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# Belmont Executive Center

c o m p r e h e n s i v e   s i g n   p l a n

ZMOD-2008-0017 issued for review: April 22, 2010



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## Glossary

**These definitions are provided for clarification only and are not intended to supersede any of the definitions provided in Article 8 of the Revised 1993 Zoning Ordinance.**

**Anchor:** *A major tenant occupying 15,000 s.f. or more of leasable area.*

**InLine Structure:** *A tenant occupying less than 15,000 s.f. of leasable area and attached to other inline structures.*

**Monument Sign:** *Freestanding ground mounted signs that identify the plaza and may include tenant names.*

**Pad Site:** *A tenant occupying less than 15,000 s.f. of leasable area and detached from any other structures.*

**Plaque:** *A tablet made of metal or carved wood with incised letters depicting the tenant's name, logo, or services provided. Usually located near the tenant's public entrance. No plastic or illumination will be allowed.*

**Product / Service Descriptor:** *Text within any sign type that explains the product or services available from the tenant (i.e. a supermarket's signage may say "groceries", "deli", and/or "bank" - words that describe the supermarket's products and services available inside).*

**Sign Band:** *Overhead signage applied to anchor, inline, and pad site tenants. Sign materials allowed are aluminum channel letter frame with returns painted black or white; translucent acrylic face material; glass wood, and metal. No single deep metal box signs are allowed. Illumination methods allowed vary with sign types.*

**T.L.L.:** *Tenant Lease Line delineates the limits of a tenant's leasable area.*

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## General Design Guidelines

### General Provisions

The purpose of the Belmont Executive Center (BEC) Sign Guidelines is to establish a cohesive, comprehensive and functional system to direct and communicate with those who work and visit BEC. All signs should reinforce the classic office campus image of BEC and provide for the safe and efficient flow of traffic throughout the site.

Sign copy shown in this document is for illustrative purposes only. Sign size provides maximum square footage. Sign size may be reduced provided sign is substantially similar to sign depicted. The applicant reserves the right to install any sign type in the revised 1993 Zoning Ordinance not modified herein or any sign type that is added at a later date.

### Effective Date

The effective date of these standards and guidelines is the date of approval by the Loudoun County Board of Supervisors.

### Enforcement

Loudoun County is the entity responsible for administering and enforcing the adopted Comprehensive Signage Plan and Guidelines.

### Landscaping

The design of the BEC landscape and hardscape elements, provides aesthetically pleasing views, throughout Loudoun County. Plant material focuses on trees, shrubbery, sod and flowers for year round color and texture through the utilization of primarily native plant species. While signage may be located within landscaped areas it is important to maintain the clear visibility of the sign face to enhance readability by, and thus safety of, passing motorists.

### Materials, Colors and Typestyle

Toll Brothers will maintain all signs and associated landscape in order to ensure that the quality materials used in construction remain in excellent condition. Toll Brothers retains the right to change the specified materials, to the extent that the alternatives are consistent visually and in terms of performance with materials specified in the Sign Plan. Toll Brothers will establish and maintain a consistent color scheme which will complement the architecture (see example signage on following pages). Additionally, Toll Brothers, retains the right to change the color schemes and/or typestyle as it deems necessary to maintain the upscale image of the community as long as a consistent color scheme is maintained.

These changes shall be made with the concurrence of the Zoning Administrator or her designee that a consistent color scheme will be maintained or that alternative materials are consistent visually and in terms of performance with materials specified in the Sign Plan. Logos shown and colors chosen are subject to change due to national marketing strategies.



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## General Design Guidelines

### Sign Location

Loudoun County must approve the location of all signs. Under no circumstance shall signs be placed to obscure in any way the line of sight by vehicular or pedestrian traffic on publicly maintained streets, sidewalks, or any public area. All signs shall comply with the Zoning Ordinance requirements for visibility clearance at intersections. Reference Section 5-1200, Revised 1993 Zoning Ordinance

The locations of signs on the accompanying plan are approximations and may change to accommodate utility locations, roadway design and architectural features.

### Sign Permits

All signs approved as a part of the BEC Comprehensive Signage Plan and Guidelines, including signs already in place, shall be required to obtain a sign permit to ensure conformance with the sign plan. Permit issued by Loudoun County Department of Public Building and Development, Leesburg, VA. Prior to obtaining a sign permit from the county, a tenant shall have the proposed signage approved by the landlord. The landlord shall provide a letter to the tenant indicating which sign types apply to their space and approving the site and style of the proposed signage. The letter shall accompany the sign permit application.

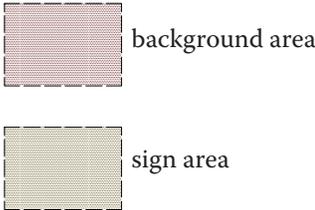
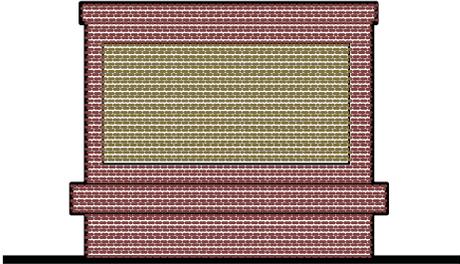
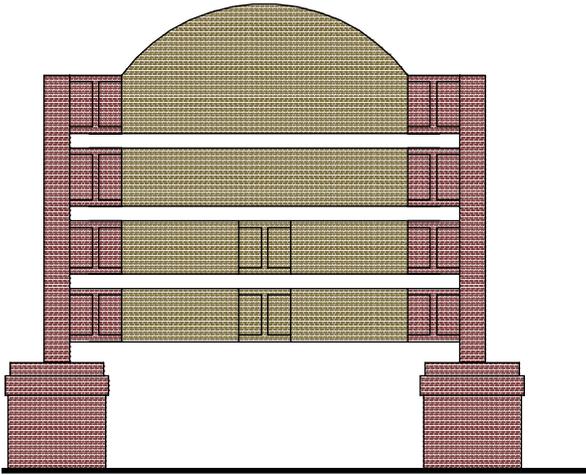
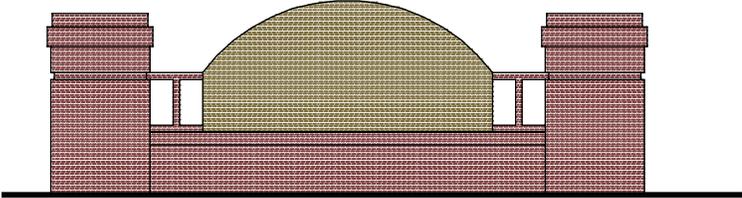
### Sign Illumination

Lighting may be by external illumination including ground mounted up lights and sign mounted down lights. Lighting of signs shall not be blinding, fluctuating or moving. Sign illumination shall be directional to illuminate the surface of the sign only and shall not spill upward or reflect or cast glare onto adjacent properties or roadways. The letters on all building signs shall be internally illuminated channel letters with metal sides, and trip cap and color acrylic faces. The height and length of the sign, as well as the size of the letters, shall be in accordance with the sign criteria. Only signs that have individual interior-lighted letters, ("channel letters") and carry Underwriters Laboratory (UL) rating will be permitted. Signs with exposed neon tubing or exposed lamps or any expose sign illumination or illuminated sign cabinets or modules or "ox" signs or signs of the flashing, rotating, moving, blinking or animated type are not permitted.

### Calculation of Maximum and Aggregate Sign Area

As described in the Comprehensive Sign Plan Matrix, each proposed sign type has a maximum sign area. The sign area is computed as the extreme limits of writing, representation, emblems or a figure of similar character together with all material, color or lighting forming an integral part of the display used to differentiate the sign from the background against which it is placed. Maximum sign area in matrix refers to each sign face, signs with multiple faces are noted as such. In some instances, more than one (1) of each sign type is proposed for each tenant but the Maximum Aggregate Sign Area may be less than the product of the total # of signs multiplied by maximum sign area. This allows for added flexibility in each tenant's signage program while maintaining strict limits on total area of signage. The graphics depicting sign types generally illustrate the largest available signage for each type.

# General Design Guidelines



### Calculation of Background Area

As described in the Comprehensive Sign Plan Matrix (Appendix A), many proposed freestanding and ground mounted sign have a maximum background area. The background area is computed as the limits of the sign which do not include the sign area. The sign is typically displayed on the background area but is not included in the computation of the background area.

# General Design Guidelines

## Color Palette:

Permanent and Temporary signs (other than tenant logos) will primarily use the colors shown below, black and white in their design. These colors will be used for the signs and accent features on the sign structures. Other materials such as stone, pre-cast concrete, and metal may also be used as support structure or as sign elements; these materials may be used in their natural finish. Materials for each sign type are specified with each sign type description.

## Pantone Colors:



Birch Std  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789(!@#% ^ & \* + = -)

Birch STD Expanded  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789(!@#% ^ & \* + = -)

Swiss721 BT Roman  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789(!@#% ^ & \* + = -)

Swiss721 BT Bold  
**abcdefghijklmnopqrstu**  
**vwxyz**  
**0123456789(!@#% ^ & \* + = -)**

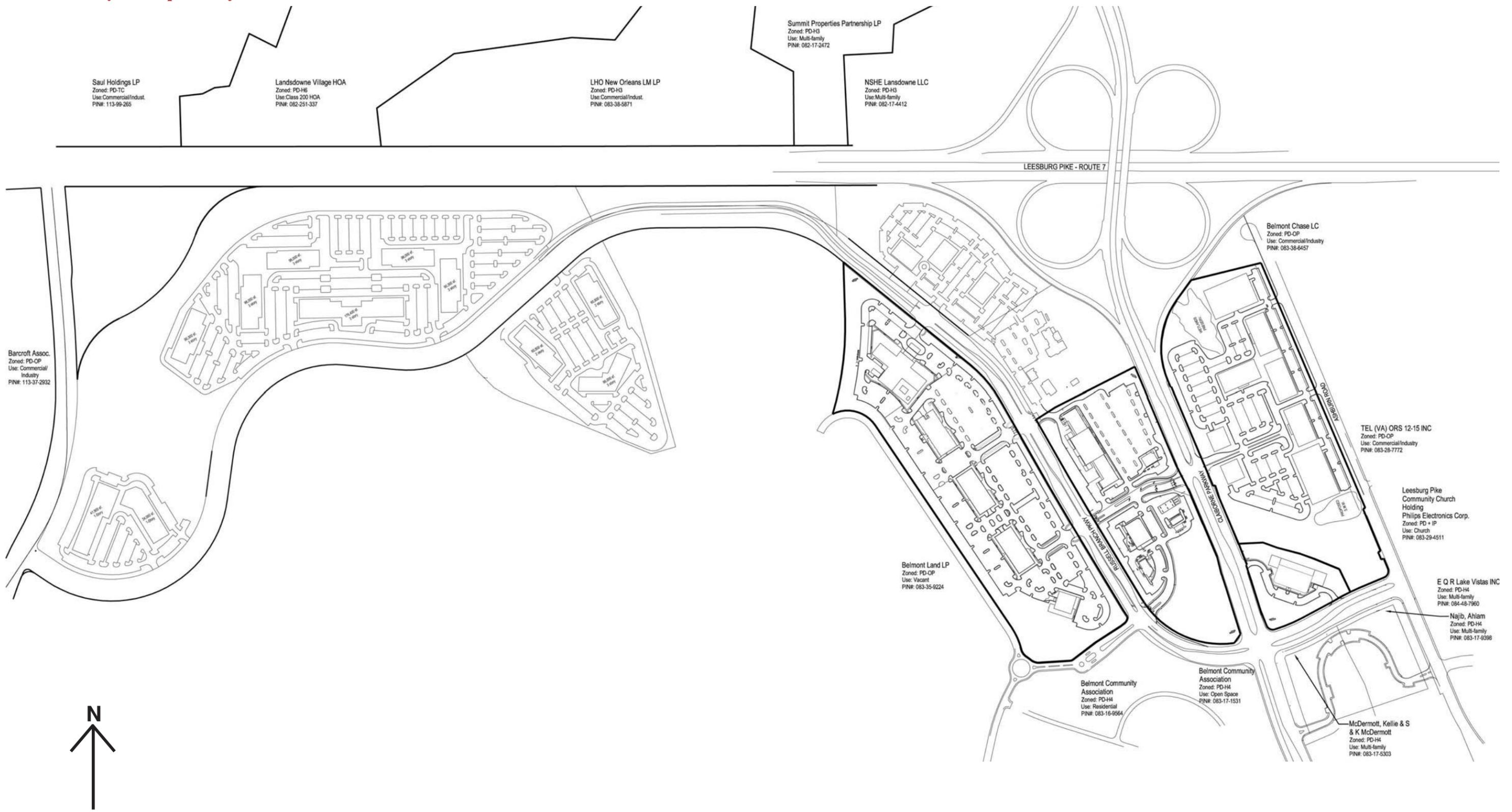
Standard typography will be used for both permanent and temporary signs within Belmont Executive Center with the exception of regulatory signs (i.e. stop signs, parking restriction signs, fire lane signs, etc).

The initial standard typography will consist of Birch Std, Birch Std Expanded, Swiss721 BT and Swiss721 BT Bold.

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 Belmont.

For user/tenant signs the typography will reflect the individual tenant's style, logo and branding that is expressive to the user. Regulatory signs shall use the standard typography as required by applicable federal, state and local standards.

# Vicinity Map/Adjacent Land Owners



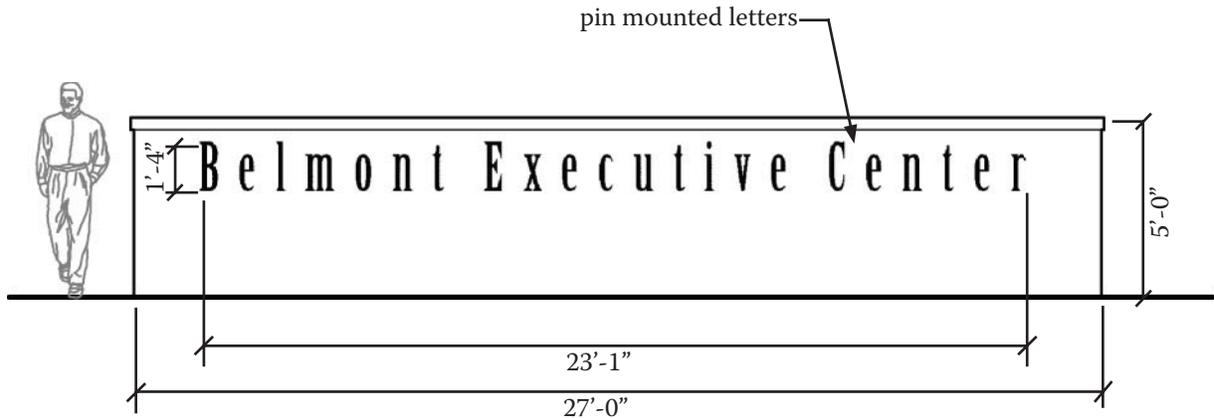
**A<sub>1</sub>**

**project icon sign**

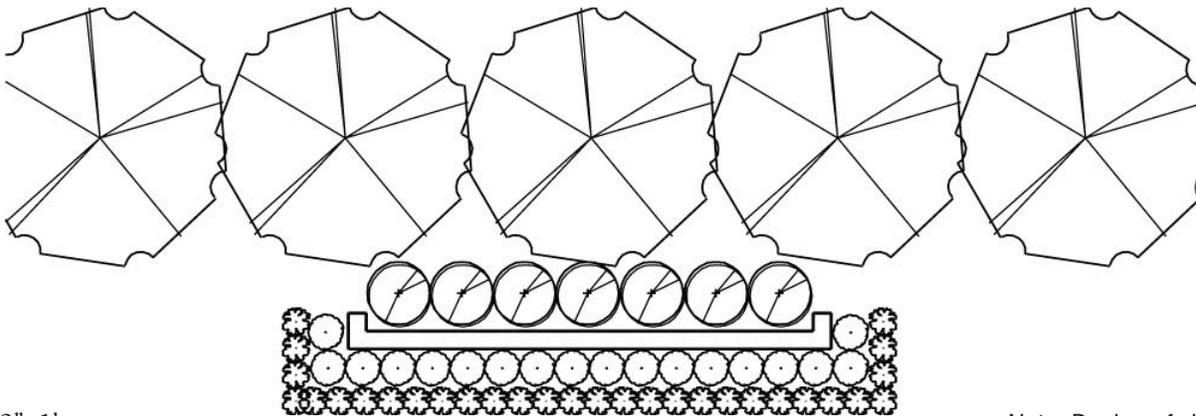
Section 5-1204(D)(3)(k) PD-OP and PD-RDP  
 Development Entrance Signs

**Materials:** *Jaramite, natural stone*

**Landscape Elements:** *Shrubs, perennials and annuals around base and rear of sign*



Scale: 3/16"=1'



Scale: 3/32"=1'

