

# Ashburn Village

## Shopping Center

### COMPREHENSIVE SIGN PLAN

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FOR

Saul Holdings Limited Partnership

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**ASHBURN VILLAGE SHOPPING CENTER COMPREHENSIVE SIGN PLAN**  
**Zoning Ordinance Modification Application, ZMOD 2008-0010**

**STATEMENT OF JUSTIFICATION**

**(Revised February 26, 2010)**

**INTRODUCTION**

Saul Holdings Limited Partnership (the “Applicant”) is requesting zoning modifications (“ZMOD”) of the sign standards of the Revised 1993 Zoning Ordinance (the “Zoning Ordinance”) with respect to the planned development zoning district for the Ashburn Village Shopping Center. Specifically, this ZMOD application applies to the three parcels owned by Saul Holdings Limited Partnership (PIN: 085-29-7520, 085-29-9611 and 085-20-4208) and the parcel owned by Chevy Chase Bank FSB (PIN: 085-10-4384). The parcel currently occupied by the Burger King restaurant and owned by Tower Group LLC (PIN: 085-10-1282) is not included in this application.

This ZMOD addresses desired signage for project and tenant identification at the Ashburn Village Shopping Center. The proposed sign plan modifies the provisions of the Zoning Ordinance in terms of size, type and number of signs in order to achieve a coordinated signage program. By providing a comprehensive, coordinated and professionally designed sign program, the public purposes of the sign ordinance can be achieved without creating a sense of visual clutter.

**PROJECT LOCATION AND OVERVIEW**

Ashburn Village is a planned residential/mixed use community of approximately 1,507 acres located South of Harry Byrd Highway (Route 7), East of Claiborne Parkway (Route 659), North of Farmwell Road and West of Loudoun County Parkway. Ashburn Village is zoned PD-H3 and PD-H4 under the Revised 1993 Zoning Ordinance, but had been administered as PD-H24 under the 1972 Zoning Ordinance until June 16, 2008. As a result, the existing signage within Ashburn Village Shopping Center is consistent with the requirements of the 1972 Zoning Ordinance. This Application primarily requests modifications of the Zoning Ordinance that will allow future tenant signage to be consistent with the standards of the existing signage.

The Applicant desires to implement a Comprehensive Sign Plan as a means of coordinating needed signage for the marketing, development and operation of Ashburn Village Shopping Center. Approval by Loudoun County of this ZMOD is needed for the Applicant to achieve the desired coordination and consistency of signage.

The Applicant requests modifications to Section 5-1204(D) of the Zoning Ordinance with respect to: (a) maximum sign area, (b) maximum number of signs, (c) maximum area of any one sign,

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(d) permitted illumination, (e) height, (f) type of background or mounting and (g) type of sign. The specific portions of the sign requirements matrix that are proposed for modification are as follows:

Commercial/Office Signs

- Section 5-1204(D)(3)(c): Entrance Signs
- Section 5-1204(D)(3)(d): Tenant Signs
- Section 5-1204(D)(3)(r): Auto Service Station
- Section 5-1204(D)(3)(v): Child Care Center
- Section 5-1204(D)(3)(bb): Restaurant (freestanding building up to 4,000 sq.ft.)
- Section 5-1204(D)(3)(cc): Restaurant (freestanding building over 4,000 sq.ft.)
- Section 5-1204(D)(3)(ee): Restaurant Drive-Through Menu
- Section 5-1204(D)(3)(ii): Business Signs

Real Estate Signs

- Section 5-1204(D)(6)(c): Commercial For Sale Signs

Miscellaneous Signs

- Section 5-1204(D)(7)(h): Directional Signs, On-Site

The above referenced modification requests are summarized in a table, which is included as part of the Applicant's plans. The plan also includes a chart summarizing the proposed locations, sizes and numbers of signs proposed as part of this ZMOD, as well as examples of each proposed sign.

**JUSTIFICATION**

The Applicant desires to implement the proposed Comprehensive Sign Plan to allow for a unified theme and coordinated style of signage within the Ashburn Village Shopping Center. As noted above, the public purposes of the sign ordinance are to regulate the number of signs and their sizes in order to minimize visual clutter, reduce sign pollution and prevent signs from being the dominant feature of the landscape. Signs in a planned mixed-use community serve the public purpose by efficiently directing residents and visitors to the amenities and commercial areas of the development, while providing identification for the community and communicating a sense of place. To serve this purpose, signs must be visible to the driving public, properly located to enable them to make turns in a timely fashion and not impede through-traffic as a result of difficulties in reading signs or locating their destination.

The Zoning Ordinance does not offer sufficient flexibility to establish the type of signage needed for the operation and identification of uses and facilities in a large center like Ashburn Village Shopping Center. Accordingly, the Applicant has developed a specific sign package that offers such flexibility of signage. The proposed ZMOD also provides for both permanent and temporary signage. Permanent signage is comprised of community identification and amenities signs (informational signs) and business signs. Temporary signage is primarily limited to construction and real estate signs;

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however some informational signs are also temporary. With few exceptions, all of the proposed signs meet the current standards for individual sign area and height, and all signs will comply with the current setback requirements.

The proposed Comprehensive Sign Plan would put in place a unified plan to control the style, color, materials and locations of all signs for the ZMOD application properties in the Ashburn Village Shopping Center - an important design and aesthetics consideration that is not addressed by the sign regulations of the Zoning Ordinance.

**CONCLUSION**

For the reasons stated herein, the proposed Comprehensive Sign Plan improves upon and exceeds the public purpose of the existing sign regulations.

**PLANNING COMMISSION ISSUES REGARDING**  
**COMPREHENSIVE SIGN PLANS**

The following discussion is based on the guidelines adopted by the Planning Commission in March 1999 to assist in the evaluation of Comprehensive Sign Plans

Criterion 1: *Will the number, location and size of signs proposed adequately help people find what they need without difficulty and confusion: (Are the signs visible to the driving public and located and sized to enable the public to make turns in a timely manner? Identify the criteria used to make this assessment, such as sign industry standards, etc. Is the modification the least amount needed to meet these criteria?)*

The proposed sign plan will accomplish this objective. The signs are and will be located to adequately help people find the commercial centers and its occupants without difficulty or confusion. Varying letter sizes and styles on the signs are designed to be noticed and read from vehicles to enable the public make turns in a timely manner.

Criterion 2: *Will the proposed signage have an adverse impact on the visual character of an area or provide an overload of graphic messages or displays in the environment of Loudoun County?*

The proposed signs are internal to the Ashburn Village Shopping Center and the unified style will be an attractive addition to the area.

Criterion 3: *Does the proposed signage treat similar types of signs consistently?*

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The proposed sign plan is a unified and coordinated program that employs a common theme and treats similar types of signs consistently.

Criterion 4: *Are the proposed signs subordinate to the structures and land use functions they reference and are they accessory components of an overall composition of architectural elements?*

The proposed signs are subordinate to the structures and land use functions and reflect the architectural theme of the community elements.

Criterion 5: *Does the proposed signage encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values?*

The proposed signage emphasizes natural elements indicative of Loudoun County's history and will protect property values.

Criterion 6: *Does the proposed signage represent a comprehensive sign plan that is coordinated/unified, in terms of design, lighting, materials, colors, landscaping, etc., which reflects unique character of the planned development?*

The proposed sign plan is coordinated and complements the architectural theme of the Ashburn Village community.

Criterion 7: *Does the site have unusual characteristics such as topography, size, configuration and the like which would warrant a modification?*

Ashburn Village is a large mixed-use community with a variety of commercial employment, residential and public areas that warrant the requested modifications. The proposed sign plan will ensure that all signage subject to the plan will be coordinated and will provide desirable continuity throughout the community.

Criterion 8: *Is the proposed sign plan in conformance with the policies of the County's Comprehensive Plan?*

The proposed sign plan supports the goals and policies of the County's Comprehensive Plan by: (i) providing attractive, coordinated and unified signage that enhances the community; and (ii) promoting safe and efficient movement and direction of vehicular and pedestrian traffic.

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**MATTERS FOR CONSIDERATION**

**1993 ZONING ORDINANCE SECTION 6-1211(E)**

- Matter 1. *Whether the proposed zoning district classification is consistent with Comprehensive Plan.*
- The Property is subject to the Revised General Plan's Suburban Policy Area land use recommendations. In particular, the Property is designated as Residential.
- Matter 2. *Whether there are any changed or changing conditions in the area affected that make the proposed rezoning appropriate.*
- It is important for Ashburn Village Shopping Center to implement a unified signage system to identify the commercial uses and to direct visitors to the uses.
- Matter 3. *Whether the range of uses in the proposed zoning district classification are compatible with the uses permitted on other property in the immediate area.*
- The proposed signs will be unique to the Ashburn Village Shopping Center and will not adversely impact adjacent uses.
- Matter 4. *Whether adequate utility, sewer and water, transportation, school and other facilities exist or can be provided to serve the uses that would be permitted on the property if it were rezoned.*
- Not applicable to this application.
- Matter 5. *The effect of the proposed rezoning on the County's ground water supply.*
- Not applicable to this application.
- Matter 6. *The effect of uses allowed by the proposed rezoning on the structural capacity of the soils.*
- Not applicable to this application.
- Matter 7. *The impact that the uses that would be permitted if the property were rezoned will have upon the volume of vehicular and pedestrian traffic safety in the vicinity and whether the proposed rezoning uses sufficient measures to mitigate the impact of through construction traffic on existing neighborhoods and school areas.*
- The proposed signs will be designed to located to effectively and efficiently guide vehicular traffic and pedestrians to their intended destinations. The directional signage will facilitate the safe movement of all traffic.
- Matter 8. *Whether a reasonably viable economic use of the subject property exists under the current zoning.*

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Not applicable to this application.

- Matter 9. *The effect of the proposed rezoning on the environment or natural features, wildlife habitat, vegetation, water quality and air quality.*

Not applicable to this application.

- Matter 10. *Whether the proposed rezoning encourages economic development activities in areas designated by the Comprehensive Plan and provides desirable employment and enlarges the tax base.*

The proposed signs will add to the attractiveness of the Ashburn Village Shopping Center and will enhance its economic activities and viability.

- Matter 11. *Whether the proposed rezoning considers the needs of agriculture, industry and businesses in future growth.*

Not applicable to this application.

- Matter 12. *Whether the proposed rezoning considers the current and future requirements of the community as to land for various purposes as determined by population and economic studies.*

Not applicable to this application.

- Matter 13. *Whether the proposed rezoning encourages the conservation of properties and their values and the encouragement of the most appropriate use of land throughout the County.*

Not applicable to this application.

- Matter 14. *Whether the proposed rezoning considers trends of growth or changes, employment, and economic factors, the need for housing, probable future economic and population growth of the County, and the capacity of existing and/or planned public facilities and infrastructure.*

Not applicable to this application.

- Matter 15. *The effect of the proposed rezoning to provide moderate housing by enhancing opportunities for all qualified residents of Loudoun County.*

Not applicable to this application.

- Matter 16. *The effect of the rezoning on natural, scenic, archaeological, or historic features of significant importance.*

Not applicable to this application



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<b>SIGN TYPE</b>	<b>PROPOSED SIGN TYPE</b>	<b>1993 LOUDOUN COUNTY ZONING ORDINANCE</b>	<b>PROPOSED ASHBURN VILLAGE CENTER COMMERCIAL REGULATIONS</b>	<b>LOCATION</b>
<b>Commercial / Office Signs</b>  <b>Section 5-1204(D)(3)(d): Tenant Signs</b>	<b>PD-CC-CC Planned Development Commercial Center - Community Center- Tenant</b>  <b>**Exhibit 2A Anchor Tenant (over 20,000 SF)</b>	<ul style="list-style-type: none"> <li>- 2 SF per linear foot of storefront, not to exceed 60 SF</li> <li>- 1 sign per façade: maximum of 3 signs</li> <li>- 60 SF max. area of any one sign</li> <li>- Backlight or white light</li> <li>- Building Mounted</li> <li>- Roofline max. height</li> </ul>	<ul style="list-style-type: none"> <li>- 250 SF total aggregate sign area</li> <li>- Max. 6 signs; including maximum of 2 signs for sub-tenant stores.</li> <li>- Max. 150 aggregate SF for largest single anchor sign; max. 30 SF per product line and sub-tenant sign.</li> <li>- Internally or externally illuminated</li> <li>- Building mounted</li> <li>- Roofline max. height</li> </ul>	Located along face of existing Giant Grocery building in Ashburn Village Shopping Center
<b>Commercial / Office Signs</b>  <b>Section 5-1204(D)(3)(d): Tenant Signs</b>	<b>PD-CC-CC Planned Development Commercial Center –Community Center Tenant In-line Tenant **Exhibit 2B</b>	<ul style="list-style-type: none"> <li>- 2 SF per linear foot of storefront, not to exceed 60 SF</li> <li>- 1 sign per façade: maximum of 3 signs</li> <li>- 60 SF max. area of any one sign</li> <li>- Backlight or white light</li> <li>- Building Mounted</li> <li>- Roofline max. height</li> </ul>	<ul style="list-style-type: none"> <li>- 100 SF total aggregate sign area</li> <li>- Maximum 2 signs per tenant,</li> <li>- Maximum 1 sign on any façade except as follows: If a tenant’s storefront is greater than 35 linear feet, that tenant may install 2 signs on its storefront façade, provided the content of the second sign is limited to the tenant’s logo</li> <li>- 60 SF maximum any one sign</li> <li>- Internally or externally illuminated</li> <li>- Building mounted</li> <li>- Roofline maximum height</li> <li>- No sign on any building back wall that faces Christiana Drive</li> </ul>	Located on buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive

