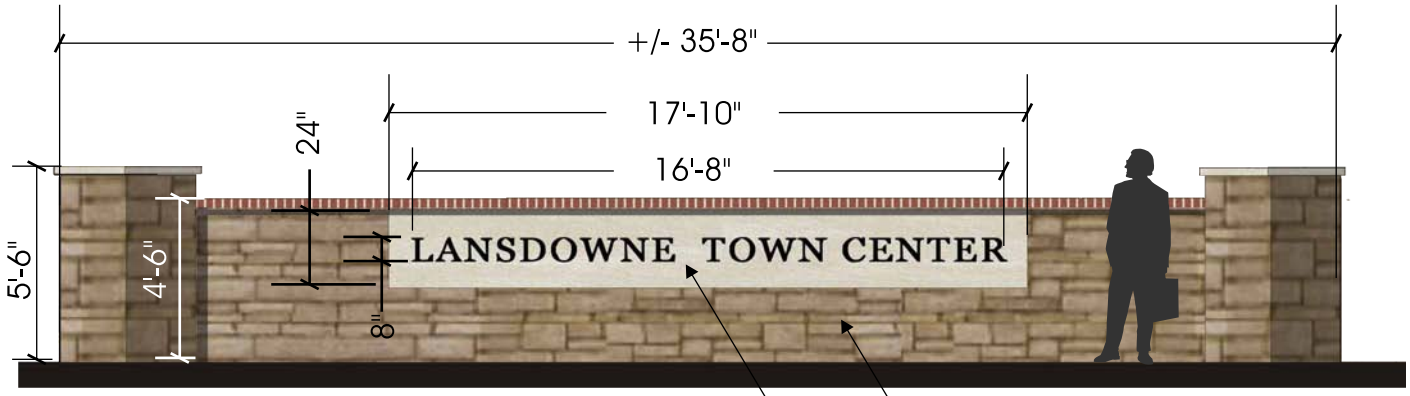
– Non-illuminated or Externally illuminated with ground mounted lights with shielded lenses




LOCATION PLAN
No Scale



PLAN
3/16"=1'-0"




ELEVATION
3/16"=1'-0"

Stone wall and piers, precast concrete caps, brick trim and mortar to match existing project materials & finishes (see existing walls at South entrance along Belmont Ridge Road).

Sign panel precast concrete set into stone wall with individual fabricated metal letters pinned-off panel face.

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.

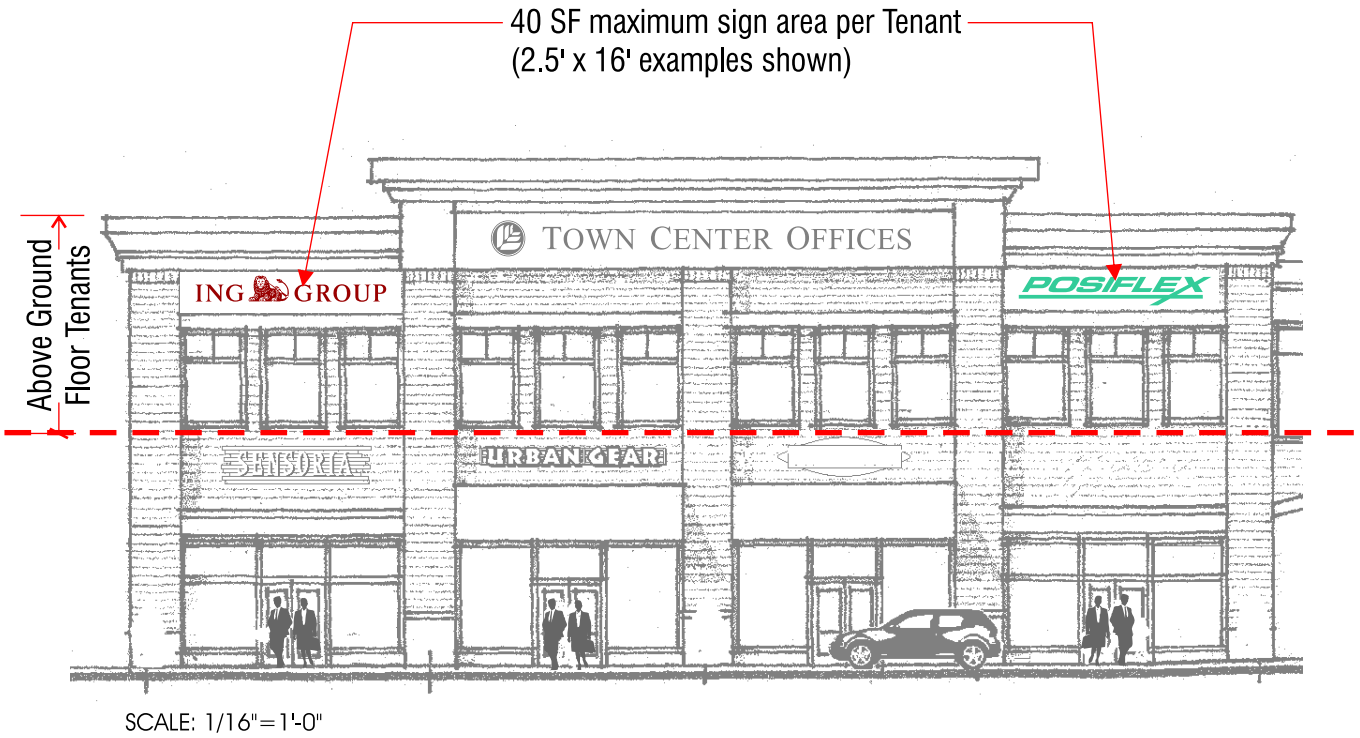
# Above Ground Floor Tenant Signs: Type UP2.2

