Comprehensive Sign Plan

LANSDOWNE TOWN CENTER

Saul Centers

ARCHITECTS | DESIGNERS

Brown | Craig | Turner

hct

August 7, 2006

Table of Contents

Statement of Justification 1
Comprehensive Sign Application Matrix 2
Vicinity Map & Project Site Map 3
Sign Location Plan 4
Logo 5
Typography 6
Color Palette 7
Project Entry Monument: Type P1 8
Site Directional: Type P2 11
Pedestrian Directory: Type P3 12
Light Pole Signs: Type P5 13
Light Pole Banners: Type P5.1 15
Archway Sign: Type P6 16
Office Building Address - Primary: Type UP1 17
Office Building Address - Secondary: Type UP2 19
Office Tenant Signs: Type UP2.2 20
In-line Anchor/ Large Freestanding Retail Building: Type UP4 21
In-line Retail Center Signs: Type UP5 22
Retail Pad Site Building Signs: Type UP6 24
Retail Pad Site Directional Sign: Type UP6.1 25
Retail Pad Site Monument Sign: Type UP6.2 26
Gas Station Monument Sign: Type UP6.3 27
Gas Station Canopy Sign: Type UP6.4 28
Building Mounted Project Identification Signs: Type UP7 29
Tenant Sidewalk Signs: Type UP8 30
Housekeeping Signs - Small - Permanent: Type HP1 31
Housekeeping Signs - Small - Temporary: Type HT1 32
Housekeeping Signs - Large - Temporary: Type HT2 33
Marketing Signs - Commercial: Type M1 34
Tenant Signage Design Criteria 35

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	2003 LANSDOWNE CONSERVANCY GUIDELINES	PROPOSED LANSDOWNE TOWN CENTER REGULATIONS
Entrance Signs** (ground mounted, freestanding, retail center identification signs)	– 60 SF total aggregate sign area	– N/A	– N/A
	– 1 sign per vehicular entrance (not to exceed 3 signs)	– 1 sign per vehicular entrance	– 1 sign per vehicular entrance
	– 30 SF maximum area of any one sign (20 FT x 1.5 bonus multiplier)	– 95 SF maximum sign area (includes background structure area)	– 113 SF total sign area per sign (includes background structure area)
	– 45 SF maximum background structure area (30 SF x 1.5 bonus multiplier)	– Maximum background structure area included in total sign area (see above)	– Maximum background structure area included in total sign area (see above)
	– 8 FT maximum sign height (15 FT if bonus multipliers are not used)	– 11'-11" FT maximum sign height	– 12 FT maximum sign height
	– Backlight or white light illumination	– Internal 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.	– 5 FT minimum setback from R.O.W.
Section 5-1204(D)(3)(c)	Section 5- 1204(D)(3)(c)	(Retail Center Signs - Ground Mounted)	(Project Entry Monument - Type P1)
Directional Signs** (ground mounted, freestanding)	– 60 SF total aggregate sign area	– N/A	– N/A
	– 3 (freestanding building) – 1 freestanding sign/vehicular entrance, no more than 3 for center and building mounted sign/facade, no more than 3 for business (inline structure)	– 2 Panel Sign - Maximum 42 SF per face – 3 Panel Sign - Maximum 50 SF per face – 4 Panel Sign - Maximum 56 SF per face – 5 Panel Sign - Maximum 58 SF per face – 6 Panel Sign - Maximum 66 SF per face	– Post mounted signs - Maximum 45 SF per sign (includes background structure) – Light pole mounted signs - Maximum 2.25 SF per sign (does not include background structure)
	– 30 SF maximum area any one sign (20 x 1.5 bonus multiplier) with 45 SF background structure & 8 FT maximum height	– Maximum background structure area included in total sign area – 7'-9" maximum sign height	– 8'-5 ½" maximum sign height (Type P2)
	– Backlight or white light illumination	– Illuminated and Non-illuminated options	– Non-illuminated
**Sign Types P2 & P5	– 10 FT minimum setback from R.O.W.	– 5 FT minimum setback from R.O.W.	– 5 FT minimum setback from R.O.W.
Section 5 -1204(D)(3)(ii)	Section 5-1204(D)(3)(ii)	(Directional Signs - Residential)	(Site Directional - Type P2 & Light Pole Signs - Type P5)

Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

SIGN TYPE	REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE	2003 LANSDOWNE CONSERVANCY GUIDELINES	PROPOSED LANSDOWNE TOWN CENTER REGULATIONS
Directories**	– 60 SF total aggregate sign area	– 25 SF sign area per directory	– 49 SF total aggregate sign area
	– 3 (freestanding building) – 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)	– Directories may list 5 major tenants when placed adjacent to main entrance of multi-tenant building, or they may be consolidated for multi-building conditions	– 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) – 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)
Light Pole Banners**	– 4 SF total aggregate sign area		
	– 1 sign permitted		– 1 or 2 banners per pole
	– 4 SF maximum area any one sign		– 8 SF maximum area any one banner
	– Non-illuminated		– Non-illuminated
**Sign Type P5.1	– 5 FT setback from R.O.W.		– 5 FT setback from R.O.W.
Section 5-1204(D)(5)(a)	Section 5-1204(D)(5)(a)		(Light Pole Banners - Type P5.1)
Archway Sign** (ground mounted, freestanding, major retail tenant identification sign)			– Freestanding Gateway Sign to principle Retail Tenant
			– 404.25 SF maximum area (includes background structure area & piers)
**Sign Type P6			– Illuminated individual channel letters or Non-illuminated individual letters
Section 5-1204(D)(3)(ii)	Section 5-1204(D)(3)(ii)		(Archway Sign: Type P6)

Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

SIGN TYPE	REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE	2003 LANSDOWNE CONSERVANCY GUIDELINES	PROPOSED LANSDOWNE TOWN CENTER REGULATIONS
Office Building Signs** (building mounted)	– 60 SF total aggregate sign area (2 SF/ linear foot of building frontage)	– 200 SF total aggregate sign area	– N/A
	– 1 sign per facade, not to exceed 3 signs	– 1 sign per tenant, 2 signs maximum per building elevation	– 1 sign maximum per building elevation
	– 60 SF maximum area any one sign	– 100 SF maximum area any one sign	– 26.25 SF total sign area per sign
**Sign Types UP1 & UP2	– Backlight or white light illumination	– Illuminated individual channel letters or Non-illuminated individual letters	– Non-illuminated individual letters
Section 5-1204(D)(3)(d)	Section 5-1204(D)(3)(d)	(Office Building Signs - Building Mounted)	(Office Building Address - Primary: Type UP1 & Secondary: Type UP2)
Office Tenant Signs** (building mounted)	– 60 SF total aggregate sign area (2 SF/ linear foot of building frontage)	– 200 SF total aggregate sign area	– N/A
	– 1 sign per facade, not to exceed 3 signs	– 1 sign per tenant, 2 signs maximum per building elevation	– 1 sign maximum per tenant per building elevation – 2 signs maximum total per front and rear building elevations, 1 sign maximum total side elevations
	– 60 SF maximum area any one sign	– 100 SF maximum area any one sign	– 40 SF total sign area per sign
**Sign Types UP2.2	– Backlight or white light illumination	– Illuminated individual channel letters or Non-illuminated individual letters	– Illuminated individual channel letters or Non-illuminated individual letters
Section 5-1204(D)(3)(d)	Section 5-1204(D)(3)(d)	(Office Building Signs - Building Mounted)	(Office Tenant Signs: Type UP2.2)

Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

SIGN TYPE	REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE	2003 LANSDOWNE CONSERVANCY GUIDELINES	PROPOSED LANSDOWNE TOWN CENTER REGULATIONS
In-line Anchor/ Large Freestanding Retail Building** (15,000 SF or larger)	– 60 SF total aggregate sign area (2 SF/ linear oot of building frontage)	– 200 SF total aggregate sign area	– 295 SF total aggregate sign area
	– 1 sign per facade, not to exceed 3 signs	– 6 signs maximum per tenant	– 8 signs maximum per building
	– 60 SF maximum area any one sign	– 75 SF maximum area any one sign	– 85 SF maximum area any one sign
**Sign Type UP4	– Backlight or white light illumination	– Illuminated individual channel letters or Non-illuminated individual letters	– Illuminated individual channel letters or Non-illuminated individual letters
Section 5-1204(D)(3)(d)	Section 5-1204(D)(3)(d)	(In-line Anchor and/or Large Free-standing Retail Building)	(In-line Anchor/ Large Freestanding Retail Building - Type UP4)
In-line Retail Center Signs**	– 60 SF total aggregate sign area (2 SF/ linear foot of building frontage)	– 60 SF total aggregate sign area per tenant	– 75 SF total aggregate sign area per building facade per tenant (except for awnings)
	– 1 sign per facade, not to exceed 3 signs	– 2 signs maximum per tenant	– Number of signs per tenant will vary & may include any combination of the following sign types: 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) - Graphics, names and logos not to exceed 10% of the awning area to which it is applied 500sf maximum area (including 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
	– 60 SF maximum area any one sign	– 60 SF maximum area any one sign	– 60 SF maximum area any one sign (except awnings)
** Sign Type UP5	– Backlight or white light illumination	– Illuminated individual channel letters or Non-illuminated individual letters	– Illuminated individual channel letters or Non-illuminated individual letters
Section 5-1204(D)(3)(d)	Section 5-1204(D)(3)(d)	(In-line Retail Center Signs)	(In-line Retail Center Signs - Type UP5)

Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

SIGN TYPE	REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE	2003 LANSDOWNE CONSERVANCY GUIDELINES	PROPOSED LANSDOWNE TOWN CENTER REGULATIONS
Retail Center - Pad Site Building Signs**	– 60 SF total aggregate sign area (2 SF/ linear foot of building frontage)	– 120 SF total aggregate building mounted sign area per tenant	– 200 SF total aggregate building mounted sign area per tenant
	– 1 sign per facade, not to exceed 3 signs	– 3 building signs maximum per tenant	– 4 primary building signs maximum per tenant – 2 secondary building signs maximum per tenant
	– 60 SF maximum area any one sign	– 60 SF maximum area any one building mounted sign	– 75 SF maximum area any one sign
		– 40 SF maximum area per freestanding sign (1 sign per entrance maximum) with 4'-9 ½" maximum height	
	– Backlight or white light illumination	– Illuminated individual channel letters or Non-illuminated individual letters (building mounted) & Backlit stencil cut letters/graphics in aluminum panel (freestanding)	– Illuminated individual channel letters or Non-illuminated individual letters
**** Sign Type UP6**			
Section 5-1204(D)(3)(d)	Section 5-1204(D)(3)(d)	(Retail Center- Pad Site Signs)	(Retail Pad Site Building Signs - Type UP6)
Retail Center- Pad Site Directional Signs**	– 60 SF total aggregate sign area		– 33 SF total aggregate sign area
	– 3 (freestanding building) – 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)		– 3 freestanding signs maximum per Tenant
	– 30 SF maximum area any one sign (20 x 1.5 bonus multiplier) with 45 SF background structure & 8 FT maximum height		– 11 SF maximum area any one sign & 4'-0" maximum sign height (includes background/base structure area)
**** Sign Type UP6.1**	– Backlight or white light illumination		– Non-illuminated
Section 5-1204(D)(3)(ii)	Section 5-1204(D)(3)(ii)		(Retail Pad Site Directional Sign - Type UP6.1)

Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

SIGN TYPE	REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE	2003 LANSDOWNE CONSERVANCY GUIDELINES	PROPOSED LANSDOWNE TOWN CENTER REGULATIONS
Retail Center- Pad Site Monument Signs**	– 60 SF total aggregate sign area	N/A	N/A
	– 3 (freestanding building) – 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)	– 1 freestanding sign/vehicular entrance	– 1 freestanding sign/vehicular entrance
	– 30 SF maximum area any one sign (20 x 1.5 bonus multiplier) with 45 SF background structure & 8 FT maximum height	– 40 SF maximum area per sign & 4'-9 1/2" maximum sign height (includes background structure/base)	– 40 SF maximum area per sign & 5'-0" maximum sign height (includes background structure/base)
	– 10 FT minimum setback from R.O.W.	– 5 FT minimum setback from R.O.W.	– 5 FT minimum setback from R.O.W.
	– Backlight or white light illumination	– Illuminated	– External ground mounted white light illumination with shielded lenses
**** Sign Type UP6.2**			
Section 5-1204(D)(3)(ii)	Section 5-1204(D)(3)(ii)	(Retail Center- Pad Site Signs: Ground Mounted Retail Building Identification Sign)	(Retail Pad Site Monument Sign - Type UP6.2)
Gas Station Monument Signs**	– 30 SF maximum area of any one sign (20 x 1.5 bonus multiplier) with 45 SF background structure (total sign area *excludes* cderally mandated gasoline price posting)		– 40 SF total sign area per freestanding sign (total sign area *includes* federally mandated gasoline price posting & background structure area)
	– 6 signs maximum per tenant		– 1 freestanding sign/vehicular entrance
	– 8 FT maximum sign height		– 5 FT maximum sign height
	– 5 FT minimum setback from R.O.W.		– 5 FT minimum setback from R.O.W.
	– Backlight illuminated		– Backlight illuminated
**** Sign Type UP6.3**			
Section 5-1204(D)(3)(r)	Section 5-1204(D)(3)(r)		(Gas Station Monument Sign - Type UP6.3)

Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

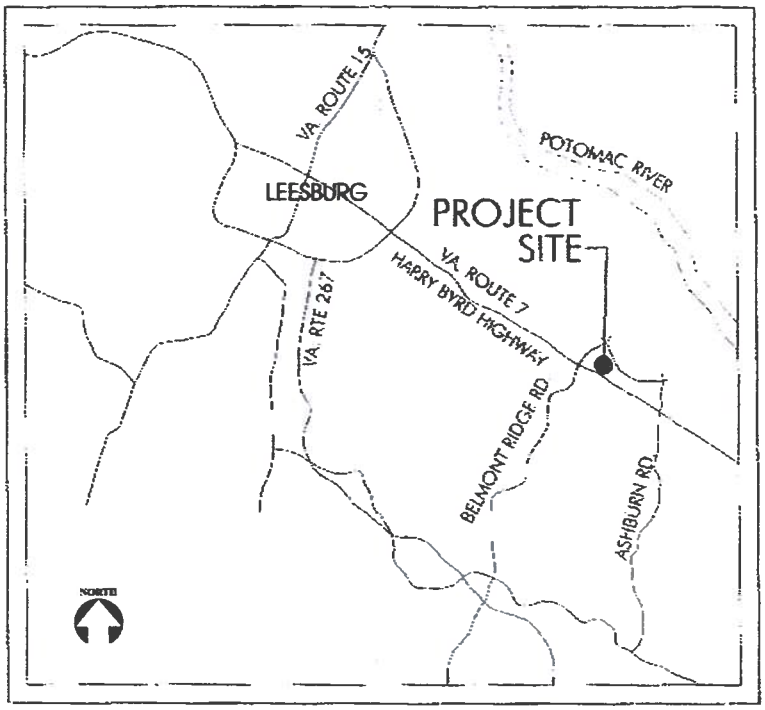
SIGN TYPE	REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE	2003 LANSDOWNE CONSERVANCY GUIDELINES	PROPOSED LANSDOWNE TOWN CENTER REGULATIONS
Gas Station Canopy Signs**	– 30 SF maximum area of any one sign (20 x 1.5 bonus multiplier) with 45 SF background structure (total sign area *excludes* federally mandated gasoline price posting)		– 60 SF total aggregate sign area – 30 SF maximum area any one sign (includes any illuminated decoration)
	– 6 signs maximum per tenant		– 2 signs maximum per canopy
	– 8 FT maximum sign height		– 18 FT maximum sign height (not to exceed height of canopy at fuel pump pad)
	– 5 FT minimum setback from R.O.W.		– 5 FT minimum setback from R.O.W.
**** Sign Type UP6.4**	– Backlight illuminated		– Illuminated individual channel letters
Section 5-1204(D)(3)(r)	Section 5-1204(D)(3)(r)		(Gas Station Canopy Sign - Type UP6.4)
Building Mounted Project Identification Signs**	– 60 SF total aggregate sign area		– 105 SF total area per sign
	– 3 (freestanding building) – 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)		– 1 sign per facade
	– 30 SF maximum area any one sign (20 x 1.5 bonus multiplier) with 45 SF background structure & 8 FT maximum height		
	– 10 FT minimum setback from R.O.W.		
**** Sign Type UP7**	– Backlight or white light illumination		– Illuminated individual channel letters or Non-illuminated individual letters
Section 5-1204(D)(3)(ii)	Section 5-1204(D)(3)(ii)		(Building Mounted Project Identification Signs: Type UP7)

