

COUNTY OF LOUDOUN

DEPARTMENT OF BUILDING AND DEVELOPMENT

MEMORANDUM

DATE: September 23, 2009

TO: Stephen Gardner, Project Manager

FROM: Brian Fish, Planner, Zoning Administration *BFF*

THROUGH: Mark Stultz, Deputy Zoning Administrator *MS*

CASE NUMBER AND NAME: ZMOD-2008-0010, Ashburn Village Shopping Center
Comprehensive Sign Plan – 2nd Submission

TAX MAP/MCPI:	/62/E/3//70A1B	085-10-4384
	/62/E/3//70A1A	085-20-4208
	/62/E/370A1A1A	085-29-9611
	/62/E/5//70B1A	085-29-7520

After additional review Zoning staff has determined that the subject properties are zoned PD-H4 and are administered as PD-CC-CC (Planned Development – Commercial Center – Community Center) under the Revised 1993 Loudoun County Zoning Ordinance (“Ordinance”), pursuant to Section 4-106(A). This change does not impact the ability of the applicant to request any of the proposed Zoning Modifications, but will need to be reflected in the Comprehensive Sign Plan. The matrix needs to be revised to change the PD-CC(RC) designation to PD-CC(CC), and the Zoning Ordinance citations revised as follows:

1. Exhibit 1A: Will now be requesting modification of Section 5-1204(D)(3)(c).
2. Exhibit 1B: Will now be requesting modification of Section 5-1204(D)(3)(c).
3. Exhibit 2A: Will now be requesting modification of Section 5-1204(D)(3)(d).
4. Exhibit 2B: Will now be requesting modification of Section 5-1204(D)(3)(d).
5. Exhibit 2C: Will now be requesting modification of Section 5-1204(D)(3)(d).
6. Exhibit 2D: Will now be requesting modification of Section 5-1204(D)(3)(d).
7. Exhibit 2E: Will now be requesting modification of Section 5-1204(D)(3)(d).
8. Exhibit 2F: Will now be requesting modification of Section 5-1204(D)(3)(d).
9. Exhibit 4A: Will now be requesting modification of Section 5-1204(D)(3)(d).



I. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

10. Exhibit 1A and 1B are both for PD-CC(CC) Entrance Signs. The Ordinance does not differentiate between primary and secondary Entrance Signs. Exhibit 1A and 1B need to be combined to reflect the proposed maximum of 5 Entrance Signs.
11. The applicant is requesting multiple Tenant Sign modifications (Exhibits 2A, 2B, 2C, 2D, 2E, and 2F). Provide a total maximum number of Tenant Signs for the site.
12. Exhibit 3A proposes modifications to two different sign types. The matrix only states the Ordinance requirements for one sign type. Revise the matrix to correctly show the Ordinance requirements.
13. Exhibit 3C proposes a sign type that is not listed in the Ordinance (“Restaurant Directional Signs”). Signs not listed or otherwise provided for in Section 5-1204(D) are not permitted. Remove these signs from the plan.
14. Exhibits 3A, 3B, 3C, 4A, 5A, 6A, and 6B all propose different sign types for the same locations. Only one sign type is permitted for each building pad – multiple signs cannot be approved for all locations. The applicant is requesting Restaurant, Child Care Center, Auto Service Station, and Tenant Signs for the same building pads. This needs to be revised.
15. Exhibit 7A, Community Directional Signs: Community Directional Signs may not contain specific business names because it is considered to be advertising, which is prohibited. Revise the proposed signs to delete specific business names.
16. Exhibit 7B proposes up to four Directional Signs for multiple building pads, which could potentially result in an excessive number of Directional Signs on the site. Provide a maximum number of Directional Signs proposed.
17. Revise Exhibit 8A to show the locations of proposed signs. Real Estate Signs may only be located on the actual land or structure which is for sale or lease. Provide a maximum number of Real Estate Signs proposed.
18. Temporary Signs are not permitted for commercial use. Balloons, banners, pennants, or inflated devices with the intent to draw attention to a place of business are not permitted, pursuant to Section 5-1202(A)(5) of the Ordinance. This requirement may not be modified. Remove the Temporary Signs proposed in Exhibit 9A.
19. Section 5-1202(E), Modification to Sign Regulations, states that a request for sign modifications shall include the submission of a Comprehensive Sign Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The package as submitted is not comprehensive in that it does not include all of the parcels within the PD-CC(CC) District.
20. Section 5-1202(4) prohibits illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property. The proposed Entrance Signs are proposed to be “internally or externally illuminated”. Please provide lighting details to demonstrate how these proposed signs will not reflect or cast glare onto the adjacent roadway / properties.