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<p><b>Commercial / Office Signs</b></p> <p><b>Section 5-1204(D)(3)(d): Tenant Signs</b></p>	<p><b>PD-CC-CC-Planned Development Commercial Center – Community Center - Tenant</b></p> <p>For “Endcap” Tenants</p> <p><b>**Exhibit 2C</b></p>	<ul style="list-style-type: none"> <li>- 2 SF per linear foot of storefront, not to exceed 60 SF</li> <li>- 1 sign per façade: maximum of 3 signs</li> <li>- 60 SF max. area of any one sign</li> <li>- Backlight or white light</li> <li>- Building Mounted</li> <li>- Roofline max. height</li> </ul>	<ul style="list-style-type: none"> <li>- 100 SF total aggregate sign area</li> <li>- Maximum 3 signs per tenant, maximum 1 sign on a façade except as follows: If a tenant’s storefront is greater than 35 linear feet, that tenant may install 2 signs on its storefront façade, provided the content of the second sign is limited to the tenant’s logo</li> <li>- 60 SF max. area for any one sign</li> <li>- Internally or externally illuminated</li> <li>- Building mounted</li> <li>- Roofline max. height</li> <li>- No sign on any building back wall that faces Christiana Drive</li> </ul>	<p>Located on buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive</p>
<p><b>Commercial / Office Signs</b></p> <p><b>Section 5-1204(D)(3)(d): Tenant Signs</b></p>	<p><b>PD-CC-CC-Planned Development Commercial Center – Community Center - Tenant</b></p> <p>Under Canopy signs for anchor, endcap and In-Line Tenants</p> <p><b>**Exhibit 2D</b></p>	<ul style="list-style-type: none"> <li>- 2 SF per linear foot of storefront, not to exceed 60 SF</li> <li>- 1 sign per façade: maximum of 3 signs</li> <li>- 60 SF max. area of any one sign</li> <li>- Backlight or white light</li> <li>- Building Mounted</li> <li>- Roofline max. height</li> </ul>	<ul style="list-style-type: none"> <li>- Max. 1 sign per tenant</li> <li>- 16 SF aggregate area of any one sign (8 SF per side)</li> <li>- Non-illuminated</li> <li>- Building mounted</li> </ul>	<p>Located on inline tenant buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive</p>

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<p><b>Commercial / Office Signs</b></p> <p><b>Section 5-1204(D)(3)(d): Tenant Signs</b></p>	<p><b>PD-CC-CC-Planned Development Commercial Center - Tenant</b></p> <p><b>For tenants on second floors</b></p> <p><b>**Exhibit 2E</b></p>	<ul style="list-style-type: none"> <li>- 2 SF per linear foot of storefront, not to exceed 60 SF</li> <li>- 1 sign per façade: maximum of 3 signs</li> <li>- 60 SF max. area of any one sign</li> <li>- Backlight or white light</li> <li>- Building Mounted</li> <li>- Roofline max. height</li> </ul>	<ul style="list-style-type: none"> <li>- Maximum 1 sign per tenant</li> <li>- 20 SF max. area per tenant</li> <li>- Max 4 signs per building; maximum two signs per façade; no signs on courtyard facade</li> <li>- Externally illuminated, except signs facing Christina Drive shall not be illuminated</li> <li>- Building mounted</li> <li>- Roofline max. height</li> </ul>	<p>Located on buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive</p>
<p><b>Commercial / Office Signs</b></p> <p><b>Section 5-1204(D)(3)(d): Tenant Signs</b></p>	<p><b>PD-CC-CC-Planned Development Commercial Center - Tenant</b></p> <p><b>For buildings that have second floor tenants</b></p> <p><b>**Exhibit 2F</b></p>	<ul style="list-style-type: none"> <li>- 2 SF per linear foot of storefront, not to exceed 60 SF</li> <li>- 1 sign per façade: maximum of 3 signs</li> <li>- 60 SF max. area of any one sign</li> <li>- Backlight or white light</li> <li>- Building Mounted</li> <li>- Roofline max. height</li> </ul>	<ul style="list-style-type: none"> <li>- 90 SF total aggregate sign area for buildings with second floor tenants</li> <li>- Maximum 2 signs per buildings with second floor tenants; maximum 1 sign per façade; no signs on courtyard facade</li> <li>- 45 SF max. area for any one sign</li> <li>- Externally illuminated</li> <li>- Building mounted</li> <li>- Roofline max. height</li> </ul>	<p>Located on buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive</p>

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<p><b>Commercial / Office Signs</b></p> <p><b>Section 5-1204(D)(3)(bb): Restaurant (freestanding building up to 4,000 sq. ft.)</b></p>	<p><b>Restaurant-</b></p> <p><b>** Exhibit 3A</b></p>	<ul style="list-style-type: none"> <li>- 60 SF total aggregate sign area</li> <li>- Max. 3 signs</li> <li>- Freestanding and building mounted</li> <li>- 20 SF max. area of any one building mounted sign; 30 SF max. area of any one freestanding sign (with 1.5 multiplier)</li> <li>- 45 SF maximum area of background structure (with 1.5 multiplier)</li> <li>- Backlight</li> <li>- 10 FT min. setback from R.O.W.</li> <li>- 15 FT max. height for freestanding sign; Roofline max height for building mounted signs.</li> </ul>	<ul style="list-style-type: none"> <li>- Max. 3 signs consisting of max. 1 freestanding sign and max. 3 building mounted signs</li> <li>- 100 SF max aggregate area for building and free standing signs; only one side of a double-sided freestanding sign shall be counted against this aggregate</li> <li>- 60 SF max. area of any one building mounted sign</li> <li>- 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side)</li> <li>- Internally or externally illuminated</li> <li>- 10FT min. setback from R.O.W.</li> <li>- 7 FT max. height for freestanding sign; Roofline max height for building mounted signs</li> </ul>	<p>Located on/at freestanding restaurant buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive Location of freestanding sign subject to Note on Comprehensive Sign Location Plan (p. 19)</p>

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<b>Commercial / Office Signs Section 5-1204(D)(3)(cc): Restaurant (freestanding building over 4,000 sq. ft.)</b>	<b>Restaurant **Exhibit 3A</b>	<ul style="list-style-type: none"> <li>- 120 SF total aggregate sign area</li> <li>- Max. 3 signs</li> <li>- Freestanding or building mounted</li> <li>- 30 SF max. area of any one sign (with 1.5 multiplier); 60 SF max, area of any one building mounted sign</li> <li>- 45 SF maximum area of background structure (with 1.5 multiplier)</li> <li>- Backlight</li> <li>- 10 Ft. Min setback from R.O.W.</li> <li>- 15 FT max. height for freestanding sign; Roofline max height for building mounted signs.</li> </ul>	<ul style="list-style-type: none"> <li>- Max. 3 signs consisting of max. 1 freestanding sign and max. 3 building mounted signs</li> <li>- 100 SF max aggregate area for building and free standing signs; only one side of a double-sided freestanding sign shall be counted against this aggregate</li> <li>- 60 SF max. area of any one building mounted sign</li> <li>- 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side)</li> <li>- Internally or externally illuminated</li> <li>- 10FT min. setback from R.O.W.</li> <li>- 7 FT max. height for freestanding sign; Roofline max height for building mounted signs.</li> </ul>	Located on/at freestanding restaurant buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive Location of freestanding sign subject to note on Comprehensive Sign Location Plan (p. 19)
<b>Section 5-1204(D)(3)(ee): Restaurant Drive-Through Menu</b>	<b>Drive-Through Menu ** Exhibit 3B</b>	<ul style="list-style-type: none"> <li>- 30 SF total aggregate sign area</li> <li>- Max 2 signs</li> <li>- 20 SF max. area of any one sign;</li> <li>- 30 SF maximum area for any one ground-mounted sign (with 1.5 multiplier)</li> <li>- Freestanding or building mounted</li> <li>- 5 FT max. height</li> </ul>	<ul style="list-style-type: none"> <li>- 95 SF total aggregate sign area</li> <li>- Max. 2 signs per restaurant with drive-through; 75 SF max area for primary drive-thru sign; 20 SF max area for secondary drive thru sign.</li> <li>- Freestanding or building mounted</li> <li>- 8 FT max. height</li> </ul>	Located on/around freestanding restaurant buildings with a drive-through in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive

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<b>Commercial / Office Signs</b>  <b>Section 5-1204(D)(3)(d): Tenant Signs</b>	<b>PD-CC-CC- Planned Development – Commercial Center – Community Center- Tenant</b>  <b>**Exhibit 4A</b>  <b>Freestanding Building – Single Tenant</b>	<ul style="list-style-type: none"> <li>- 2 SF/Linear Feet of storefront, not to exceed 60</li> <li>- 1 sign per façade, maximum of 3 signs</li> <li>- 60 SF max. area of any one sign</li> <li>- Backlight or White Light</li> <li>- Building mounted</li> <li>- Roofline max. height</li> </ul>	<ul style="list-style-type: none"> <li>- Max. 3 signs consisting of max. 1 freestanding sign and max. 3 building mounted signs</li> <li>- 100 SF max aggregate area for building and free standing signs; only one side of a double-sided freestanding sign shall be counted against this aggregate</li> <li>- 60 SF max. area of any one building mounted sign</li> <li>- 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side)</li> <li>- Internally or externally illuminated</li> <li>- 10FT min. setback from R.O.W. 7 FT max. height for freestanding sign; Roofline max height for building mounted signs</li> </ul>	Located around free-standing buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive Location of freestanding sign subject to note on Comprehensive Sign Location Plan (p. 19)
<b>Commercial / Office Signs</b>  <b>Section 5-1204(D)(3)(v): Child Care Center</b>	<b>Child Care Center</b>  <b>**Exhibit 5A</b>	<ul style="list-style-type: none"> <li>- 20 SF total aggregate sign area</li> <li>- Max. 2 signs</li> <li>- 10 SF max. area of any one sign</li> <li>- Backlight</li> <li>- 5 FT Setback from R.O.W.</li> <li>- Freestanding and building mounted</li> <li>- 8 FT max. height for freestanding sign; Roofline max. height for building mounted</li> </ul>	<ul style="list-style-type: none"> <li>- Max. 3 signs consisting of max. 1 freestanding sign and max. 3 building mounted signs</li> <li>- 100 SF max aggregate area for building mounted signs; 60 SF max. area of any one building mounted sign</li> <li>- 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side)</li> <li>- Internally or externally illuminated</li> <li>- 10FT min. setback from R.O.W.</li> <li>- 7 FT max. height for freestanding sign; Roofline max height for building mounted signs</li> </ul>	Located around free-standing Child Care Center in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive Location of freestanding sign subject to note on Comprehensive Sign Location Plan (p. 19)

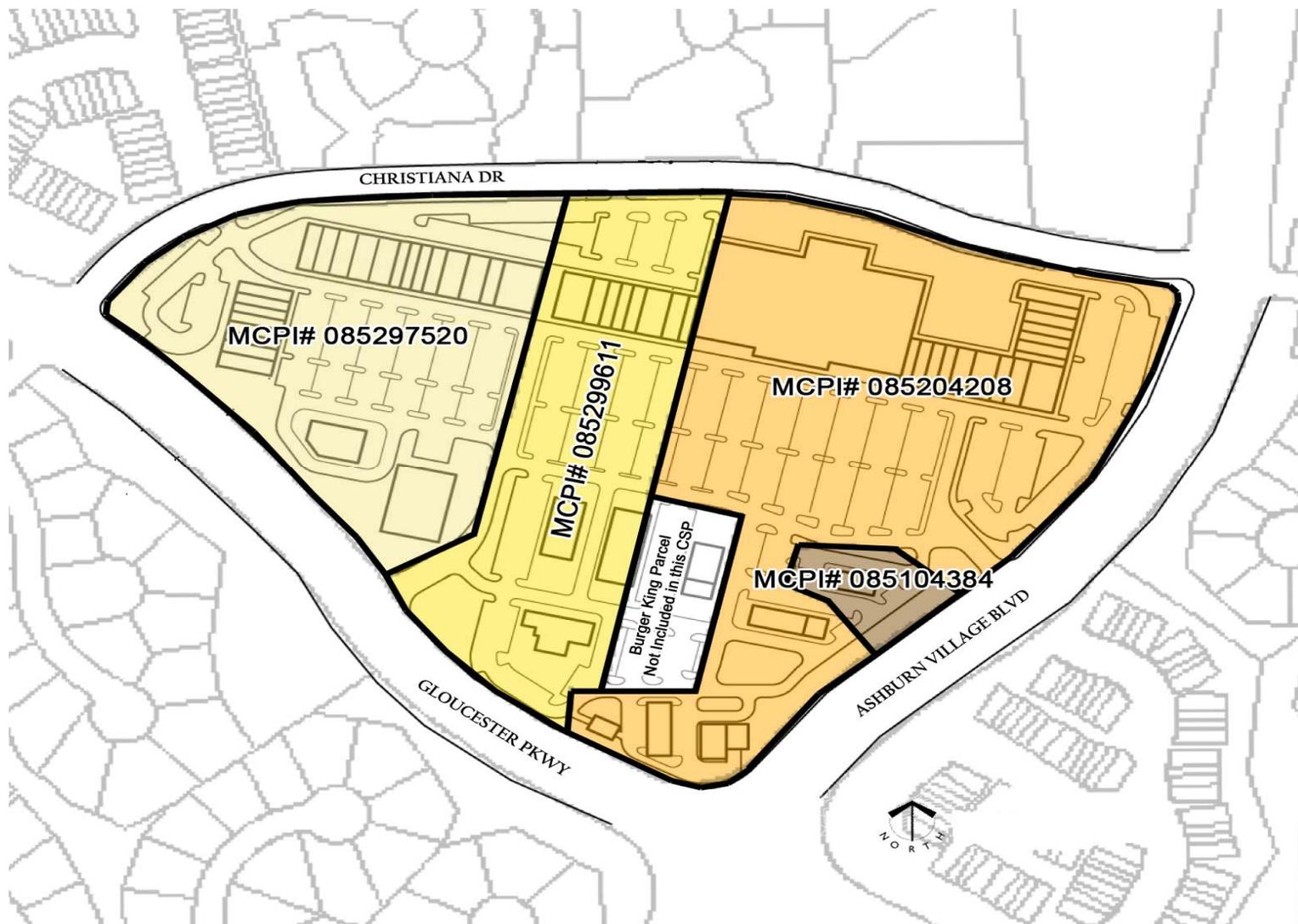
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SHOPPING CENTER**