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Guidelines**

**Total aggregate signage:** 96 sqft.

**Max # of signs:** 2

**Area of any one sign:** 32 sqft.

**Area of background structure:** 103 sqft.

**Max height of background structure:** 5'-0"

**Illumination:** *White light see Appendix F*

**Min. setback from right of way:** 10 ft.

**Type Permitted:** *Ground mounted*

**Max. Sign Height:** 4'-4"

**Additional Requirements:** *One sided only; signs shall contain no advertising*

**Locations:**

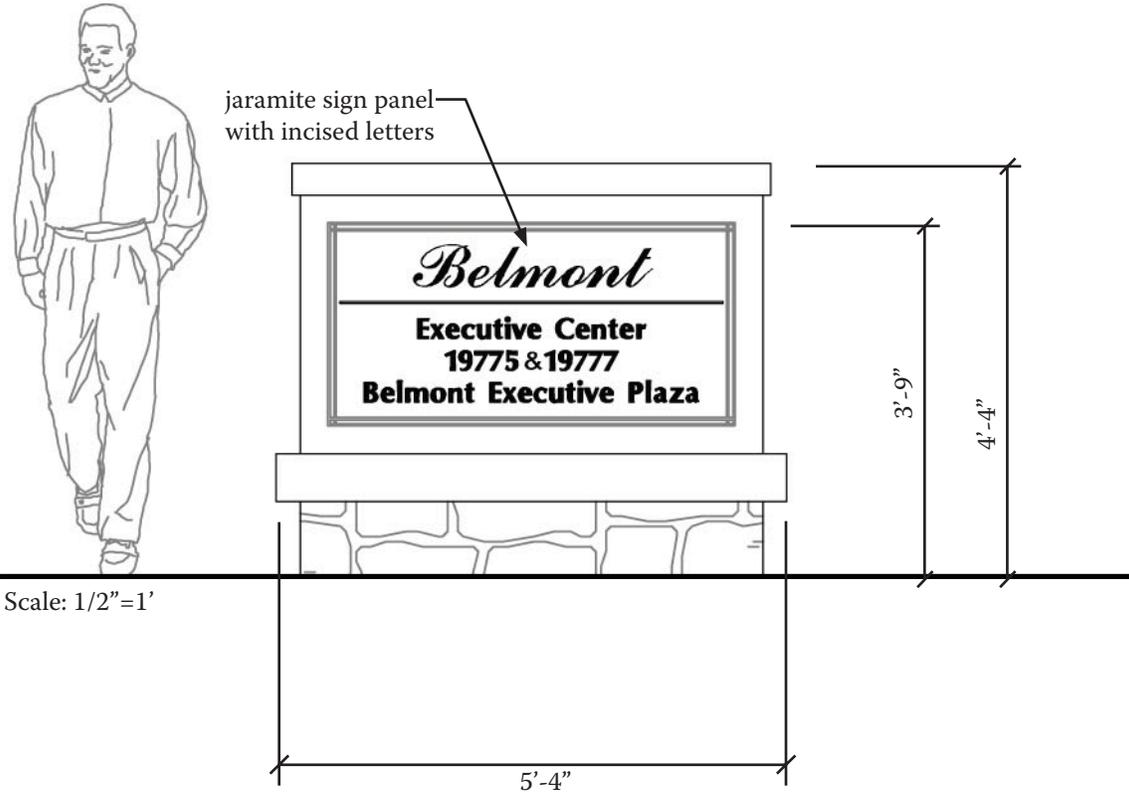
1. 1 at the Intersection of Claiborne Pkwy and Russel Branch Pkwy, NE Corner (near Building X)
2. 1 adjacent to SW corner of Building XXXI

# A<sub>2</sub>

**sector icon signage**  
 Section 5-1204(D)(3)(k) PD-OP and PD-RDP  
 Development Entrance Signs

**Materials:** Jaramite, natural stone, metal

**Landscape Elements:** Shrubs, perennials and annuals around base and rear of sign



Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

## Guidelines

**Total aggregate signage:** 72 sqft

**Max # of signs:** 8

**Max. Area of any one sign:** 9 sqft.

**Max. Area of background structure:** 12.25 sqft.

**Max height of background structure:** 4'4"

**Illumination:** White light, see Appendix F

**Min. setback from right of way:** 10 ft.

**Type Permitted:** Ground mounted

**Max. Height:** 3'-9"

**Additional Requirements:** One sided only; signs shall contain no advertising

**Locations:**

1. 1 towards the center of site along Claiborne Pkwy near Buildings XI and XII
2. 1 at the entrance to the parking lot for

*Buildings I and II*

3. 1 in front of Building III
4. 1 in front on Russel Branch Pkwy west of Building XVII
5. 1 in front of Buildings XXI, XXII, and XXIII
6. 1 at the Entrance to the parking lot for Building XXIV
7. 1 at the entrance to parking lot for Buildings XXVI and XXVIII
8. 1 at the entrance to the parking lot for Building XXX

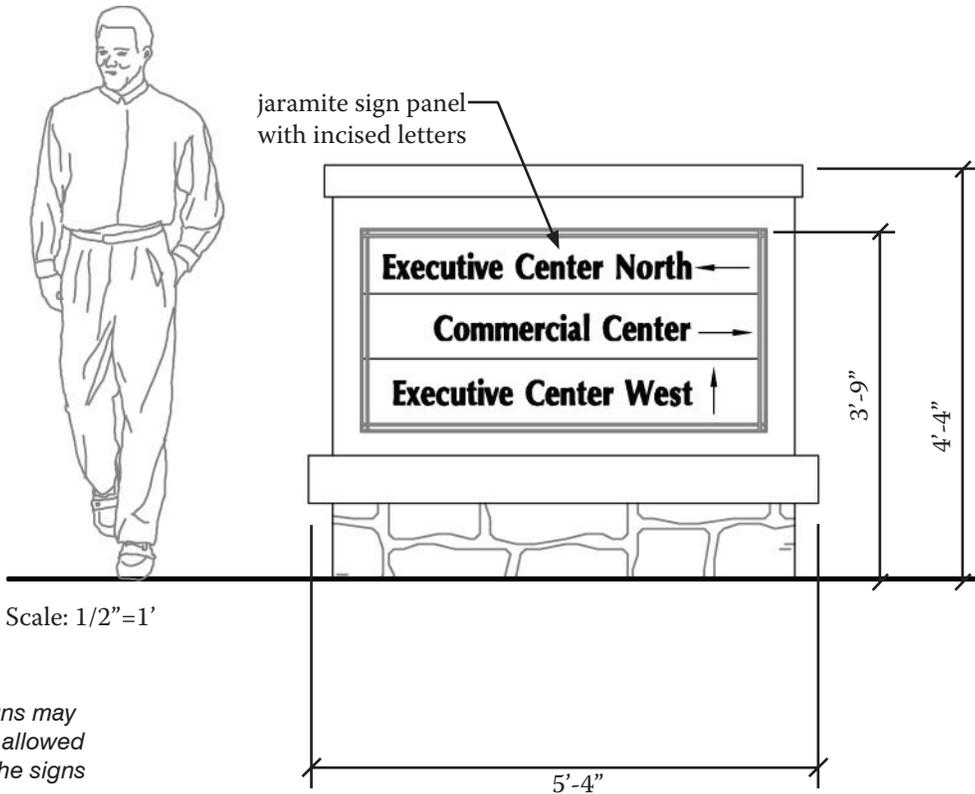
**A**<sub>3</sub>

**sector directional sign**

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

**Materials:** Jaramite, natural stone, metal

**Landscape Elements:** Shrubs, perennials and annuals around base and rear of sign



**Guidelines**

**Total aggregate sign area:** 18 sqft.

**Max # of signs:** 2

**Max area of any one sign:** 9 sf.

**Max. Area of background structure:** 12.25 sqft.

**Max height of background structure:** 4'-4" sqft.

**Illumination:** White light, see Appendix F

**Min. setback from right of way:** 10 ft.

**Type Permitted:** Freestanding Sign

**Max. Height:** 3'-9"

**Additional Requirements:** One sided only; signs shall contain no advertising

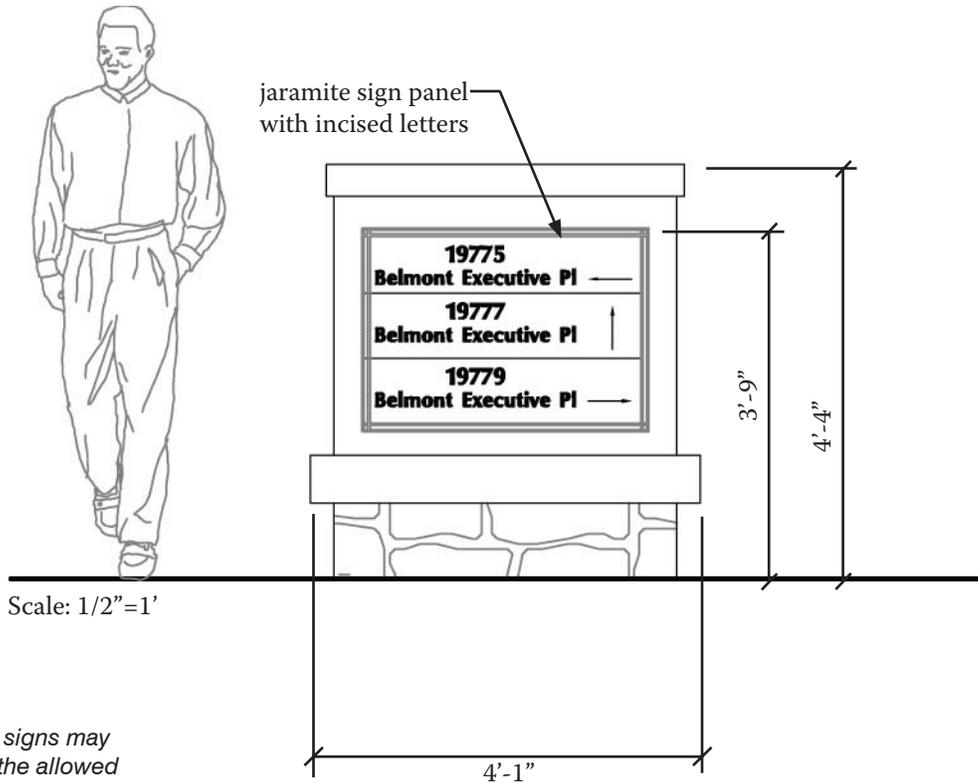
**Locations:**

1. 1 sign along Russel Branch Pkwy north of Building XIX
2. 1 sign along Russel NE of Building XXII

**A**<sub>4</sub>

**internal sector  
 directional sign**  
 Section 5-1204(D)(7)(b)  
 Directional Signs, On-Site

**Materials:** *Jaramite, natural stone, metal*  
**Landscape Elements:** *Shrubs,  
 perennials and annuals around base and  
 rear of sign*



*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

## Guidelines

**Total aggregate sign area:** 12.75 sqft.

**Max # of signs:** 2

**Max. Area of any one sign:** 6.375 sf.

**Max. Area of background structure:** 9.5 sqft.

**Max height of background structure:** 4'-4"

**Illumination:** *White light, see Appendix F*

**Min. setback from right of way:** 10 ft.

**Type Permitted:** *Ground mounted*

**Max. Height:** 3'-9"

**Additional Requirements:** *One sided only; signs shall contain no advertising*

**Locations:**

1. 1 sign to the south of Building III
2. 1 sign to the south of Buildings XXVII and XXVIII

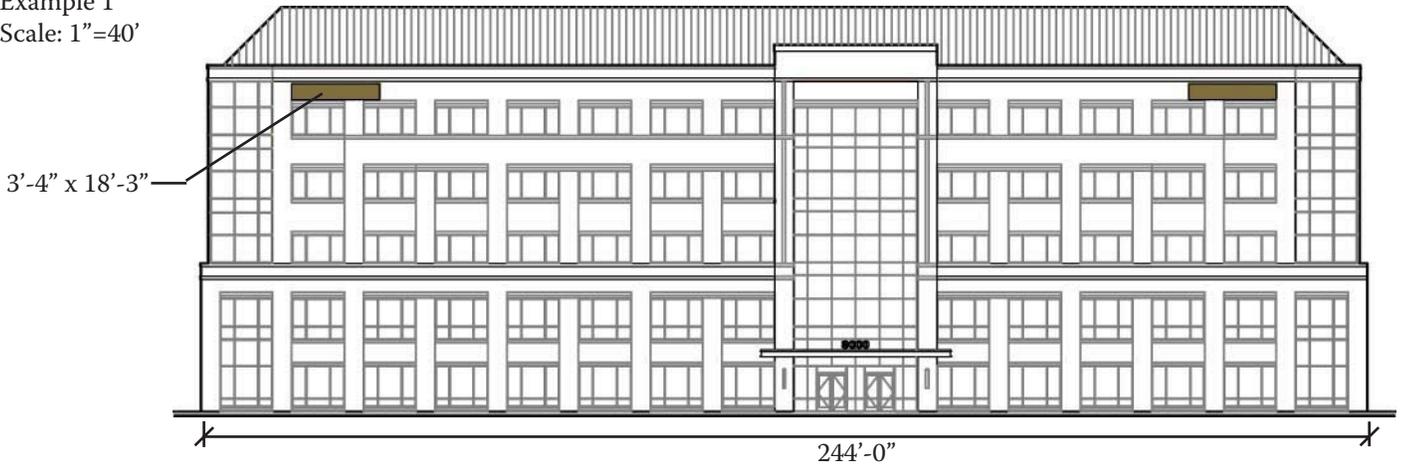
# B<sub>1</sub>

**office signage**  
 Section 5-1204(D)(3)(n) Office - Building ID  
 Sign (4-5 Stories)

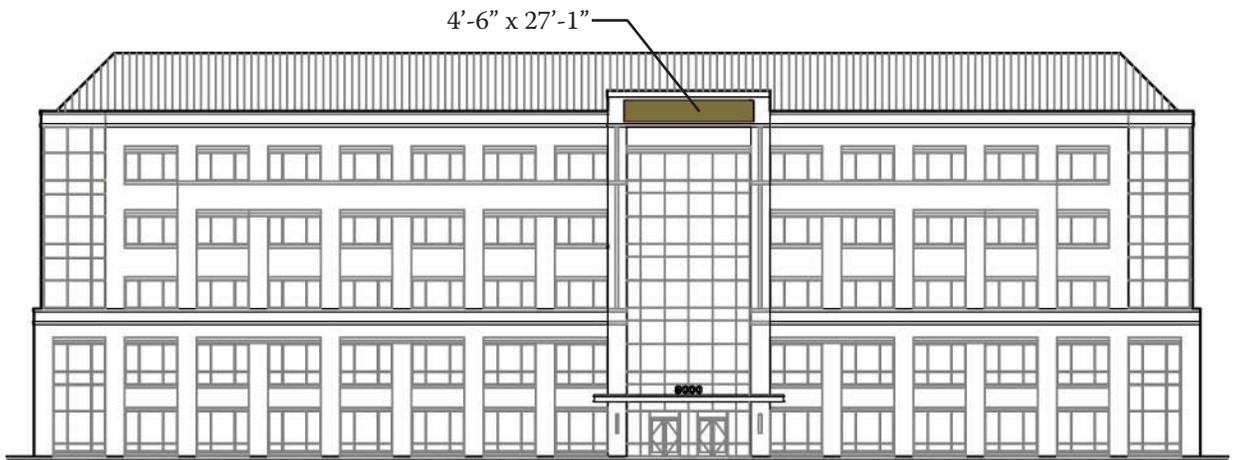
**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material.

**Sign Colors:** Per tenant signage program and subject to change with complete branding

Example 1  
 Scale: 1"=40'



Example 2  
 Scale: 1"=40'



 Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

## Guidelines

**Total Aggregate Sign Area:** 0.5 sqft. per 1 linear ft. of facade

**Type Permitted:** Building mounted

**Additional Requirements:** Sign must be located at the top floor of the building, otherwise maximum area of sign is 20 sf. Name and message on each facade do not have to be the same and multiple tenants may have signs, but the max number of signs will not increase

**Max # of signs:** 2/facade, no more than 3 signs

**Max. Height:** Roofline, single line of copy not to exceed 36", double line of copy not to exceed 54"

**Max area of any one sign:** 0.5 sqft. per 1 linear ft. of frontage

**Max Length:** 0.15 ft per 1 linear ft. of frontage or 36 ft. whichever is less

**Illumination:** Backlight, see Appendix F

C<sub>1</sub>

**building hotel signage**

Section 5-1204(D)(3)(z) Hotel, Motel and Conference Center (6+ stories)

**Materials:** Acrysteel or Panaflex faces with computer cut aluminum backs and vinyl graphics. Painted aluminum returns.

**Sign Colors:** Per tenant signage program and subject to change with complete branding

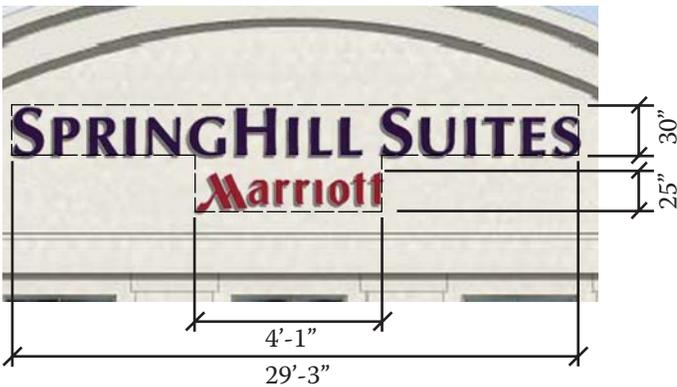
Scale: 1"=40'



Front Elevation



Side Elevation



Note: Signs shown do not represent actual tenant, but are simply representative of typ. hotel tenant signage. The Applicant may replace the "Spring Hill Suites/Marriott" signs with signs that indicate the name of another hotel tenant. Design, colors, message and logo of signs may vary so long as the allowed square footage of the signs is not exceeded.