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.




SCALE: 1/16"=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.

# Above Ground Floor Tenant Signs: Type UP2.2

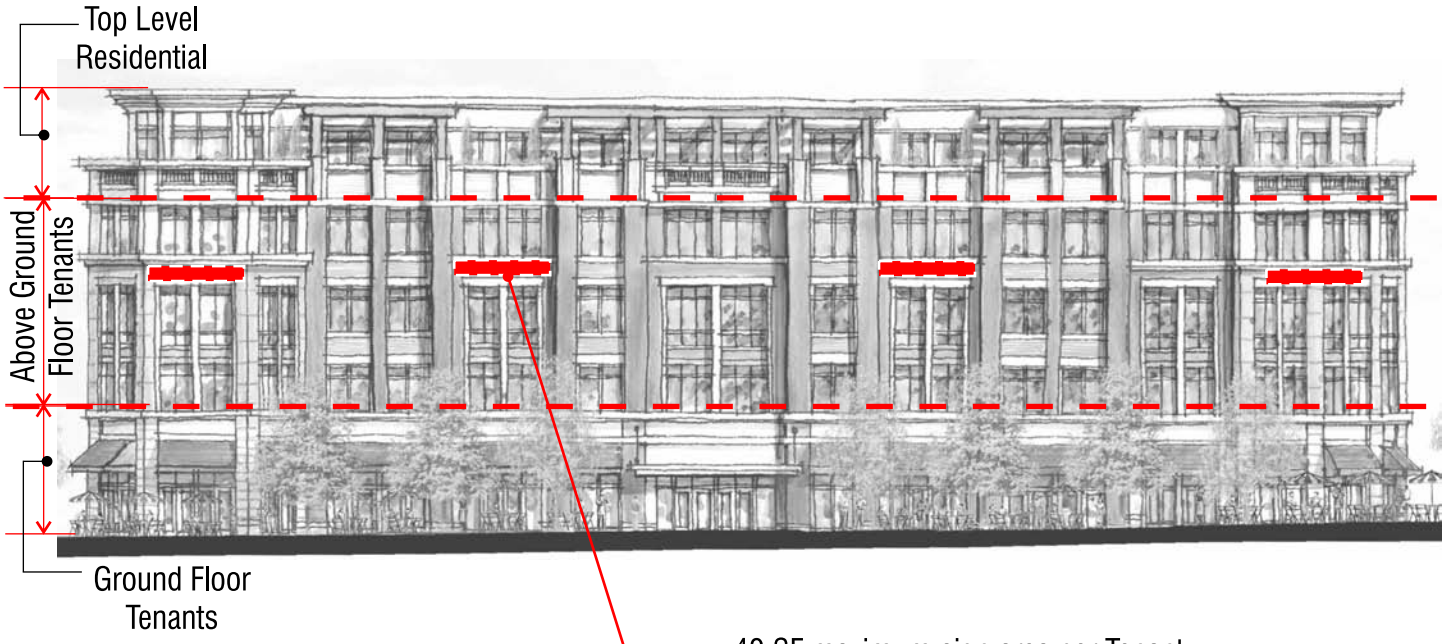
PROPOSED REGULATIONS:
Above Ground Floor Tenant Signs