Comprehensive Sign Application Matrix – Comparison of Existing & Proposed Regulations

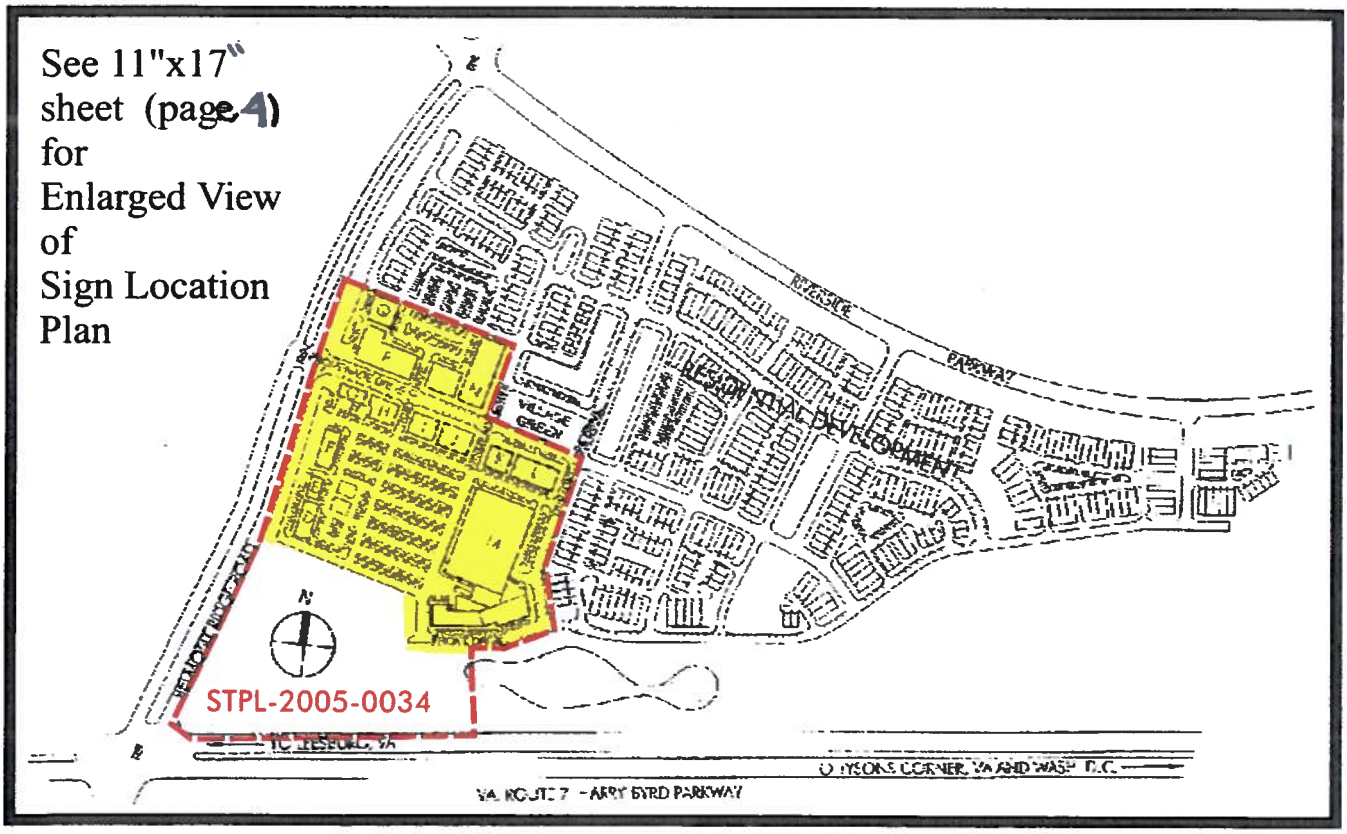
SIGN TYPE	REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE	2003 LANSDOWNE CONSERVANCY GUIDELINES	PROPOSED LANSDOWNE TOWN CENTER REGULATIONS
Tenant Sidewalk Signs**	– 60 SF total aggregate sign area		– 6 SF total area per sign
	– 3 (freestanding building) – 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/facade, no more than 3 for business inline structure)		– 1 sign per tenant maximum
	– 30 SF maximum area any one sign (20 x 1.5 bonus multiplier) with 45 SF background structure & 8 FT maximum height		
	– 10 FT minimum setback from R.O.W.		
**** Sign Type UP8**	– Backlight or white light illumination		– Non-illuminated signs
Section 5-1204(D)(3)(ii)	Section 5-1204(D)(3)(ii)		(Tenant Sidewalk Signs: Type UP8)
Housekeeping Signs - Small - Permanent**		– 3 SF total area per sign, Maximum 6 feet in height, Graphics on one side only	– 3 SF total area per sign, Maximum 5 feet in height, Graphics on one side only
**** Sign Type HP1**		– Post mounted, non-illuminated signs	– Post mounted, non-illuminated signs
No suitable category under Section 5-1204(D)	No suitable category under Section 5-1204(D)	(Residential Housekeeping Signs - Small)	(Housekeeping Signs - Small - Permanent: Type HP1)

SIGN TYPE	REVISED 1993 LOUDOUN COUNTY ZONING ORDINANCE	2003 LANSDOWNE CONSERVANCY GUIDELINES	PROPOSED LANSDOWNE TOWN CENTER REGULATIONS
Housekeeping Signs - Small - Temporary**	– 2 SF total area per sign	– 3 SF total area per sign	– 3 SF total area per sign
	– 5 FT maximum height	– Maximum 6 feet in height, Graphics on one side only	Maximum 5 feet in height, Graphics on one side only
	– 1 sign per use identifying locations such as restrooms, loading areas, etc.		
**** Sign Type HT1**	– Backlight or White Light	– Freestanding, non-illuminated signs	– Freestanding, non-illuminated signs
Section 5-1204(D)(7)(e)	Section 5-1204(D)(7)(e)	(Residential Housekeeping Signs - Small)	(Housekeeping Signs - Small - Temporary:
Housekeeping Signs - Large - Temporary**	– 2 SF total area per sign	– 12 SF total area per sign	– 12 SF total area per sign
	– 5 FT maximum height	– Maximum 6 feet in height. Graphics on one side only	– Maximum 6 feet in height. Graphics on one side only
	– 1 sign per use identifying locations such as restrooms, loading areas, etc.		
**** Sign Type HT2**	– Backlight or White Light	– Freestanding, non-illuminated signs	– Freestanding, non-illuminated signs
Section 5-1204(D)(7)(e)	Section 5-1204(D)(7)(e)	(Residential Housekeeping Signs - Large)	(Housekeeping Signs - Large - Temporary: Type HT2)
Marketing Signs - Commercial**	– 20 SF total sign area	– 20 SF total area per sign	– 18 SF total area per sign
	– 1sign (upon any lot less than 10 acres); 2 signs upon any lot in excess of ten (10) arcres		
	– Maximum 6'-0" in height	Maximum 8'-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	– Freestanding, non-illuminated signs
Section 5-1204(D)(6)(c)	Section 5-1204(D)(6)(c)	(Commercial Marketing Signs)	(Marketing Signs - Commercial: Type M1)

Vicinity Map & Project Site Plan

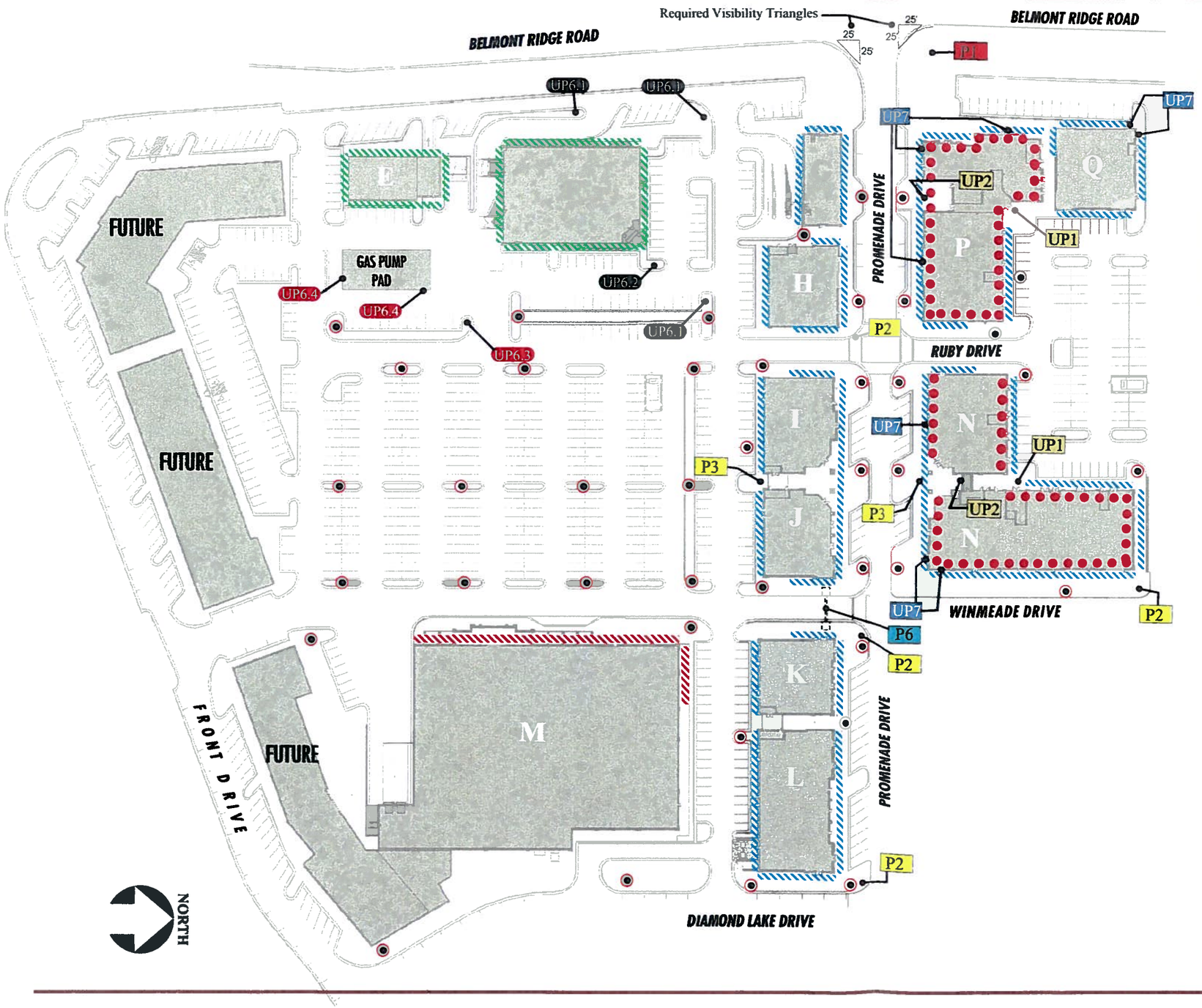


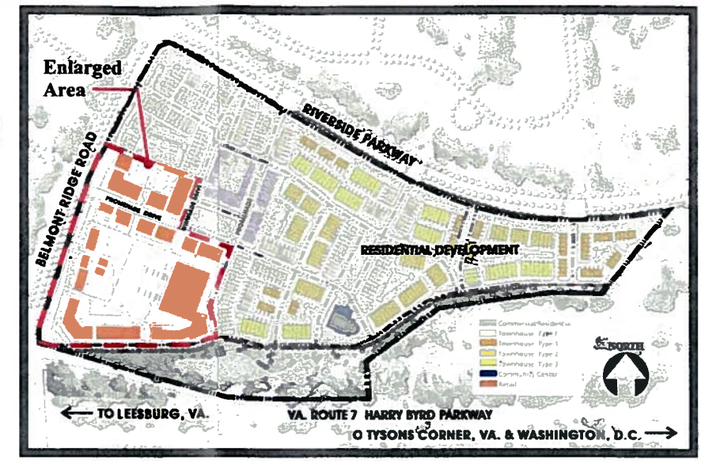
Vicinity Map



Project Site Plan

Sign Location Plan





(Note: Plans are not shown to scale)

Signage Type Legend

- P1 Project Entry Monument
- P2 Site Directional
- P3 Pedestrian Directory
- P5 Light Pole Signs (& P5.1: Banners)
- P6 Archway Sign
- UP1 Office Address Signage - Primary
- UP2 Office Address Signage - Secondary
- UP2.2 Office Tenant Signs (bldg. mounted)
- UP4 Bldg Signs: In-line/ Freestanding Anchor
- UP5 Bldg Signs: In-line Stores
- UP6 Bldg Signs: Pad Site Signs
- UP6.1 Pad Site Directional Signs
- UP6.2 Pad Site Monument Signs
- UP6.3 Gas Station Monument Signs
- UP6.4 Gas Station Canopy Signs
- UP7 Bldg Mounted Project Identification Signs

NOTE: Locations and quantities of signs shown on the plans are illustrative of sign criteria set forth herein. Final locations are subject to change.

Logo

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.

Typography

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

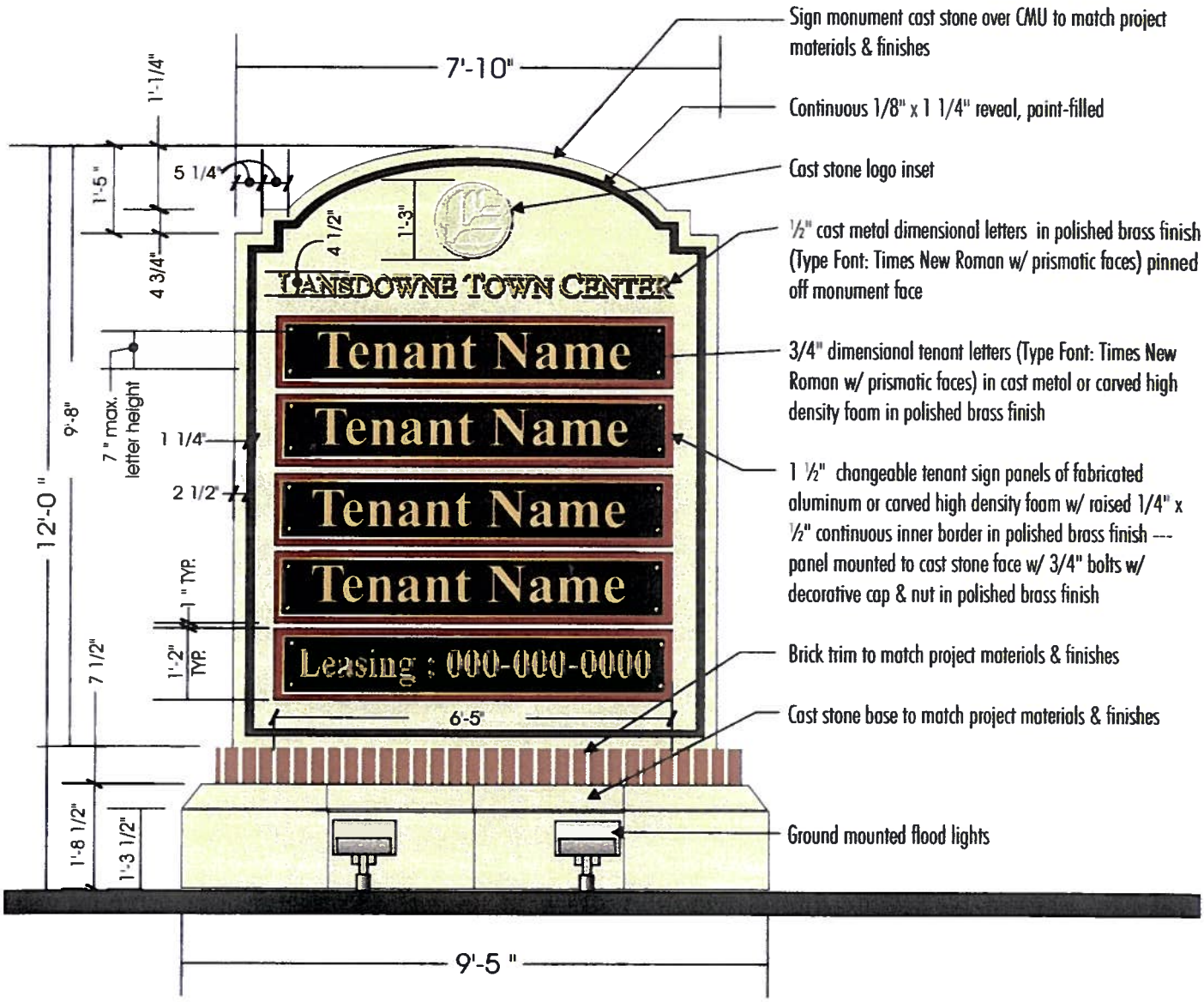
PERSPECTIVE VIEW
NOT TO SCALE

Two Project Entry Monuments will be provided for the property. One monument will be located at the intersection of Belmont Ridge Road and Promenade Drive. A second monument will be located at the intersection of Riverside Parkway and Diamond Lake Drive.