**Guidelines**

**Total Aggregate Sign Area:** 255 sqft.

**Max. Length:** 29'-3"

**Max # of signs:** 3

**Additional Requirements:** Sign must be located at top floor of building, otherwise max. area of sign is 20 SF

**Max area of any one sign:** 107 sqft.

**Illumination:** Backlight, see Appendix F

**Sign Type:** Building mounted

**Max. Height:** Roofline

C<sub>2</sub>

**hotel icon signage**

Section 5-1204(D)(3)(w) Hotel, Motel and Conference Center (freestanding) Entrance Signs

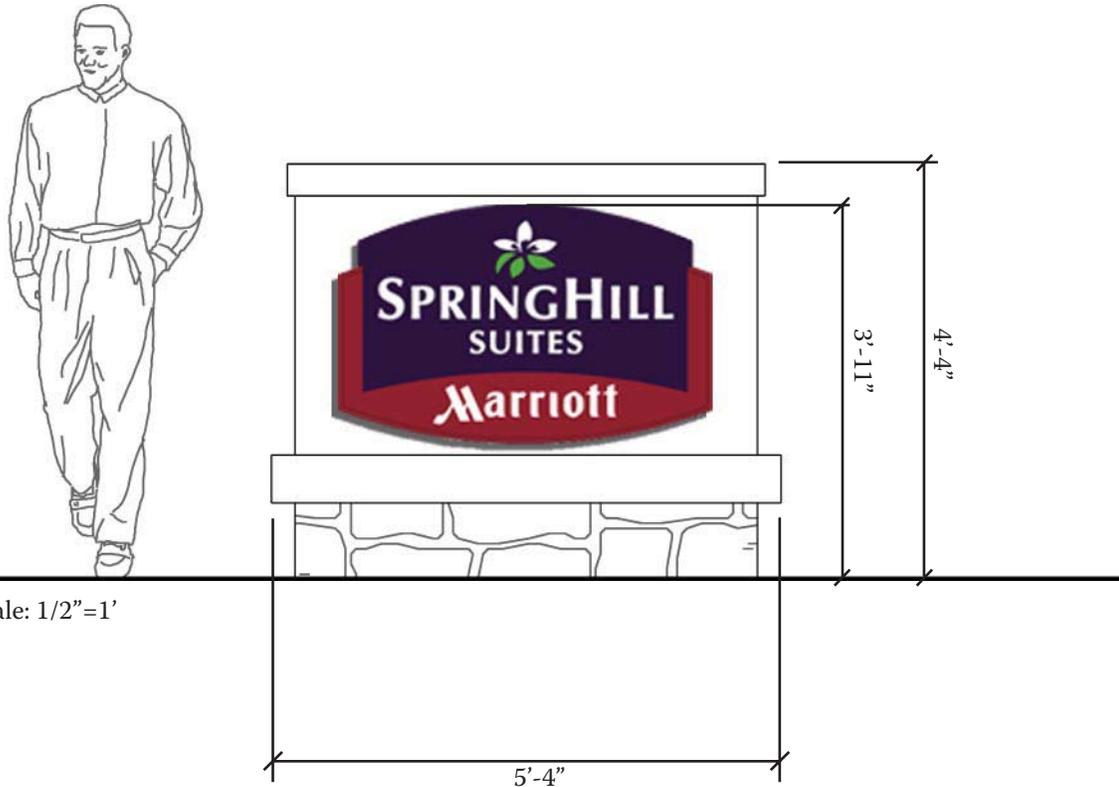
**Materials:** Acrysteel or Panaflex faces with computer cut aluminum backs and vinyl graphics. Painted aluminum returns. Jaramite, natural stone, metal

**Landscape Elements:** Shrubs,

perennials and annuals around base and rear of sign

**Sign Colors:** Per tenant signage program and subject to change with complete branding

Scale: 1"=40'



Scale: 1/2"=1'

**Total aggregate sign area:** 9 sqft.

**Max # of signs:** 1

**Max. Area of any one sign:** 9 sf. each side

**Max. Area of background structure:** 12.25 sqft. each side

**Max height of background structure:** 4'-4"

**Illumination:** Backlight and white light, see Appendix F

**Min. setback from right of way:** 10 ft.

**Type Permitted:** Freestanding

**Max. Height:** 3'-11"

**Additional Requirements:** One sided only; signs shall contain no advertising

**Locations:** 1.1 in front of Building XX

# D<sub>1</sub>

## child care center signage

Section 5-1204(D)(3)(v) Child Care Center

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material. Glass, wood, metal.

**Sign Colors:** Per tenant signage program and subject to change with complete branding

See Appendix A through D for various allowable building mounted signs. Examples shown are for typical child care center tenants and are provided for clarification only. Individual tenants signage may vary within the limits defined herein.

Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

### PRIMARY FACADE (2 SIDES) EXAMPLES



Scale: 1"=20'



Scale: 1"=20'

### SECONDARY FACADE (2 SIDES) EXAMPLES



Scale: 1"=20'



Scale: 1"=20'

 Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

## Guidelines

**Total Aggregate Sign Area:** 1 sqft. per linear ft. of primary facade frontage. 0.75 sqft per linear ft. of secondary facade frontage

**Max # of signs:** 3 per primary facade, 2 per secondary facade, 9 per tenant

**Max area of any one sign:** 1 sqft. per linear ft. of primary facade frontage

**Illumination:** Backlight, see Appendices A through D and F

**Type Permitted:** Building mounted, tenant limited to 3 sign types per side.

**Max. Height:** 30" for a single line of copy, 45" for a double line of copy; Signs will not be displayed any higher than the roofline

**Max. Length:** 25% of linear ft. of frontage or 28', whichever is less

# E<sub>1-0</sub>

## pad site retail tenant signage

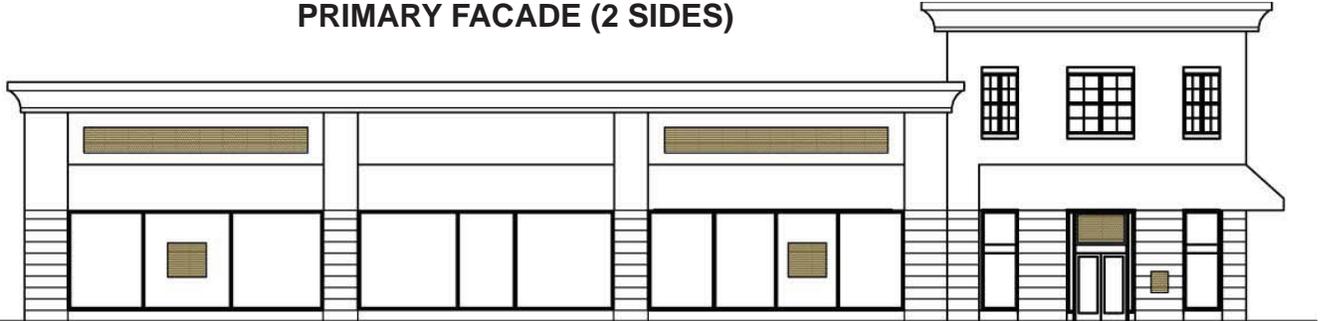
Section 5-1204(D)(3)(ii)  
 Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)

**Sign Colors:** Per tenant signage program and subject to change with complete branding

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material. Glass, wood, metal.

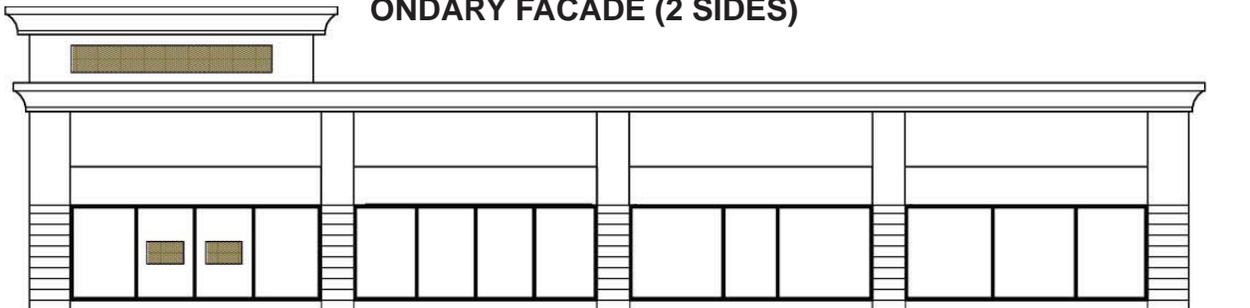
See Appendix A through D for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and are provided for clarification only. Individual tenants signage may vary within the limits defined herein.

### LOCATED ON BUILDING "XI" PRIMARY FACADE (2 SIDES)



Scale: 1"=20'

### LOCATED ON BUILDING "XI" SEC- ONDARY FACADE (2 SIDES)



Scale: 1"=20'

 Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Total Aggregate Sign Area:** 1.5 sqft. per linear ft. of primary facade frontage. 0.75 sqft. per linear ft. of secondary facade frontage

**Max # of signs:** 6 per primary facade, 3 per secondary facade, 18 per tenant

**Max area of any one sign:** 1.5 sqft. per linear ft. of frontage

**Illumination:** Backlight or white light, Appendices A through D and F

**Sign Type:** Building mounted, tenant limited to 3 sign types per side.

**Max. Height:** 30 in. for a single line of copy, 45 in. for a double line of copy. Signs will not be displayed any higher than the roofline

**Max. Length:** 25% of linear ft. of frontage or 28', whichever is less

**Additional Requirements:** Tenants are limited to two(2) building mounted sign bands on primary facades and one(1) building mounted sign band on secondary facades.

# E<sub>H-1</sub>

## pad site retail tenant signage w/ awning

Section 5-1204(D)(3)(ii)  
 Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)

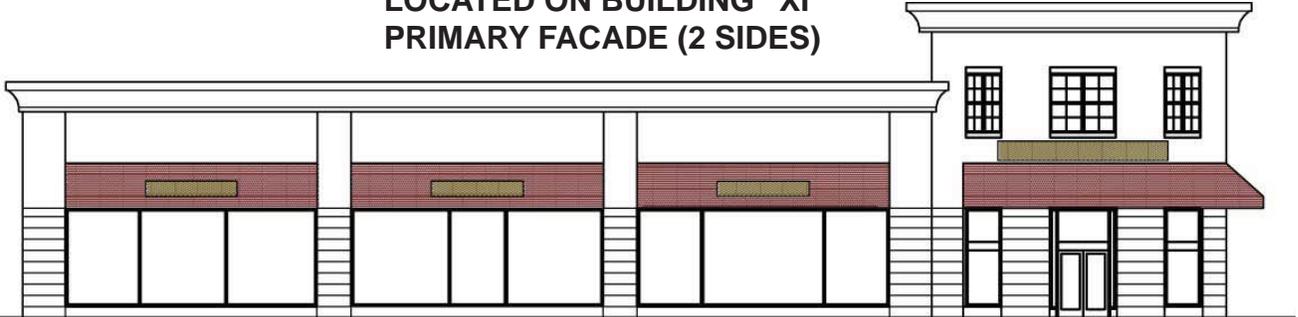
**Materials:** Aluminum channel letter frame, returns painted black or white.

*Translucent acrylics face material. Glass, wood, metal.*

**Sign Colors:** Per tenant signage program and subject to change with complete branding

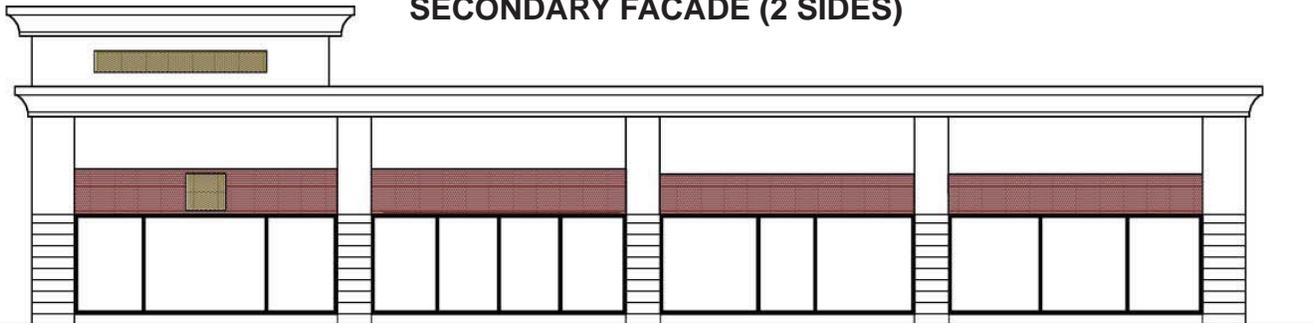
See Appendix A through E for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and is provided for clarification only. Individual tenants signage may vary within the limits defined herein.

### LOCATED ON BUILDING "XI" PRIMARY FACADE (2 SIDES)



Scale: 1"=20'

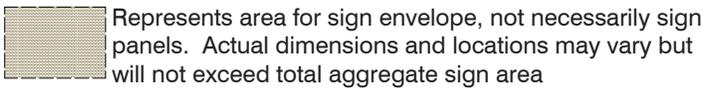
### LOCATED ON BUILDING "XI" SECONDARY FACADE (2 SIDES)



Scale: 1"=20'



Awning



Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Total Aggregate Sign Area:** 0.75 sqft. per linear ft. of primary facade frontage. 0.5 sqft. per linear ft. of secondary facade frontage.

**Max # of signs:** 4 per primary facade, 2 per secondary facade, 12 per tenant

**Max area of any one sign:** 0.75 sqft. per linear ft. of frontage

**Illumination:** Backlight or white light, see Appendix A through F

**Sign Type:** Building mounted, tenant limited to 3 sign types per side.

**Max. Height:** 30" for a single line of copy and 45" for a double line of copy. Signs will not be displayed any higher than the roofline

**Max. Length:** 25% of linear ft. of frontage or 28', whichever is less

**Additional Requirements:** Tenants are limited to two(2) building mounted sign bands on primary facades and one(1) building mounted sign band on secondary facades.

**F**<sub>1</sub>

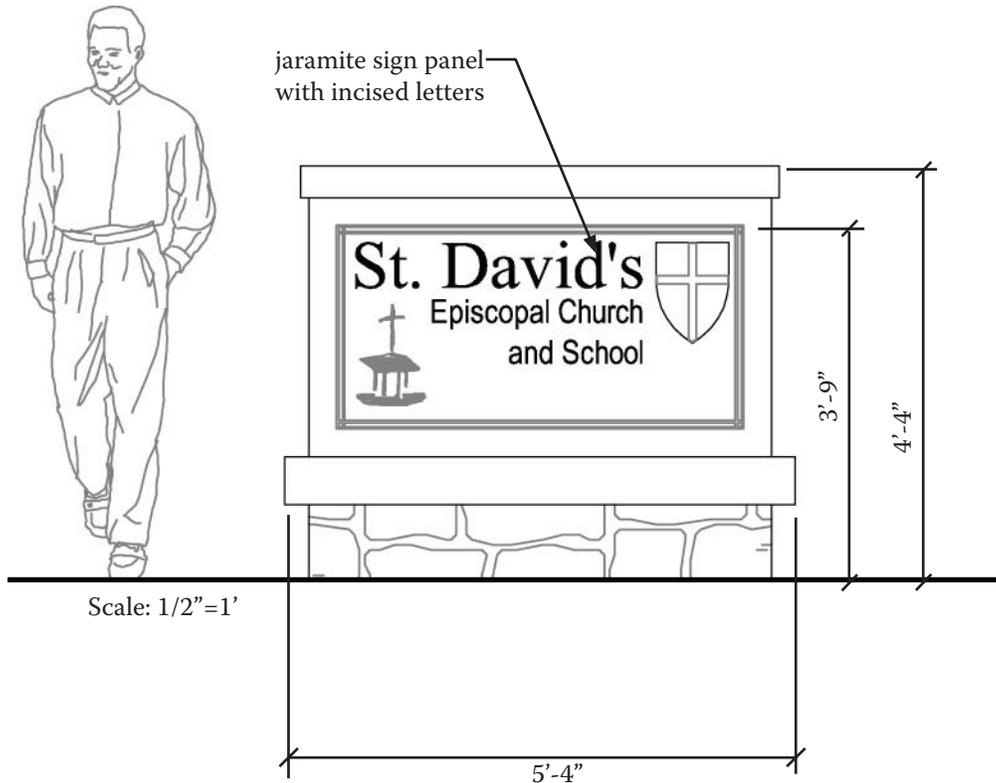
**church signage**

Section 5-1204(D)(2)(c)  
 Places of Worship

**Materials:** Jaramite, natural stone, metal

**Landscape Elements:** Shrubs, perennials and annuals around base and rear of sign

**Sign Colors:** Per tenant signage program and subject to change with complete branding



Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

**Total Aggregate Sign Area:** 18 sqft.

**Max # of signs:** 1

**Max area of any one sign:** 9 sqft per side (double sided)

**Max. area of background structure:** 12.25 sqft. per side (double sided)

**Max. height of background structure:** 4'-4"

**Illumination:** Backlight or white light, see Appendix F

**Min. setback from right of way:** 5 ft.

**Sign Type:** Freestanding

**Max. Height:** 3'-9"

**Additional Requirements:** Signs shall contain no advertising

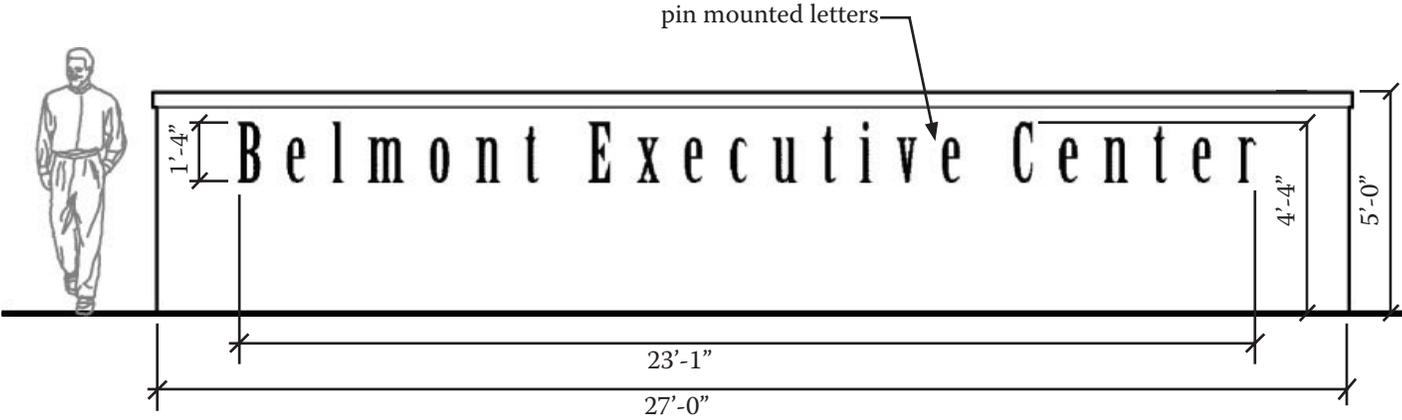
**Locations:** 1 sign along Russell Branch Pkwy NW of Building VII on the east side of the road

**M<sub>1</sub>**

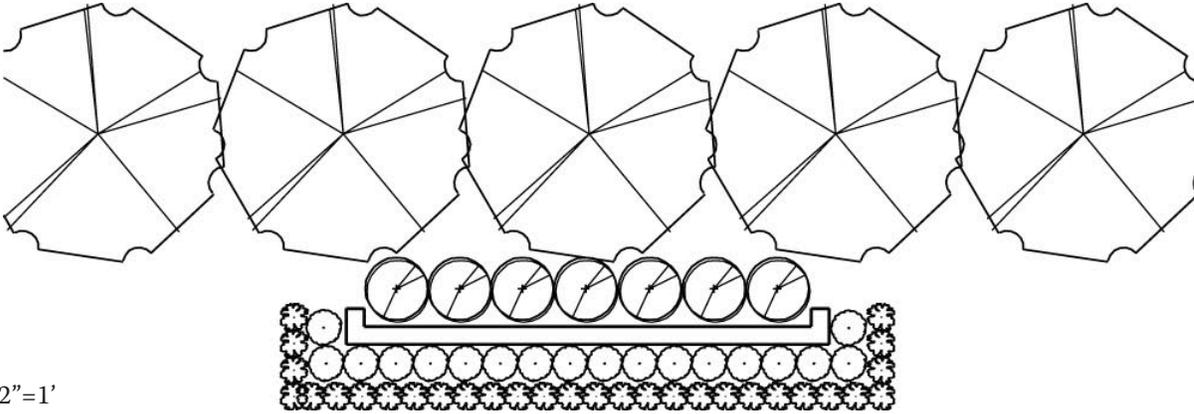
**project icon sign**  
 Section 5-1204(D)(3)(c)  
 Planned Development Community Center  
 - Entrance Signs and Entrance Signs for  
 Commercial Developments