– 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

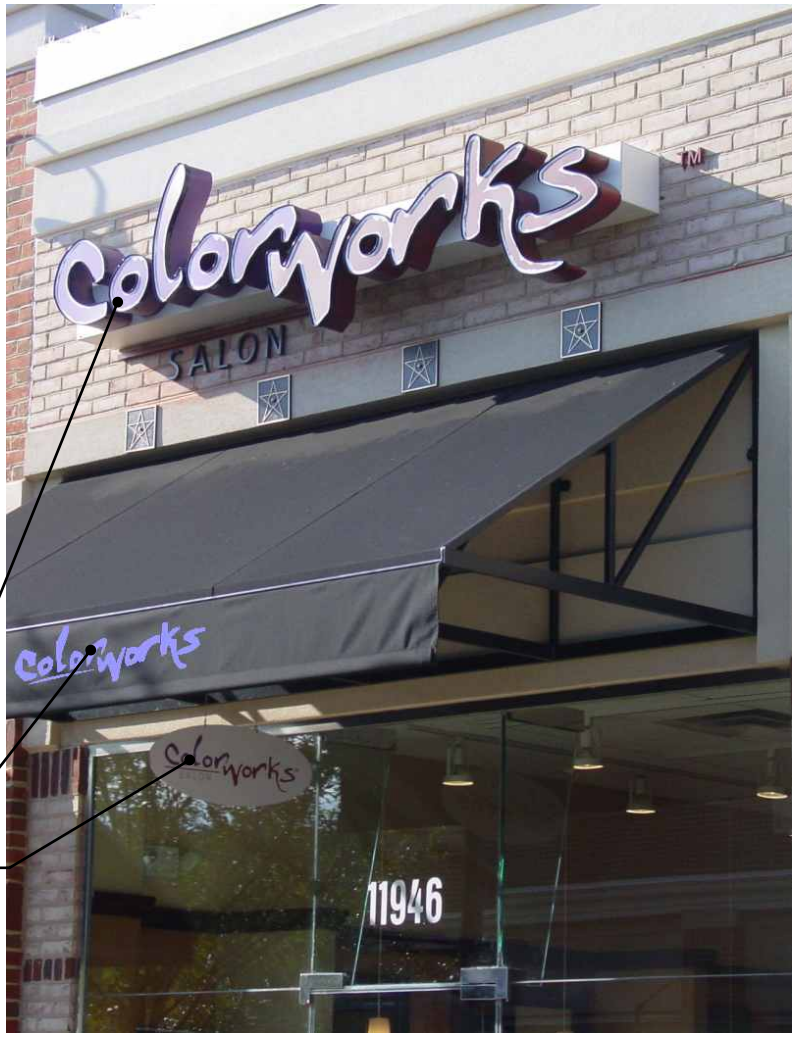
d) Under canopy or flagmount (blade) sign

– 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 & may include any combination these sign types.

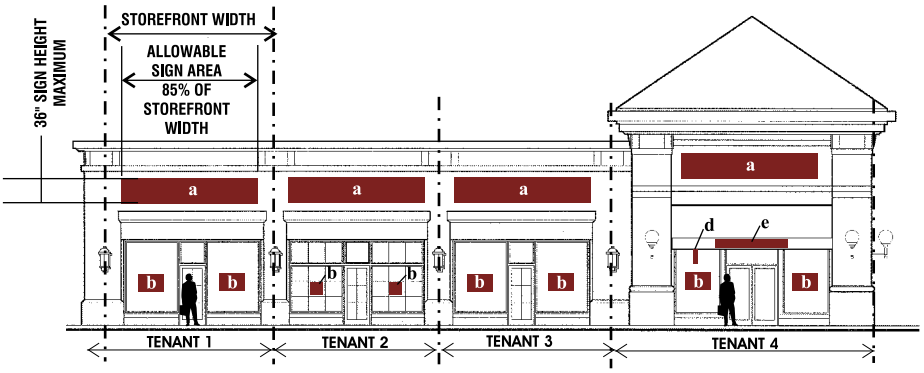
Note: These signs shall not reflect or cast glare, directly or indirectly, on public roads or adjacent properties. There shall be no glare on roadways as a result of this illumination.



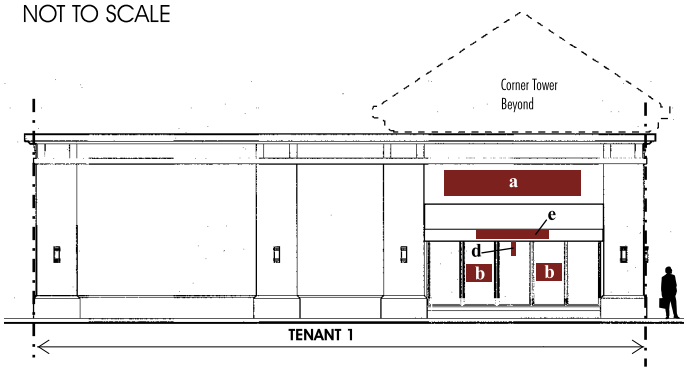

EXAMPLES :
Typical In-line
Ground Floor Signs

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 area does not exceed 75 square feet (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).