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.

Materials for this sign shall be selected from this list:
- Metal
- High density foam

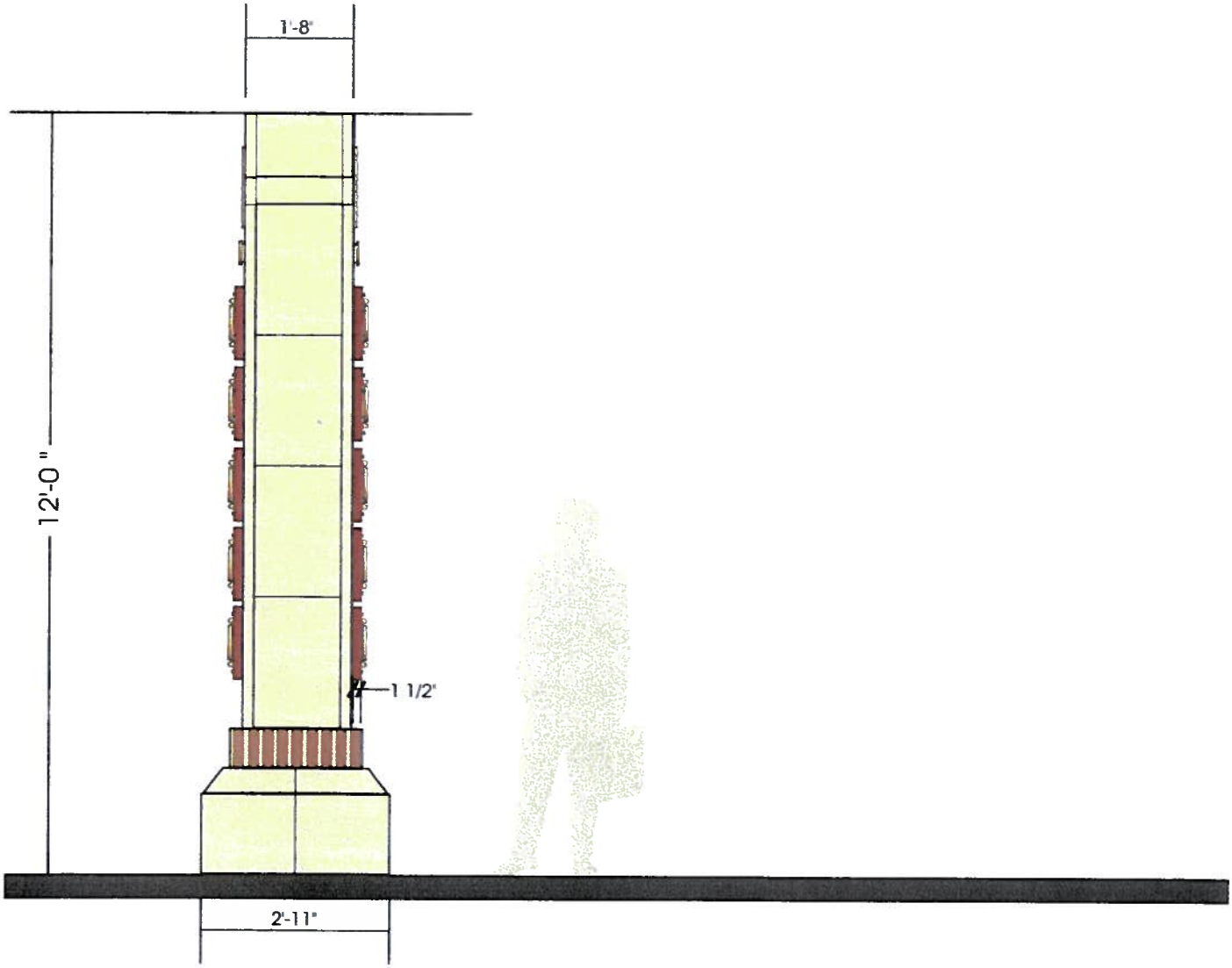
Project Entry Monument: Type P1



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

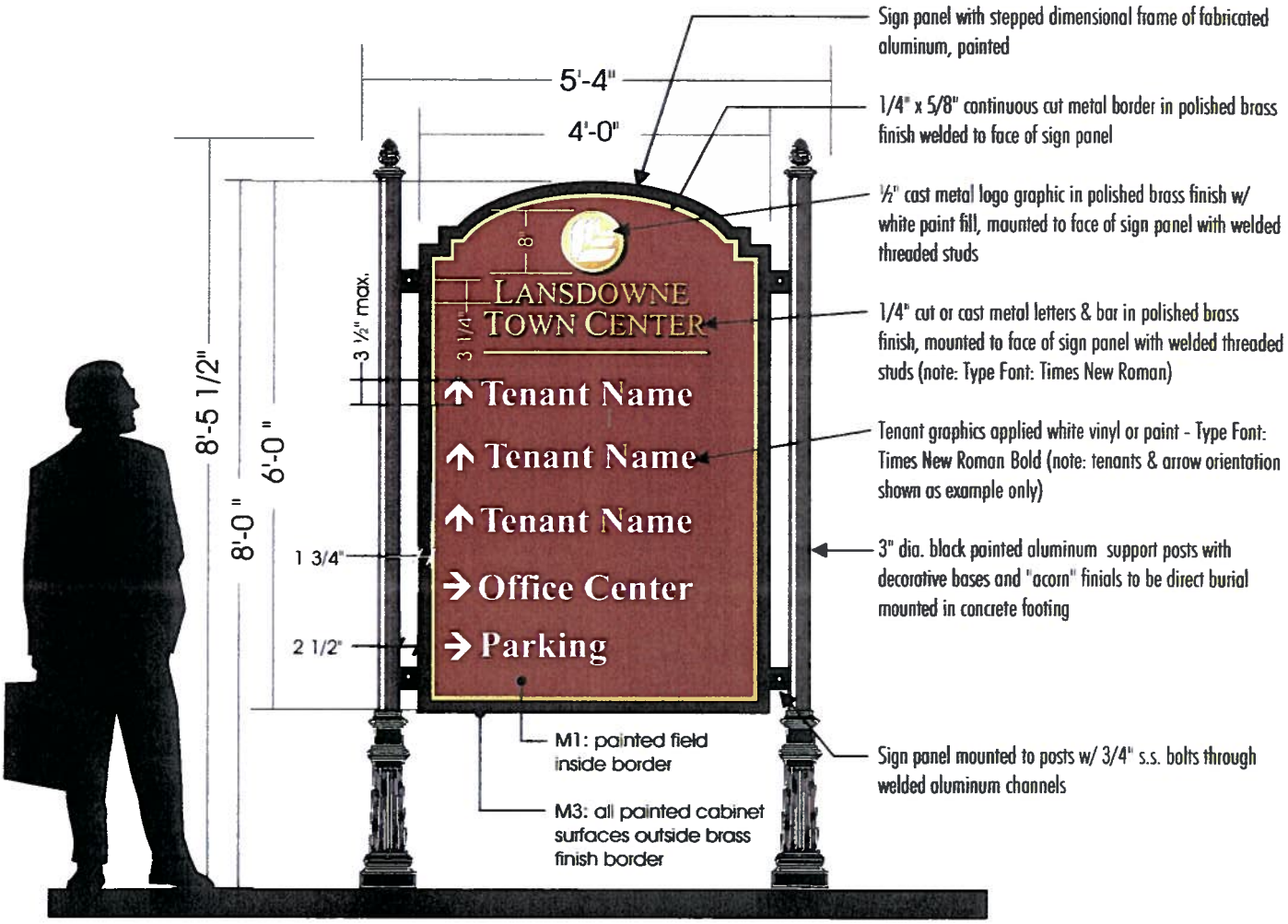


SIDE ELEVATION
SCALE: 3/8" = 1'-0"

Site Directional: Type P2

PROPOSED REGULATIONS:
Ground Mounted Site Directional 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



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

Site Directionals 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.

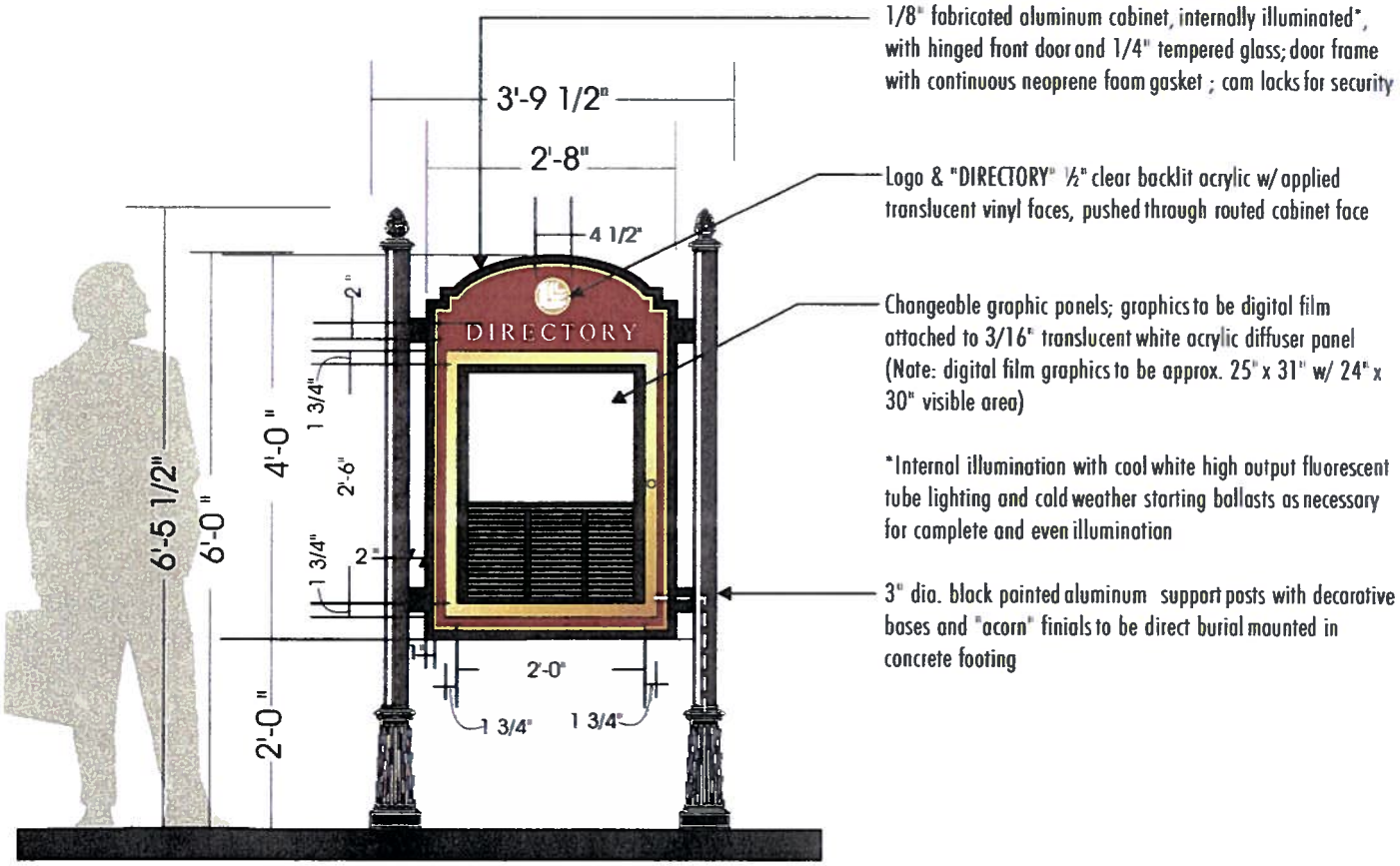
Site Directional signs will use the standard typography.

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



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.

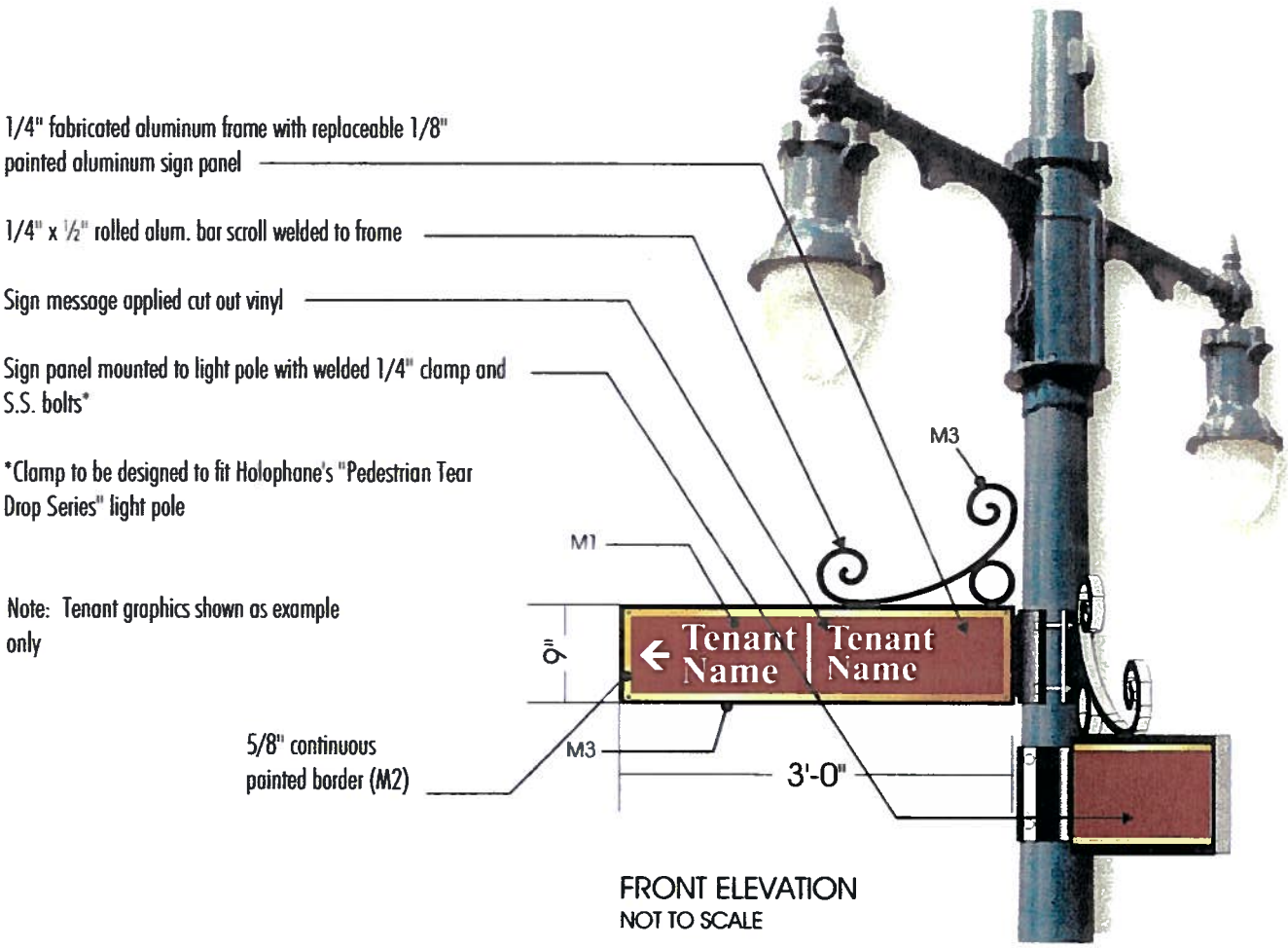
Each side will contain the project logo or the project name in the standard typography.