<b>SIGN TYPE</b>	<b>PROPOSED SIGN TYPE</b>	<b>1993 LOUDOUN COUNTY ZONING ORDINANCE</b>	<b>PROPOSED ASHBURN VILLAGE CENTER COMMERCIAL REGULATIONS</b>	<b>LOCATION</b>
<b>Commercial / Office Signs</b>  <b>Section 5-1204(D)(3)(r): Auto Service Station</b>	<b>Auto Service Station</b> (including convenience store, car wash & repair)  EXCLUDES FEDERALLY MANDATED GASOLINE PRICE POSTING  <b>**Exhibit 6A</b>	<ul style="list-style-type: none"> <li>- 60 SF total aggregate sign area</li> <li>- Max. 6 signs</li> <li>- Freestanding and building mounted</li> <li>- 20 SF max area of any one sign; 30 SF max area of any one ground mounted sign (with 1.5 multiplier)</li> <li>- 45 SF max area of any ground-mounted background structure (with 1.5 multiplier)</li> <li>- 15 FT. max. height for freestanding sign; Roofline max. height for building mounted sign</li> </ul>	<ul style="list-style-type: none"> <li>- Max. 7 signs consisting of max. 1 freestanding sign and max. 6 building mounted signs</li> <li>- 100 SF max aggregate area for building mounted signs; 60 SF max. area of any one building mounted sign</li> <li>- 100 SF max aggregate area for freestanding sign (50 SF max per face); 150 SF max aggregate area of background (75 SF max per side)</li> <li>- Internally or externally illuminated</li> <li>- 10FT min. setback from R.O.W.</li> <li>- 7 FT max. height for freestanding sign; Roofline max height for building mounted signs</li> </ul>	Located around free-standing Auto Service Station in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive  Location of freestanding sign subject to note on Comprehensive Sign Location Plan (p. 19)
<b>Miscellaneous Signs</b>  <b>Section 5-1204(D)(7)(h): Directional Signs, On-Site</b>	<b>Directional Signs</b>  <b>**Exhibit 7B</b>	<ul style="list-style-type: none"> <li>- 4 SF max. area of any one sign</li> <li>- Backlight or White Light</li> <li>- 5 FT min. setback from R.O.W.</li> <li>- Freestanding</li> <li>- 3 FT max. height</li> <li>- Locate only at change of direction</li> <li>- Shall contain no advertising</li> </ul>	<ul style="list-style-type: none"> <li>- 16 SF total aggregate area per sign; maximum 8 SF per side</li> <li>- Max. 64 SF total sign area per freestanding business</li> <li>- Maximum of 4 Signs per tenant with drive-thru service lane; maximum 2 signs per tenant without drive-thru service lane</li> <li>- Internally illuminated or non-illuminated</li> <li>- 10 FT min. setback from R.O.W.</li> <li>- Freestanding</li> <li>- 4 FT Max. Height</li> </ul>	Located around free-standing, single-occupant buildings in Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive.

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<b>SIGN TYPE</b>	<b>PROPOSED SIGN TYPE</b>	<b>1993 LOUDOUN COUNTY ZONING ORDINANCE</b>	<b>PROPOSED ASHBURN VILLAGE CENTER COMMERCIAL REGULATIONS</b>	<b>LOCATION</b>
<p><b>Real Estate Signs</b></p> <p><b>Section 5-1204(D)(6)(c): Commercial For Sale Signs</b></p>	<p><b>Real Estate - Commercial For Sale (For Lease) Sign-Retail or Office</b></p> <p><b>**Exhibit 8A</b></p>	<ul style="list-style-type: none"> <li>- 1 sign upon any lot of less than 10 acres; 2 signs upon any lot in excess of 10 acres</li> <li>- 20 SF max. area of any one sign</li> <li>- Non-illuminated</li> <li>- 5 FT min. setback from R.O.W.</li> <li>- Freestanding</li> <li>- 6 FT max. height</li> </ul>	<ul style="list-style-type: none"> <li>- No more than two signs for each in line tenant building and no more than one sign for each free standing building. Maximum of 3 signs at any one time.</li> <li>- 75 SF max. area of any one sign</li> <li>- Non-illuminated</li> <li>- 5 FT min. setback from R.O.W.</li> <li>- Freestanding</li> <li>- 8 1/2 FT max. height</li> <li>- Maximum 1 sign along any single public right-of-way frontage at any time</li> </ul>	<p>Located within Ashburn Village Shopping Center, bounded by Ashburn Village Boulevard, Gloucester Parkway and Christiana Drive</p>

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Parcel Identification and Boundary Graphic

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**\*** **Note:** Potential locations for 3A, 3B, 4A, 5A, 6A and 7B, as applicable depending upon use occupying freestanding building as single tenant. At any one time, no more than two freestanding signs permitted as sign types 3A, 4A, 5A, and 6A may be located within 50' of each adjoining public right-of-way.

Comprehensive Sign Location Plan

**ZMOD 2008-0010**  
**ASHBURN VILLAGE**  
**SHOPPING CENTER**

Introduction

Ashburn Village is one of the largest planned unit communities of Northern Virginia. There are over 5,000 residential units along with approximately 2.5 million square feet of planned commercial and office space and 240,000 square feet of retail space in Ashburn Village Center. The community also includes a 32,130 square feet sports pavilion with indoor and outdoor Olympic-sized pools and fitness facility. Outdoor recreational amenities include 12 miles of jogging and biking trails, ball and soccer fields and over 500 acres of open space with six lakes and ponds that are stocked annually for fishing.

This proposed Comprehensive Sign Plan is intended to address both temporary and permanent signage of Ashburn Village Shopping Center.

A well-developed sign system is an integral part of any successful development. Signs are a necessary means of visual communication for public convenience and are most effective when organized in a comprehensive system. The purpose of a sign system is to orient, inform, direct and regulate pedestrian and vehicular traffic. A properly conceived sign system also reflects the owner's concern and sense of

responsibility for public safety and enhances the image and use of the development.

There are several criteria that must be addressed when creating an effective and quality sign system. The sign system is designed to achieve a consistent display of information throughout the development through typography, color, materials and general form; the size however may vary for specific purposes. The elements of this system are contextual to the architecture and landscape features of Ashburn Village. All design details have been coordinated with the project's architects and landscape architects to assure a harmonious and well-integrated signage program. Sign design standards are set within this document in a manner to describe the standards, and to maintain flexibility to respond to these needs.

The pages following in this manual provide illustrations, details, locations and types of messages for each sign on the site. These guidelines assure consistent display of information in its entirety. The end result is a comprehensive sign program that will establish identity, convey information, reduce complicated messages to simple instructions, direct vehicular traffic and facilitate access to the site facilities.

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Introduction

1. The signs within Ashburn Village Shopping Center shall be erected and constructed in substantial conformance with the designs illustrated herein and materials submitted in this Comprehensive Sign Plan. The materials for each sign shall be limited to those listed specifically for each sign.

2. Sign permits, under this Comprehensive Sign Plan, shall be obtained as required by the Zoning Ordinance.

3. Signs other than Real Estate and temporary signs may be illuminated. Lighting may be by internal or external illumination including ground mounted up lights and sign mounted down lights. No neon lighting shall be permitted. Lighting of signs shall not be blinding, fluctuating or moving.

4. All signs shall comply with all applicable requirements of the building codes. No sign shall obstruct required sight distances and sight triangles.

5. Notwithstanding the number of signs shown in this Comprehensive Sign Plan manual, the applicant shall have no obligation to construct every sign shown.

6. Tenant names used in the sign graphics are not exclusive and may be replaced by other tenant names that comply with the sign guidelines and descriptions. Where there is a conflict between the written text and what is shown on the illustration, the written text shall govern.

7. Any future changes to the MCPI numbers, provided as of April 22, 2008

will not prohibit the enclosed signs from being erected.

8. No sign shall be located within the right-of-way. No two ground mounted signs shall be within 10' of each other.

9. Maintenance and care of the landscaping on all entrance and ground-mounted signs shall be the responsibility of the property owner on which the sign is located.

10. Signs not included or addressed in this Comprehensive Sign Plan, but otherwise permitted by the Zoning Ordinance, as it exists from time to time, shall be permitted in accordance with the standards of the then current Zoning Ordinance. Such signs shall also use materials and color palettes in substantial conformance with materials and colors used in this Comprehensive Sign Plan.

11. The maximum possible number of Sign Types 1A, 1B and 8A are fixed under this Sign Plan. The maximum possible number of each of the other Sign Types will vary from time to time, depending upon many factors, including building locations and configuration, number of tenants, and types of use. The Location Plan on page 20 is an illustrative plan based on the current layout of the Shopping Center. To the extent the Shopping Center layout is revised from time to time, the approved Sign Types will be applied to that revised Shopping Center layout.

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**General Specifications for Signs**

**Materials for Permanent Signs:** Stone, cultured stone, marble, EIFS trim, pre-cast concrete, masonry; sign foam (e.g., Fypon), Plexiglass, metal, wood, exterior industrial grade sign paints and finishes and similar materials.

**Materials for Temporary Signs:** MDO plywood, metal, pressure treated lumber, Sentra (extruded PVC), aluminum panels, metal posts and exterior industrial grade sign paints.

**Colors:** Color varies upon location and use

**Illumination:** Shielded lighting allowed on entrance signs and other ground-mounted signs. Building-mounted signs may be illuminated internally or externally. Except for ground-mounted lights, all lighting shall be shielded, cut-off and directed downward. All lighting shall be installed to protect the night sky and prevent light pollution, including sky-glow, nuisance and hazardous glare and light trespass onto adjoining properties. Lighted signs shall not be blinding, fluctuating or moving. Signs with exposed neon tubing or exposed lamps or any exposed sign illumination or illuminated sign cabinet or modules or “ox” signs of the flashing, rotating, moving, blinking or animating type are not permitted. Entrance signs may be internally or externally illuminated, but they may not reflect of cast glare, directly or indirectly, on any public roadway or adjacent property. At time of permit application, lighting details shall be submitted as reasonably necessary to show compliance with these illumination criteria.

**Type:** Ground mounted, pole mounted, freestanding, and building mounted.

**Landscaping:** A landscape base shall be provided adjacent to all permanent ground mounted business identification signs. The landscape base shall incorporate a layered landscape treatment that frames and provides a visual base for ground-mounted project identification signs and includes at a minimum any combination of shrubs, perennials, grasses and groundcovers. Native species shall be utilized to the maximum extent possible.

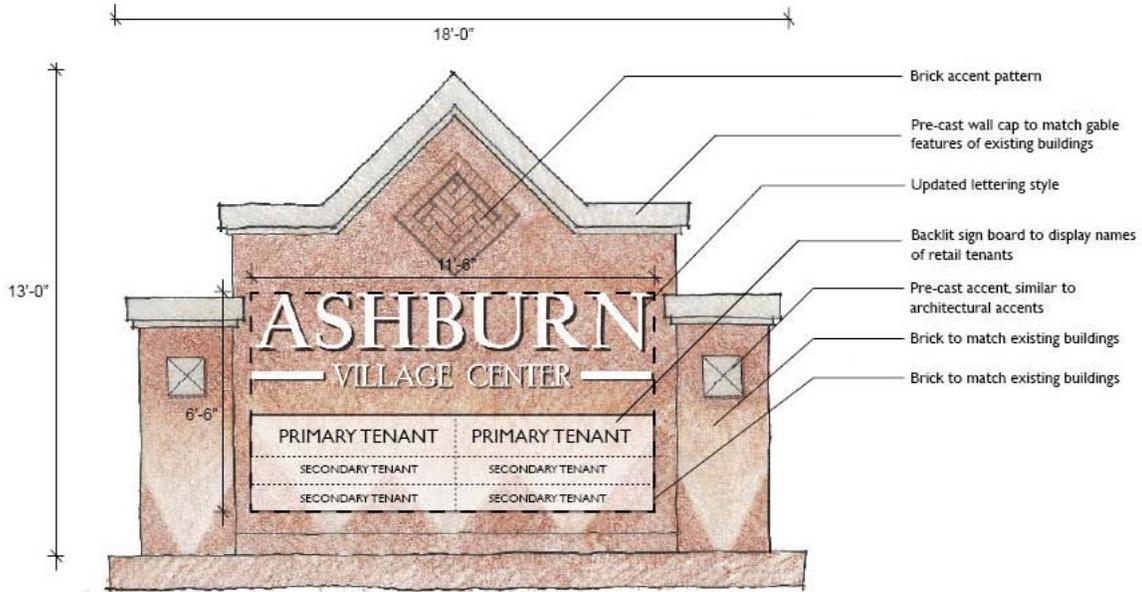
**Locations:** Please refer to the Sign Location Maps following this page and each Tab Section in this exhibit.