**Materials:** Jaramite, natural stone, metal

**Landscape Elements:** *Shrubs, perennials and annuals around base and rear of sign*



Scale: 1/4"=1'



Scale: 3/32"=1'

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Guidelines**

**Total Aggregate:** 64 sqft.

**Max # of signs:** 2

**Max area of any one sign:** 32 sf.

**Max area of background structure:** 103 sqft.

**Max height of background structure:** 5'-0"

**Illumination:** White light, see Appendix F

**Min. setback from right of way:** 10 ft.

**Type Permitted:** Freestanding sign

**Max. Sign Height:** 4'-4"

**Additional Requirements:** One sided only; signs shall contain no advertising

**Locations:**

1. 1 sign at the southern end of Claiborne Pkwy on the west side of the road
2. 1 sign east of building VII

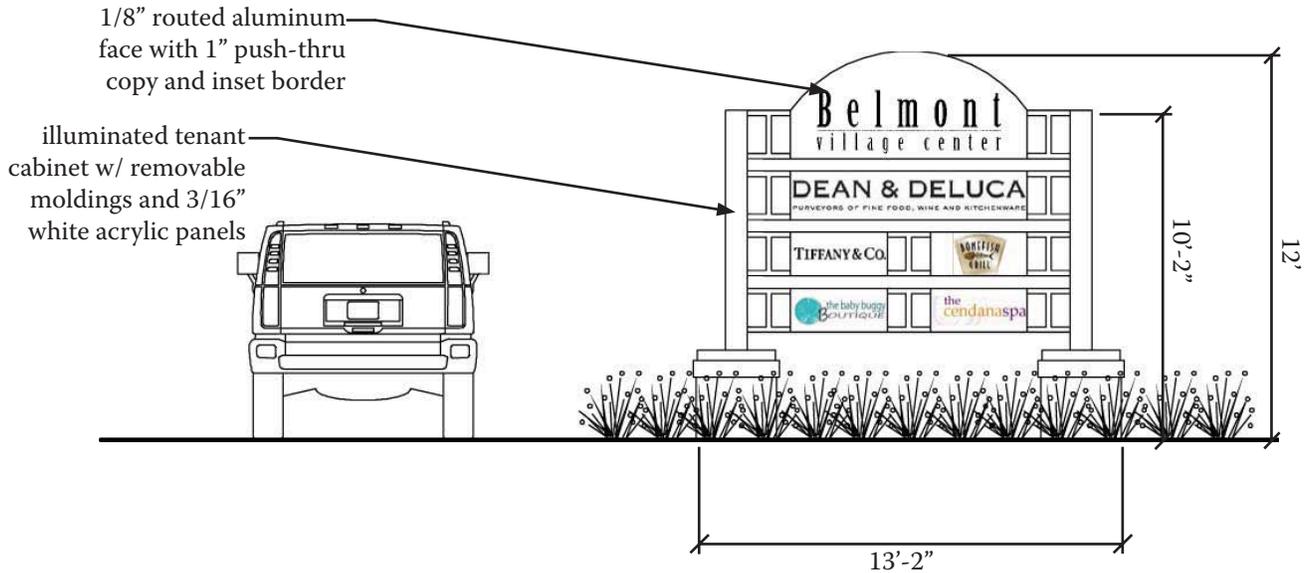
# M<sub>2</sub>

## community commercial sector signage

Section 5-1204(D)(3)(c) (PD-CC(CC))  
 Planned Development Community Center  
 - Entrance Signs and Entrance Signs for Commercial Developments

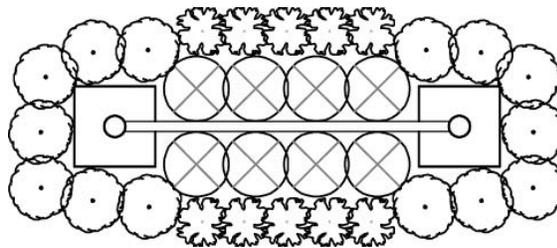
**Materials:** Jaramite, natural stone, metal

**Landscape Elements:** Shrubs, perennials and annuals around base of sign



Scale: 3/16"=1'

Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.



## Guidelines

**Total Aggregate:** 206 sqft.

**Max # of signs:** 2

**Max. area of any one sign:** 51.5 sqft. per side (Double sided)

**Max. Area of background structure:** 39.5 sqft. per side (Double Sided)

**Max. Height of background structure:** 10'-2"

**Illumination:** Backlight or white light, see Appendix F

**Min. setback from right of way:** 10 ft.

**Type Permitted:** Freestanding sign

**Max. Height:** 12'

**Locations:**

- 1 sign along Claiborne Pkwy, NE of Building IX
- 1 sign along Russell Branch Pkwy, SW of Building VII

# M<sub>3</sub>

## community commercial icon signage

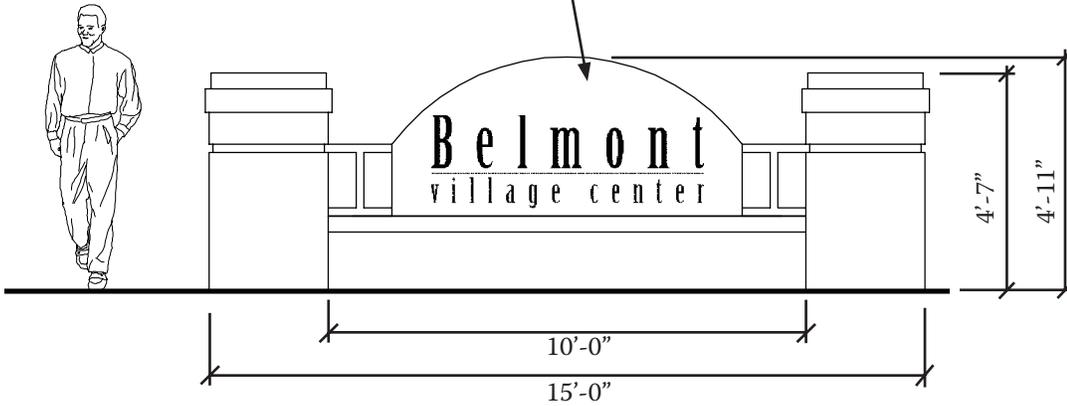
Section 5-1204(D)(3)(c) (PD-CC(CC))  
 Planned Development Community Center  
 - Entrance Signs and Entrance Signs for  
 Commercial Developments

**Materials:** Jaramite, natural stone, metal

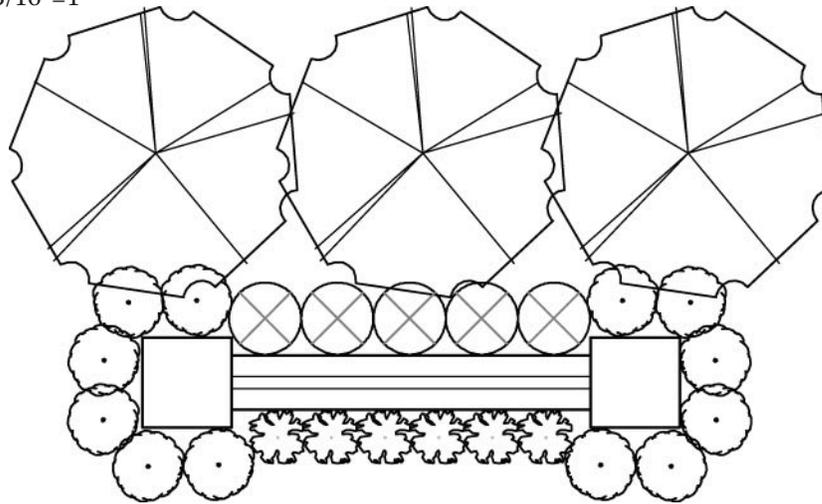
**Landscape Elements:** Shrubs, perennials and annuals around base and rear of sign and in planter wall

Scale: 1/4"=1'

illuminated tenant cabinet w/ removable moldings and 3/16" white acrylic panels



Scale: 3/16"=1'



Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

## Guidelines

**Total Aggregate:** 20.5 sqft.

**Max # of signs:** 1

**Max area of any one sign:** 20.5 sqft

**Max. Area of background structure:** 40.25 sqft.

**Max. Height of background structure:** 4'-7"

**Illumination:** Backlight or white light

**Min. setback from right of way:** 10 ft.

**Type Permitted:** Freestanding sign

**Max. Sign Height:** 4'-11"

**Additional Requirements:** One sided only; signs shall contain no advertising

**Locations:**

- 1 sign along Russell Branch Pkwy SW of Building V

# M<sub>4</sub>

## sector directional sign

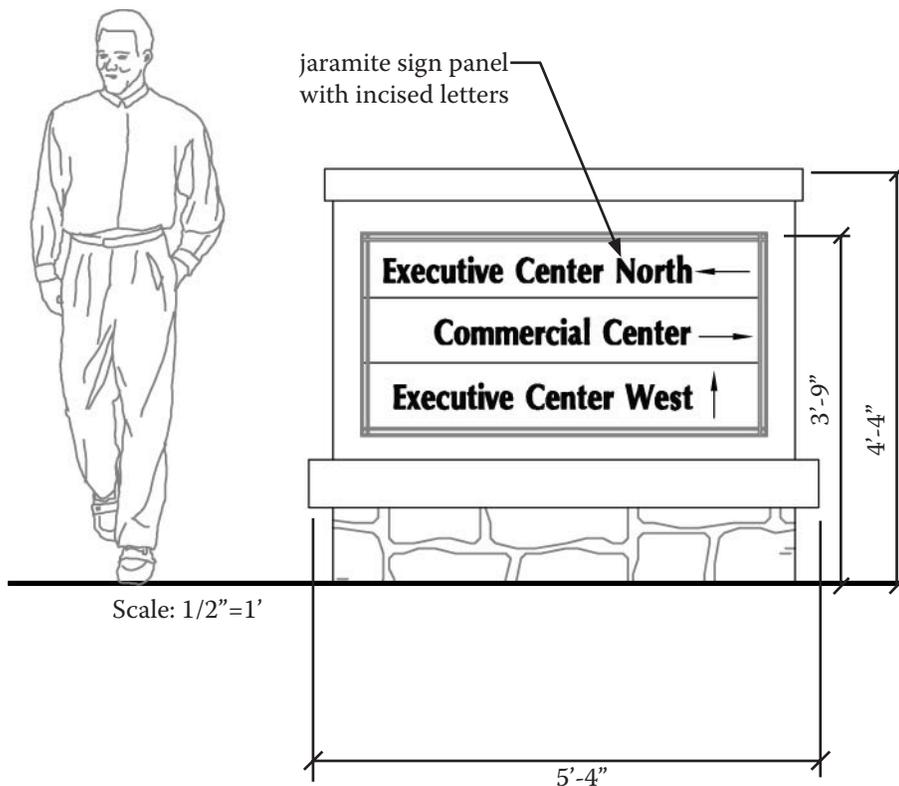
Section 5-1204(D)(7)(b)  
 Directional Signs, On-Site

**Materials:** Jaramite, natural stone, metal

**Landscape Elements:** Shrubs, perennials and annuals around base and rear of sign

**Sign Area:** 9 sqft.

**Background Area:** 12.25 sqft.



Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

## Guidelines

**Total Aggregate Sign Area:** 9 sqft.

**Max. # of signs:** 1

**Max. area of any one sign:** 9 sqft.

**Max. Area of background structure:** 12.25 sqft.

**Max. Height of background structure:** 4'4"

**Illumination:** White light, see Appendix F

**Min. setback from right of way:** 10 ft.

**Type Permitted:** Freestanding

**Max. Height:** 3'-9"

**Additional Requirements:** One sided only; sign shall contain no advertising

**Locations:**

- 1 sign along Russel Branch Pkwy South of Building V

**N<sub>1</sub>**

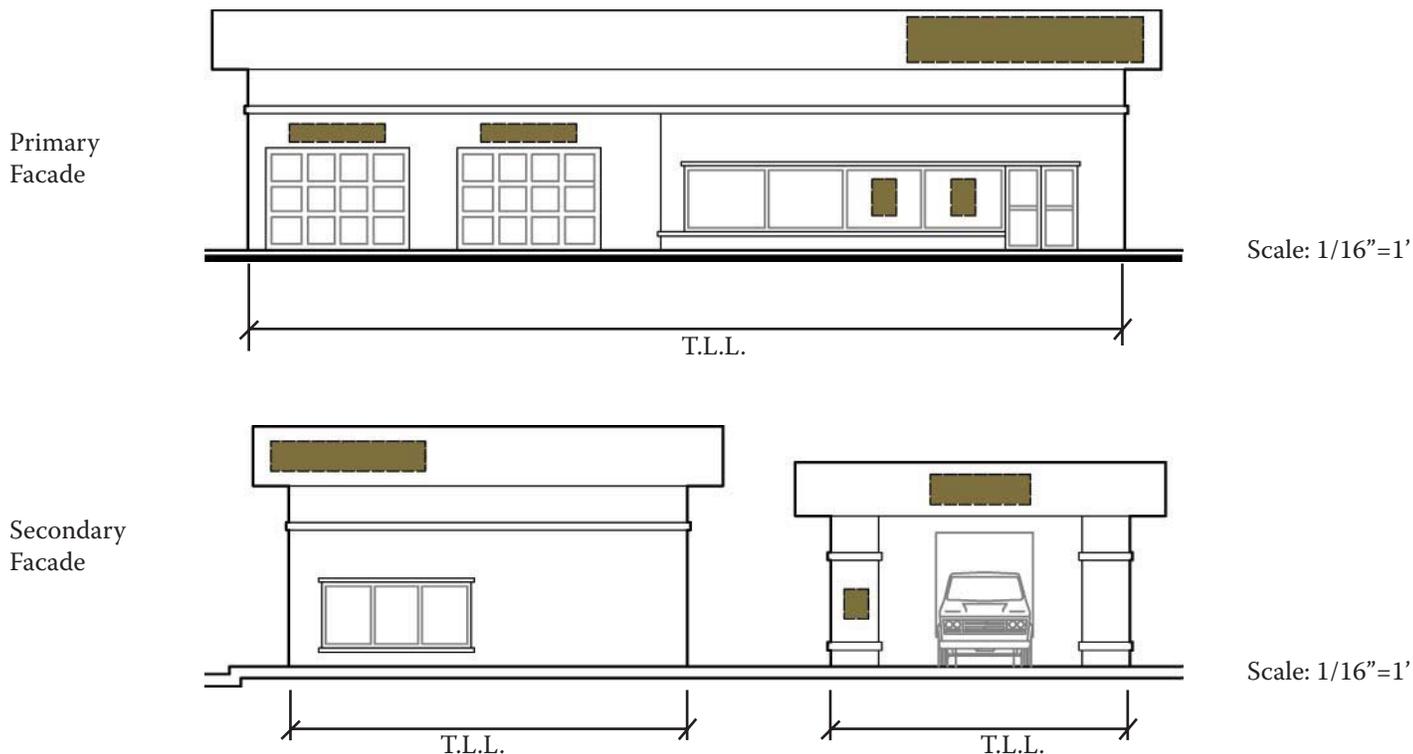
**service station building signage**

Section 5-1204(D)(3)(r)  
 Auto Service Station (including convenience store, car wash & repair)

**Sign Colors:** Per tenant signage program and subject to change with complete branding

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material. Glass, wood, metal

See Appendix A through D for various allowable building mounted signs



 Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

**Total Aggregate Sign Area:** 1.5 sqft. per linear ft. of primary facade frontage, 1 sqft. per linear ft. of secondary facade frontage

**Max # of signs:** 5 per primary facade, 3 per secondary facade, 10 per tenant

**Max area of any one sign:** 1.5 sqft. per linear ft. of frontage

**Illumination:** Backlight, see Appendices A through D and F

**Sign Type:** Building mounted, tenant limited to 3 sign types per side.

**Max. Height:** Roofline

**Max. Length:** for primary facade, 30% of linear ft. of frontage or 20', whichever is less. For secondary facade, 40% of linear

ft. of frontage or 12'-6", whichever is less.

**Additional Requirements:** Primary service station signage only applies to facades with a public entrance. Secondary service station signage limited to sides and rear facades of building; side facades of service station and car wash count as one single facade. Rear facades of service station and car wash count as one single facade.

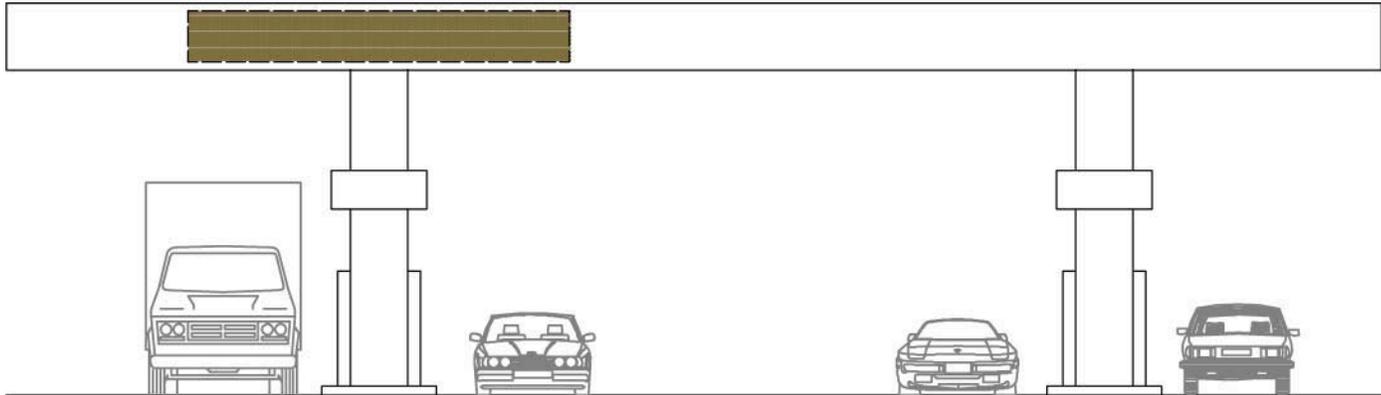
**N**<sub>2</sub>

**service station canopy signage**

Section 5-1204(D)(3)(r)  
Auto Service Station (including convenience store, car wash & repair)

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material.