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

Light Pole Signs: Type P5

PROPOSED REGULATIONS:
Light Pole Mounted Directional Sign

- 2.25 SF maximum area per sign (does not include background structure area)
- 8 FT maximum sign height
- 5 FT minimum setback from R.O.W.
- Non-illuminated

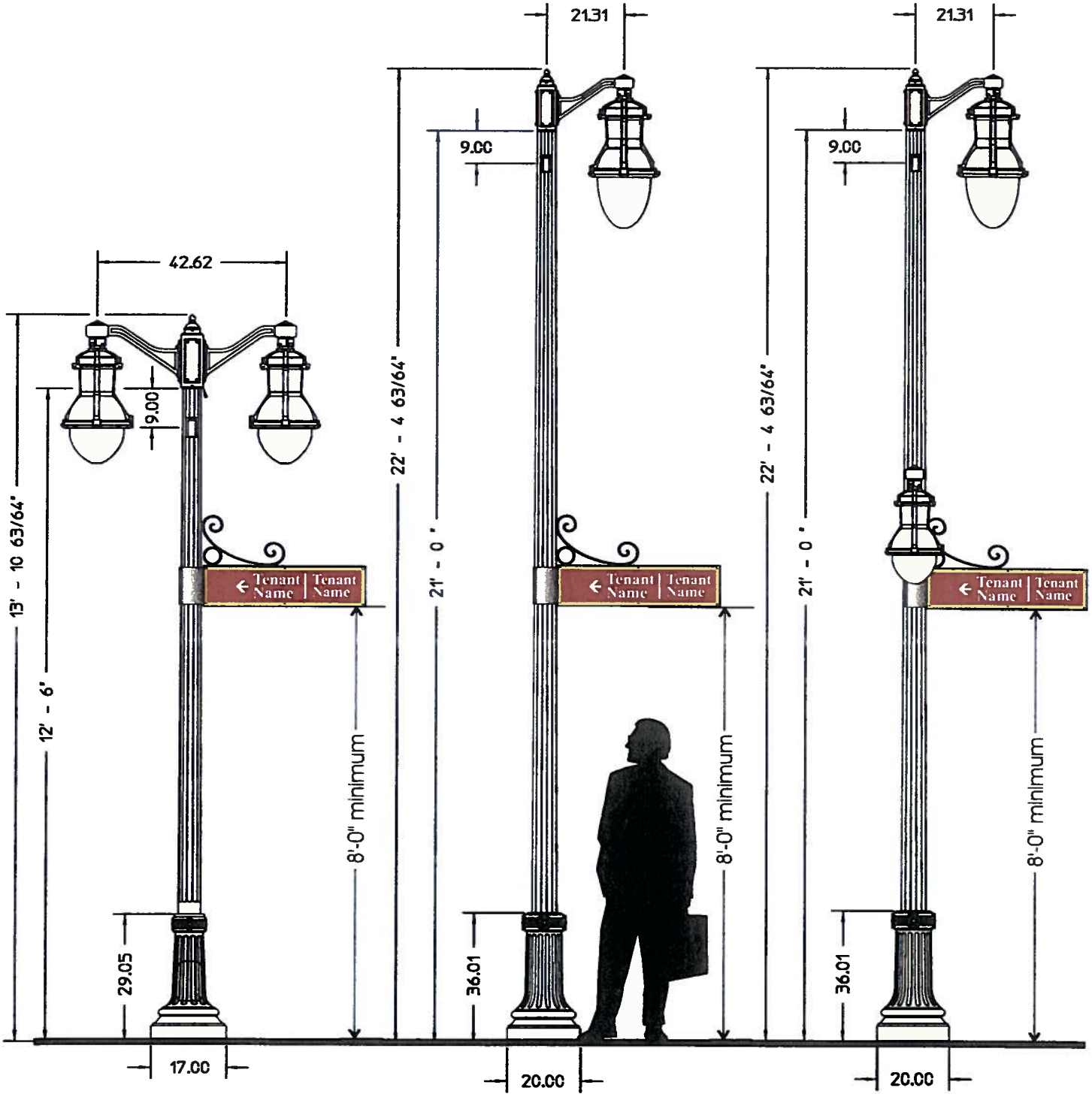


The signs may be mounted to project light posts throughout the site as needed for street identification or as major tenant directionals. All surfaces shall be painted in a color consistent with the color palette.

Light post signs will use the standard typography.

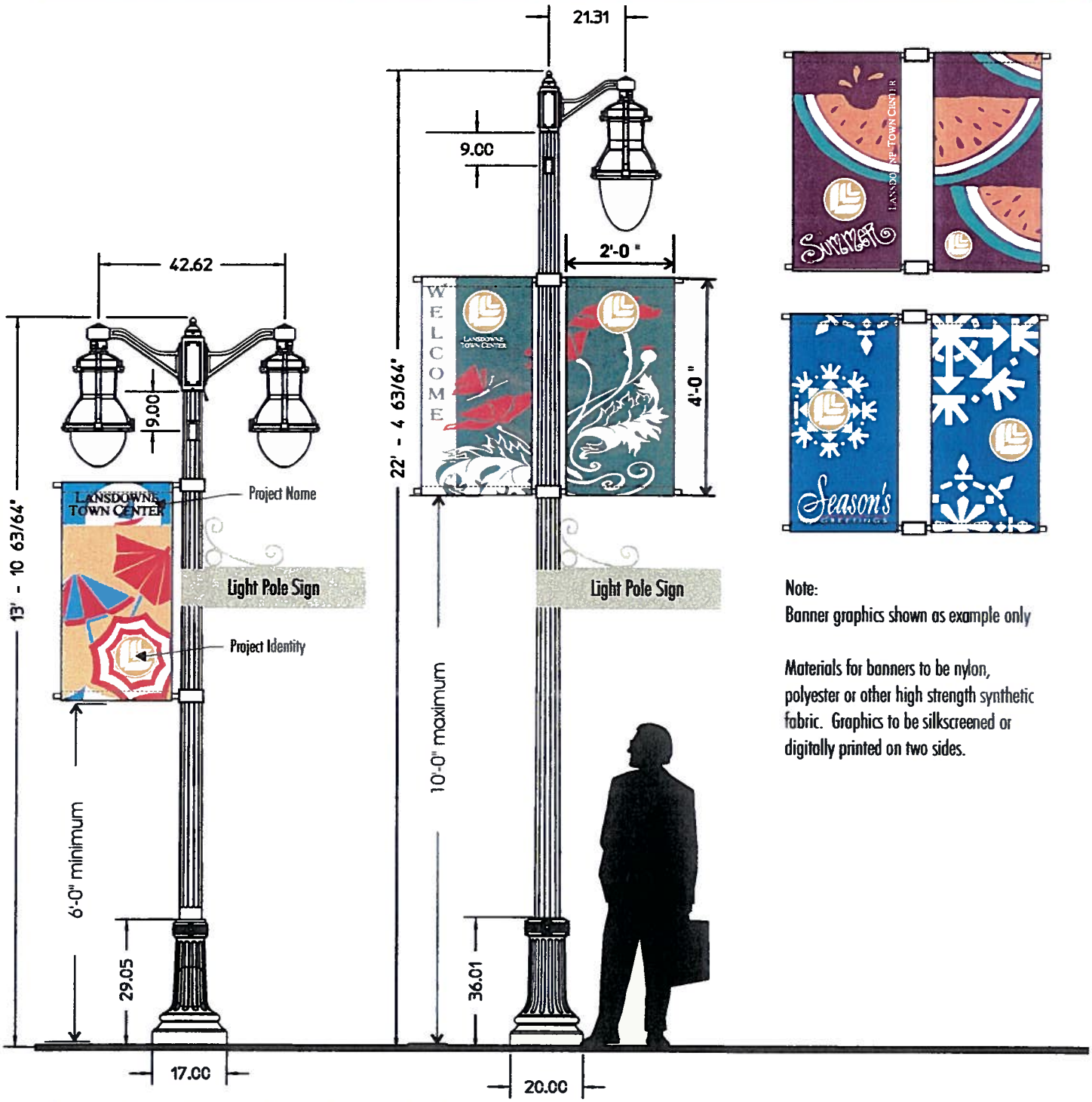
Materials for this sign shall be selected from this list:
- Metal
- Vinyl

Light Pole Signs: Type P5



TYPICAL LIGHT POLE ELEVATIONS
SCALE: 3/8"=1'-0"

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.

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 Signs. 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.

Archway Sign: Type P6

PROPOSED REGULATIONS:
Archway Sign

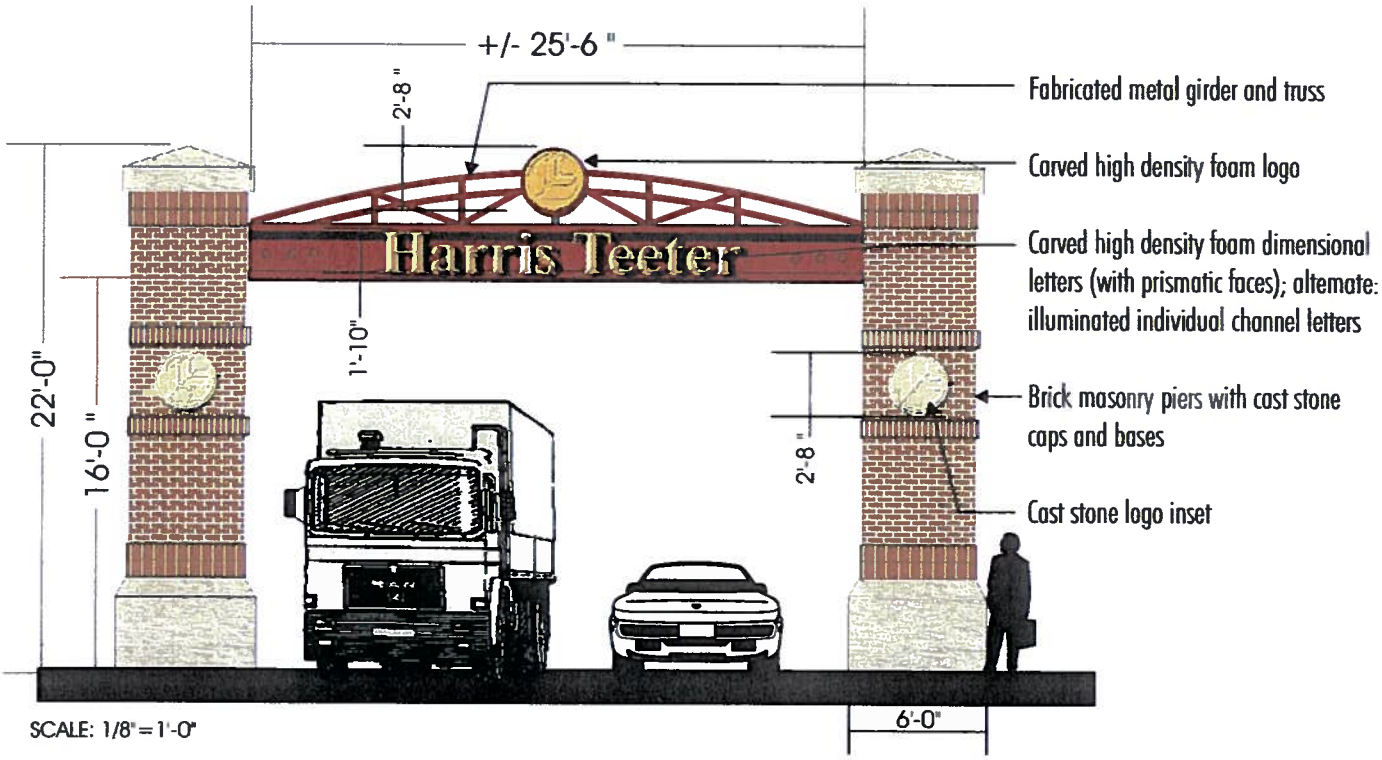
- 404.25 SF total sign area
(includes background structure area & piers)

- Illuminated individual channel letters or
Non-illuminated individual letters

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.

NOT TO SCALE

Archway Sign is set back from building frontage facing Promenade Drive and spans across Winmeade Drive between buildings 'K' and 'J'. It is part of a continuous streetfront facade design that unifies the 'Town Square' look.



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

At the gateway to a principle tenant, an archway may be provided spanning the street between in-line buildings along Main Street. This archway shall be located as shown on the sign location plan. The archway may carry the Lansdowne Town Center logo, along with one subsidiary sign panel bearing the name of the principle tenant.

The archway will provide a minimum clearance of 16'-0", and will not exceed 22'-0" in height.

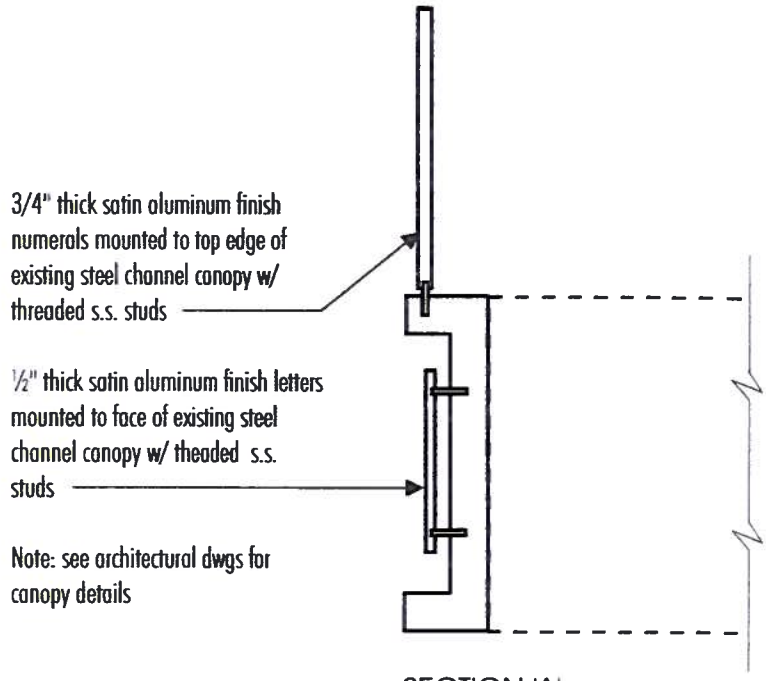
The design and materials of the archway shall be compatible with the adjoining buildings.