# Ashburn Village

## Shopping Center

### **A. Commercial / Office Signs**

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ASHBURN VILLAGE  
SHOPPING CENTER**



**A. Exhibit 1A – Planned Development- Entrance Signs**

**Primary Identification Signage**

**GUIDELINES:**

Ground Mounted Development Sign

Maximum of 2 signs

Maximum size of sign area=150 aggregate sq. ft. per sign (maximum of 75 sq. ft. per face)

Maximum size of background area= 400 aggregate sq. ft. per sign background structure (maximum of 200 sq.ft. per side)

Maximum Wall Height from Ground 13'-0"

Graphics on two (2) sides

Ground mounted lighting pointed directly onto the sign

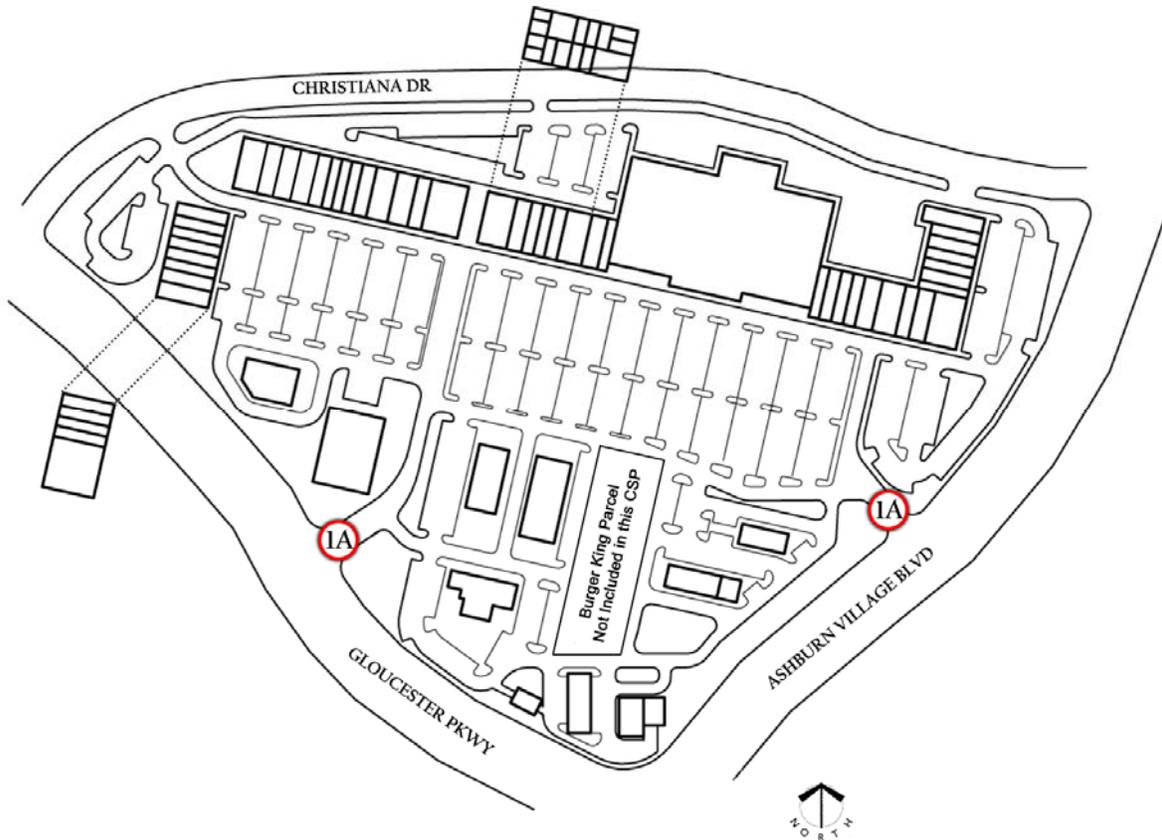
**DESCRIPTION:**

Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

**INSTALLATION:**

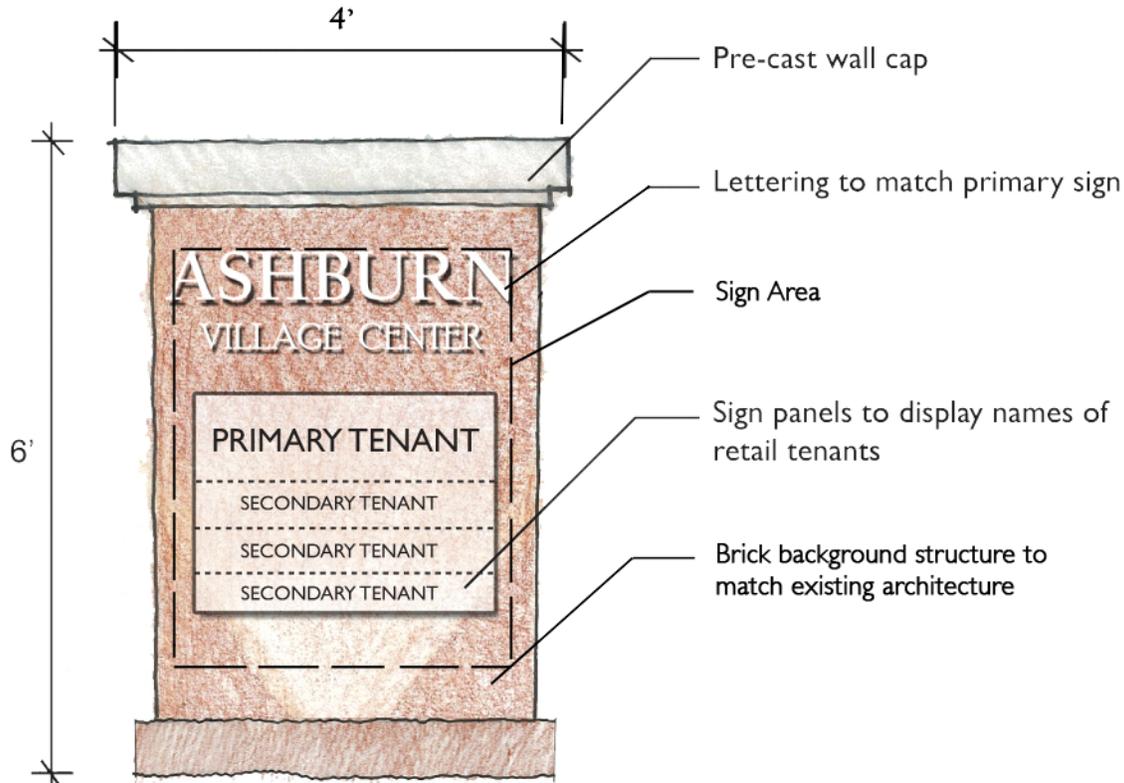
Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

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- 1. Exhibit 1A – Planned Development- Entrance Signs (continued)  
Primary Identification Signage**

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**1. Exhibit 1B – Planned Development- Entrance Signs**

**Secondary Identification Signage**

**GUIDELINES:**

Maximum of 3 signs

Maximum size of sign area= 35 aggregate sq. ft. per sign (maximum of 17.5 sq. ft. per face)

Maximum size of background area=50 aggregate sq. ft. per sign (maximum of 25 sq ft. per side)

Maximum Background Height from Ground 6'-0"

Graphics on two (2) sides

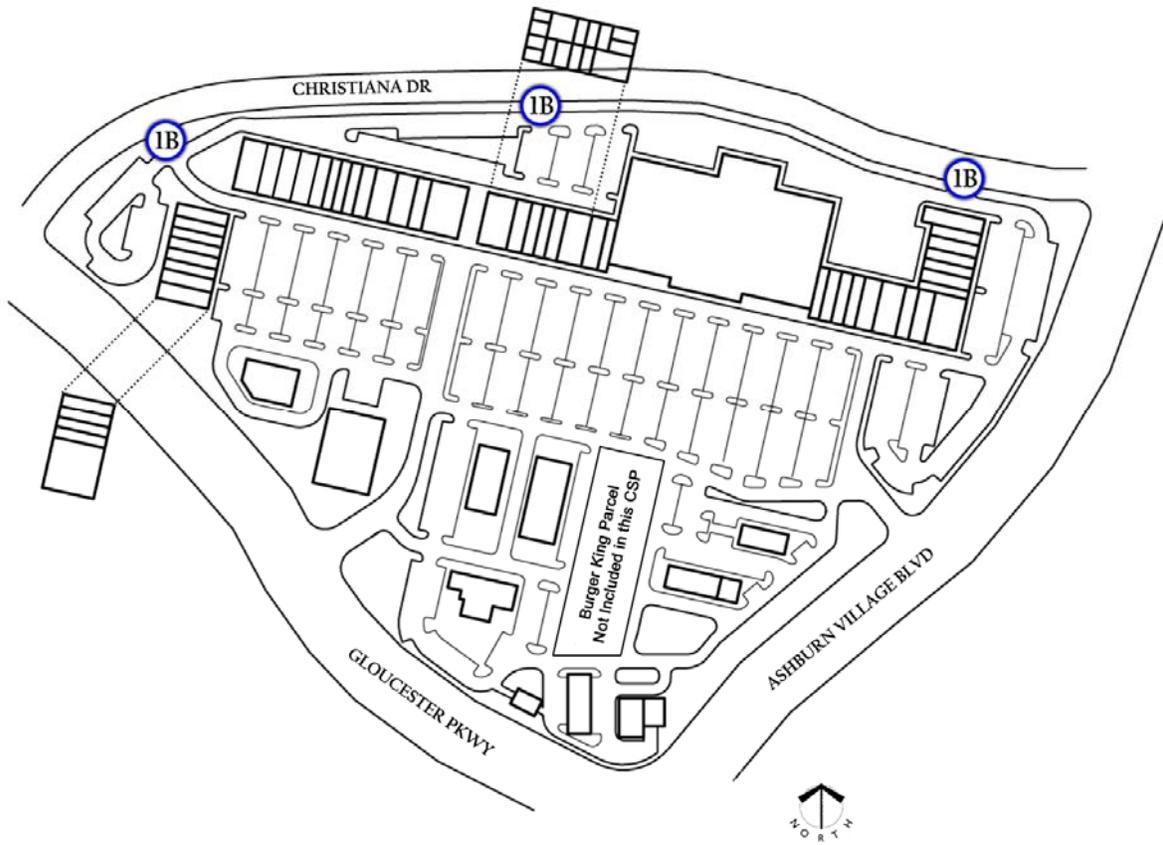
**DESCRIPTION:**

Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

**INSTALLATION:**

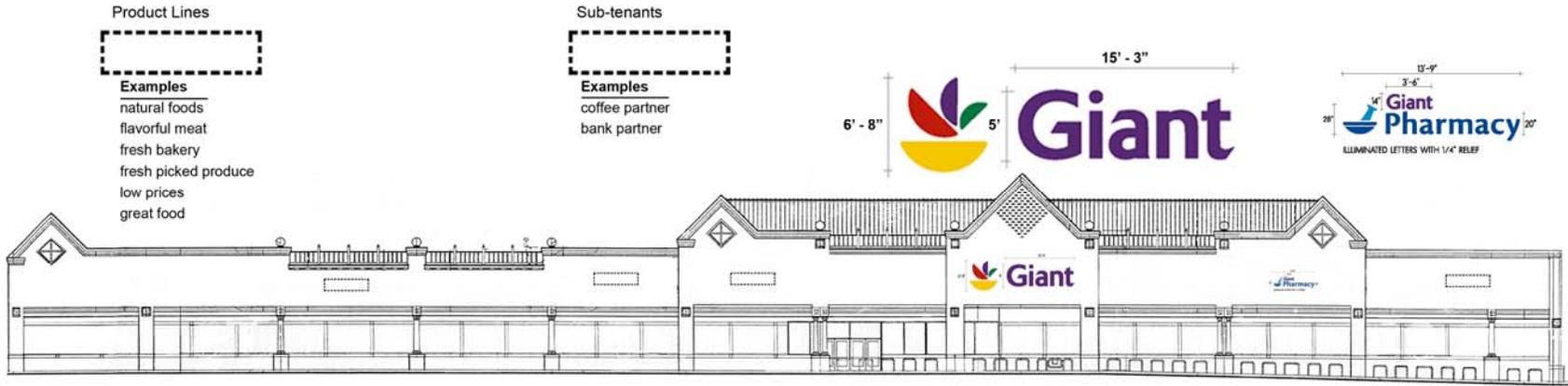
Signs to be internally or externally illuminated and comply with all local, state and federal regulations.

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1. **Exhibit 1B – Ashburn Village Shopping Center (continued)**  
**Secondary Identification Signage**

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SHOPPING CENTER**



**2. Exhibit 2A- Planned Development- Tenant**

**Anchor Tenant (over 20,000 SF)**

**GUIDELINES:**

**Building Mounted Tenant Sign**

Maximum of 6 signs; including maximum of 2 signs for sub-tenant stores

Maximum size of sign area= 150 aggregate sq. ft. for largest single anchor sign; Maximum 30 square feet per product line sign; Maximum 250 square feet for all signs combined.

Sub-tenants that do not have a dedicated exterior entrance along the Anchor storefront are allowed one (1) exterior façade sign each. Maximum of 30 sq. ft per sub-tenant sign.