**Sign Colors:** Per tenant signage program and subject to change with complete branding



Scale: 1"=10'

 Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Total Aggregate Sign Area:** 0.75 sqft. per linear ft. of canopy

**Sign Type:** Building mounted sign

**Max. # of signs:** 1 per facade, no more than 3

**Max. Height:** Roofline

**Max. area of any one sign:** 0.75 sqft. per linear ft. of frontage

**Max. Length:** 25% of linear ft. of frontage or 20', whichever is less

**Illumination:** Backlight, see Appendix F

**Additional Requirements:** Total sign area excludes federally mandated gasoline price posting

**O**  
 1-0

**pad site retail tenant signage**

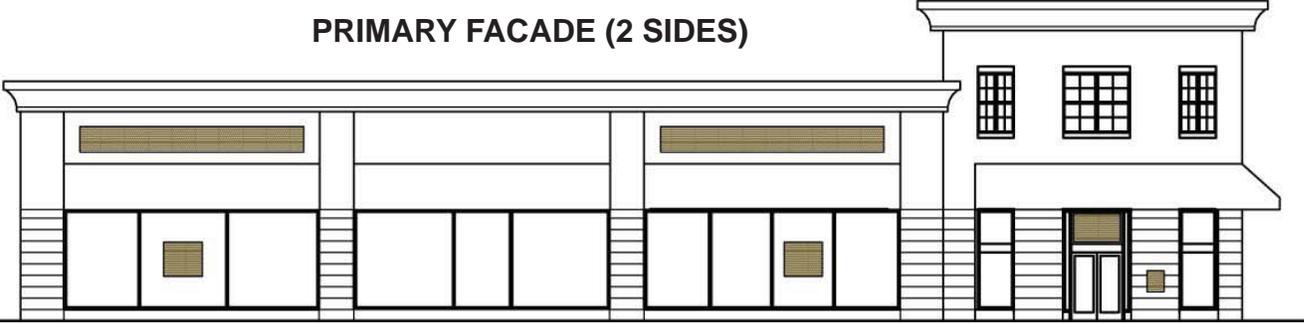
Section 5-1204(D)(3)(d)  
 PD-CC-CC Planned Development Community  
 Center - Tenant Signs and Tenant Signs for  
 Businesses

**Sign Colors:** Per tenant signage program and subject to change with complete branding

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material. Glass, wood, metal.

See Appendix A through D for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and are provided for clarification only. Individual tenants signage may vary within the limits defined herein.

**PRIMARY FACADE (2 SIDES)**



Scale: 1"=20'

**SECONDARY FACADE (2 SIDES)**



Scale: 1"=20'

 Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Total Aggregate Sign Area:** 1.5 sqft. per linear ft. of primary facade frontage. 0.75 sqft. per linear ft. of secondary facade frontage

**Max # of signs:** 6 per primary facade, 3 per secondary facade, 18 per tenant

**Max area of any one sign:** 1.5 sqft. per linear ft. of frontage

**Illumination:** Backlight or white light, see Appendices A through D and F

**Sign Type:** Building mounted sign, tenant limited to 3 sign types per side.

**Max. Height:** 30 in. for a single line of copy, 45 in. for a double line of copy. Signs will not be displayed any higher than the roofline

**Max. Length:** 25% of linear ft. of frontage or 28', whichever is less

**Additional Requirements:** Tenants are limited to two(2) building mounted sign bands on primary facades and one(1) building mounted sign band on secondary facades.



**pad site retail tenant signage w/ awning**

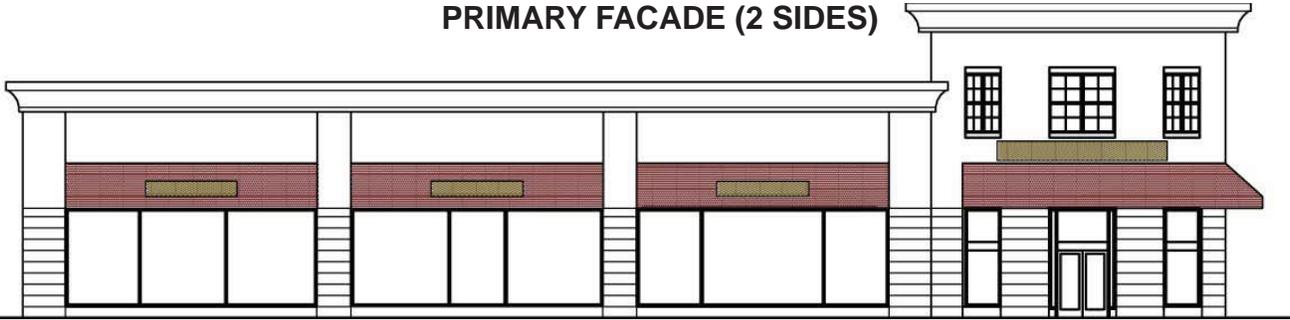
Section 5-1204(D)(3)(d)  
 PD-CC-CC Planned Development Community  
 Center - Tenant Signs and Tenant Signs for  
 Businesses

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material.

**Sign Colors:** Per tenant signage program and subject to change with complete branding

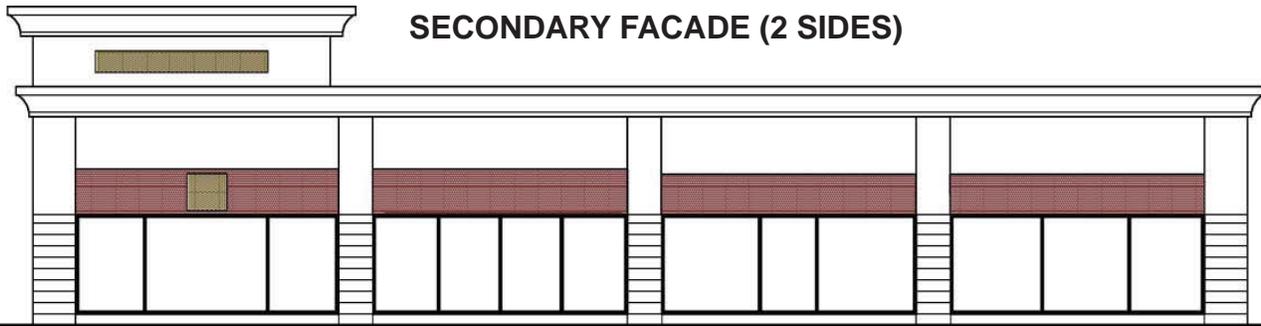
See Appendix A through E for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and are provided for clarification only. Individual tenants signage may vary within the limits defined herein.

**PRIMARY FACADE (2 SIDES)**

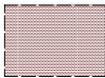


Scale: 1"=20'

**SECONDARY FACADE (2 SIDES)**



Scale: 1"=20'



Awning



Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Total Aggregate Sign Area:** 0.75 sqft. per linear ft. of primary facade frontage. 0.5 sqft. per linear ft. of secondary facade frontage.

**Max # of signs:** 4 per primary facade, 2 per secondary facade, 12 per tenant

**Max area of any one sign:** 0.75 sqft. per linear ft. of frontage

**Illumination:** Backlight or white light, See Appendices A through E

**Sign Type:** Building mounted, tenant limited to 3 sign types per side.

**Max. Height:** 30 in. for a single line of copy and 45 in. for a double line of copy. Signs will not be displayed any higher than roofline

**Max. Length:** 25% of linear ft. of frontage or 28', whichever is less

**Additional Requirements:** Tenants are limited to two(2) building mounted sign bands on primary facades and one(1) building mounted sign band on secondary facades.

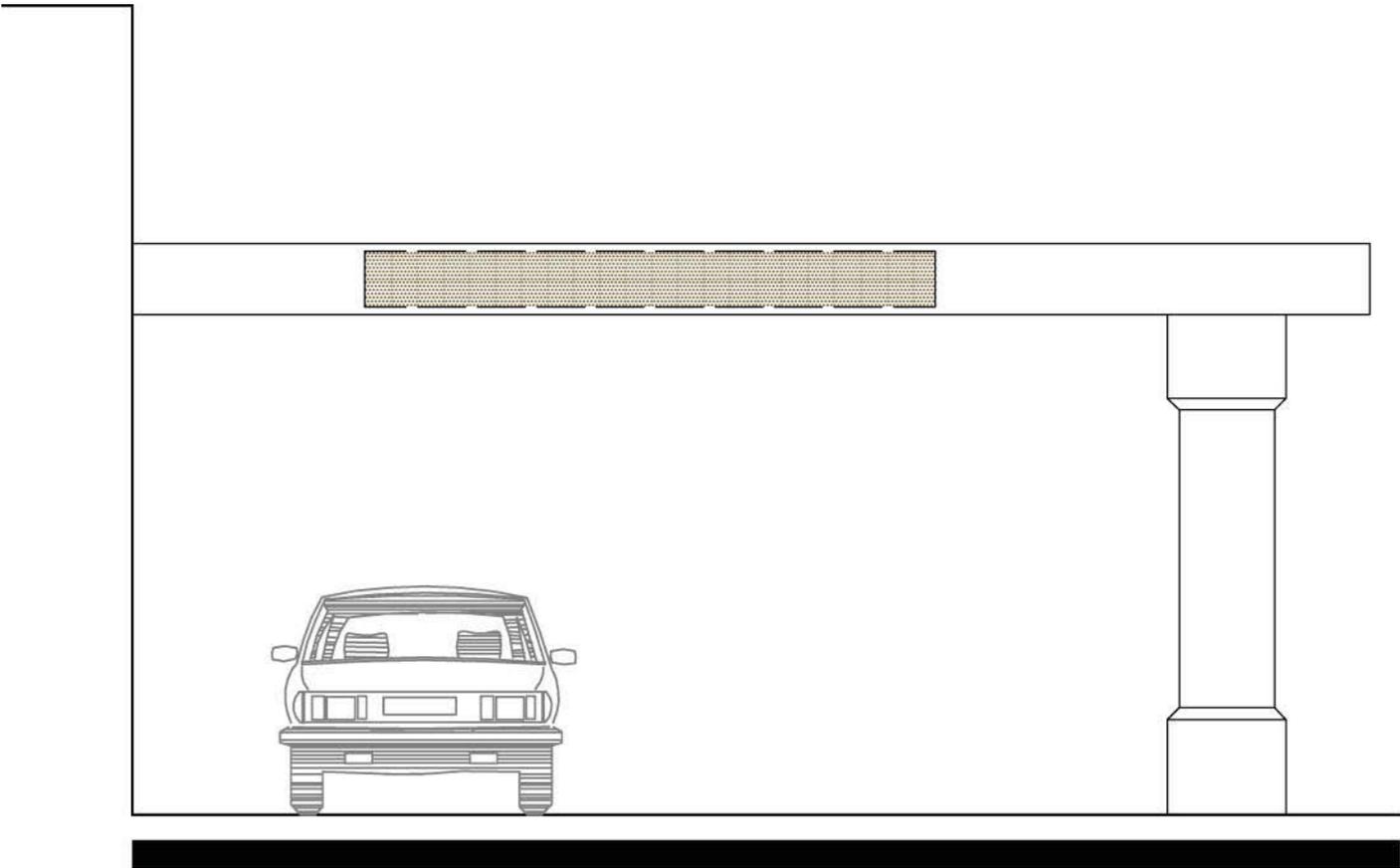
**O**<sub>2</sub>

**pad site retail tenant canopy signage**

Section 5-1204(D)(3)(d)  
 PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material.

**Sign Colors:** Per tenant signage program and subject to change with complete branding



Scale: 1/4"=1'



Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Total Aggregate Sign Area:** 0.75 sqft. per linear ft. of canopy frontage

**Max. # of signs:** 1 sign per canopy

**Max. area of any one sign:** 0.75 sqft. per 1 linear ft. of frontage

**Illumination:** Backlight or white light, see Appendix F

**Sign Type:** Building mounted sign

**Max. Height:** 30 in. for a single line of copy, displayed at height of canopy. Second line of copy prohibited.

**Max. Length:** 50% of linear ft. of frontage or 12', whichever is less

**Additional Requirements:** Sign copy will not include promotional offers by tenant or other direct forms of advertisements.

**S**<sub>1-0</sub>

**anchor inline retail  
 tenant front signage**

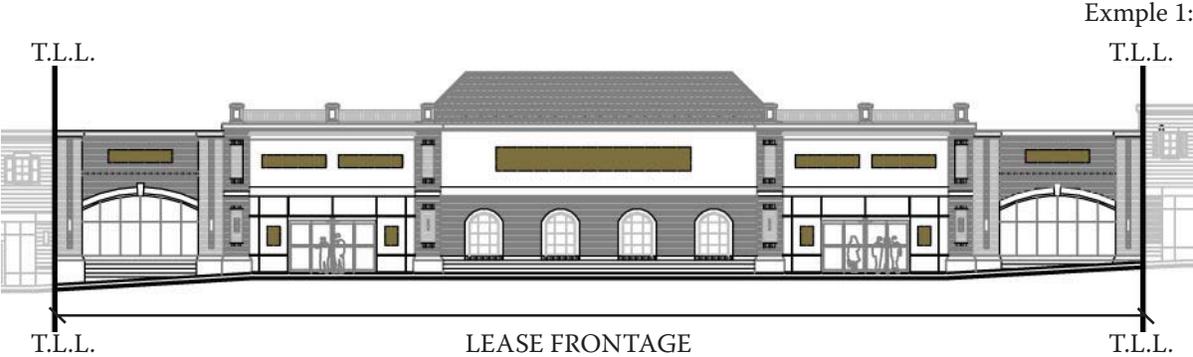
Section 5-1204(D)(3)(d)  
 PD-CC-CC Planned Development Community  
 Center - Tenant Signs and Tenant Signs for  
 Businesses

**Materials:** Aluminum channel letter  
 frame, returns painted black or white.  
 Translucent acrylics face material.

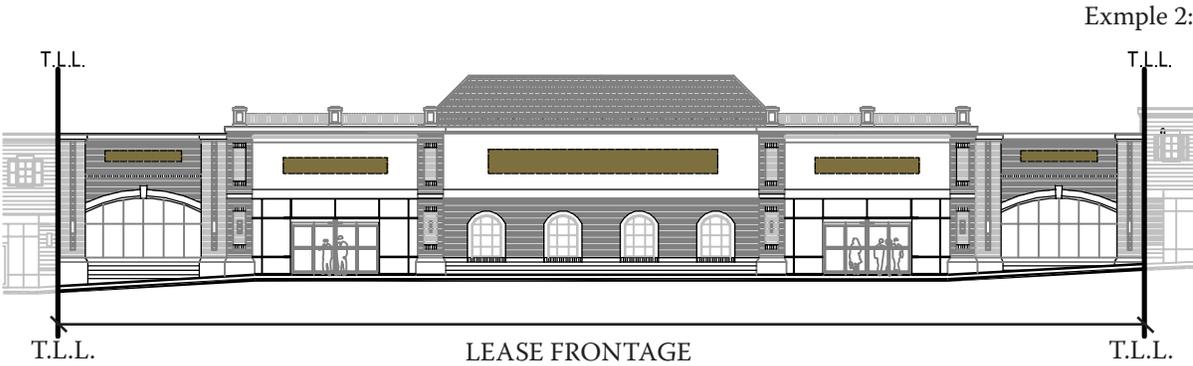
**Sign Colors:** Per tenant signage program  
 and subject to change with complete  
 branding

See Appendix A through D for various allowable building  
 mounted signs. Examples shown are for typical pad site retail  
 tenants and are provided for clarification only. Individual tenants  
 signage may vary within the limits defined herein.

Refer to sign type S2-0 for additional  
 signage allowed for this tenant on the  
 rear of the building. Each sign type is  
 calculated independently.



Scale: 1"=30'



 Represents area for sign envelope, not necessarily sign  
 panels. Actual dimensions and locations may vary but  
 will not exceed total aggregate sign area

*Note: Design of signs may  
 vary so long as the allowed  
 square footage of the signs  
 is not exceeded.*

**Guidelines**

**Total Aggregate Sign Area:** 1.5 sqft.  
 per linear ft. of frontage

**Sign Type:** Building mounted. Tenant  
 limited to 3 sign types per facade.

**Additional Requirements:** Sign copy will  
 not include promotional offers by tenant  
 or other direct forms of advertisements.