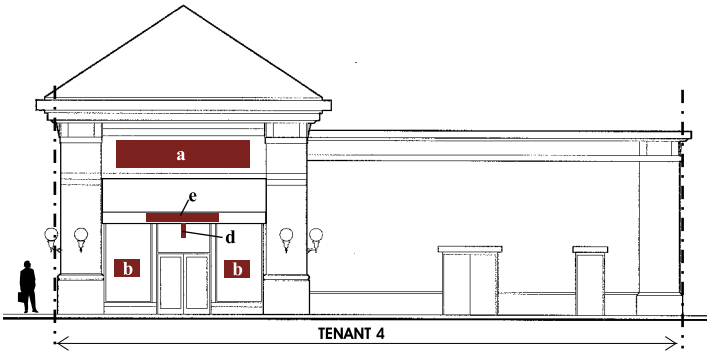
# In-line Ground Floor Signs: Type UP5




FRONT ELEVATION EXAMPLE
NOT TO SCALE



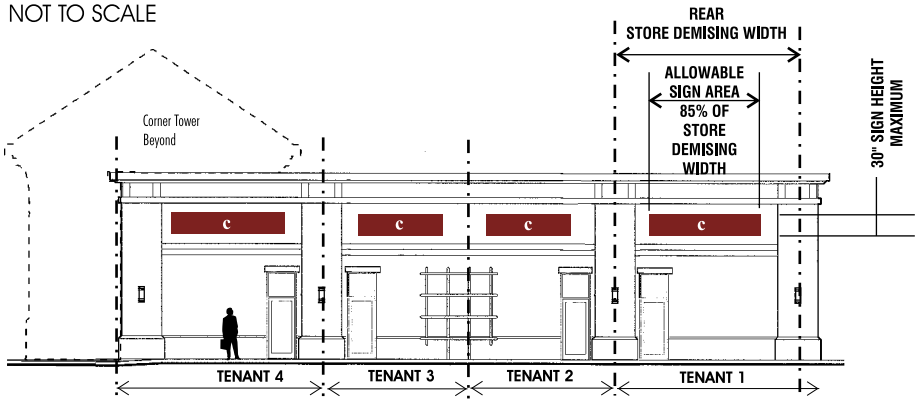

SIDE ELEVATION EXAMPLE
NOT TO SCALE




SIDE ELEVATION EXAMPLE
NOT TO SCALE

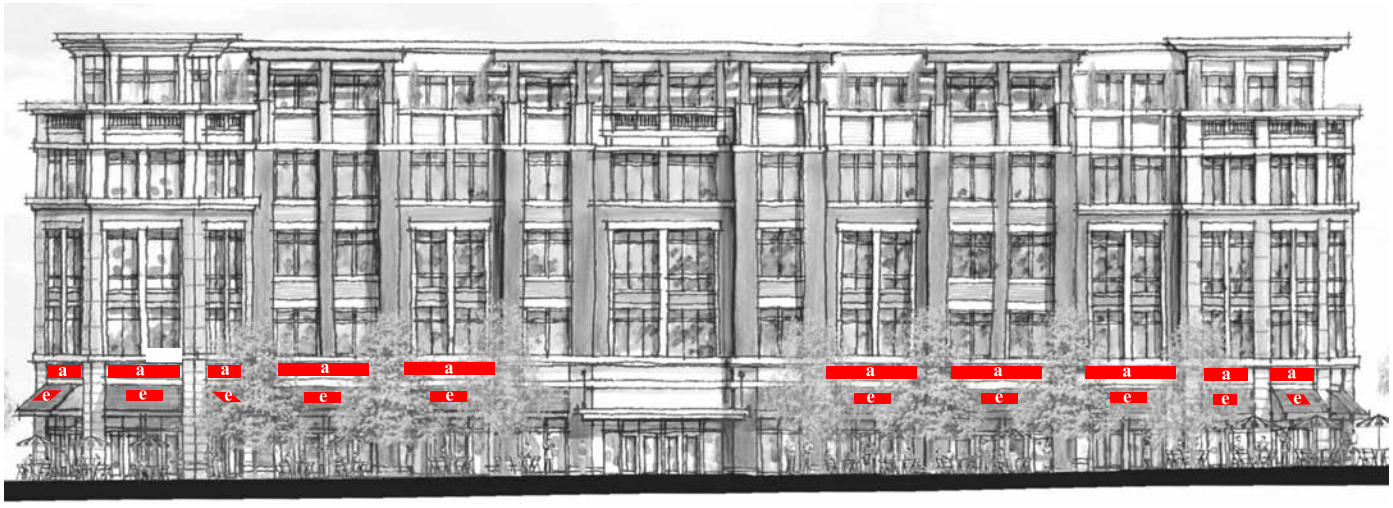
KEY:

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




REAR ELEVATION EXAMPLE
NOT TO SCALE

# In-line Ground Floor Signs: Type UP5

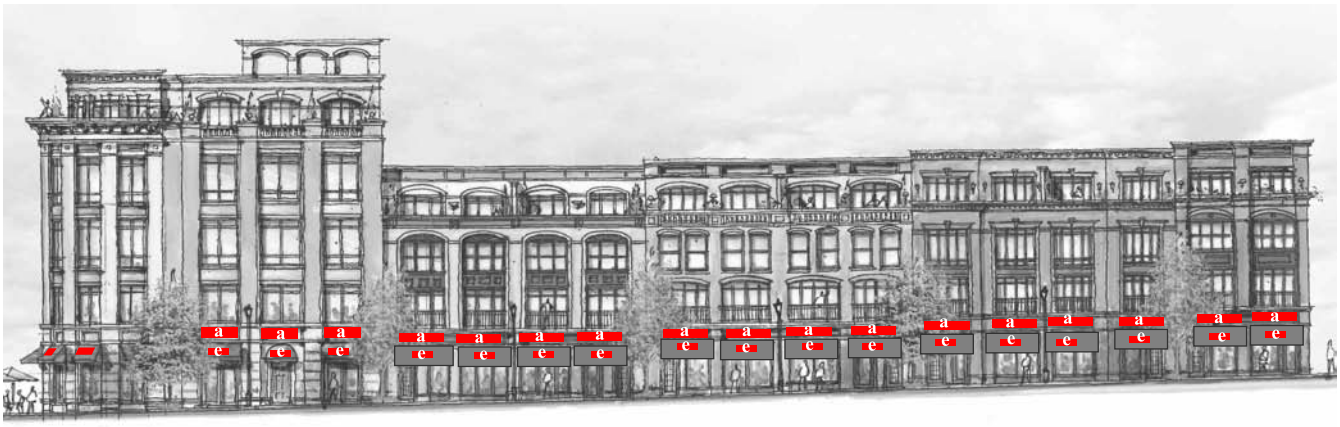


**Example of In-line Ground Floor Locations** SCALE: 1/32"=1'-0"

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

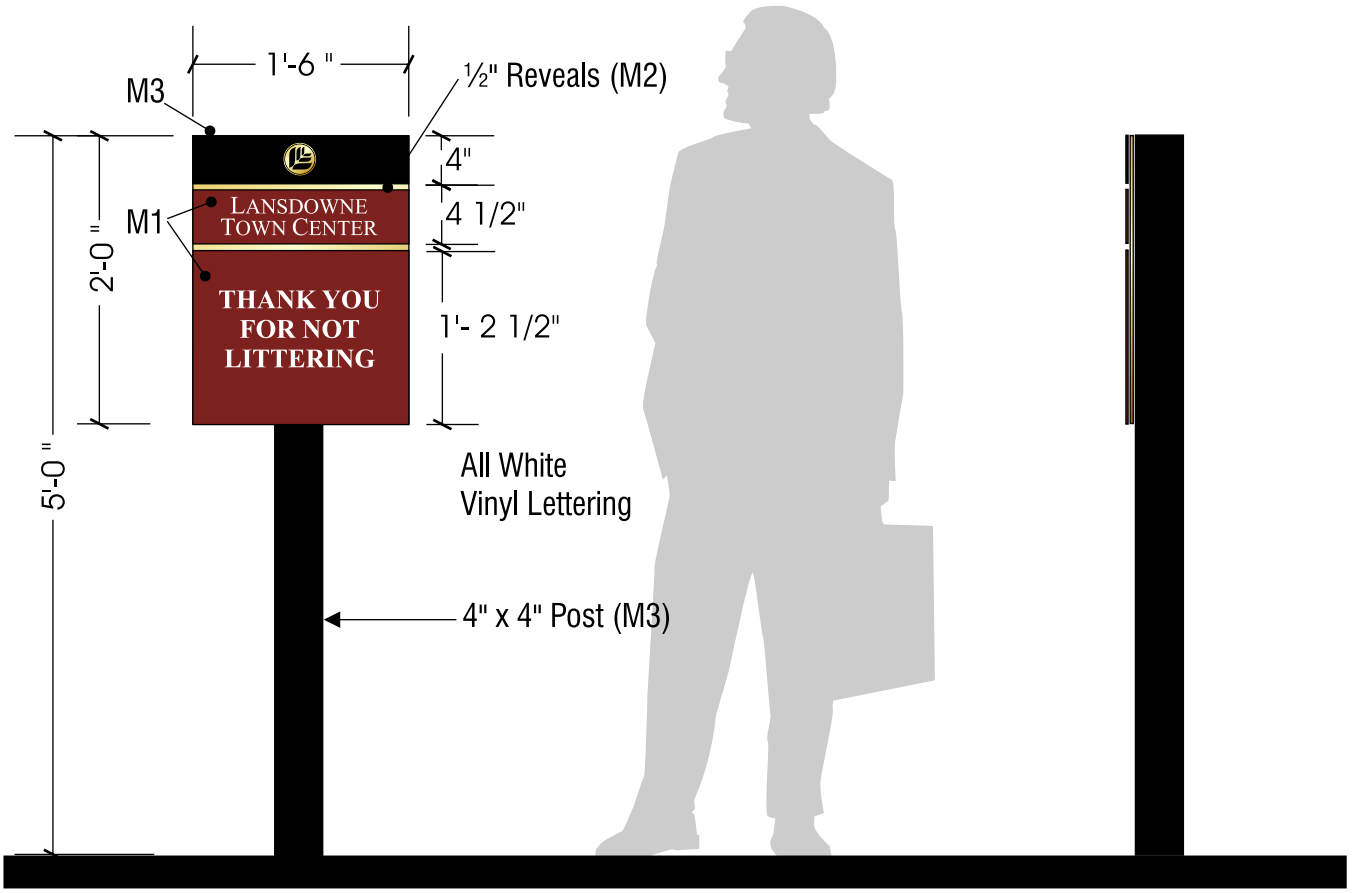
– Quantity of 10 signs maximum

– 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)
½"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"

SIDE VIEW

Note: Message shown as example only

# Housekeeping Signs - Large: Type HT2

PROPOSED REGULATIONS:
Freestanding Housekeeping Signs

– 12 SF total area per sign (graphics on one side)