**DESCRIPTION:**

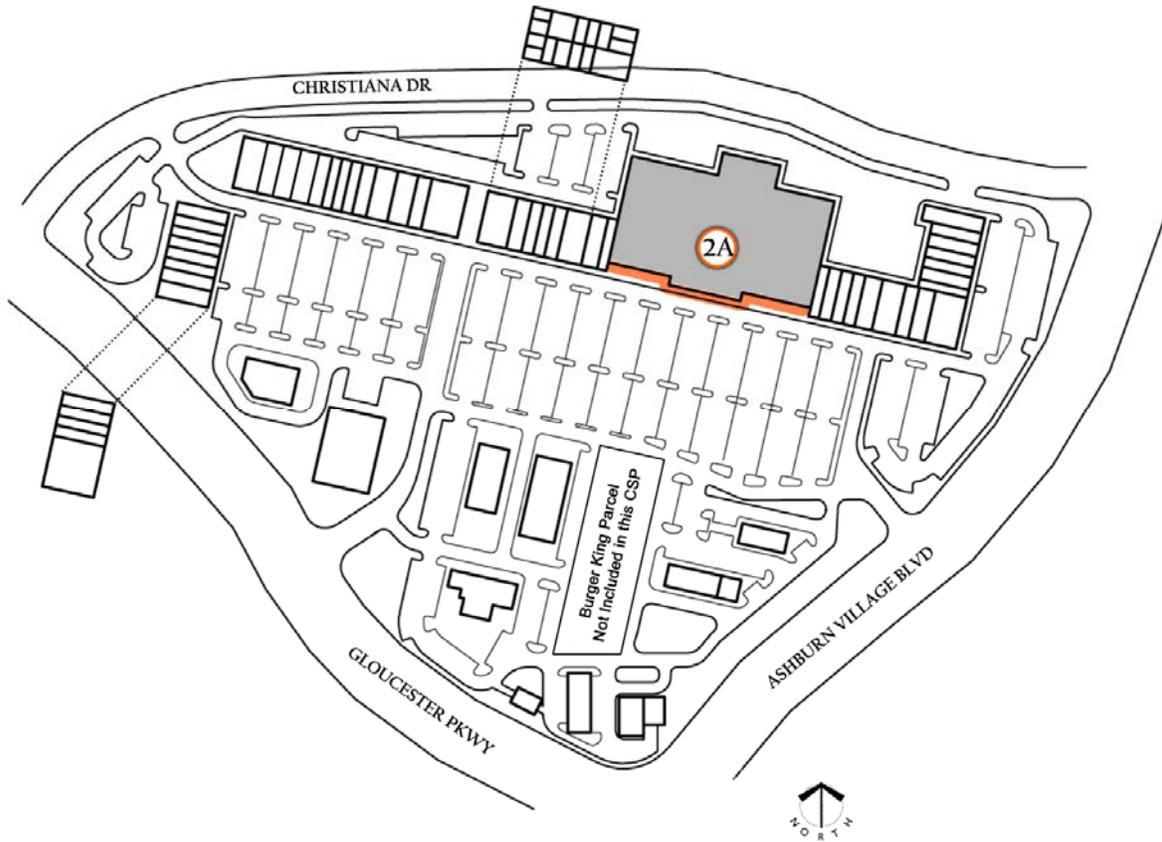
Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, sign foam, EIFS or other synthetic materials.

**INSTALLATION:**

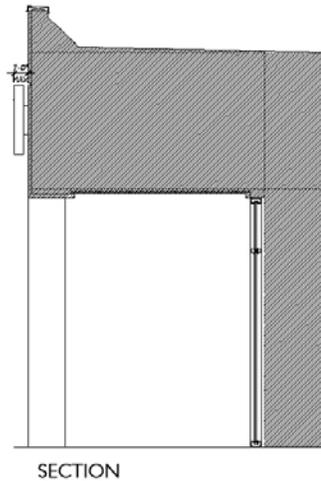
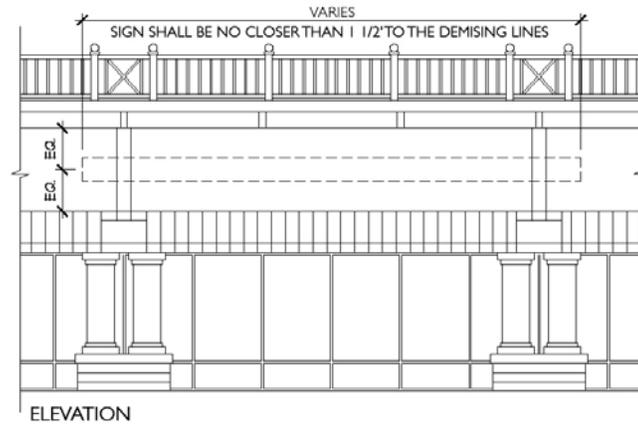
Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

\* ALL DIMENSIONS ARE ILLUSTRATIVE

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- 2. **Exhibit 2A- Planned Development- Tenant (continued)**  
**Anchor Tenant (over 20,000 SF)**



**2. Exhibit 2B- Planned Development- Tenant  
In Line Tenants**

**GUIDELINES**

Maximum 60 square feet for largest single sign; maximum 100 square feet of sign area per tenant;  
Maximum 2 signs per tenant; maximum 1 sign on any façade except as follows: If a tenant's storefront is greater than 35 linear feet, that tenant may install 2 signs on its storefront façade, provided the content of the second sign is limited to the tenant's logo.

No sign on any building back wall that faces Christiana Drive (See location plan on p.31)

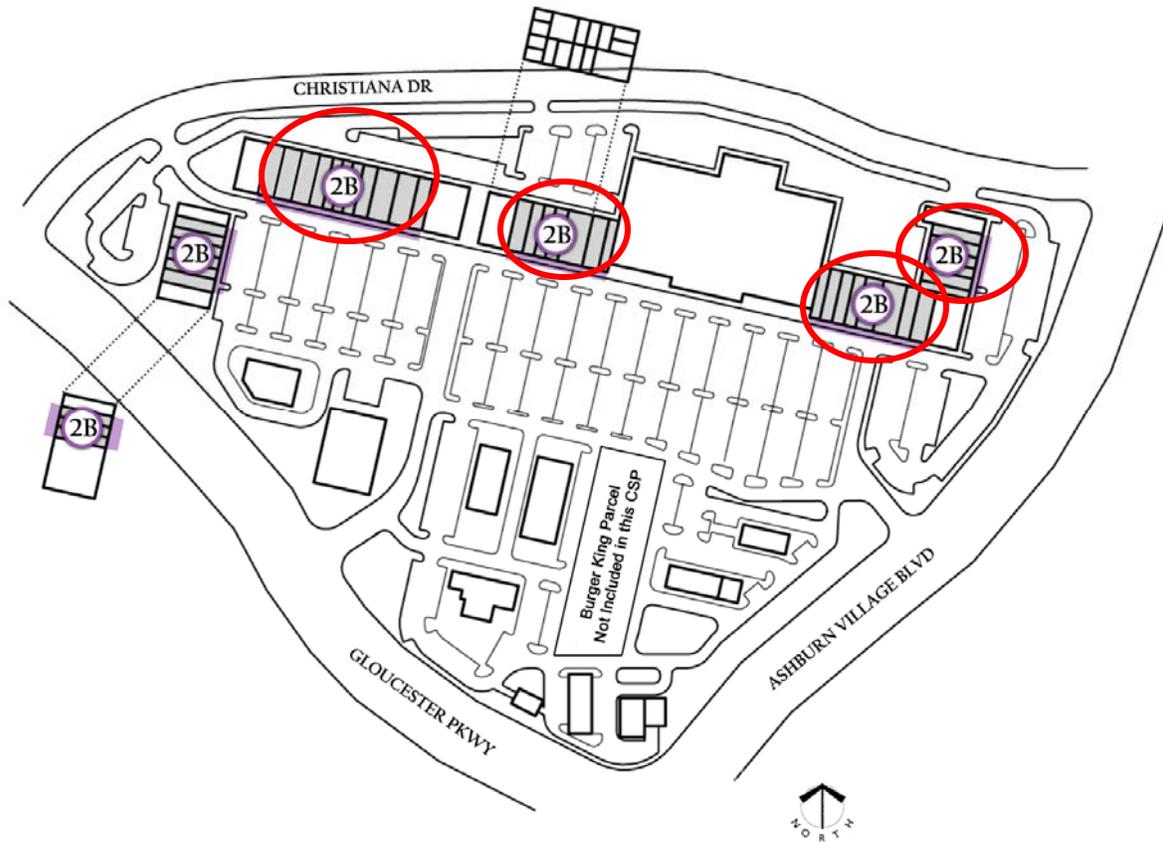
**DESCRIPTION:**

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

**INSTALLATION:**

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

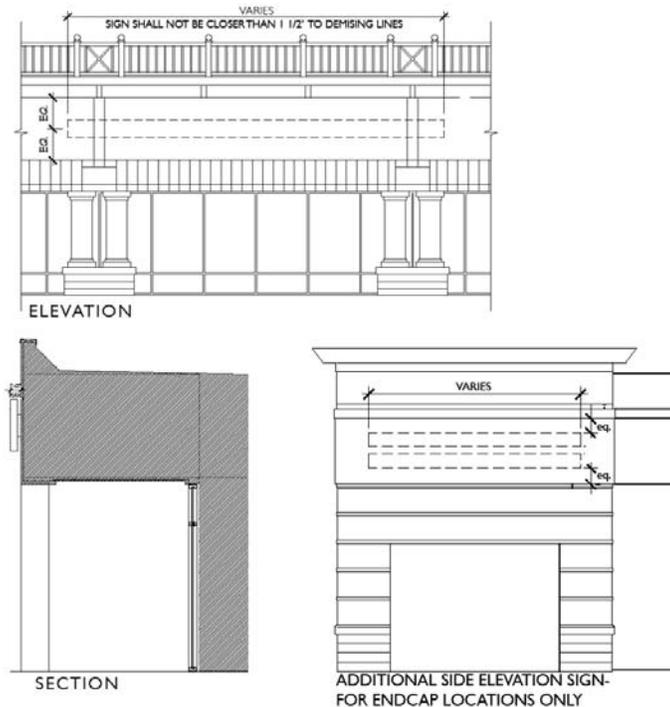
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**2. Exhibit 2B- Planned Development- Tenant (continued)**

**In Line Tenants**

 **No sign type 2B may face Christiana Drive along these back walls**



## **2. Exhibit 2C- Planned Development- Tenant**

### **“Endcap” tenants**

#### **GUIDELINES**

Maximum 60 square feet for largest single sign; maximum 100 square feet of sign area per tenant  
Maximum 3 signs per “endcap” tenant; maximum 1 sign on a façade except as follows: If a tenant’s storefront is greater than 35 linear feet, that tenant may install 2 signs on its storefront façade, provided the content of the second sign is limited to the tenant’s logo.

No sign on any back building wall that faces Christiana Drive (See location plan on p. 33)

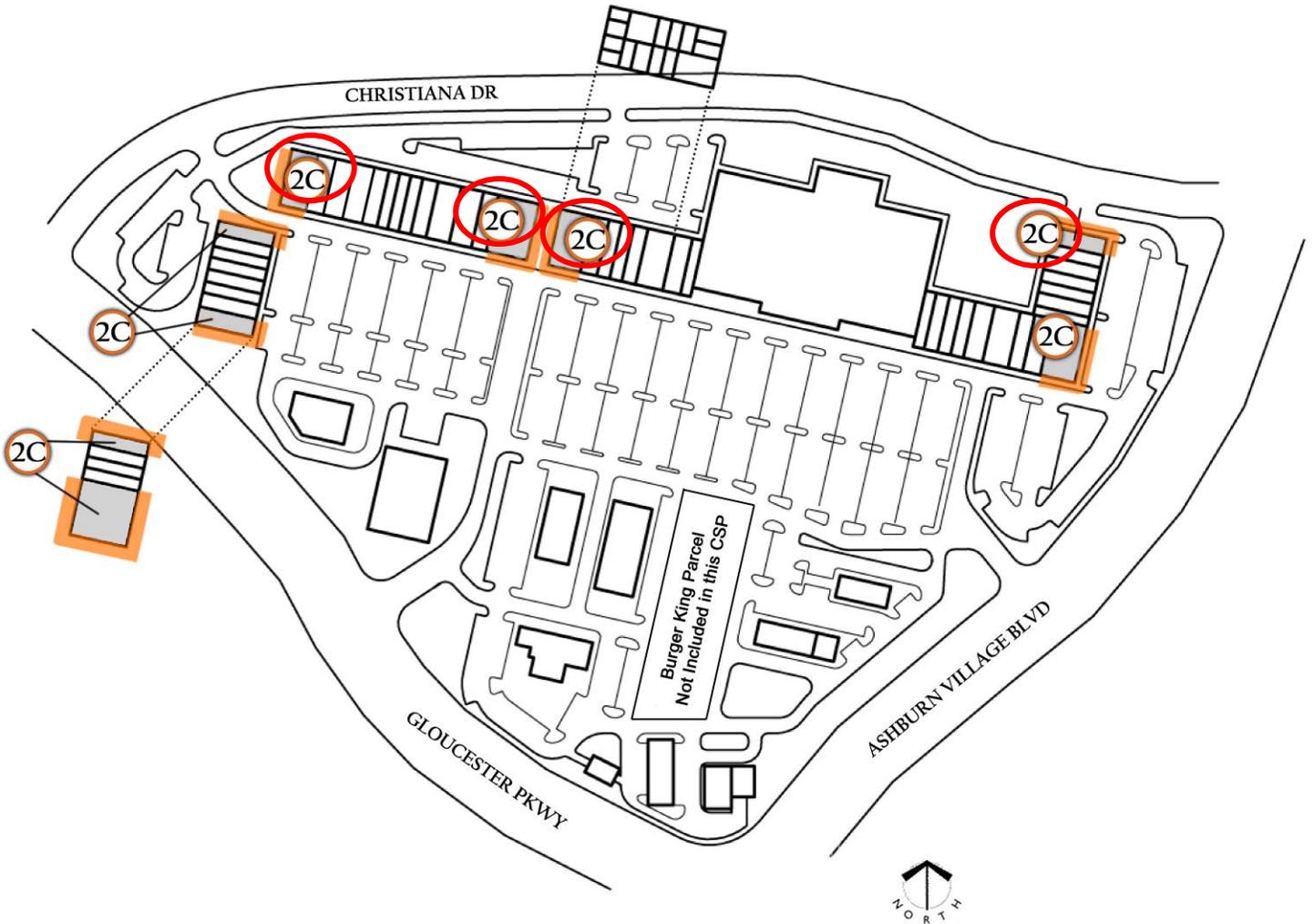
#### **DESCRIPTION:**

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

#### **INSTALLATION:**

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

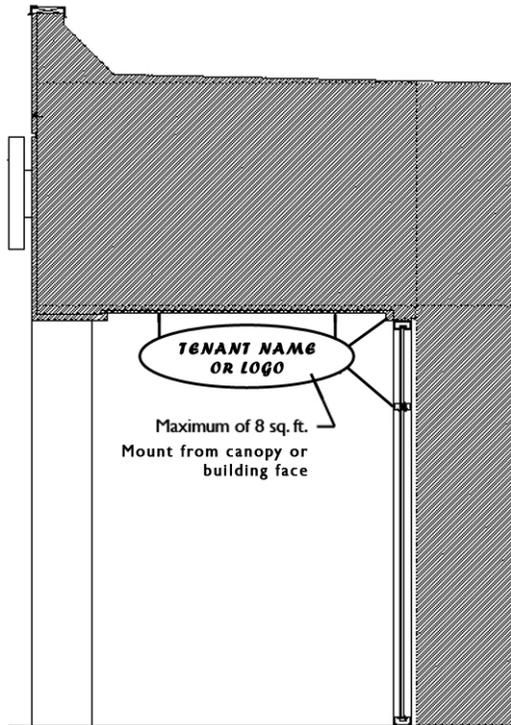
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**2. Exhibit 2C- Planned Development- Tenant (continued)**

**“Endcap” tenants**

 **No sign type 2C may face Christiana Drive on these back walls**



**2. Exhibit 2D – Planned Development- Tenant**

**Under canopy signs for anchor, encaps and in-line tenants**

**GUIDELINES**

Maximum 1 sign per tenant

Maximum size of sign area= 16 aggregate sq. ft per sign (8 SF per side)

Graphics on two (2) sides

**DESCRIPTION:**

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

**INSTALLATION:**

Non-Illuminated.