**Max. # of signs:** 11 total. Tenant may  
 not exceed 5 sign band signs.

**Max. Height:** 30 in. for a single line of  
 copy and 45 in. for a double line of copy.  
 Not to be displayed above roofline

**Max. area of any one sign:** 1.5 sqft. per  
 linear ft. of frontage

**Max. Length:** 30% of linear ft. of frontage  
 or 36', whichever is less.

**Illumination:** Backlight or white light,  
 see Appendices A through D and F



**inline retail tenant front signage**

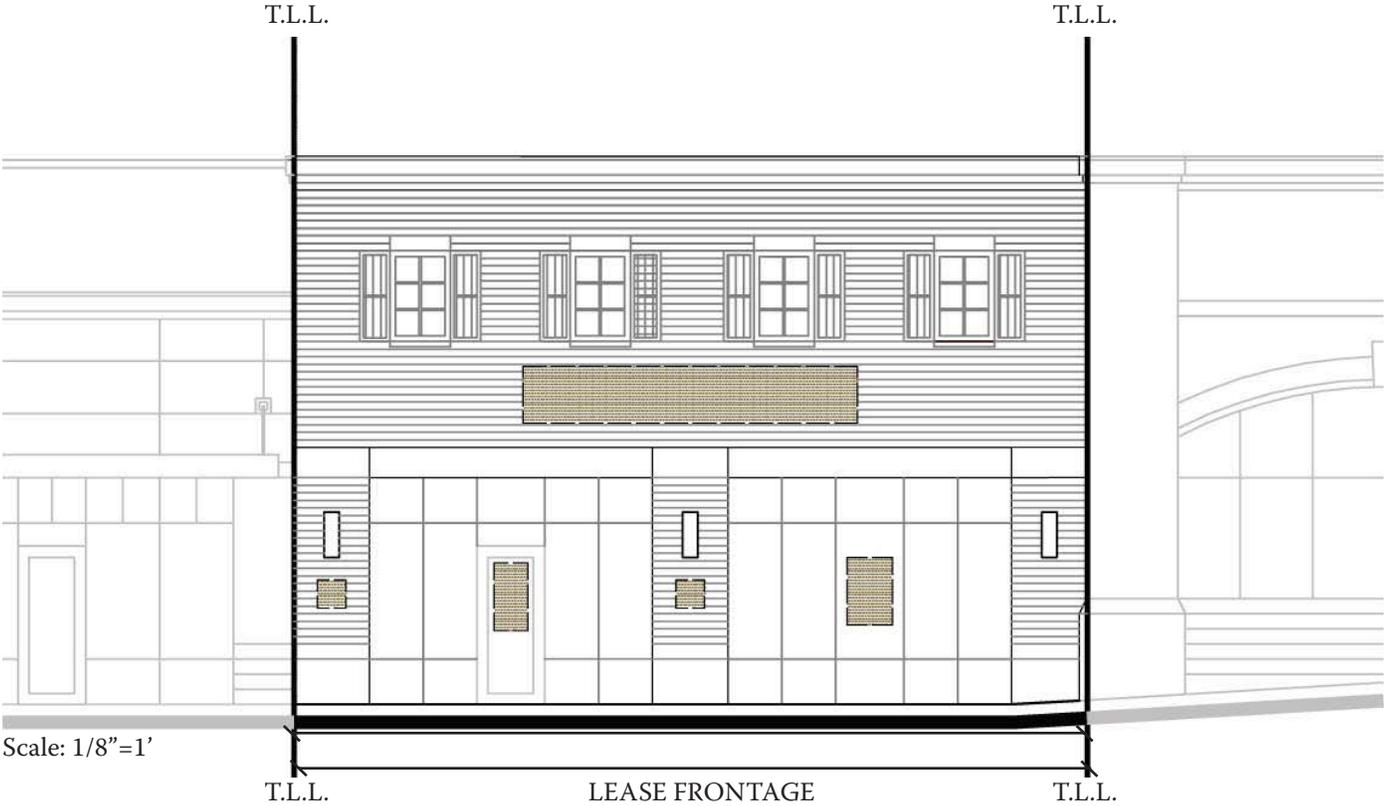
Section 5-1204(D)(3)(d)  
 PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material.

**Sign Colors:** Per tenant signage program and subject to change with complete branding

See Appendix A through D for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and are provided for clarification only. Individual tenants signage may vary within the limits defined herein.

Refer to sign type S2-1 for additional signage allowed for this tenant on the rear of the building. Each sign type is calculated independently.



 Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Guidelines**

**Total Aggregate Sign Area:** 1.5 sqft. per linear ft. of frontage

**Sign Type:** Building mounted. Each tenant limited to 3 sign types per facade. Tenants are limited to one sign band each.

**Max. Length:** 70% of linear ft. of frontage or 36', whichever is less.

**Max # of signs:** 6 per lease frontage

**Max area of any one sign:** 1.5 sqft. per linear ft. of frontage

**Max. Height:** 30" for a single line of copy and 45" for a double line of copy. Signs will not be displayed higher than 6" below the second floor windows or cornice line dependent upon architecture.

**Illumination:** Backlight or white light, see Appendices A through D and F



**S**<sub>1-2</sub>

**inline retail tenant front signage w/ awning**

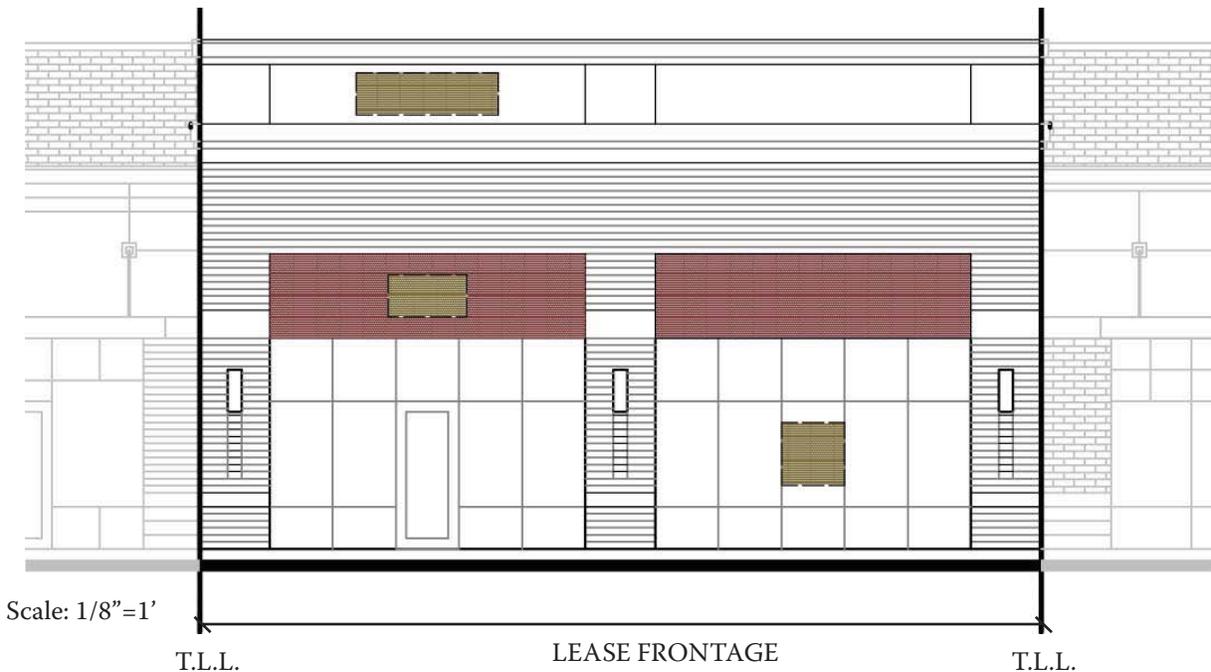
Section 5-1204(D)(3)(d)  
 PD-CC-CC Planned Development Community  
 Center - Tenant Signs and Tenant Signs for  
 Businesses

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material.

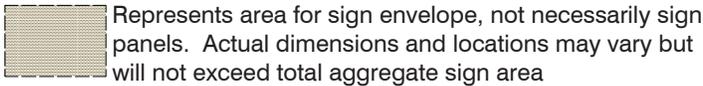
**Sign Colors:** Per tenant signage program and subject to change with complete branding

See Appendix A through E for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and are provided for clarification only. Individual tenants signage may vary within the limits defined herein.

Refer to sign type S2-1 for additional signage allowed for this tenant on the rear of the building. Each sign type is calculated independently.



Awning



Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

**Guidelines**

**Total Aggregate Sign Area:** 1 sqft. per linear ft. of frontage

**Max. # of signs:** 3 per public entrance

**Max. area of any one sign:** 1 sqft. per linear ft. of frontage

**Illumination:** Backlight or white light, see Appendices A through F

**Sign Type:** Building mounted, see Appendix A-E. Each tenant limited to 3 sign types per facade and restricted to a maximum of one sign band.

**Max. Height:** 30" for a single line of copy and 45" for a double line of copy. Signs will not be displayed higher than 6" below the second floor windows or cornice line dependent upon architecture.

**Max. Length:** 70% of linear ft. of frontage or 36', whichever is less.



**anchor inline retail  
 tenant rear signage**

Section 5-1204(D)(3)(d)  
 PD-CC-CC Planned Development Community  
 Center - Tenant Signs and Tenant Signs for  
 Businesses

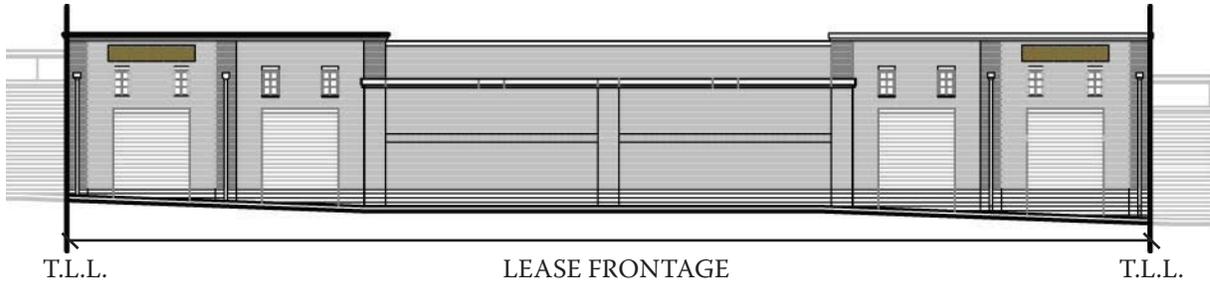
**Materials:** Aluminum channel letter  
 frame, returns painted black or white.  
 Translucent acrylics face material.

**Sign Colors:** Per tenant signage program  
 and subject to change with complete  
 branding

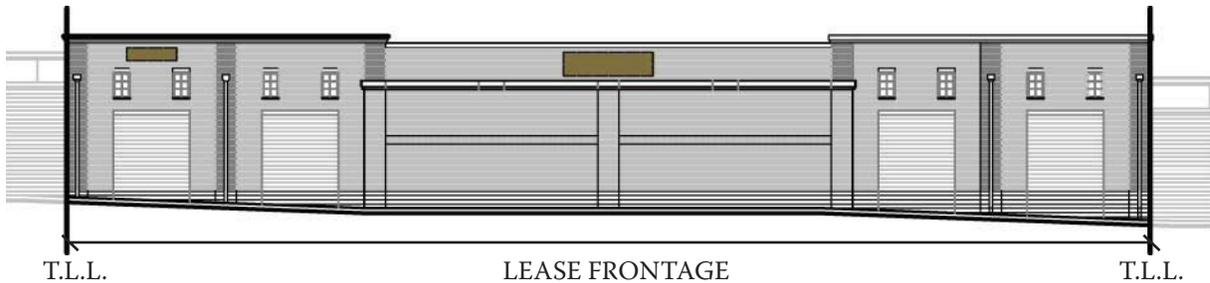
Scale: 1"=30'

Refer to sign type S1-0 for additional  
 signage allowed for this tenant on the  
 front of the building. Each sign type is  
 calculated independently.

Exmple 1:



Exmple 2:



 Represents area for sign envelope, not necessarily  
 sign panels. Actual dimensions and locations may  
 vary but will not exceed total aggregate sign area

*Note: Design of signs may  
 vary so long as the allowed  
 square footage of the signs  
 is not exceeded.*

**Guidelines**

**Total Aggregate Sign Area:** 0.4 sqft.  
 per 1 linear ft. of frontage

**Max # of signs:** 2

**Max area of any one sign:** 0.4 sqft. per  
 1 linear ft. of frontage

**Illumination:** Backlight or white light,  
 see Appendix F

**Sign Type:** Building mounted sign band

**Max. Height:** 30 in. for a single line of  
 copy and 45 in. for a double line of copy.  
 Not to be displayed above roofline

**Max. Length:** 10% of linear ft. of frontage  
 or 14', whichever is less



**inline retail tenant rear signage**

Section 5-1204(D)(3)(d)  
 PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material.

**Sign Colors:** Per tenant signage program and subject to change with complete branding

Refer to sign type S1-1 for additional signage allowed for this tenant on the front of the building. Each sign type is calculated independently.



 Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

**Guidelines**

**Total Aggregate Sign Area:** 0.5 sqft. per linear ft. of frontage

**Sign Type:** Building mounted

**Max. # of signs:** 1 per tenant

**Max. Height:** 30 in. for a single line of copy and 45 in. for a double line of copy. Not to be displayed above roofline

**Max. area of any one sign:** 0.5 sqft. per linear ft. of building frontage

**Max. Length:** 50% of linear ft. of frontage or 10', whichever is less

**Illumination:** Backlight or white light, see Appendix F



**S**<sub>2-2</sub>

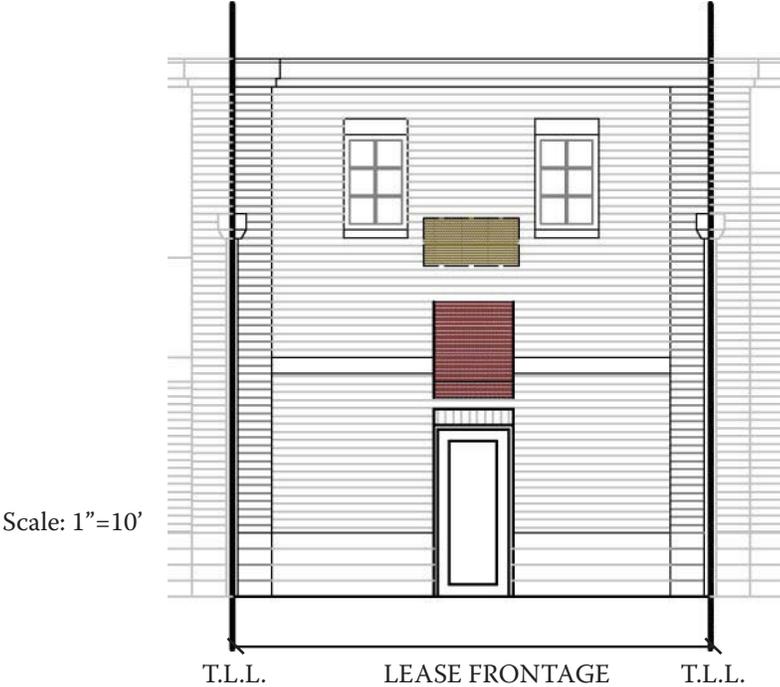
**inline retail tenant rear signage w/ awning**  
 Section 5-1204(D)(3)(d)  
 PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material.

**Sign Colors:** Per tenant signage program and subject to change with complete branding

See Appendix E for detailed awning provisions. Examples shown are provided for clarification only. Individual tenants signage may vary within the limits defined herein.

Refer to sign type S1-1 and S1-2 for additional signage allowed for this tenant on the front of the building. Each sign type is calculated independently.



Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

**Guidelines**

**Total Aggregate Sign Area:** 0.4 sqft. per linear ft. of frontage

**Sign Type:** Building mounted, note: no signage is permitted on awning

**Max # of signs:** 1 per tenant

**Max. Height:** 30 in. for a single line of copy and 45 in. for a double line of copy. Not to be displayed above roofline

**Max area of any one sign:** 0.4 sqft. per linear ft. of building frontage

**Illumination:** Backlight or white light, see Appendix F

**Max. Length:** 50% of linear ft. of frontage or 10', whichever is less

**Y**  
 1-0

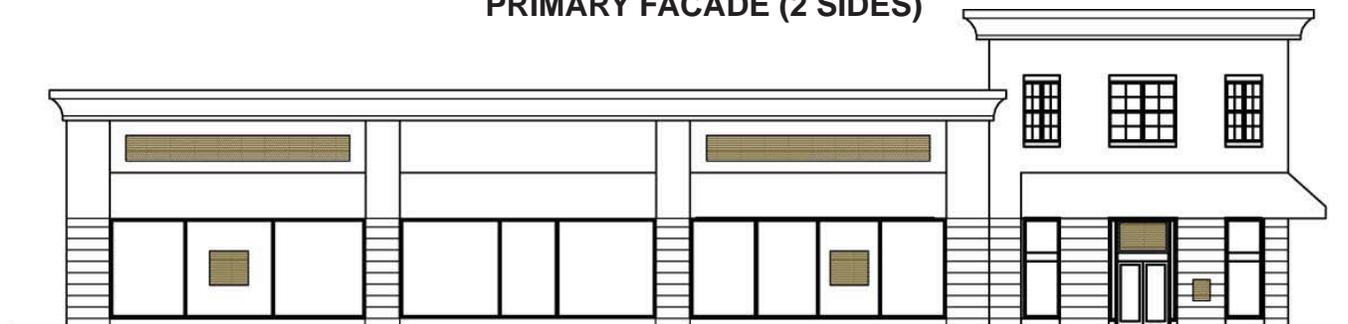
**pad site restaurant signage**  
 Section 5-1204(D)(3)(cc)  
 Freestanding Building with over 4,000 sf floor area.

**Sign Colors:** Per tenant signage program and subject to change with complete branding

**Materials:** Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material. Glass, wood, metal.

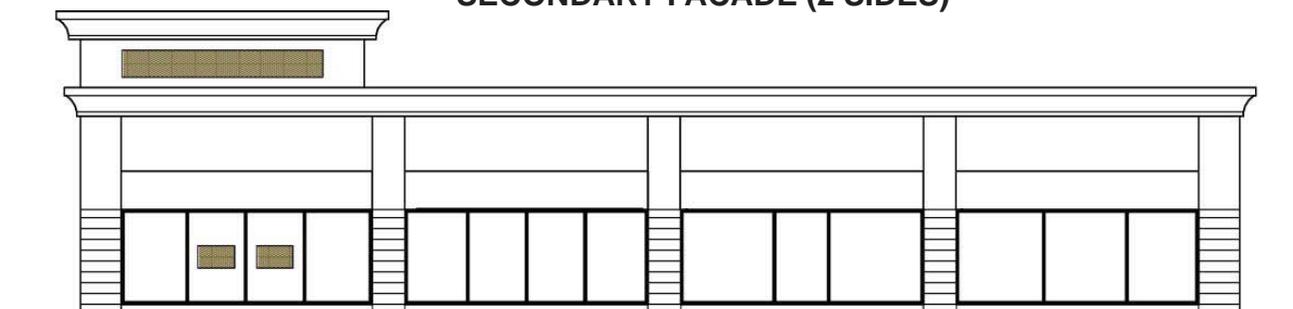
See Appendix A through D for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and is provided for clarification only. Individual tenants signage may vary within the limits defined herein.