Materials for this sign shall be selected from this list:
- Brick or other masonry materials
- Metal
- Cast stone
- High density foam

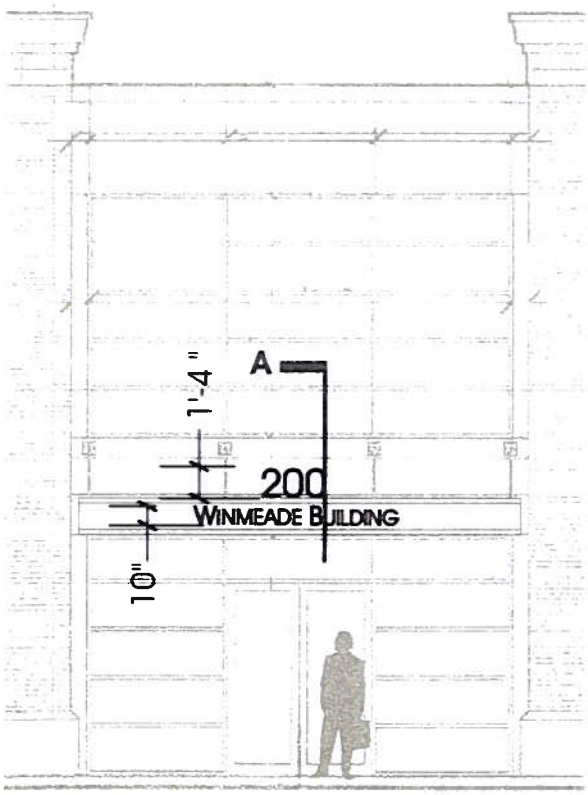
Office Building Address - Primary: Type UP1

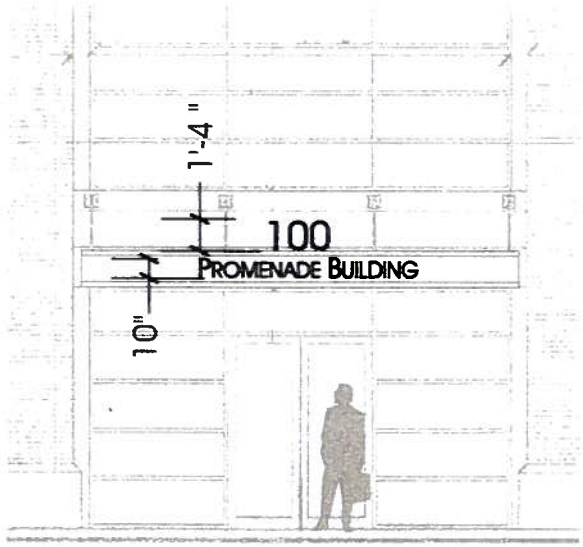
PROPOSED REGULATIONS:
Office Building Address Signs - Primary

- 26.25 SF total sign area per sign
- 1 sign maximum per building elevation
- Non-illuminated individual letters mounted to entry canopy



SECTION 'A'
NOT TO SCALE





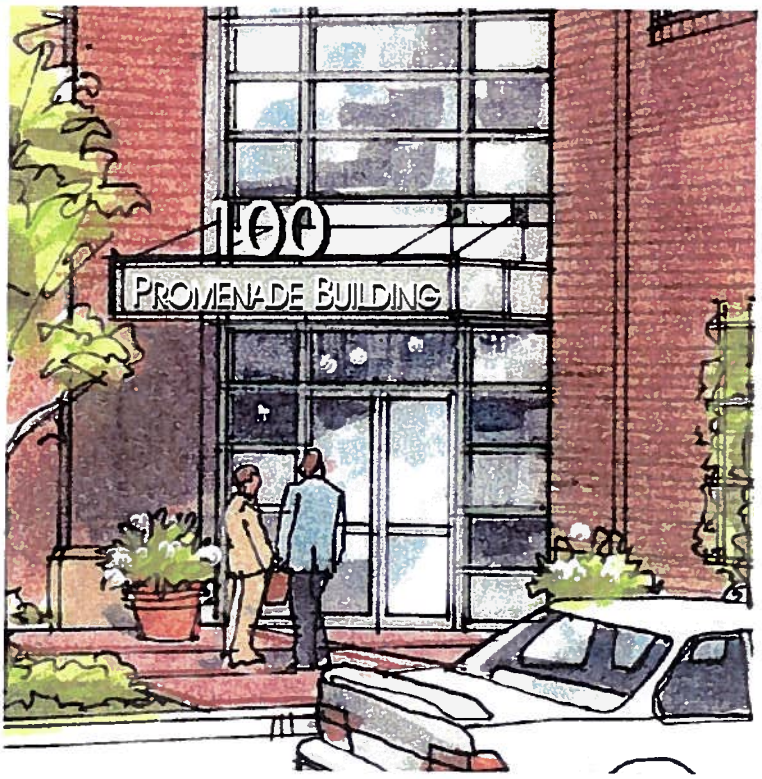
FRONT ELEVATIONS
SCALE: 1/8"=1'-0"

Office building address signs on buildings housing one or more multiple non-retail tenants that access the building via a common outside entrance shall not exceed an area of 27 s.f. and not more than one building mounted sign shall be permitted per side of a building.

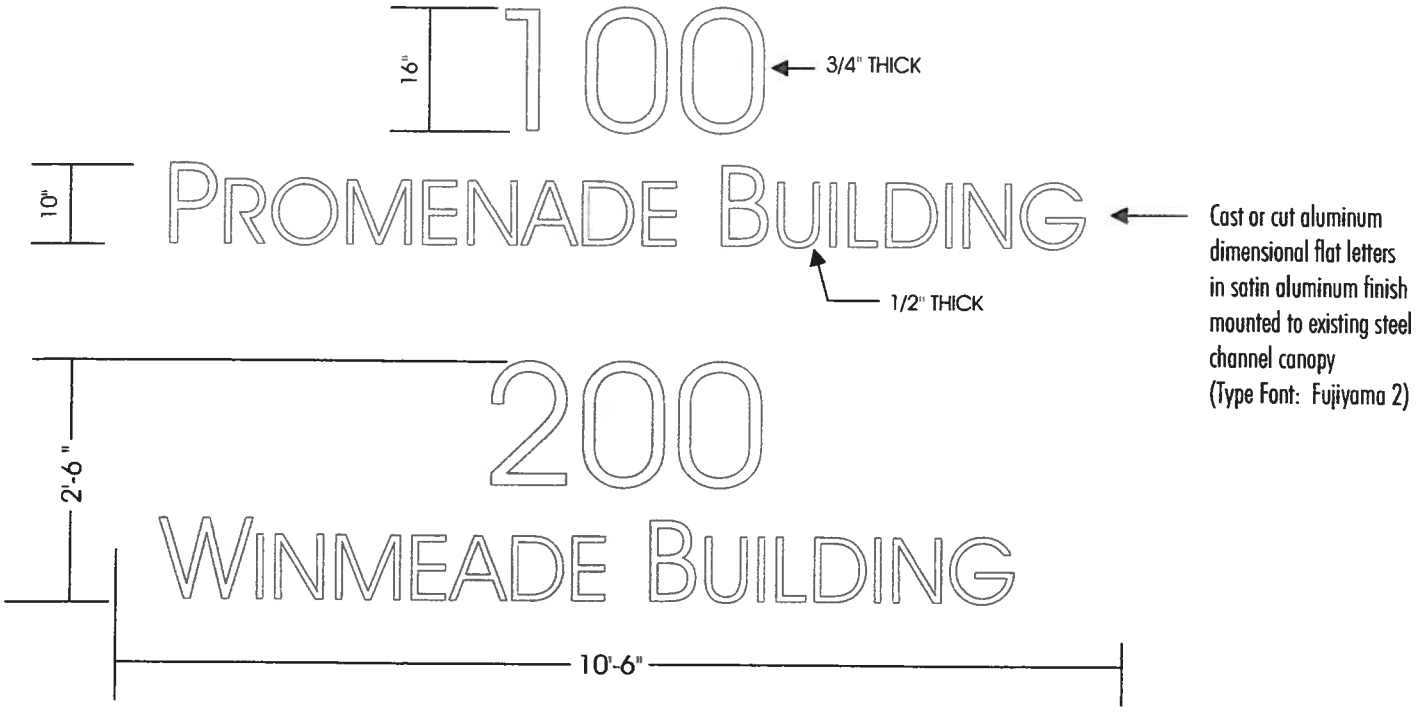
Sign designs shall complement the architectural design of the building and shall use the standard typography.

Materials shall complement architectural materials. (Address number subject to final approval)

Office Building Address - Primary: Type UP1



PERSPECTIVE VIEW
NOT TO SCALE



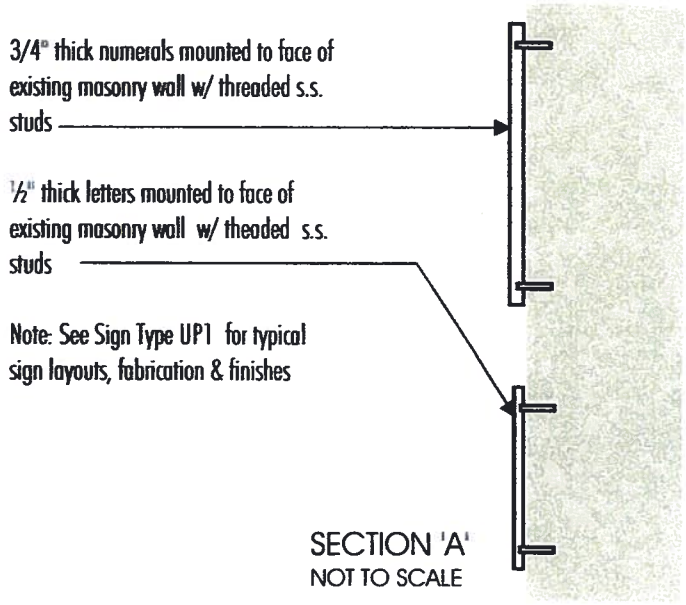
LETTER LAYOUTS
SCALE: 1/2"=1'-0"

(Note: Final address number subject to change)

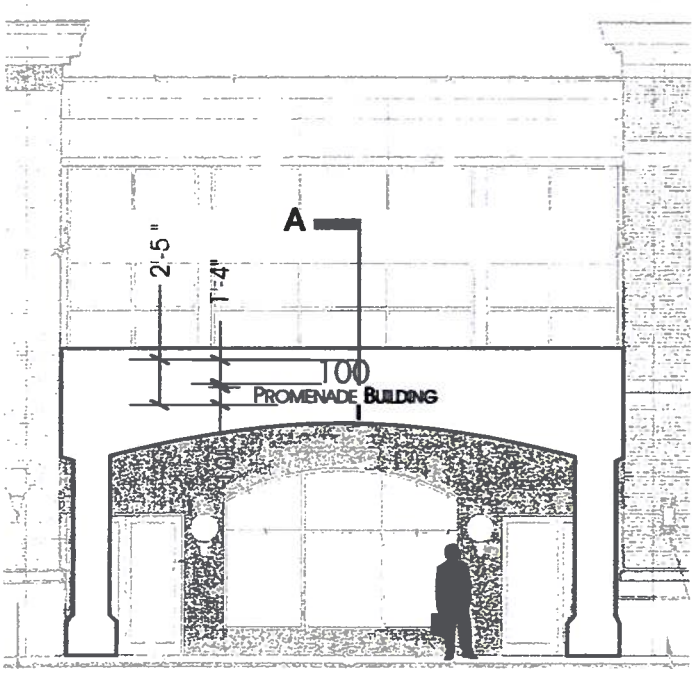
Office Building Address - Secondary: Type UP2

PROPOSED REGULATIONS:
Office Building Address Signs - Secondary

- 26.25 SF total sign area per sign
- 1 sign maximum per building elevation
- Non-illuminated individual letters mounted to building facade



SECTION 'A'
NOT TO SCALE



FRONT ELEVATIONS
SCALE: 3/32"=1'-0"

Office building address signs on buildings housing one or more multiple non-retail tenants that access the building via a common outside entrance shall not exceed an area of 27 s.f. and not more than one building mounted sign shall be permitted per side of a building.

Sign designs shall complement the architectural design of the building and shall use the standard typography.

Materials shall complement architectural materials.

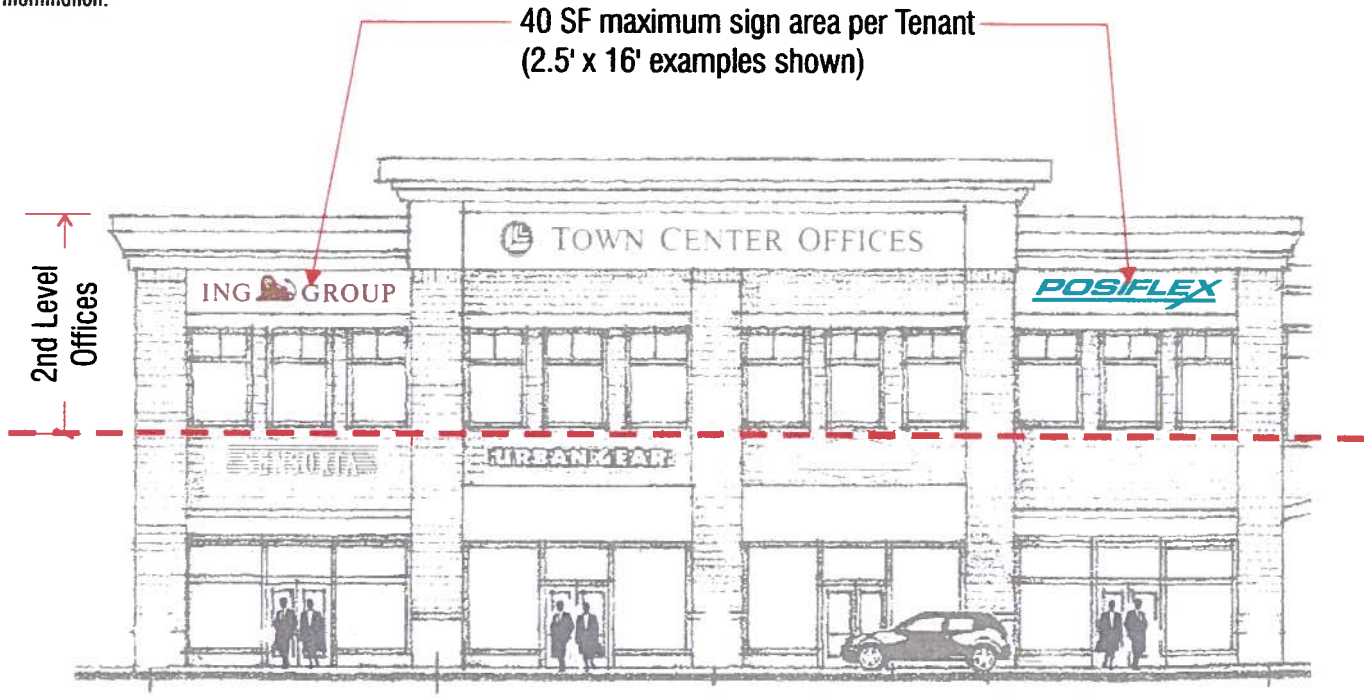
Office Tenant Signs: Type UP2.2

PROPOSED REGULATIONS:
Office Tenant Signs

- 40 SF total sign area per tenant per building elevation

- Illuminated individual channel letters or Non-illuminated individual letters (see Tenant Signage Design Criteria on page 35)

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"

Second level office 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.