- 2. Exhibit 2D – Planned Development- Tenant (continued)**  
**Under canopy signs for anchor, in-line and endcap tenants**

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**2. Exhibit 2E- Planned Development- Tenant**

**For 2<sup>nd</sup> floor tenants.**

**GUIDELINES**

Maximum 20 aggregate square feet for each sign

Maximum 1 sign per tenant

Maximum 4 signs per building; maximum two signs per façade; no signs on courtyard face

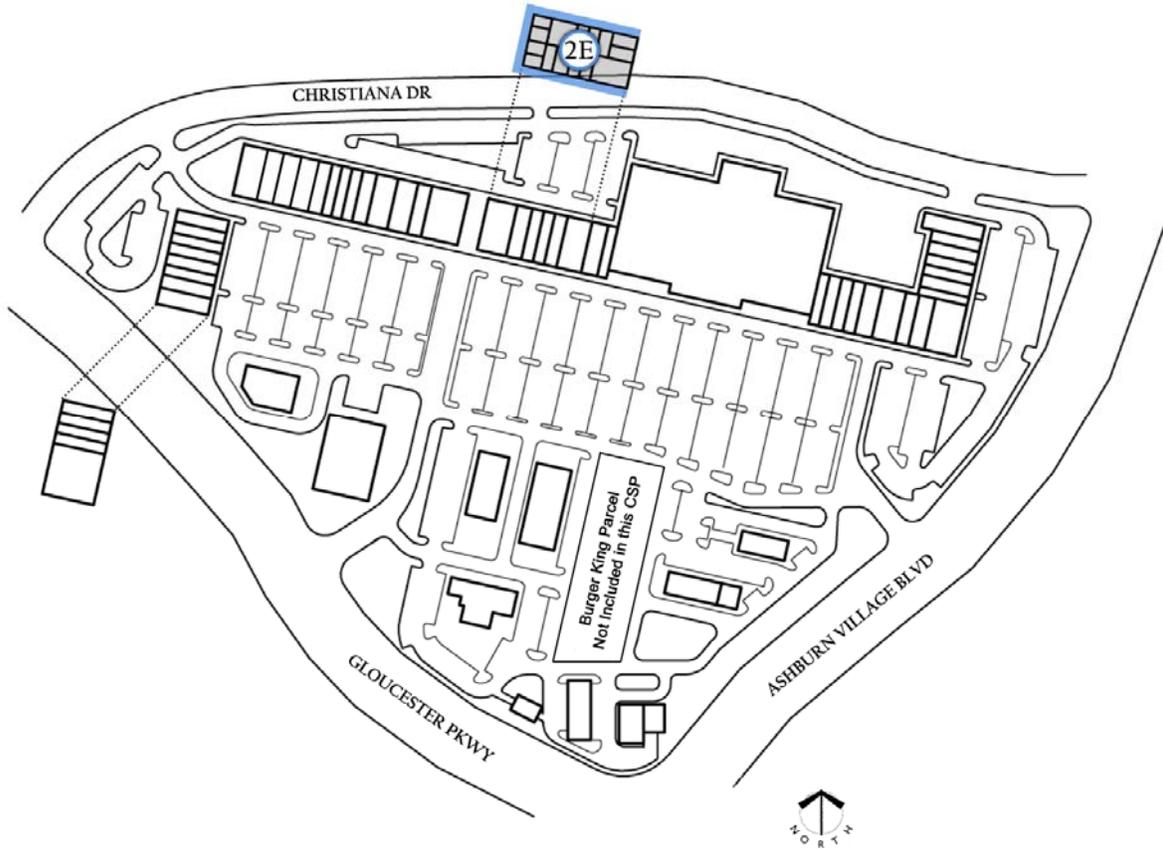
**DESCRIPTION:**

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

**INSTALLATION:**

Signs facing Christiana Drive may not be illuminated; other signs may be externally illuminated.

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**2. Exhibit 2E- Planned Development- Tenant (continued)**

**2<sup>nd</sup> floor tenants**



**2. Exhibit 2F – Tenant Building Identification Sign-  
2<sup>nd</sup> floor tenants.**

**GUIDELINES**

Maximum 45 aggregate square feet per sign

Maximum 2 signs per buildings with second story tenants; maximum one sign per façade; no sign on courtyard facade

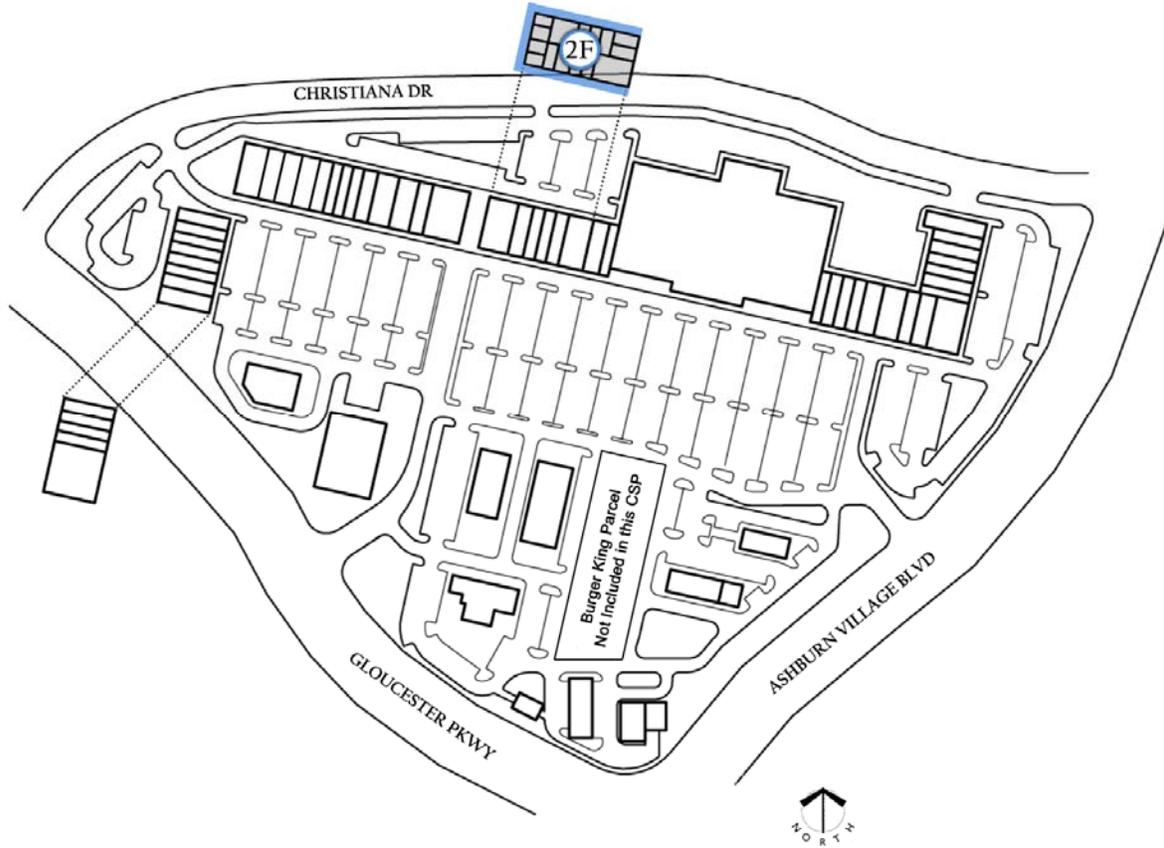
**DESCRIPTION:**

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

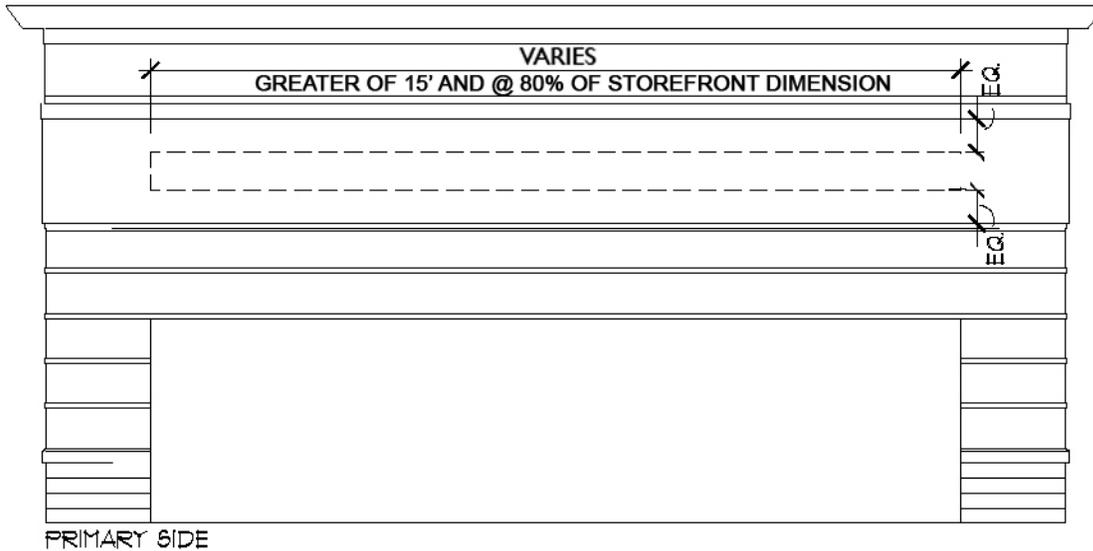
**INSTALLATION:**

Sign to be externally illuminated and comply with all local, state and federal regulations.

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2. Exhibit 2F – Tenant Building Identification Sign (continued)



**3. Exhibit 3A – Restaurant**

**Freestanding building with up to 4,000 SF floor area and over 4,000 SF floor area**

Maximum 3 signs, consisting of up to 3 building mounted signs per tenant and no more than 1 freestanding sign per tenant. 100 SF maximum aggregate area for building and freestanding signs; only one side of a double-sided free standing sign shall be counted against this aggregate.

**BUILDING MOUNTED SIGNS**

**GUIDELINES**

Maximum 60 square feet for largest single building mounted sign.

**DESCRIPTION:**

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

**INSTALLATION:**

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.



**3. Exhibit 3A – Restaurant**

**Freestanding building with up to 4,000 SF floor area and over 4,000 SF floor area**

Maximum 3 signs, consisting of up to 3 building mounted signs per tenant and no more than 1 freestanding sign per tenant. 100 SF maximum aggregate area for building and freestanding signs; only one side of a double-sided free standing sign shall be counted against this aggregate.