– Non-illuminated signs

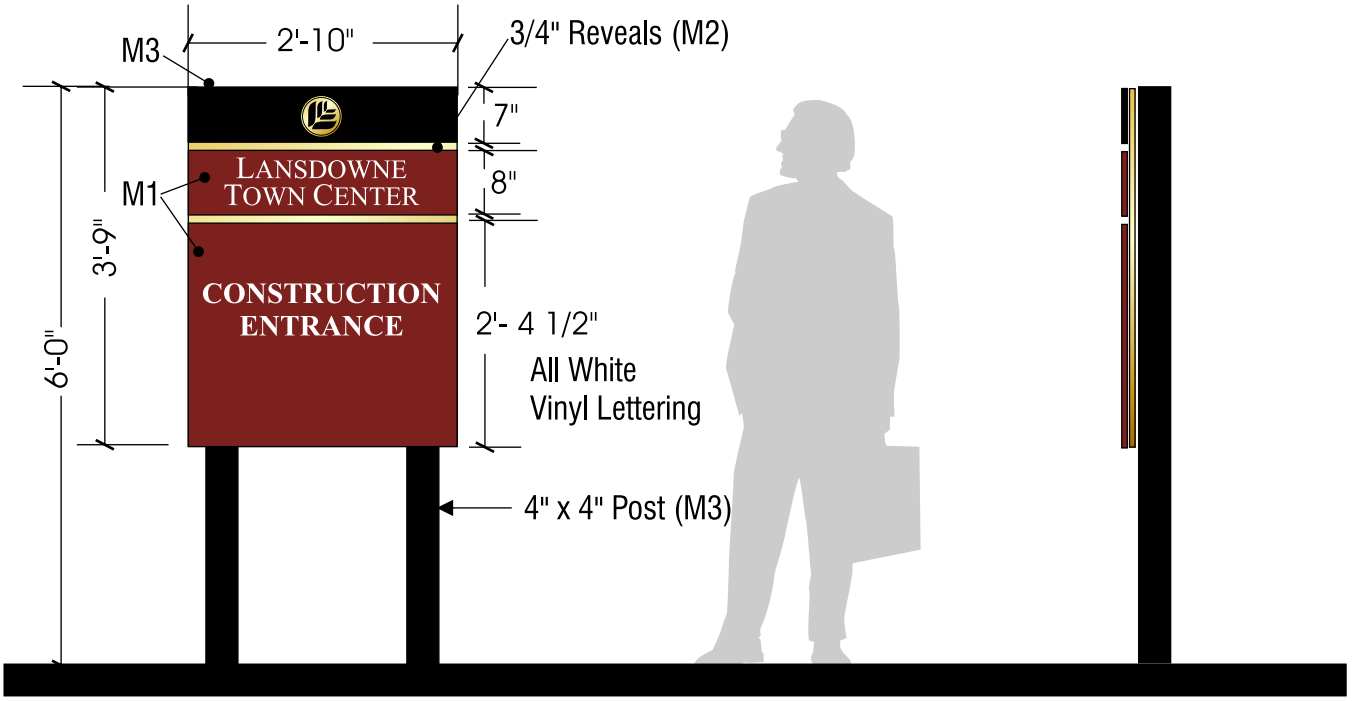
– Quantity of 4 signs maximum

– 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

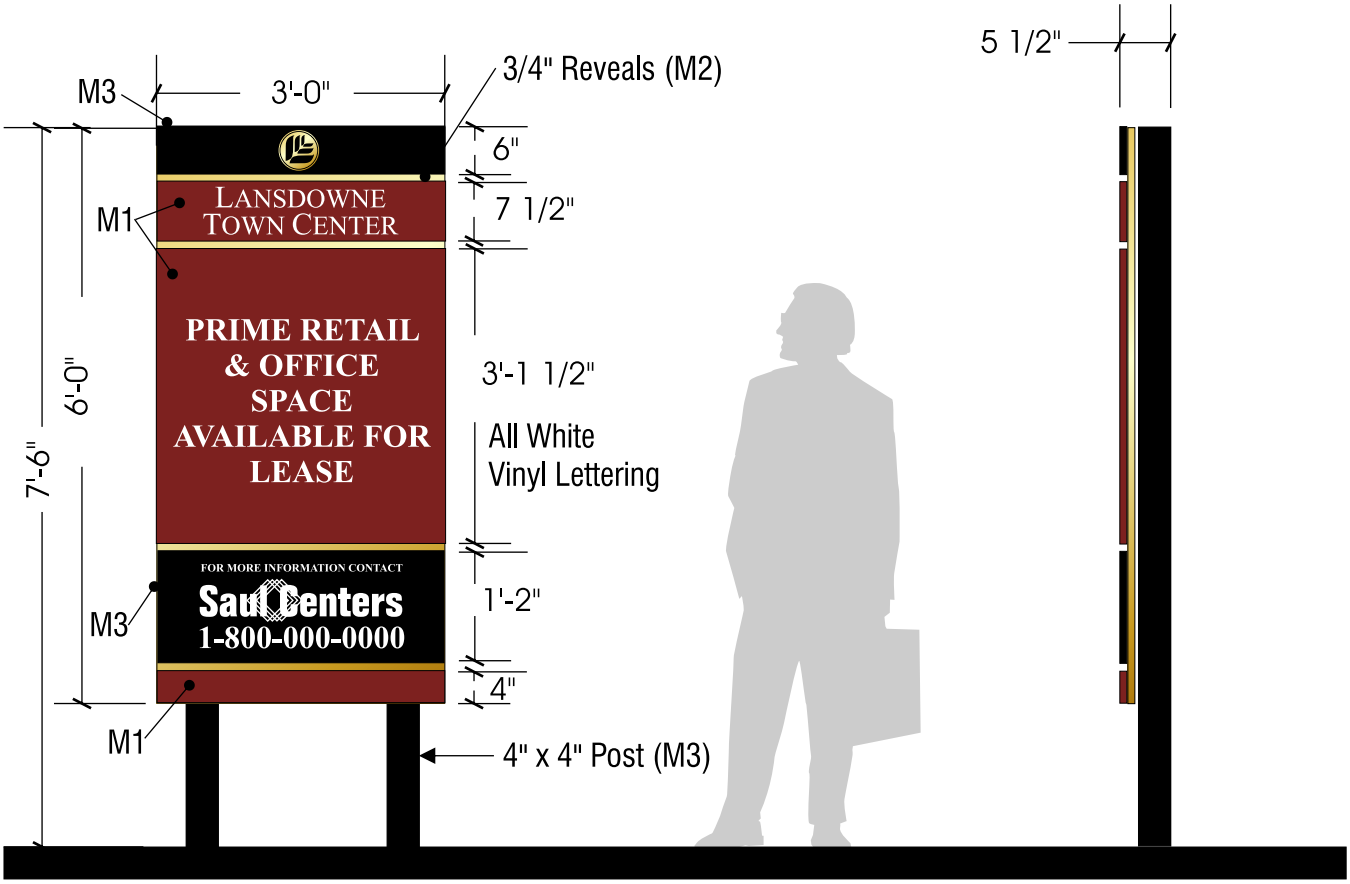
PROPOSED REGULATIONS:
Freestanding Commercial Marketing Signs

- 18 SF total area per sign (graphics on one side)
- Non-illuminated signs
- Quantity of 4 signs maximum
- No more than 1 sign 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