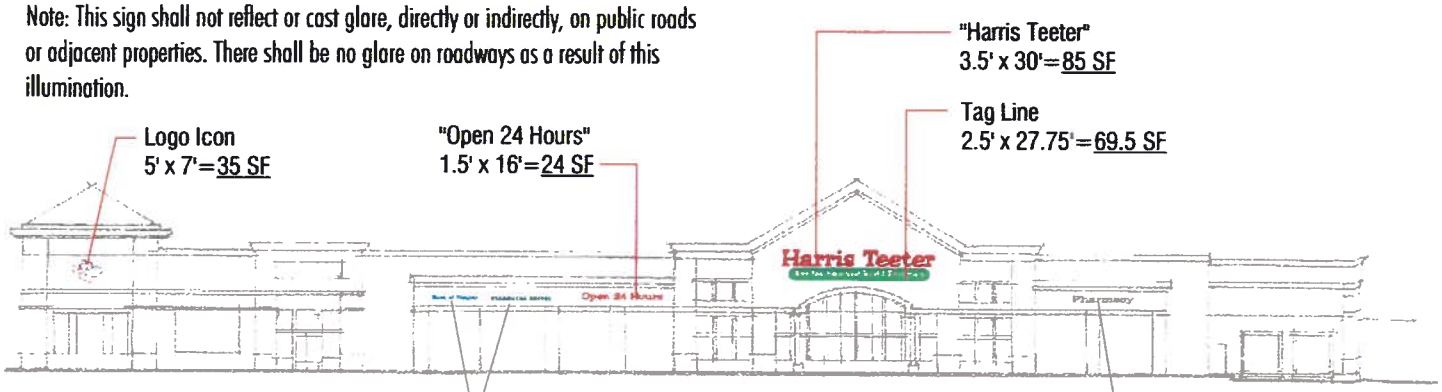
Note: All signs, graphics and lettering are subject to the approval of the Lansdowne Conservancy.

In-line Anchor/ Large Freestanding Retail Building: Type UP4

PROPOSED REGULATIONS:
In-line Anchor/ Large Freestanding Retail Building (15,000 SF or larger - Using Harris Teeter for an example)

- 295 SF total aggregate sign area
- 8 signs maximum per building
- 85 SF maximum area any one sign
- Illuminated individual channel letters or Non-illuminated individual letters (see Tenant Signage Design Criteria on page 35)

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.



FRONT ELEVATION EXAMPLE
NOT TO SCALE

SIDE ELEVATION EXAMPLE
NOT TO SCALE

Large anchor tenants with in-line retail spaces or freestanding buildings of 15,000 square feet or larger are allowed signs that shall identify or advertise the individual enterprise served. Retail signs will be individually designed to express the character of the retail business, products sold or services offered. They may include the individual logo and typography of the retail enterprise. Multiple signs may be permitted for each tenant such as marquee signs, awning graphics, under canopy signs and pedestrian level signs provided the total area does not exceed 286 square feet (see Signage Design Criteria on page 35).

Note: All signs, graphics and lettering are subject to the approval of the Lansdowne Conservancy.

In-line Retail Center Signs: Type UP5

PROPOSED REGULATIONS:
In-Line Retail Center Signs

– Illuminated or Non-illuminated signs
(see Tenant Signage Design Criteria on page 35)

– 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

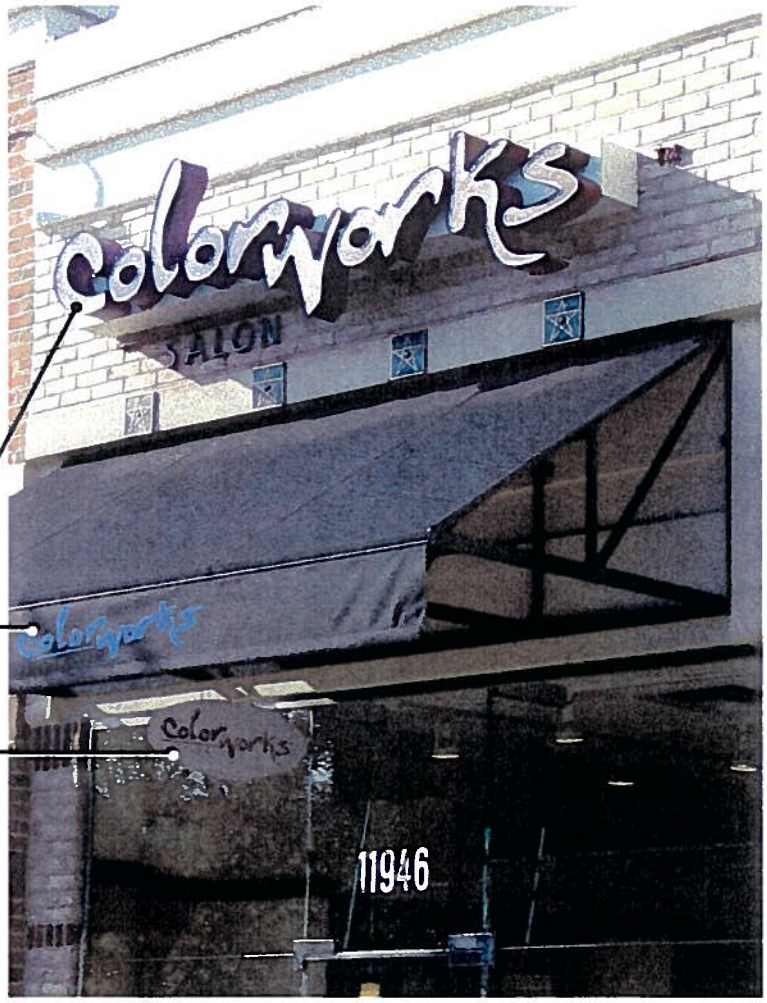
d) Under canopy or flagmount (blade) sign

– 60 SF maximum area any one sign

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.



Building Mounted (Primary)

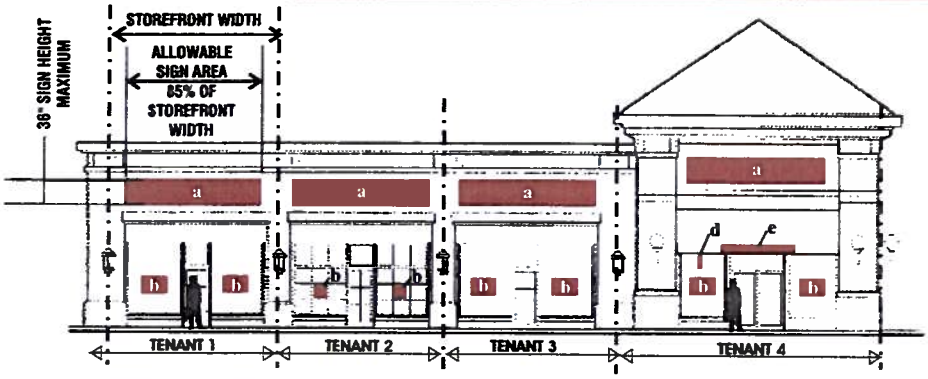
Awning Graphics

Under Canopy Blade Sign

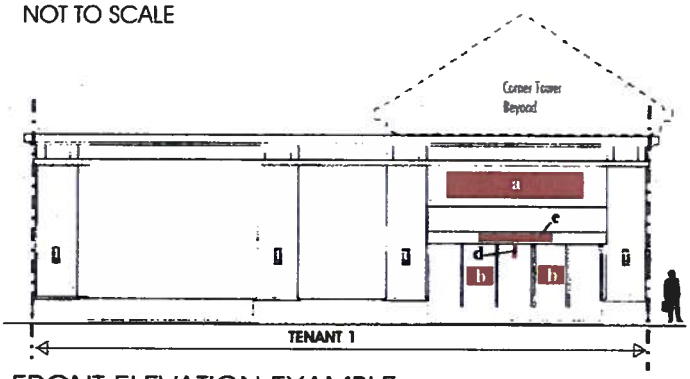
EXAMPLES :
Typical In-line Tenant Retail Signs

In-line retail signs shall identify or advertise the individual enterprise served. Retail signs will be individually designed to express the character of the retail business, products sold or services offered. They may include the individual logo and typography of the retail 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 page 35). Awning graphics cannot exceed 10% of the individual awning area on which it is located. Maximum total awning signage is 500 sf (including awning).

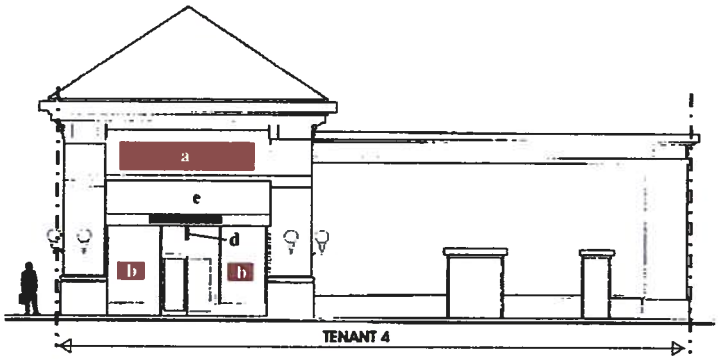
In-line Retail Center Signs: Type UP5



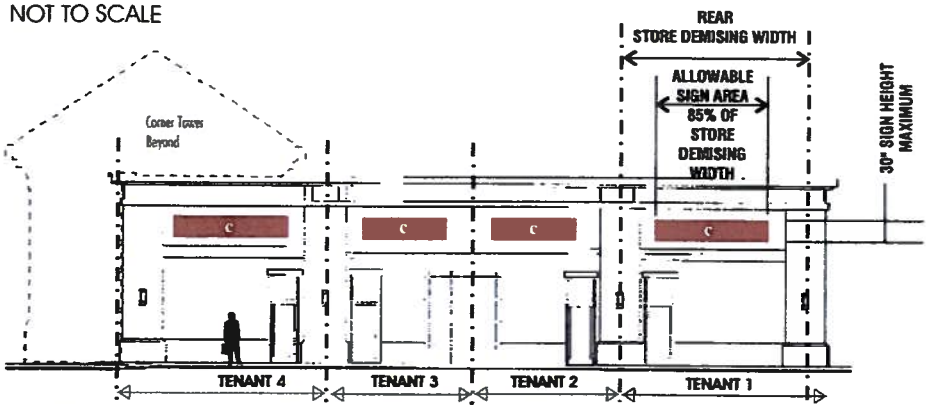
FRONT ELEVATION EXAMPLE
NOT TO SCALE



FRONT ELEVATION EXAMPLE
NOT TO SCALE



SIDE ELEVATION EXAMPLE
NOT TO SCALE



REAR ELEVATION EXAMPLE
NOT TO SCALE

Retail Pad Site Building Signs: Type UP6

PROPOSED REGULATIONS:
Retail Pad Site Building Signs
(Using CVS Pharmacy for an example)

- 200 SF total aggregate building mounted sign area per tenant
- 4 primary signs maximum per tenant
- 2 secondary signs maximum per tenant
- 75 SF maximum area any one sign
- Illuminated individual channel letters or Non-illuminated individual letters (see Tenant Signage Design Criteria on page 35)

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.

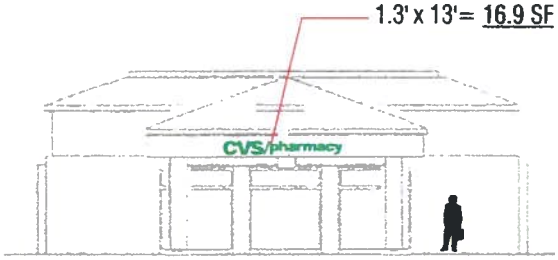
SIDE ELEVATION EXAMPLE
NOT TO SCALE

2.2' x 20'= 44 SF

FRONT ELEVATION EXAMPLE
NOT TO SCALE

3' x 25'= 75 SF

SIDE ELEVATION EXAMPLE
NOT TO SCALE



REAR ELEVATION EXAMPLE
NOT TO SCALE

Tenants with retail pad site buildings are allowed signs that shall identify or advertise the individual enterprise served. Retail signs will be individually designed to express the character of the retail business, products sold or services offered. They may include the individual logo and typography of the retail enterprise.
Multiple signs may be permitted for each tenant such as marquee signs, awning graphics, under canopy signs and pedestrian level signs provided the total area does not exceed 200 square feet (see Signage Design Criteria on page 35).

Note: All signs, graphics and lettering are subject to the approval of the Lansdowne Conservancy.

Retail Pad Site Directional Sign: Type UP6.1

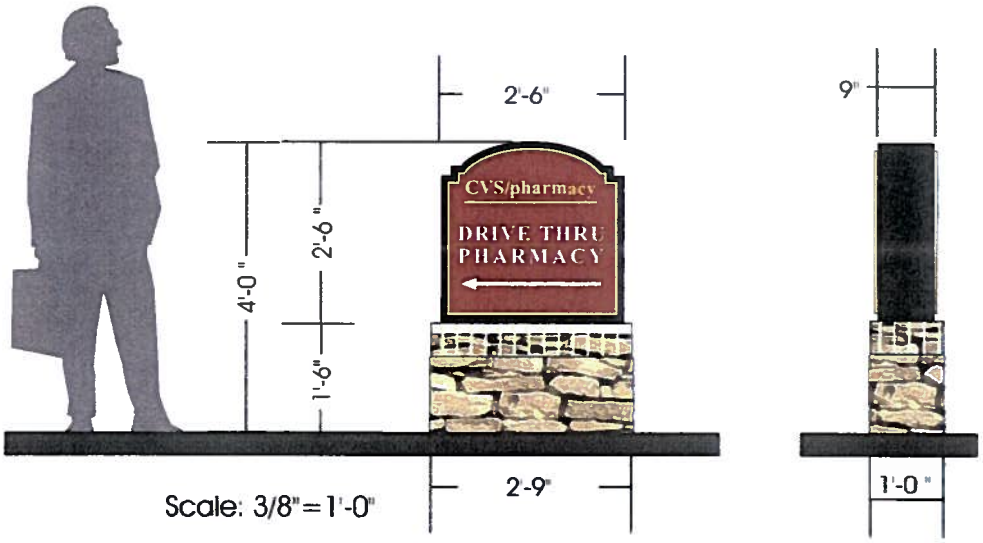
PROPOSED REGULATIONS:
Ground Mounted Retail Building Directional Sign
(Using CVS Pharmacy for an example)

- 33 SF total aggregate sign area
- 3 freestanding signs maximum per tenant
- 11 SF maximum area per sign
(includes background/base structure area)
- 4 FT maximum sign height
- Non-illuminated

DESCRIPTION:
Base: Stone wall with brick trim to match Lansdowne Town Center project materials & finishes
Sign: Fabricated aluminum box painted Black (M3) and Red (M1) with raised 1/4" x ½"continuous inner border in polished brass finish (Gold, M2)

GRAPHICS/ LETTERING:
Vinyl copy in Gold (Tenant Name) and White (Directional Message)
Font: Times New Roman
Copy centered on graphics panel

INSTALLATION:
Concrete footing



Note: All signs, graphics and lettering are subject to the approval of the Lansdowne Conservancy.