**FREESTANDING SIGN**

**GUIDELINES:**

- Maximum 1 freestanding sign per restaurant
- Maximum size of sign area= 100 aggregate sq. ft (50 sq ft. per face)
- 150 sq. ft. maximum area of background (75 sq ft. max per side)
- Overall Dimensions: 15' maximum width,
- 7' maximum height.
- Graphics on two (2) sides

**DESCRIPTION:** Internally or externally illuminated. Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

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**3. Exhibit 3A – Restaurant (continued)**

**Freestanding building with up to 4,000 SF floor area and over 4,000 SF floor area**



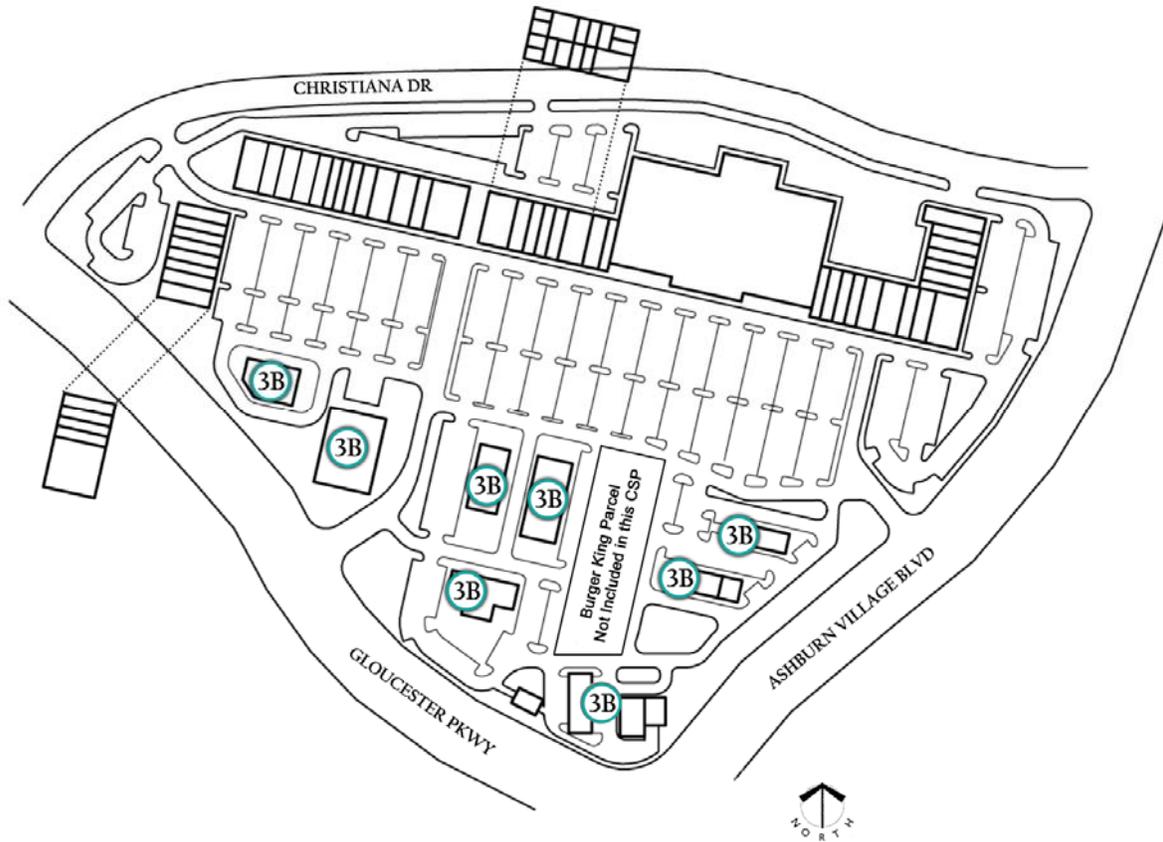
**3. Exhibit 3B – Restaurant- Drive-Through Menu**

**GUIDELINES:**

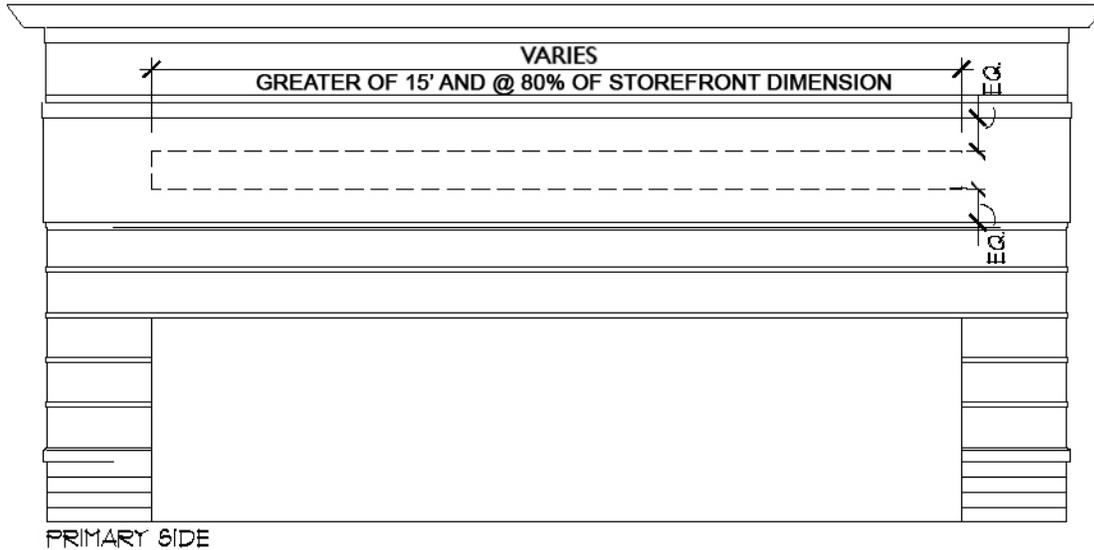
- Maximum of 2 signs per Restaurant with Drive-Through
- Maximum size of sign area= 95 aggregate sq. ft.; 75 sq. ft. maximum for primary drive-thru sign; 20SF maximum for secondary drive-thru sign
- Overall Dimensions: 10’ maximum width,
- 8’ maximum height.
- Freestanding or Building Mounted
- Graphics on one (1) side

**DESCRIPTION:** Internally or externally illuminated. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

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**3. Exhibit 3B – Restaurant Drive-Through Menu (continued)**



**4. Exhibit 4A – Planned Development- Tenant Signs**

**Freestanding Building – Single Tenant**

Maximum 3 signs, consisting of up to 3 building mounted signs per tenant and no more than 1 freestanding sign per tenant. 100 SF maximum aggregate area for building and freestanding signs; only one side of a double-sided free standing sign shall be counted against this aggregate.

**BUILDING MOUNTED SIGN**

**GUIDELINES**

Maximum 60 sq. ft. for largest single sign;

**DESCRIPTION:**

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

**INSTALLATION:**

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

**FREESTANDING SIGN**

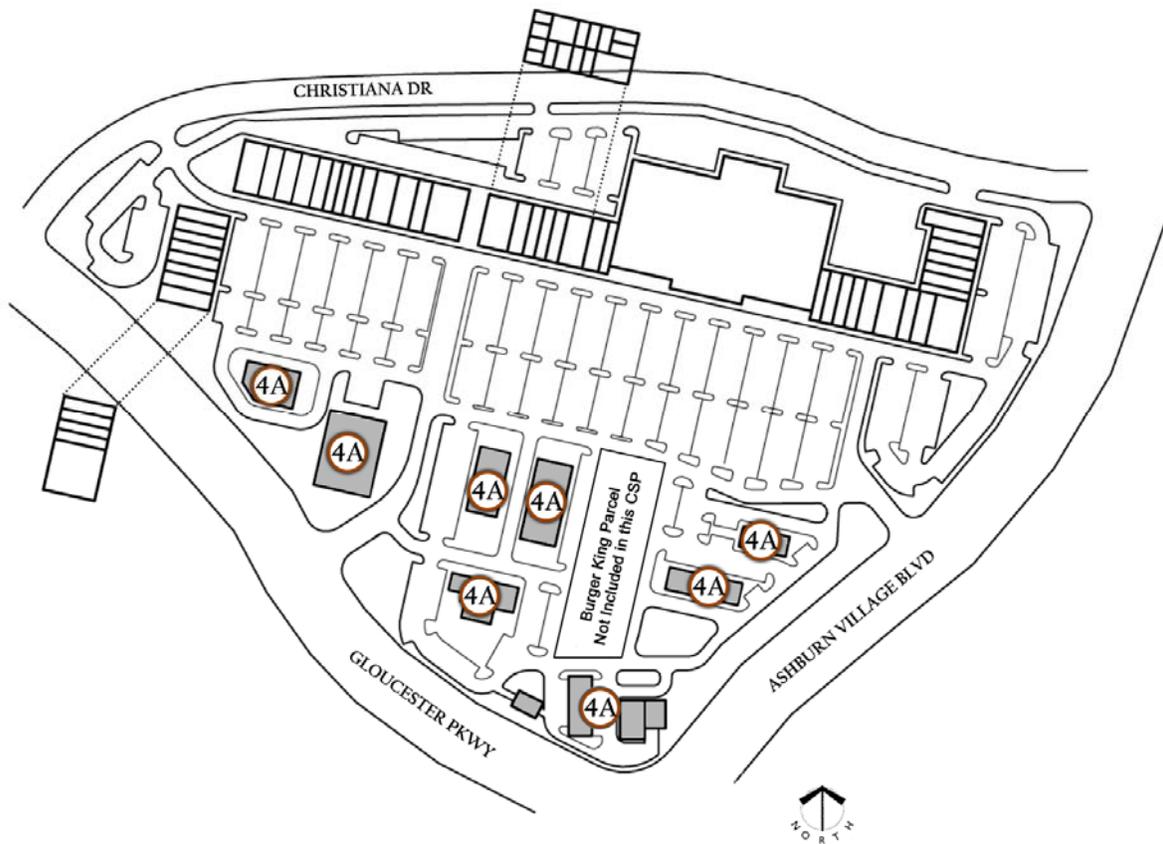
**GUIDELINES:**

Maximum 1 freestanding sign. Maximum size of sign area= 100 aggregate sq. ft (50 sq. ft. per face)  
 Maximum background area – 150 sq ft. (75 sq. ft. per side) Overall Dimensions: 15’ maximum width, 7’ maximum height.  
 Graphics on two (2) sides

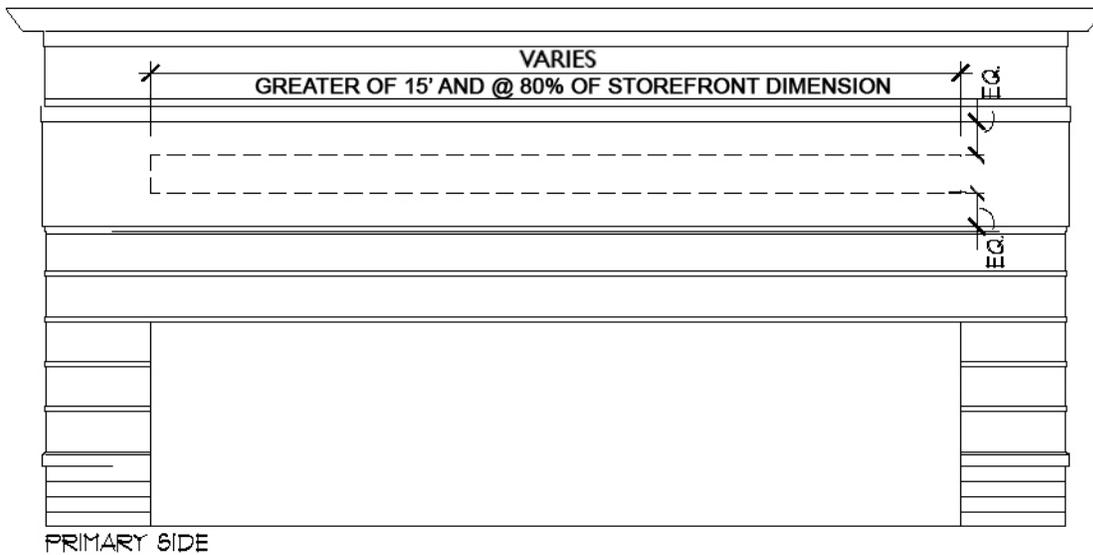
**ZMOD 2008-0010  
ASHBURN VILLAGE  
SHOPPING CENTER**

**DESCRIPTION:** Internally or externally illuminated. Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

**INSTALLATION:**  
Sign to be internally or externally illuminated and comply with all local, state and federal regulations.



4. **Exhibit 4A – Planned Development- Tenant Signs (continued)**  
**Freestanding Building – Single Tenant**



**5. Exhibit 5A – Child Care Center**

Maximum 3 signs, consisting of up to 3 building mounted signs and not more than one 1 freestanding sign per tenant.

**BUILDING MOUNTED**

**GUIDELINES**

Maximum 60 square feet for largest single building mounted sign; Maximum 100 square feet of building mounted sign area per tenant.

Maximum 3 building mounted signs per tenant

**DESCRIPTION:**

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

**INSTALLATION:**

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.



**5. Exhibit 5A – Child Care Center (continued)**

Maximum 3 signs, consisting of up to 3 building mounted signs per tenant and not more than 1 freestanding sign per tenant.

**FREESTANDING SIGN**

**GUIDELINES:**

Maximum 1 freestanding sign per child care center

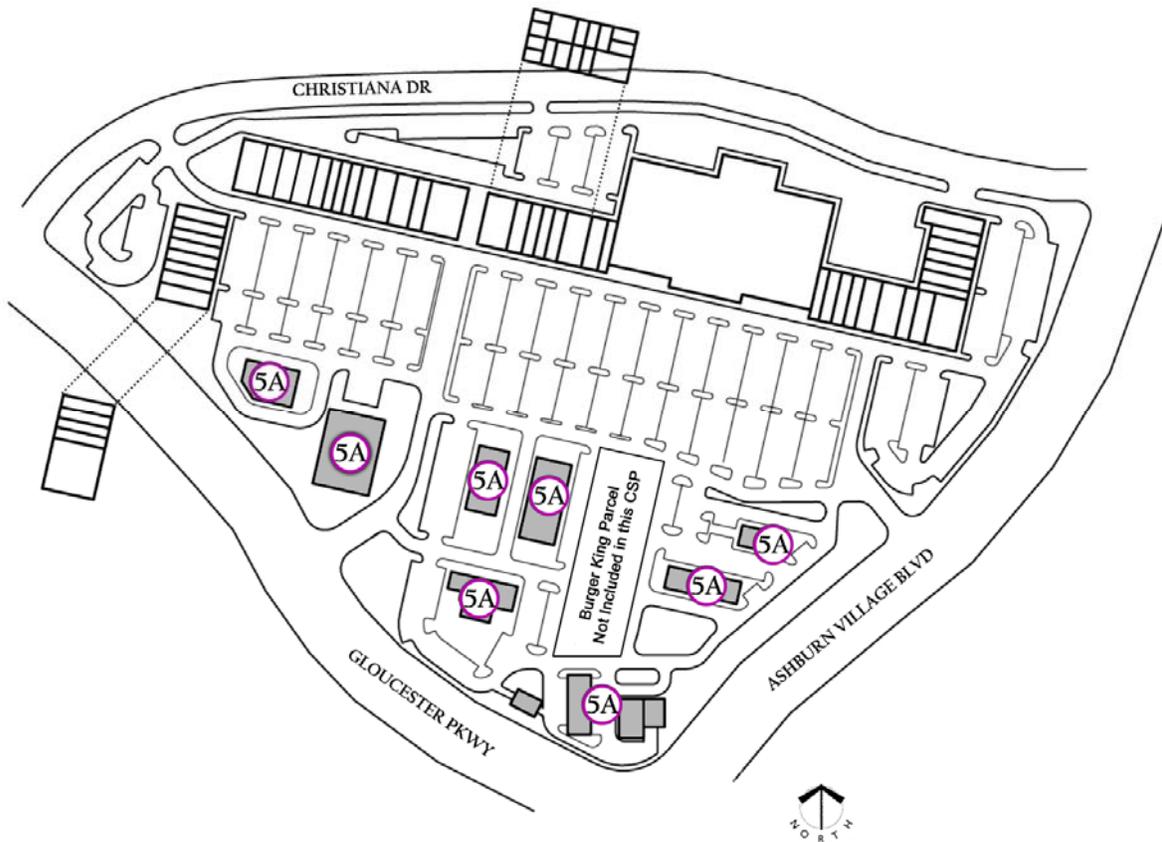
Maximum size of freestanding sign area= 100 aggregate sq. ft (50 sq. ft. per face)