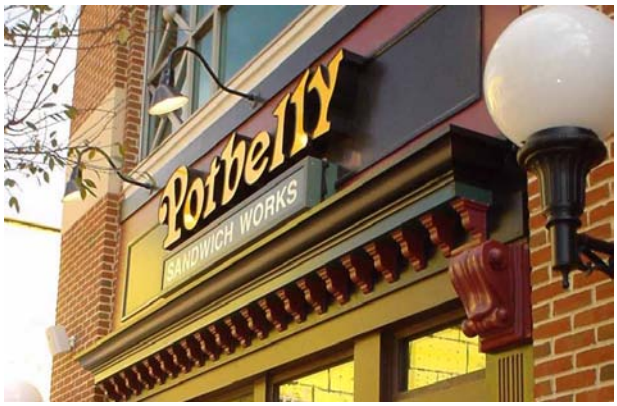
INSTALLATION:
Concrete footing




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

SIDE VIEW

Note: Message shown as example only



## 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.

## 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

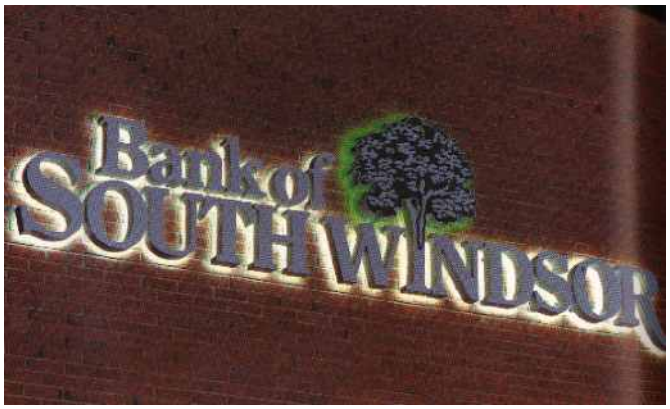
**SIGNAGE**: Individual letters

**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



## 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

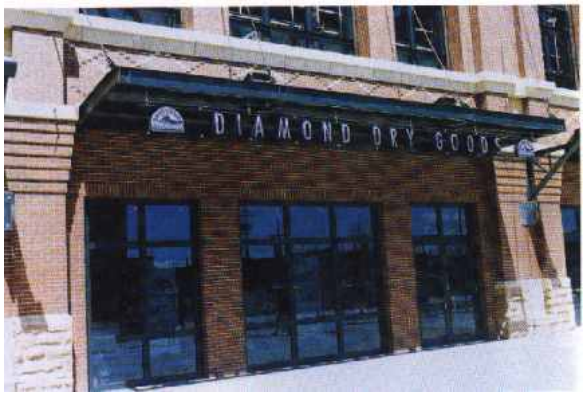
**SIGNAGE**: Illuminated letters with opaque sides and translucent face, or individual letters as cut- outs

**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



## Type 5 - Bracket Mounted or Suspended Blade Sign

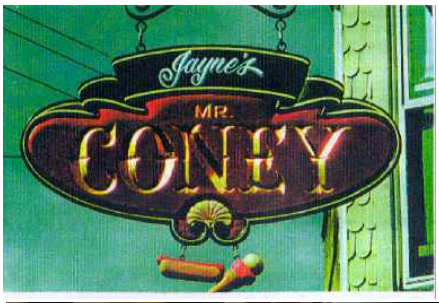
**SIGNAGE**: Individual, carved, etched, painted letters/ logo on panels of multiple shapes

**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



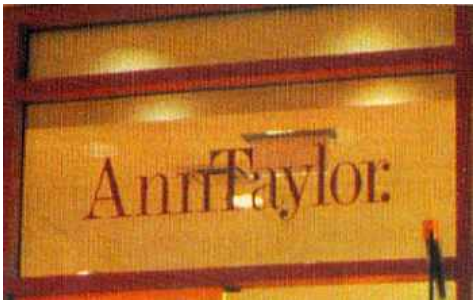
## Type 6 - Painted or Etched on Glass

**SIGNAGE**: Individual letters or logo

**LIGHTING:** Back-lit, edge lit or front illumination

**MOUNTING:** Back side of glass required

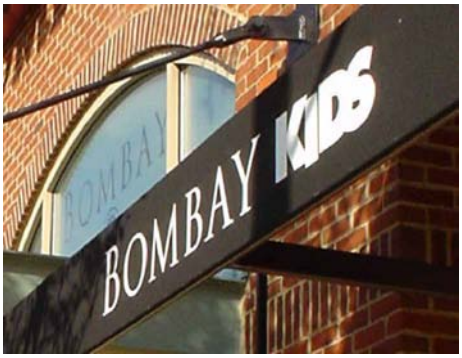
**MATERIAL/ FINISH:** Frosted, etched, silkscreen flat or metallic, gold or silver leaf.
Unacceptable materials: paper, poster card taped to glass



## Type 7 - Painted on Fabric Awning

**SIGNAGE**: Individual letters or logo

**LIGHTING:** Non-illuminated

**MOUNTING:** Top or edge of awning

**MATERIAL/ FINISH:** Silkscreened