**PRIMARY FACADE (2 SIDES)**



Scale: 1"=20'

**SECONDARY FACADE (2 SIDES)**



Scale: 1"=20'

 Represents area for sign envelope, not necessarily sign panels. Actual dimensions and locations may vary but will not exceed total aggregate sign area

*Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.*

**Guidelines**

**Total Aggregate Sign Area:** 1.5 sqft. per 1 linear ft. of primary facade frontage. 0.75 sqft. per linear ft. of secondary facade frontage

**Max # of signs:** 6 per primary facade, 3 per secondary facade, 18 per tenant

**Max area of any one sign:** 1.5 sqft. per 1 linear ft. of frontage

**Illumination:** Backlight or white light, see Appendices A through D and F

**Sign Type:** Building mounted

**Max. Height:** 30 in. for a single line of copy, 45 in. for a double line of copy. Signs will not be displayed any higher than the roofline

**Max. Length:** 25% of linear ft. of frontage or 28', whichever is less

**Additional Requirements:** Tenants are limited to two(2) building mounted sign bands on primary facades and one(1) building mounted sign band on secondary facades.



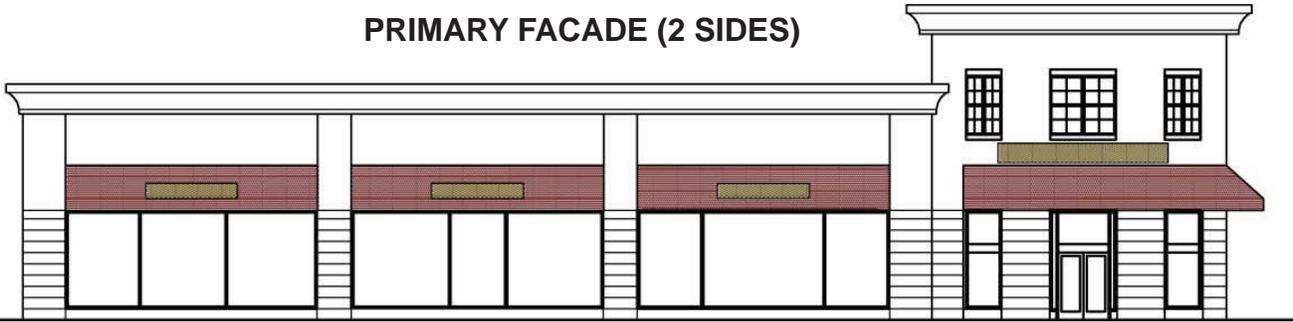
**pad site restaurant  
 signage w/ awning**  
 Section 5-1204(D)(3)(cc)  
 Freestanding Building with over 4,000 sf  
 floor area.

**Materials:** Aluminum channel letter  
 frame, returns painted black or white.  
 Translucent acrylics face material.

**Sign Colors:** Per tenant signage program  
 and subject to change with complete  
 branding

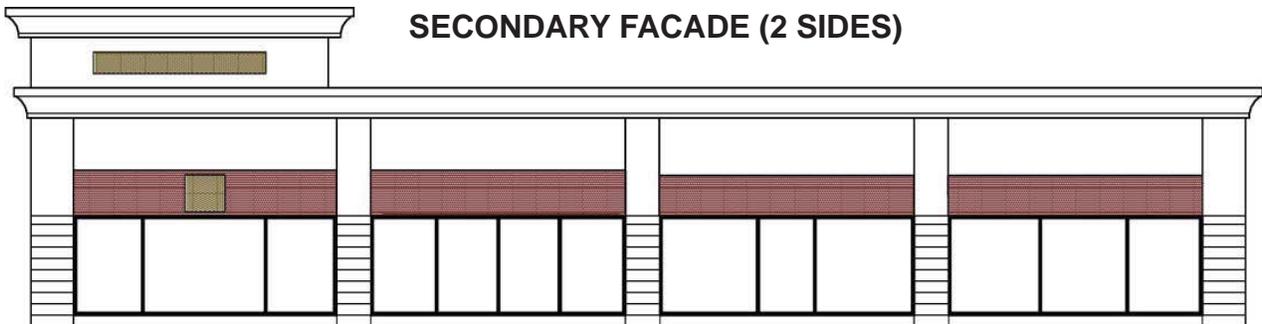
See Appendix A through E for various allowable building  
 mounted signs. Examples shown are for typical pad site retail  
 tenants and is provided for clarification only. Individual tenants  
 signage may vary within the limits defined herein.

**PRIMARY FACADE (2 SIDES)**



Scale: 1"=20'

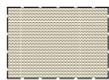
**SECONDARY FACADE (2 SIDES)**



Scale: 1"=20'



Awning



Represents area for sign envelope, not necessarily  
 sign panels. Actual dimensions and locations may  
 vary but will not exceed total aggregate sign area

*Note: Design of signs may  
 vary so long as the allowed  
 square footage of the signs  
 is not exceeded.*

**Guidelines**

**Total Aggregate Sign Area:** 0.75 sqft.  
 per linear ft. of primary facade frontage.  
 0.5 sqft. per linear ft. of secondary.

**Max. # of signs:** 4 per primary facade,  
 2 per secondary facade, 12 per tenant

**Max. area of any one sign:** 0.75 sqft.  
 per linear ft. of frontage

**Illumination:** Backlight or white light, see  
 Appendices A through F

**Sign Type:** Building mounted

**Max. Height:** 30 in. for a single line of  
 copy and 45 in. for a double line of copy.  
 Signs will not be displayed any higher  
 than the roofline.

**Max. Length:** 25% of linear ft. of frontage  
 or 28', whichever is less

**Additional Requirements:** Tenants  
 are limited to two(2) building mounted  
 sign bands on primary facades and  
 one(1) building mounted sign band on  
 secondary facades.

Z<sub>7</sub>

freestanding tenant signage

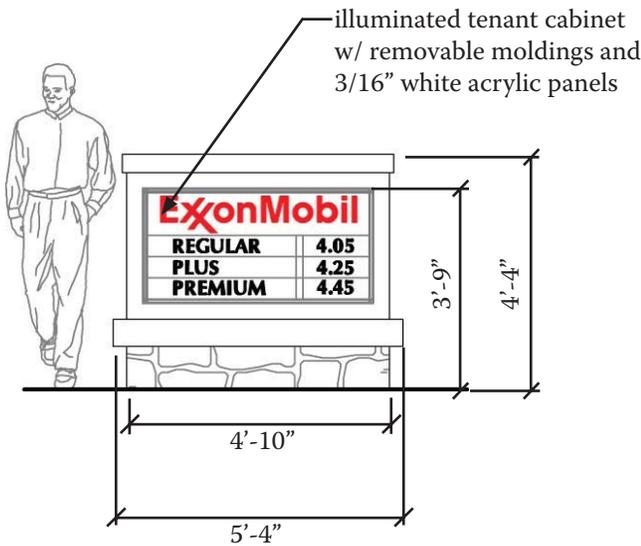
Section 5-1204(D)(3)(ii)  
 Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)

Sign Materials: Jaramite, natural stone

Sign Color: Per tenant signage program and subject to change with corporate branding

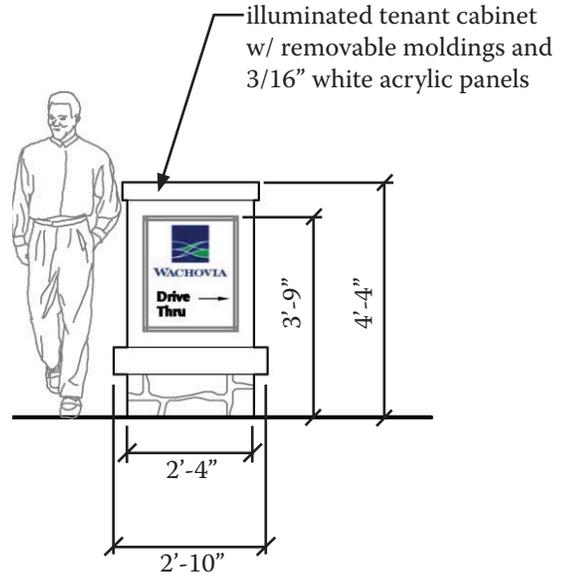
Landscape Elements: Shrubs, perennials, and annuals around base

Large Option



Scale: 3/8"=1'

Small Option



Scale: 3/8"=1'

Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

Locations of signs must comply with the following:

1. Must be located within the lease line for individual tenant
2. May not be between the defined parking area and the public road
3. Must be located within 100' of the primary building footprint

Guidelines

Total Aggregate Sign Area: 25.5 sqft. for small option, 18 sqft. for large option

Max. # of signs: 2 per tenant, tenant may have two small signs or one large sign

Max. area of any one sign: 9 sqft. per side (Double sided large sign) or 6.375 per side (Double sided small sign)

Max. Area of background structure: 12.25 sqft.

Max. height of background structure: 4'-4"

Illumination: Backlight or white light, see Appendix F

Type Permitted: Freestanding

Max. Sign Height: 3'-9"

Min. setback from right of way: 10 ft.

Additional Requirements: Freestanding tenant signage limited to pad site tenants

Locations:

1. Applicable to Buildings IV, V, VI, IX, VIII, X, XI, XII

**Z**  
8

**general site leasing sign**  
 Section 5-1204(D)(6)(c)  
 Real Estate - Commercial For Sale Sign

**Sign Materials:** Wood and metal  
**Sign Color:** Pantone colors as described under the Signage Design Standards and Guidelines section



Note: Design of signs may vary so long as the allowed square footage of the signs is not exceeded.

**Guidelines**

**Max. # of signs:** 6 at any one time

**Min. setback from right of way:** 5 ft.

**Max. area of any one sign:** 30 sqft. per side (Double sided)

- Locations:**
- 1. NE of Building XX
  - 2. West of Building XVII
  - 3. East of Building III
  - 4. SE of Building VIII
  - 5. West of Building XII
  - 6. NE of Building XVIII
  - 7. West of Building XXII
  - 8. SE of Building XXIV
  - 9. East of Building XXXI

**Illumination:** None

**Type Permitted:** Freestanding

**Max. Sign Height:** 9'-0"



Appendix A: sign options for D1, E1-0, E1-1, N1, O1-0, O1-1, S1-0, S1-1, S1-2, Y1-0, Y1-1 sign types

Example shown is provided only as a reference for the different sign types and typical locations of signage on a building. This does not represent an actual sign layout for a tenant.

- Sign Band
- Plaque Signage
- Awning Signage
- Blade Signage
- Window/Door Signage



SCALE 1/8" = 1'

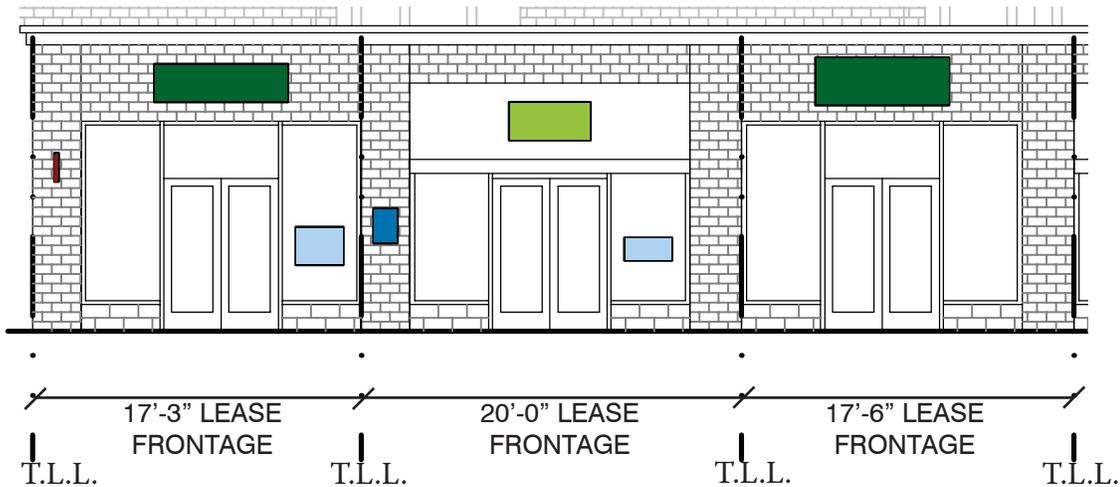
Note: Entire sign area may be used in Sign Band so long as it does not exceed the individual restrictions of that sign type. Awnings may be located above either window or door bays. For awning sign, plaque sign, window sign and blade sign limits, see Appendix B through E

**Appendix A: sign options for D1, E1-0, E1-1, N1, O1-0, O1-1, S1-0, S1-1, S1-2, Y1-0, Y1-1 sign types**

Example shown is for typical inline retail tenants and is provided for clarification only. Individual tenants signage may vary. The four examples below demonstrate how a variety of sign type combinations can be achieved while still limiting the amount of signage each tenant receives. Each example represents the maximum sign area allowed.

- Sign Band
- Plaque Signage
- Awning Signage
- Blade Signage
- Window/Door Signage

SCALE 1" = 10'



**Example 1: Applicable to sign types E1-0, N1-0, O1-0, S1-0, S1-1, Y1-0**  
 17'-3" of Lease Frontage  
 $x 1.5 = 25.88$  sf Max Signage Area

- 1 - Sign Band @ 14 sf
- 1 - Window/Door Sign @ 5 sf
- 1 Blade Sign @ 6.88 sf (Including both sides)
- Total = 25.88 sf

**Example 2: Applicable to sign types E1-1, O1-1 & Y1-1**  
 20'-0" of Lease Frontage  $x .75 = 15$  sf Max Signage Area

- 1 - Awning sign @ 8.5 sf
- 2 - Window/Door Signs @ 8.4 sf
- 2 Plaque Signs @ 2.29 sf
- Total = 29.88 sf

**Example 3: Applicable to sign types D1 and S1-2**  
 17'-6" of Lease Frontage  
 $x 1.0 = 17.5$  sf Max Signage Area

- 1 - Sign Band @ 26.125 sf

**Appendix B: window signage provisions - signs D1, E1-0, E1-1, N1, O1-0, O1-1, S1-0, S1-1, S1-2, Y1-0, Y1-1**

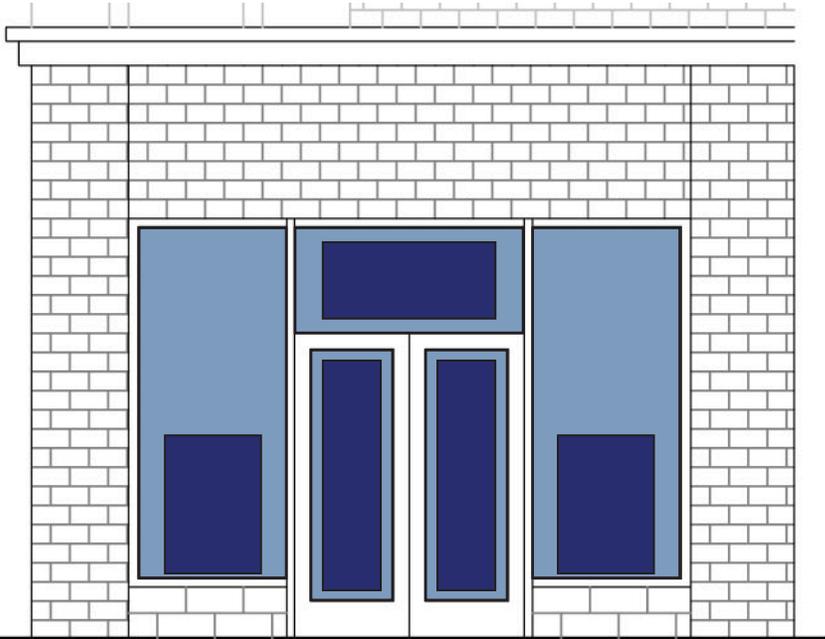
Example shown is a typical inline retail tenant with the maximum size window signs permitted and is provided for clarification only.

 Potential Window/Door Sign Area (may not exceed 10% of the total aggregate window area)

 Window/Door Area

**Window/Door Signage:**

The example shown to the right demonstrates possible locations of window/door signage, however tenants are only permitted two window/door signs per public entrance. Each window/door sign shown also represents the maximum sign area allowed per sign (9 sf).



Scale 1"=5'



Note: The images above are provided for informational use only and are not intended to portray the actual sign area allowed in the Sign Plan. These images are provided to help illustrate the high-quality of materials that will be used and the variety that they contribute to the retail streetscape.

**Guidelines**

**Total Aggregate Sign Area:** 18 sf max. per public entrance

**Max. Number of Signs:** 3 per public entrance

**Max. Area of Any One Sign:** 9 sf

**Illumination:** Backlit by interior lighting

**Sign Type:** Building mounted

**Sign Materials:** Etched, painted, silk-screened or vinyl letters applied to glass area, carved wood, glass or metal suspended within window area.

**Color:** Colors will vary per tenant signage program and are subject to change with corporate branding

**Additional Requirements:** No phone numbers, websites, e-mail addresses or advertisements permitted.

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**Appendix C: blade sign provisions - signs D1, E1-0, E1-1, N1, O1-0, O1-1, S1-0, S1-1, S1-2, Y1-0, Y1-1**

Provides identification for first floor tenants.

**Sign Message:** Tenant Name/Logotype

**Sign Colors:** Per tenant signage program and subject to change with corporate branding

**Sign Materials:** Carved wood, metal, etched glass, or other similar materials. Double-sided only, single-sided blade signs not permitted, no plastic

**Mounting Materials:** Metal or wood brackets, tubes, chains, projecting from a wall or hung from an architectural element on the first floor. Brackets or other suspension devices shall compliment the sign style  
\* Brackets or other suspension devices shall not be computed as part of the allowable sign area, or sign height above sidewalk



Note: The images above are provided for informational use only and are not intended to portray the actual sign area allowed in the Sign Plan. These images are provided to help illustrate the high-quality of materials that will be used and the variety that they contribute to the retail streetscape.