Retail Pad Site Monument Sign: Type UP6.2

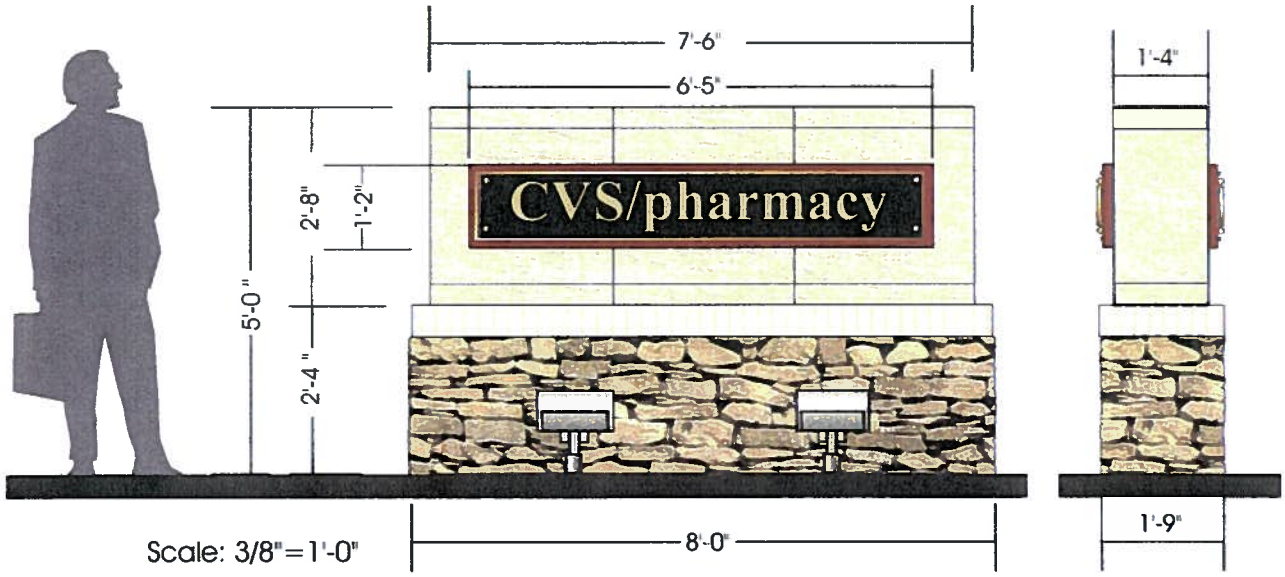
PROPOSED REGULATIONS:
Ground Mounted Retail Building Identification Sign

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

DESCRIPTION:
Base: Stone wall with brick trim to match Lansdowne Town Center project materials & finishes
Sign: Cast stone over CMU with changeable aluminum name panels & 3/4" dimensional letters to match Project Entry Monument (see Type P1)
External illumination with ground mounted floodlights

GRAPHICS/ LETTERING:
- Font: Times New Roman with prismatic faces
- Copy centered on name panel
- Letters in cast metal or carved high density foam in polished brass finish (Gold, M2)

INSTALLATION:
Concrete footing

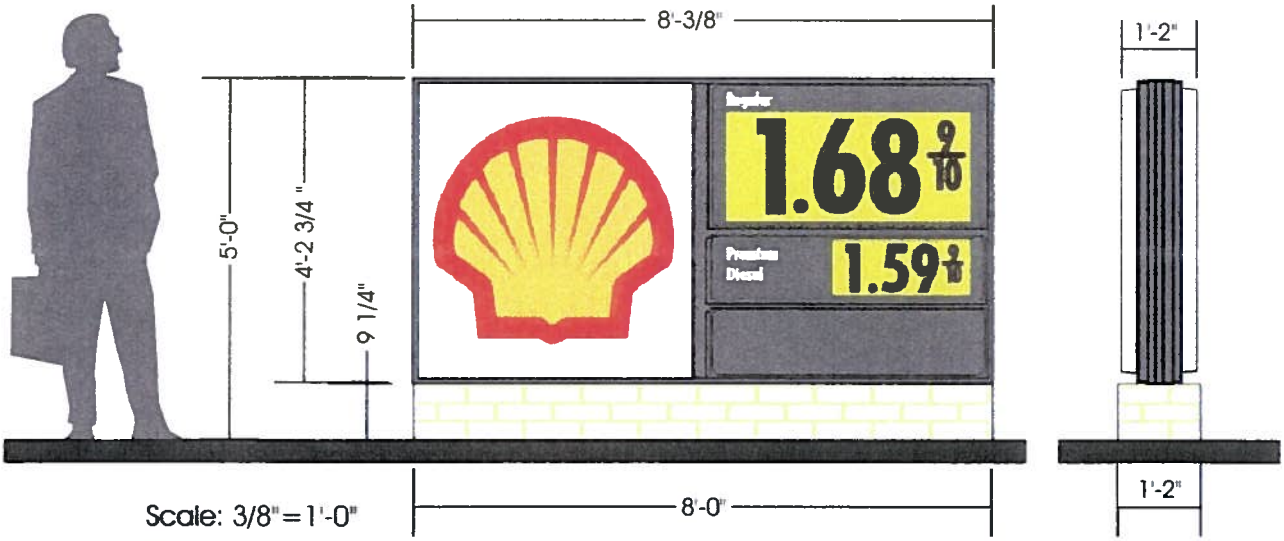


Note: All signs, graphics and lettering are subject to the approval of the Lansdowne Conservancy.

Gas Station Monument Sign: Type UP6.3

PROPOSED REGULATIONS:
Ground Mounted Gas Station Monument Sign
(Using Shell Gas Station for an example)

- 40 SF maximum area per sign
(includes background structure area)
- 1 sign per vehicular entrance
- 5 FT maximum sign height
- 5 FT minimum setback from R.O.W.
- Backlight illumination

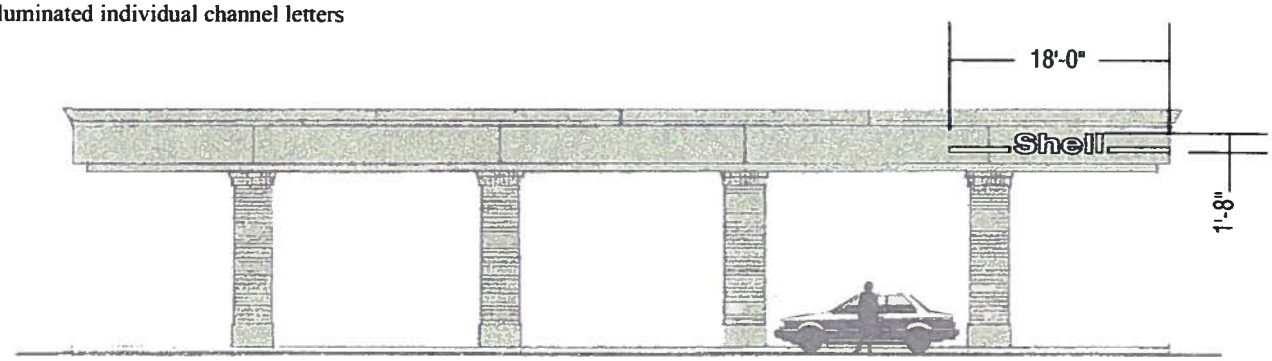


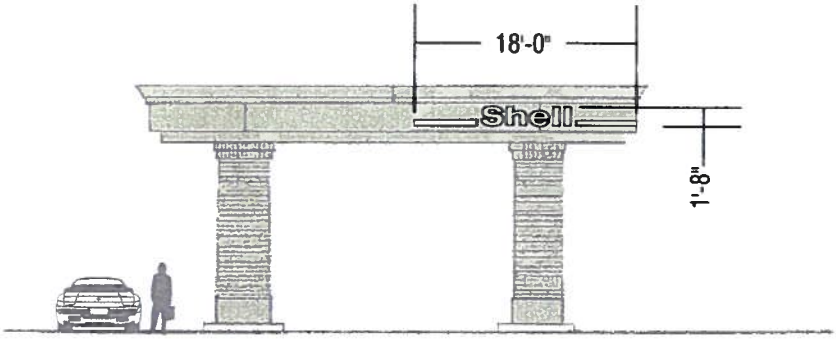
Note: All signs, graphics and lettering are subject to the approval of the Lansdowne Conservancy.

Gas Station Canopy Sign: Type UP6.4

PROPOSED REGULATIONS:
Ground Mounted Gas Station Monument Sign
(Using Shell Gas Station for an example)

- 60 SF total aggregate sign area
- 2 signs maximum per canopy
- 30 SF maximum area any one sign (includes any illuminated decoration)
- 18 FT maximum sign height (not to exceed height of canopy at fuel pump pad)
- 5 FT minimum setback fro R.O.W.
- Illuminated individual channel letters





Scale: 1/16"=1'-0"

Note: All signs, graphics and lettering are subject to the approval of the Lansdowne Conservancy.

Building Mounted Project Identification Signs: Type UP7

PROPOSED REGULATIONS:
Building Mounted Project Identification Signs

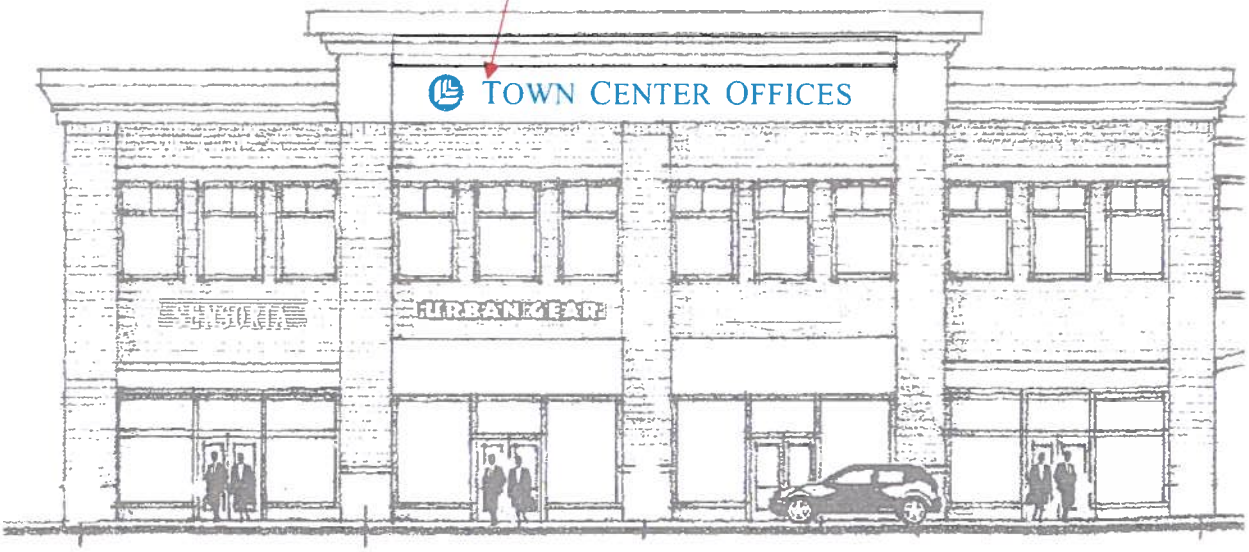
- 105 SF total area per sign
- 1 sign per facade
- Illuminated individual channel letters or Non-illuminated individual letters

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.

55 SF sign area
(5.5' x 10' example shown)
Non-illuminated individual letters

Example 1 SCALE: 1/16" = 1'-0"

105 SF maximum sign area
(3' x 35' example shown)
Illuminated Channel Letters



Example 2 SCALE: 1/16" = 1'-0"

Project Identification signs shall not exceed an area of 105 s.f. and shall be limited to project name and/or logo.

Sign designs shall complement the architectural design and materials of the building and shall use the standard typography.

Note: All signs, graphics and lettering are subject to the approval of the Lansdowne Conservancy.

Tenant Sidewalk Signs: Type UP8

PROPOSED REGULATIONS:
Portable Sidewalk Signs

- 6 SF total area per sign
- 1 sign per tenant maximum
- Non-illuminated signs

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

Note: Signs shown as design examples only

One sidewalk sign is permitted per Tenant. Sidewalk signs may be two-sided and must not be larger than 2 feet wide by 3 feet tall. Signs should not be illuminated.

Sidewalk signs should be created from durable materials. Prohibited materials for sidewalk signs include glass, breakable materials, laminated paper, vinyl, plastic, or PVC piping.

Note: All signs, graphics and lettering are subject to the approval of the Lansdowne Conservancy.

Housekeeping Signs - Small - Permanent: Type HP1

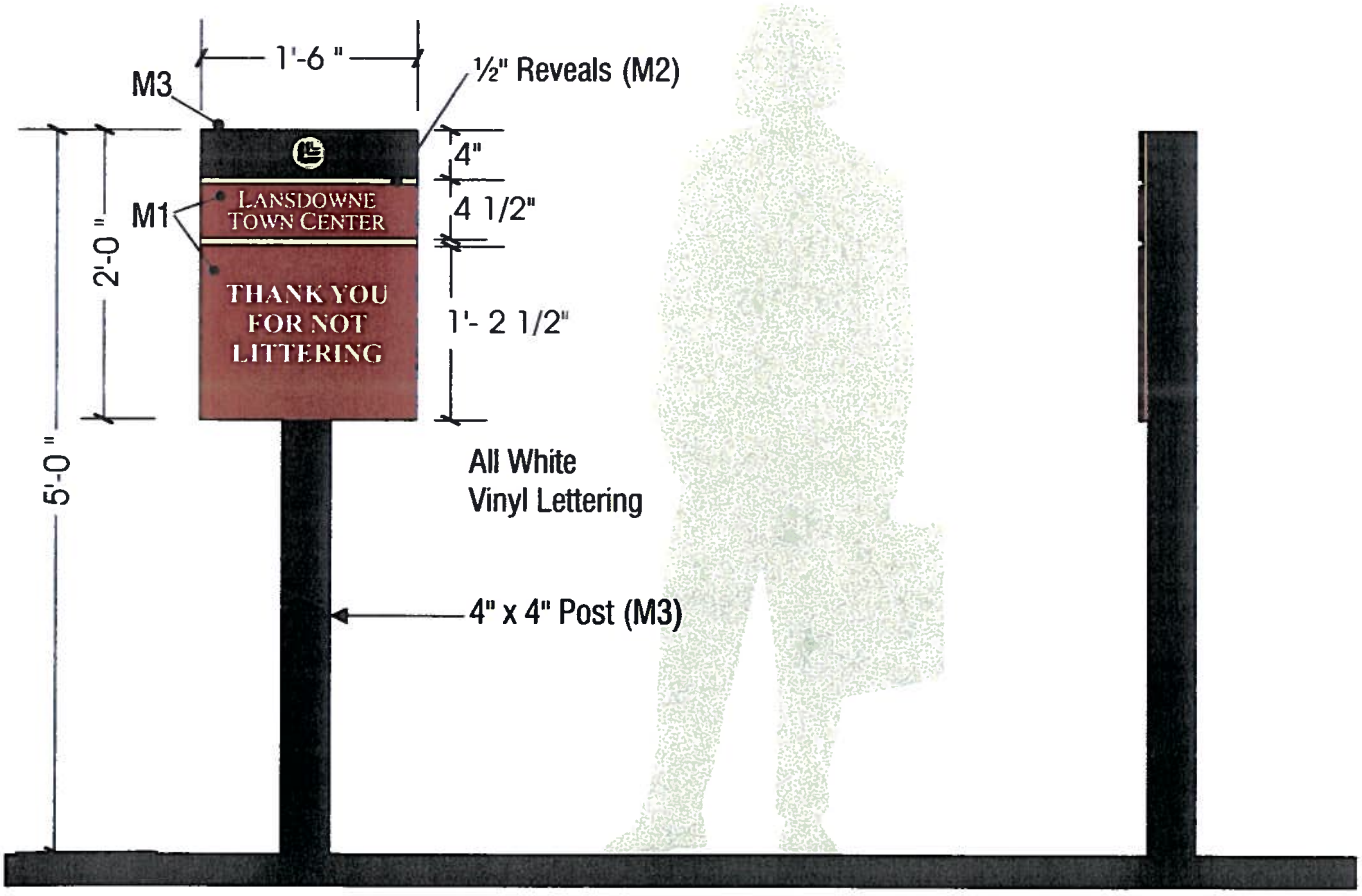
PROPOSED REGULATIONS:
Freestanding Housekeeping Signs

- 3 SF total area per sign (graphics on one side)
- Non-illuminated signs

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 - Small - Temporary: Type HT1