Maximum area of background = 150 sq. ft. (75 sq. ft. per face)

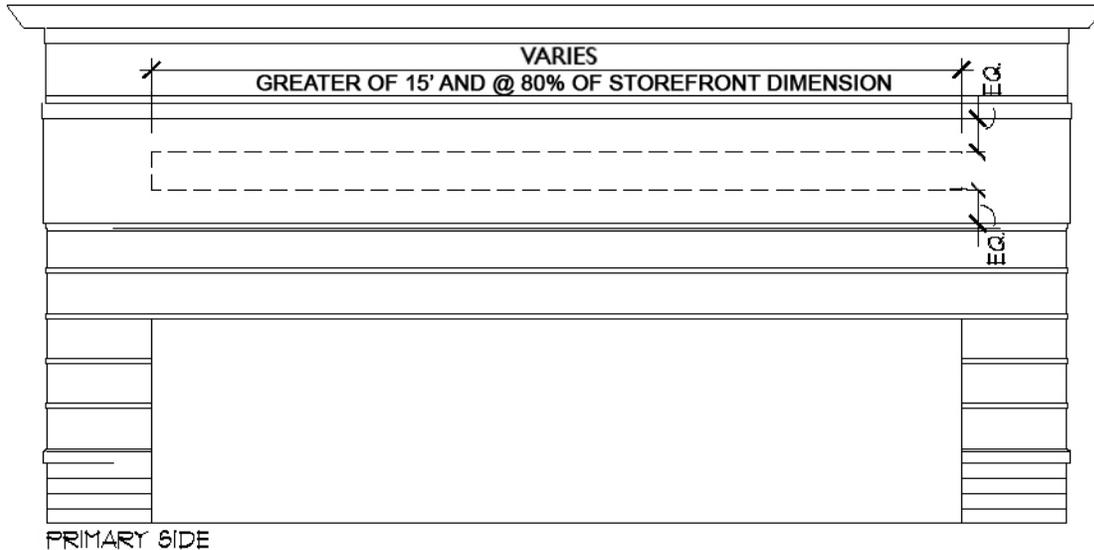
Overall Dimensions: 15 maximum width,  
7' maximum height.

Graphics on two (2) sides

**DESCRIPTION:** Internally or externally illuminated. Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.



- 5. **Exhibit 5A – Child Care Center (continued)**
  - a. **Building Mounted Signage for Freestanding Buildings**



**6. Exhibit 6A – Auto Service Station  
Including convenience store, car wash and repair**

**Building Mounted Sign  
GUIDELINES**

Maximum 60 square feet for largest single sign; Maximum 100 square feet of sign area per tenant  
Maximum 6 building mounted signs per tenant.

**DESCRIPTION:**

Sign design shall be complementary to existing architecture character of the retail center. Materials may include: metal, wood, plastic, vinyl, EIFS or other synthetic materials.

**INSTALLATION:**

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.



**6. Exhibit 6A – Auto Service Station  
Including convenience store, car wash and repair**

**FREESTANDING SIGN**

**GUIDELINES:**

Maximum 1 freestanding sign. Maximum size of sign area= 100 aggregate sq. ft (50 sq. ft. per face)  
Maximum background area – 150 sq ft. (75 sq. ft. per side) Overall Dimensions: 15’ maximum width, 7’ maximum height.

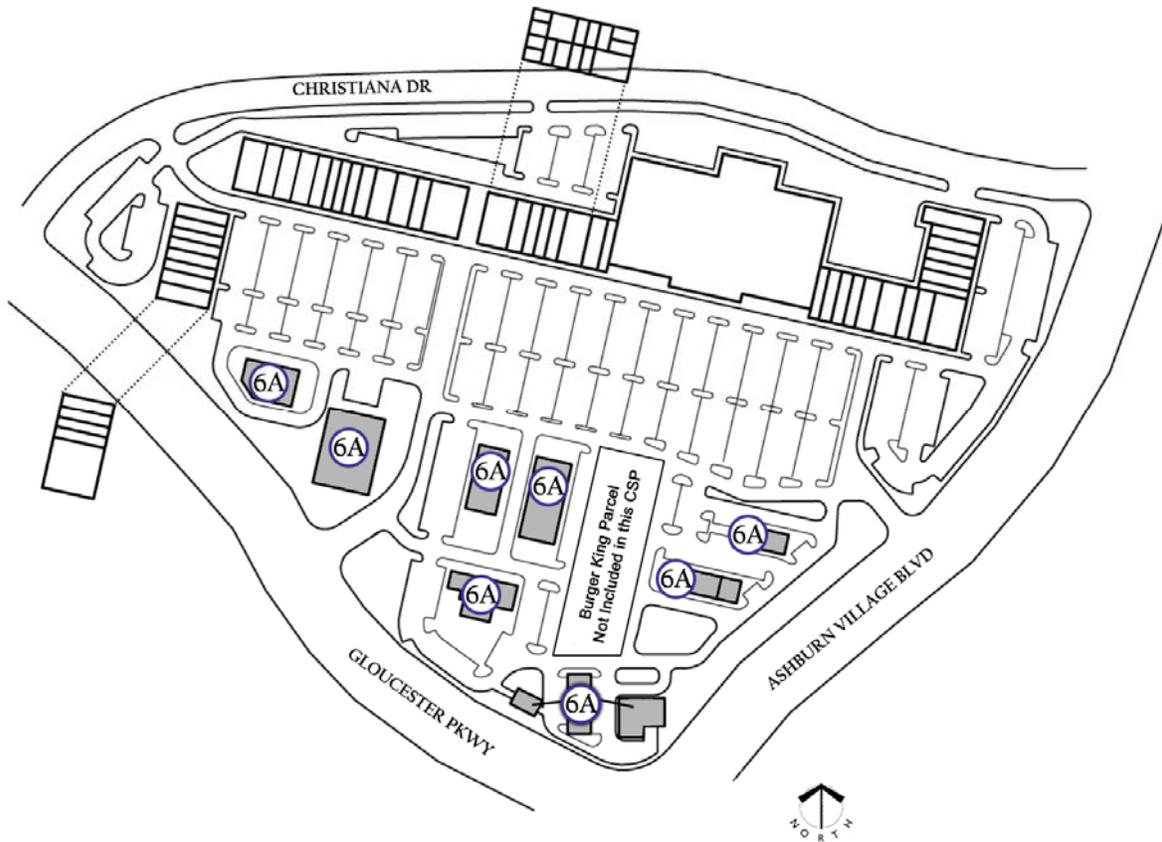
Graphics on two (2) sides

**DESCRIPTION:** Internally or externally illuminated. Sign design shall be complementary to existing architectural character of the retail center. Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

**INSTALLATION:**

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

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- 6. **Exhibit 6A – Auto Service Station (continued)**  
**Including convenience store, car wash and repair**

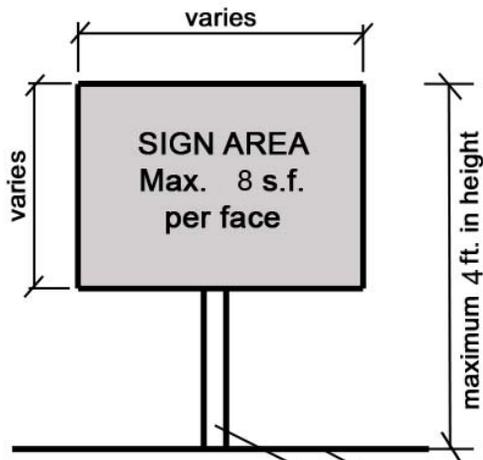
# Ashburn Village

## Shopping Center

### **B. Directional Signs**



drive thru sign examples



average ground elevation  
base type/size varies



**7. Exhibit 7B – Directional Signs (Free-standing, single-occupant buildings)**

**GUIDELINES**

Maximum 16 aggregate square feet per sign. (8 sq. ft. per face)

Maximum 64 total aggregate square feet of business signs per tenant

Maximum of 4 signs per tenant with drive-thru service lane; maximum two signs per tenant without drive-thru service lane.

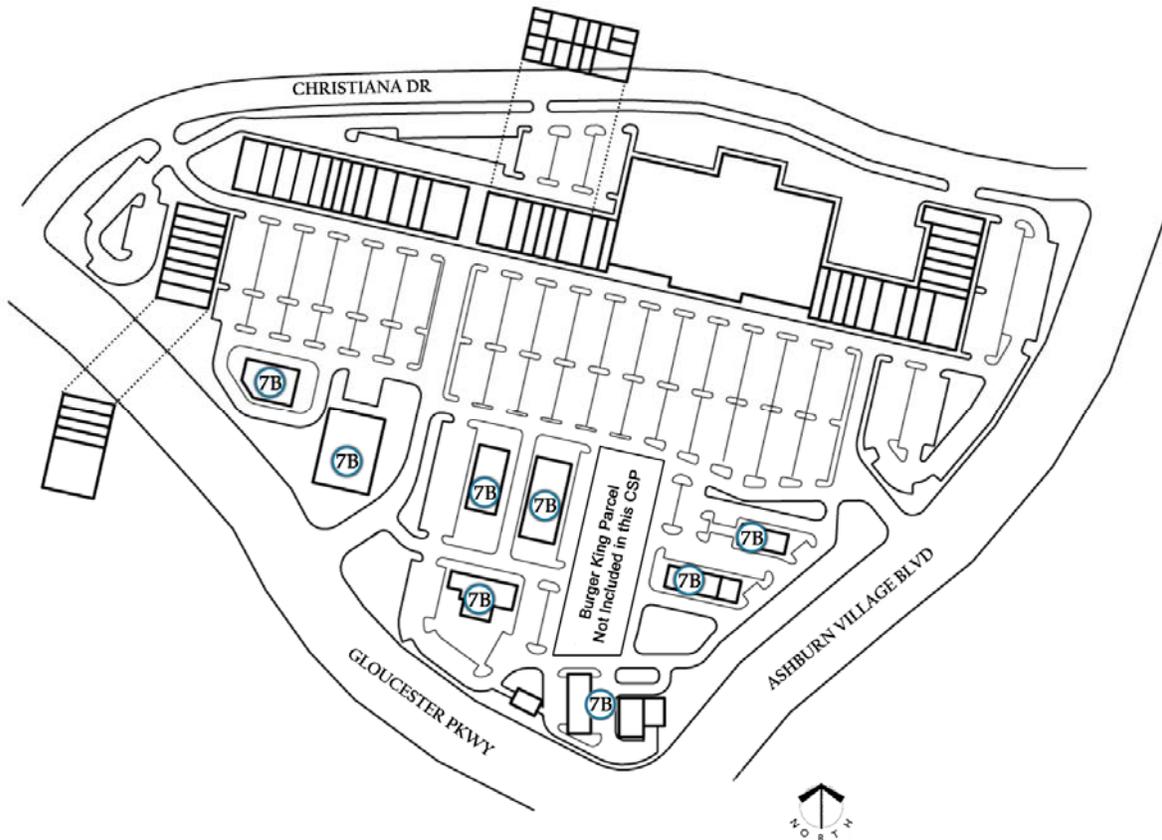
**DESCRIPTION:**

Materials may include brick, stone, concrete, wood, glass, metal, plastic, vinyl, EIFS or other synthetic material.

**INSTALLATION:**

Sign to be internally or externally illuminated and comply with all local, state and federal regulations.

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7. Exhibit 7B – Directional Signs (continued)

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## Shopping Center

### **C. Real Estate Signs**

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**8. Exhibit 8A –Real Estate- Commercial For Sale/For Lease Sign- Retail or Office**

**GUIDELINES:**

No more than two signs for each in line tenant building and no more than one sign for each free-standing building  
Maximum size of sign area= 75 sq. ft.  
Maximum Height from Ground 8'-6"  
Graphics on two (2) sides  
Maximum 3 signs on site at any one time  
Maximum 1 sign along any single public right-of-way frontage at any time.

**DESCRIPTION:**

Materials: wood, metal, sign foam, plastic  
Logos, text and architectural details may be monotone or full color

**INSTALLATION:**

Pressure treated interior wood posts secured in concrete.

# Ashburn Village

## Shopping Center

### **D. Sign Lighting**



**Sign Lighting-**

**BUILDING MOUNTED LIGHTING –**

Up to 100 watt incandescent lamp or compact fluorescent or LED lamp providing up to the same light output as a 100 watt incandescent lamp.

Dimensions: Varies  
Finish and Color: Varies

Lighting will comply with all local, state, and federal codes.



MANTARAY M15 SERIES  
- OR APPROVED EQUAL

**Sign Lighting (continued)**

**GROUND MOUNTED LIGHTING (For use with externally illuminated ground-mounted signs)**

**GUIDELINES:**

Compact metal halide lamp  
Ground Mounted  
100 watt maximum, 120 Volt  
Dimensions: 16" diameter, 4" height above grade

**DESCRIPTION:**

Die cast aluminum or brass housing  
Color to be bronze, black or green  
Quantity and locations to be determined based on the size and location of each individual sign

**No neon lighting will be permitted**