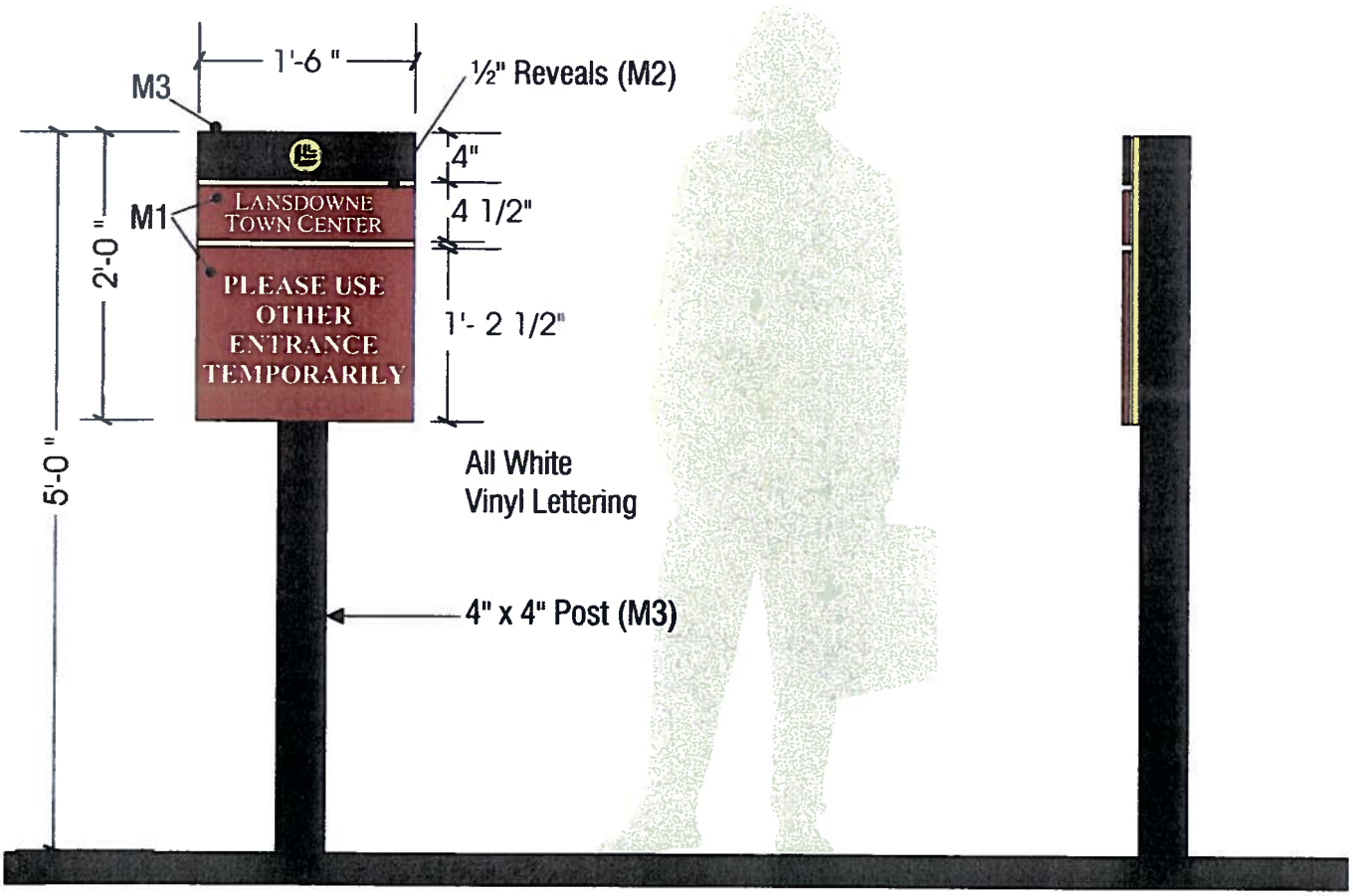
PROPOSED REGULATIONS:
Freestanding Housekeeping Signs

- 3 SF total area per sign (graphics on one side)
- Non-illuminated signs

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 ½"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: 3/4"=1'-0"

SIDE VIEW

Note: Message shown as example only

Housekeeping Signs - Large - Temporary: Type HT2

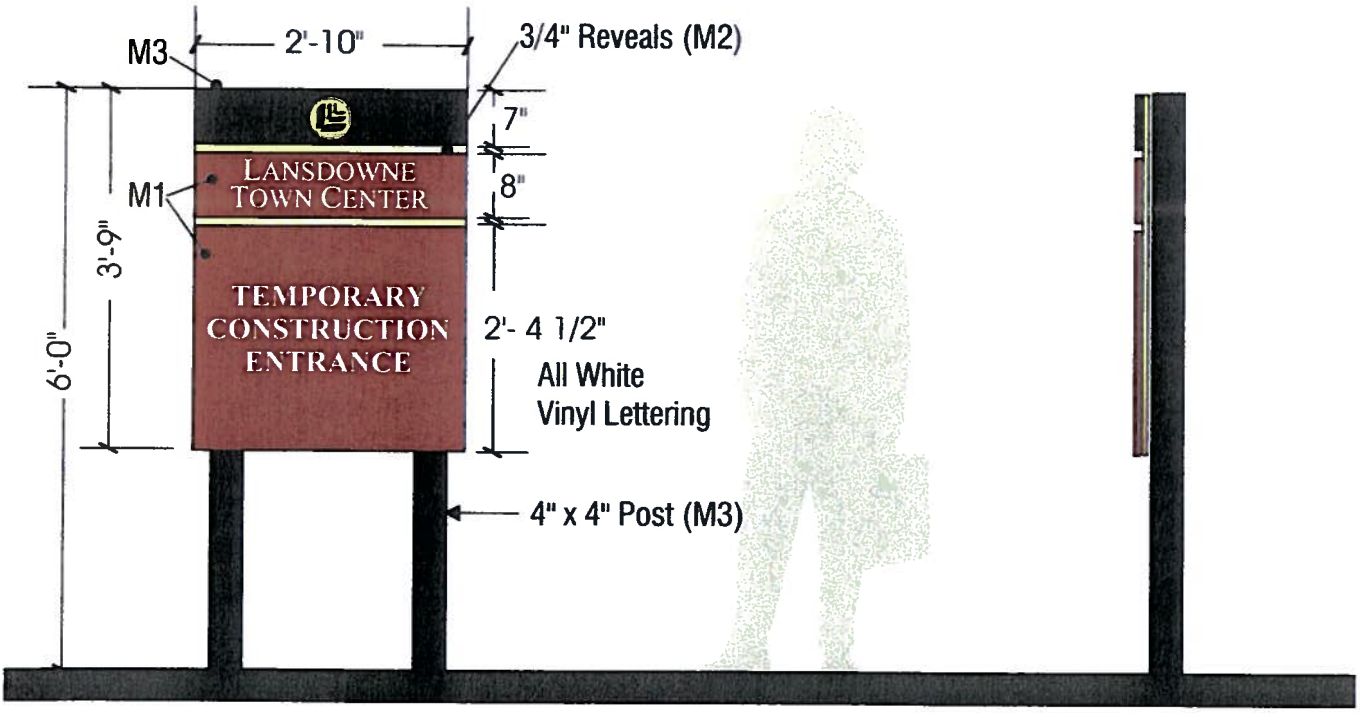
PROPOSED REGULATIONS:
Freestanding Housekeeping Signs

- 12 SF total area per sign (graphics on one side)
- Non-illuminated signs

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

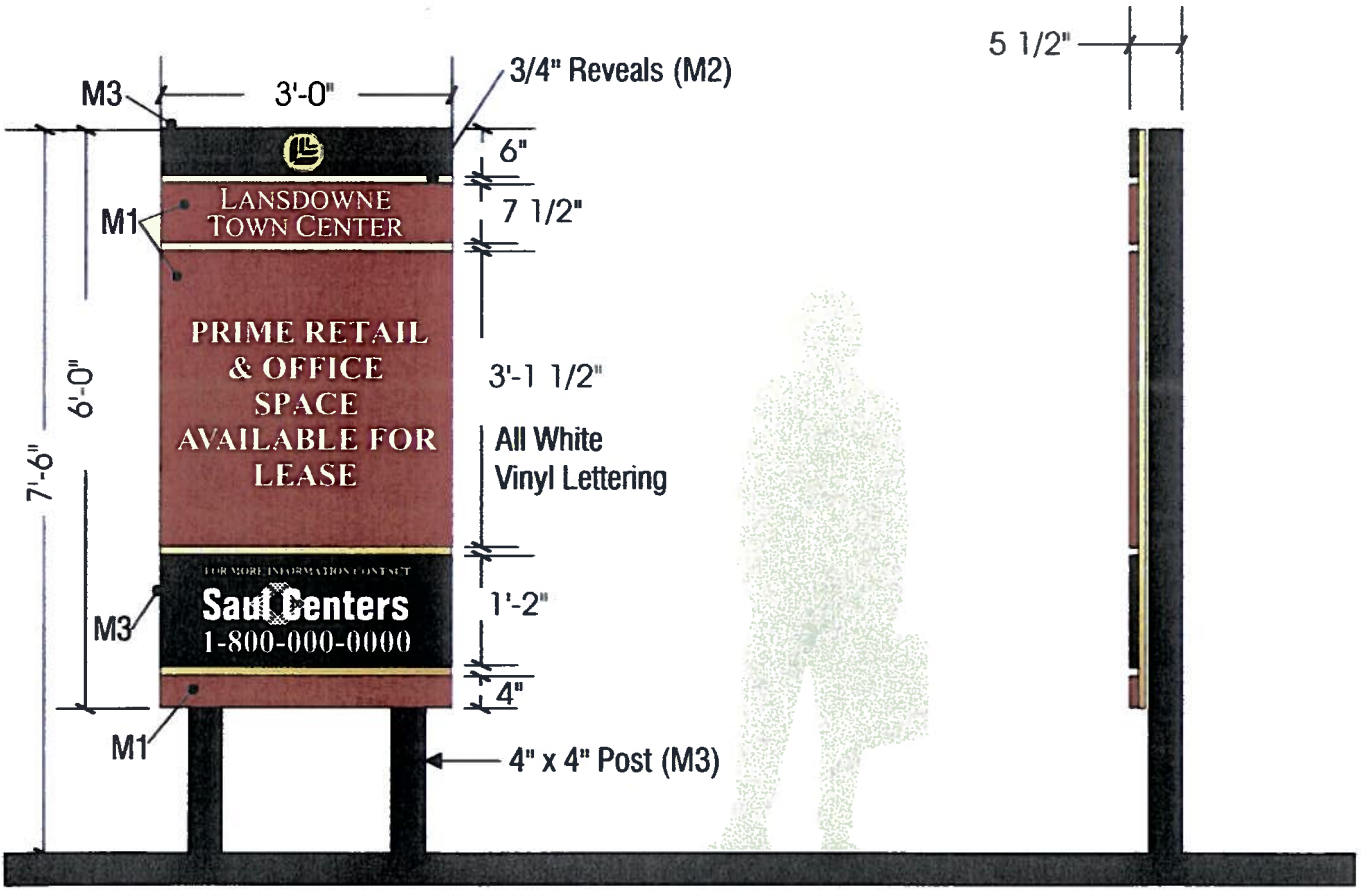
PROPOSED REGULATIONS:
Freestanding Commercial Marketing Signs

- 18 SF total area per sign (graphics on one side)
- Non-illuminated signs

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

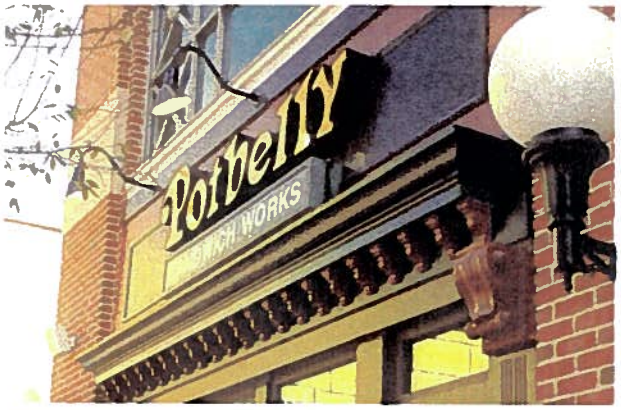
INSTALLATION:
Concrete footing



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, with prior approval of the Lansdowne Conservancy. 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

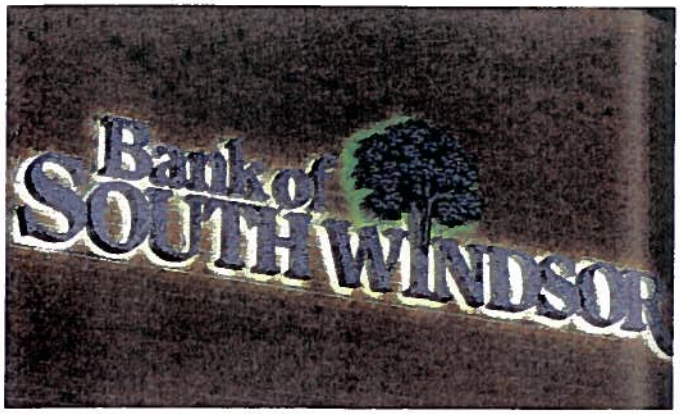
SIGNAGE: Individual letters

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

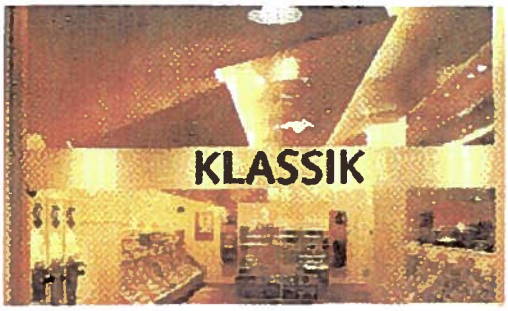
Type 6 - Painted or Etched on Glass

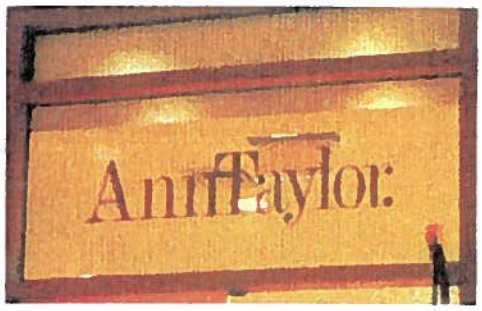
SIGNAGE: Individual letters or logo

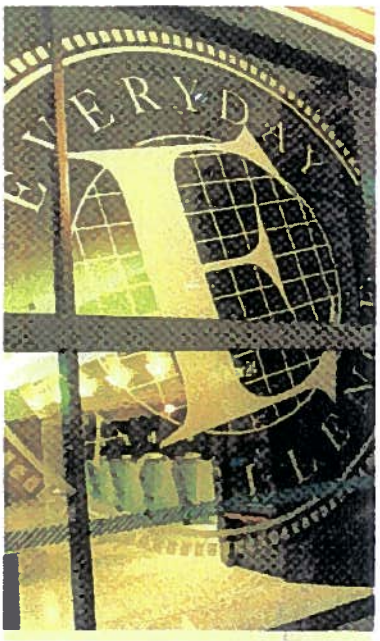
LIGHTING: Back-lit, edge lit or front illumination

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



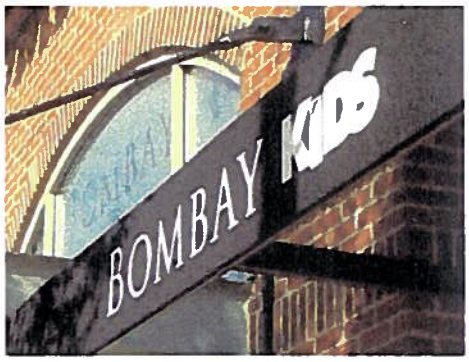




Type 7 - Painted on Fabric Awning

SIGNAGE: Individual letters or logo

LIGHTING: Non-illuminated

MOUNTING: Top or edge of awning

MATERIAL/ FINISH: Silkscreened