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## Guidelines

**Total Aggregate Sign Area:** 24 sf

**Sign Type:** Building mounted

**Max. Number of Signs:** 1/public entrance of building.  
Corner tenants allowed 2, 1 per facade

**Max. Sign Height:** Top of sign may be mounted a maximum of 12 ft above the sidewalk; bottom of sign must be mounted at least 7 ft above the sidewalk.  
The blade sign itself may not exceed 3 ft in height

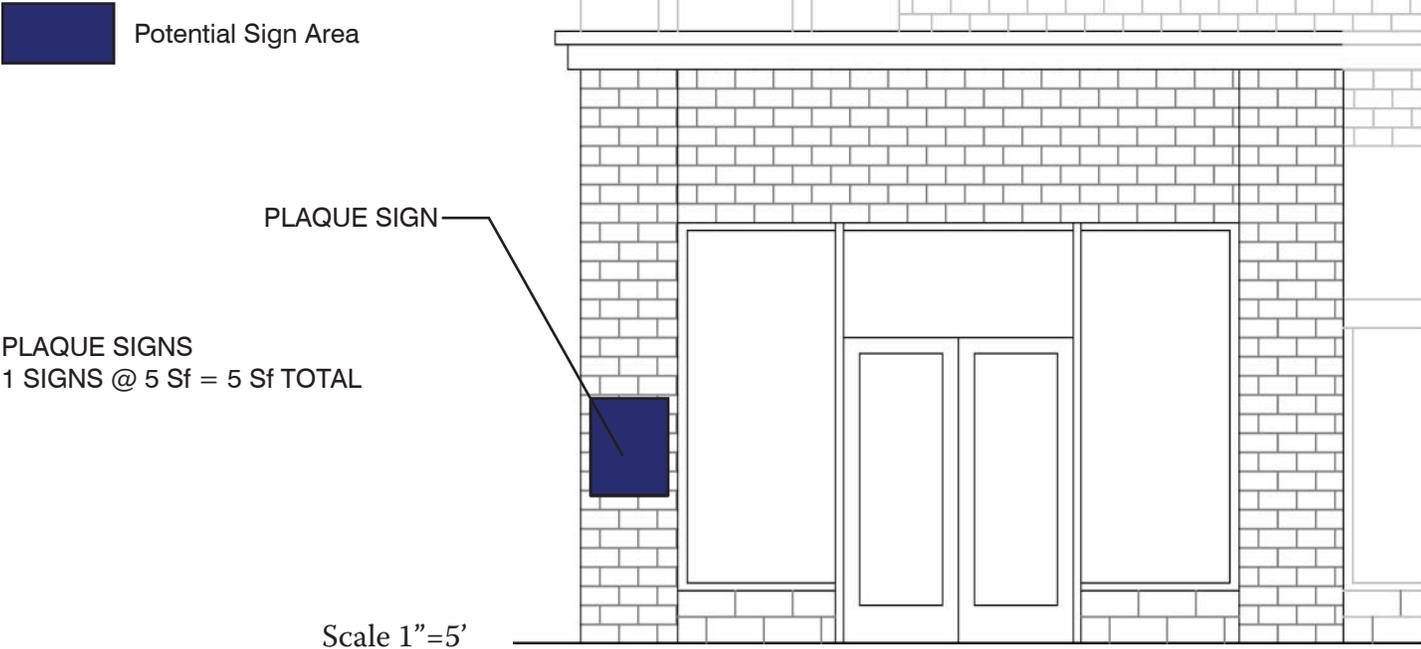
**Max. Area of Any One Sign:** 12 sf, each face of any one sign (two-sided)

**Max. Projection from wall:** 5 ft

**Illumination:** None

**Appendix D: plaque sign provisions - signs D1, E1-0, E1-1, N1, O1-0, O1-1, S1-0, S1-1, S1-2, Y1-0, Y1-1**

Example shown is a typical inline retail tenant with the maximum size plaque sign area permitted and is provided for clarification only.



Note: The images above are provided for informational use only and are not intended to portray the actual sign area allowed in the Sign Plan. These images are provided to help illustrate the high-quality of materials that will be used and the variety that they contribute to the retail streetscape.

**Guidelines**

**Total Aggregate Sign Area:** 5 sf max. per public entrance

**Max. Number of Signs:** 2 per public entrance

**Max. Area of Any One Sign:** 5 sf

**Illumination:** White light

**Sign Type:** Building mounted

**Sign Materials:** Incised letters on carved wood, metal, glass, or other similar materials, no plastic

**Color:** Colors will vary per tenant signage program and are subject to change with corporate branding

**Additional Requirements:** No phone numbers, websites, e-mail addresses or advertisements permitted.

**Appendix E: awning and eyebrow signage provisions - signs EI-1, OI-1, SI-2, S2-2, YI-1**

*Provides identification and shade for all first floor retail tenants*

**Sign Message:** Tenant Name/Logotype, Product/Service Descriptor

*fill 75% of the entire fringe. If a sign is painted on the end/side of the awning, the sign envelope may fill 1/3rd of this area. Max. Fringe Height = 9 in.*

**Sign Materials:** Canvas, fabric or similar type material, attached to a metal frame. Signs painted directly on canvas (sign envelope). No plastic or vinyl awnings permitted.

**Eyebrow Signs:** Per tenant signage program and subject to change with corporate branding Eyebrow signage allowed on flat metal canopy only and shall be made of aluminum channel letters. Eyebrow signage not to extend over the canopy edge.

**Sign Colors:** Per tenant signage program and subject to change with corporate branding

**Refer to Appendix C for a graphic description of awning sign area allowed.**

**Awning Sign Calculations:** The awning's size is calculated by the width of the awning multiplied by the height plus the fringe area. The end panels do not count toward the calculation if the ends are approximately perpendicular to the building face. If the awning is of a semicircular or bullnose design, the entire surface area, plus fringe area, of the awning is calculated

*Awning sign envelope shall be max. 1/8th of the total awning sf Sign envelope on the fringe of the awning may*



*Note: The images above are provided for informational use only and are not intended to portray the actual sign area allowed in the Sign Plan. These images are provided to help illustrate the high-quality of materials that will be used and the variety that they contribute to the retail streetscape.*

**Guidelines**

**Total Aggregate Awning Area:** N/A, dependent upon architectural storefront design

**Illumination:** None

**Max. Number of Awning/Eyebrow Canopy:** 1 per window or door bay. Not permitted on rear entrance doors. In situations where window and door bays are continuous, a single awning or eyebrow may span the entire distance within the parameters of "Max. Length"

**Awning/Eyebrow Type:** Building mounted

**Max. Height of awning:** 5 ft

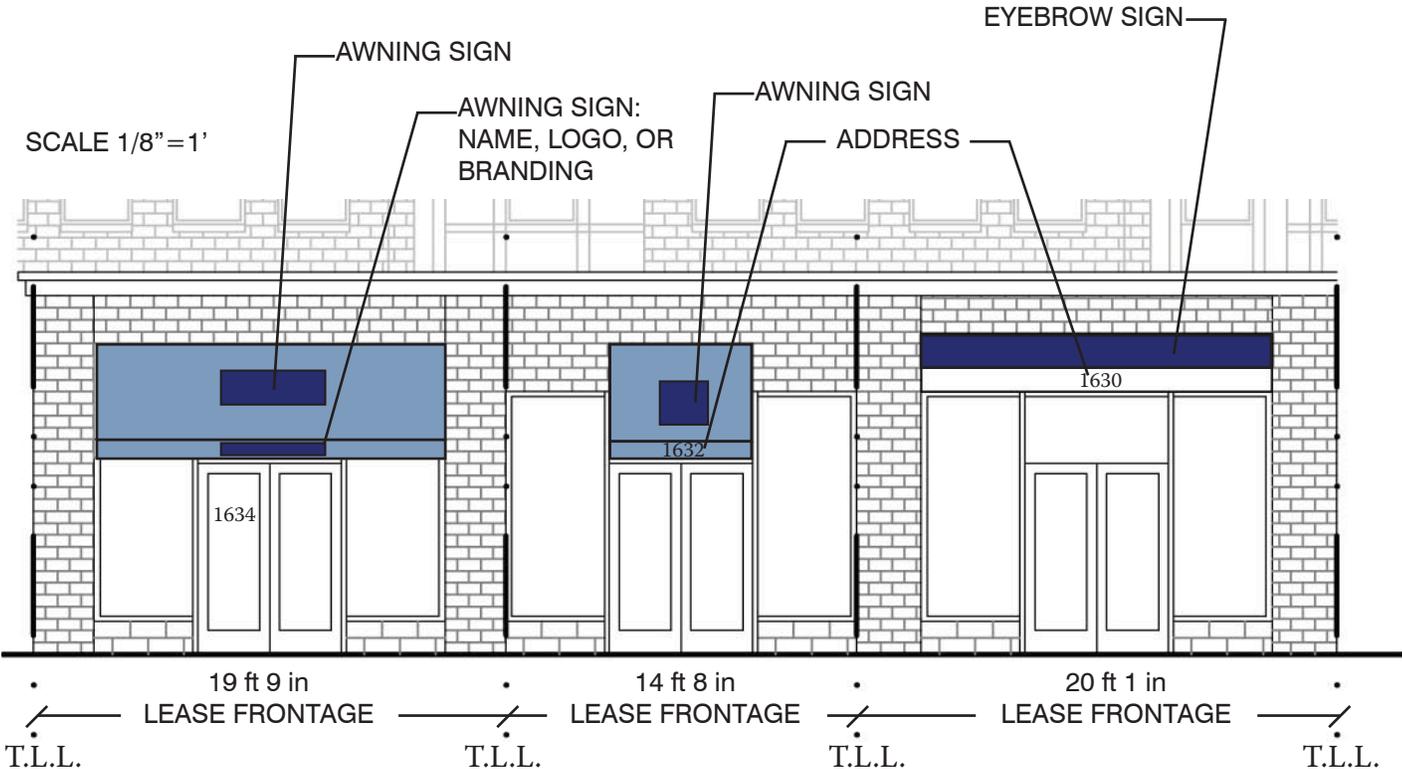
**Max. Height of Eyebrow:** 1 ft. 6 in. Awning and eyebrow signs shall not be located above the first floor.

**Max. Area of Any One Awning:** 200 sf

**Max. Length:** No one awning/eyebrow sign can be longer than the lease frontage.

**Appendix F: awning and eyebrow signage - signs E1-1, O1-1, S1-2, S2-2, Y1-1**

Example shown is for a typical ground floor inline retail tenant with an awning and is provided for clarification only. Individual tenants signage may vary within the limits defined herein.



**Window Bay Awning Signage:**

19'-9" of Lease Frontage x 0.8 =  
 15.8' maximum awning length

Awning area = 69.75 sf (awning area does not count towards sign area, pursuant to guidelines on page 45)

Awning Sign Area = 69.75 x 1/8 =  
 8.72 sf

Note: If address is printed on the awning fringe it does not count towards the aggregate sign area. Any other type of text or branding shall be added into the aggregate sign area.

**Door Bay Awning Signage:**

14'-8" of Lease Frontage x 0.8 =  
 11.73' maximum awning length

Awning area = 28.5 sf (awning area does not count towards sign area, pursuant to guidelines on page 45)

Awning Sign Area = 28.5 x 1/8 =  
 3.56 sf

Note: If address is printed on the awning fringe it does not count towards the aggregate sign area. Any other type of text or branding shall be added into the aggregate sign area.

**Eyebrow Signage:**

20'-1" of Lease Frontage x 0.8 =  
 16.06' maximum eyebrow length

Maximum letter height: 1.5'

Eyebrow Sign Area = 16' x 1.5' = 24 sf

Note: If address is printed on canopy frame it does not count towards the aggregate sign area. Any other type of text or branding shall be added into the aggregate sign area.

Appendix F: lighting examples



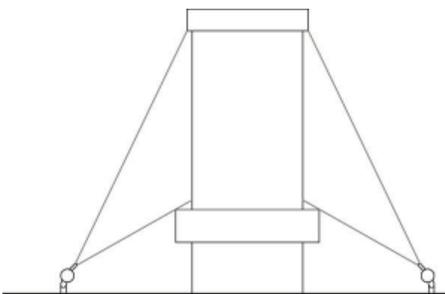
Examples of internally illuminated channel lit letters and internally lit cabinet signage located applicable to sign types: C1, D1, E1-0, E1-1, M2, M3, N1, N2, O1-0, O1-1, O2, S1-0, S1-1, S1-2, S2-0, S2-1, S2-2, Y1-0, Y1-1, Z7



Examples of internally illuminated channel lit letters and internally lit cabinet signage, to be located at the top floor of the building. Applicable to sign types: B1 and C1

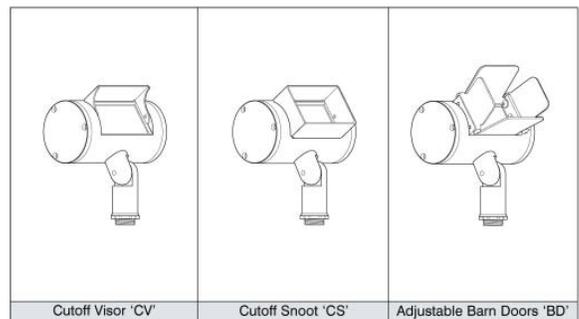


Typical uplight that will be used to illuminate sign types: A1, A2, A3, A4, C2, F1, M1-0, M2, M3, M4, Z7



Scale: 3/4"=1'

**Entrance Feature Section**



Uplights to be placed in front of the sign area and will be directed only at the sign. The uplights will use both a rotating head and cutoff accessories to help contain and direct the light to the desired area. The lights that will be used are approximately 5" tall and 5" in length, use a 20-65 watt bulb, have a clear lens and a powdercoat finish.

Table 5-1204(D) Sign Requirements Matrix

	LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing	Section 5-1204(D)(3)(k) PD-OP and PD-RDP Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising
proposed	Section 5-1204(D)(3)(k) PD-OP and PD-RDP Development Entrance Signs A1 - Project Icon Sign	<b>96 SF</b>	<b>2</b>	60 SF			2	120 SF	5 FT	White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising
existing	Section 5-1204(D)(3)(k) PD-OP and PD-RDP Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising
proposed	Section 5-1204(D)(3)(k) PD-OP and PD-RDP Development Entrance Signs A2 - Sector Icon Sign	<b>72 SF</b>	<b>8</b>	60 SF			2	120 SF	5 FT	White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising
existing	Section 5-1204(D)(7)(h) Miscellaneous Signs Directional Signs, On-Site			4 SF						Backlight or White Light	5 FT	Freestanding	3 FT	Signs shall be located only where there is a changes in direction and shall contain no advertising.
proposed	Section 5-1204(D)(7)(h) Miscellaneous Signs Directional Signs, On-Site A3 - Sector Directional Sign	<b>18 SF</b>	<b>2</b>	<b>9 SF</b>						Backlight or White Light	5 FT	Freestanding	<b>3 FT 9 IN</b>	Signs shall be located only where there is a changes in direction and shall contain no advertising.

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(7)(h) Miscellaneous Signs Directional Signs, On-Site			4 SF						Backlight or White Light	5 FT	Free-standing	3 FT	Signs shall be located only where there is a changes in direction and shall contain no advertising.
proposed Section 5-1204(D)(7)(h) Miscellaneous Signs Directional Signs, On-Site A4 - Internal Sector Directional Sign	12.75 SF	2	6.375 SF						Backlight or White Light	5 FT	Ground Mounted	3 FT 9 IN	Signs shall be located only where there is a changes in direction and shall contain no advertising.
existing Section 5-1204(D)(3)(n) Office - Building ID Sign (4-5 Stories)	200 SF	1/facade	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of the building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same
proposed Section 5-1204(D)(3)(n) Office - Building ID Sign (4-5 Stories) B1 - Office Signage	0.5 SF/1 linear ft of building frontage	2 per facade, no more than 3 signs	0.5 SF/1 linear ft of building frontage						Backlight		Building Mounted	Single line of copy 36" max., double line of copy 54" max. Roofline	Sign must be located at the top floor of the building, otherwise maximum area of sign is 20 sf. Name and message on each facade do not have to be the same and multiple tenants may have signs, but the max number of signs will not increase

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3) (z) Hotel, Motel and Conference Center (6+ Stories)	90 SF	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF
proposed Section 5-1204(D)(3) (z) Hotel, Motel and Conference Center (6+ Stories) C1 - Hotel Building Signage	<b>255 SF</b>	<b>3</b>	<b>107 SF</b>						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF
existing Section 5-1204(D)(3) (w) Hotel, Motel and Conference Center - (freestanding) Entrance Signs		1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
proposed Section 5-1204(D)(3) (w) Hotel, Motel and Conference Center - (freestanding) Entrance Signs C2 - Hotel Icon Signage		1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	

Table 5-1204(D) Sign Requirements Matrix

	LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing	Section 5-1204(D)(3)(v) Child Care Center	20 SF	2	10 SF			1.5	15 SF	6 FT	Backlight, none in Resi- dential Districts		Freestanding  Building Mounted	8 FT	
proposed	Section 5-1204(D)(3)(v) D1 - Child Care Center Signage	<b>1 SF per linear ft. of primary facade frontage. 0.75 SF per linear ft. of secondary facade frontage</b>	<b>3 per primary facade, 2 per secondary facade, 9 per tenant</b>	<b>1 SF per linear ft. of primary facade frontage</b>						Backlight		Building Mounted	<b>30" max. for single line of copy, 54" max. for double line of copy</b>  Roofline	
existing	Section 5-1204(D)(3)(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)	60 SF	3 (freestanding Building) 1 freestanding sign/vehicular entrance, no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light		Freestanding  Building Mounted	15 FT  Roofline	
proposed	Section 5-1204(D)(3)(ii) E1-0 - Pad Site Retail Tenant Signage	<b>1.5 SF per linear ft. of primary facade frontage. 0.75 SF per linear ft. of secondary facade frontage</b>	<b>6 per primary facade, 3 per secondary facade, 18 per tenant</b>	<b>1.5 SF per linear ft. of building frontage</b>						Backlight or White Light		Building Mounted	<b>30" max. for a single line of copy, 45" for a double line of copy</b>  Roofline	

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3)(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)	60 SF	3 (freestanding Building) 1 freestanding sign/vehicular entrance, no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light		Freestanding  Building Mounted	15 FT  Roofline	
proposed Section 5-1204(D)(3)(ii) Business Signs E1-1 Pad Site Retail Tenant Signage with Awning	<b>0.75 SF per linear ft or primary facade frontage. 0.5 SF per linear ft. of secondary facade frontage</b>	<b>4 per primary facade, 2 per secondary facade, 12 per tenant</b>	<b>0.75 SF per linear ft of frontage</b>						Backlight or White Light		Building Mounted	<b>30" max. for a single line of copy, 45" max. for double line of copy</b>  Roofline	
existing Section 5-1204(D)(3)(c) Places of Worship	20 SF	2	10 SF			1.5	15 SF	8 FT	Backlight	5 FT	Freestanding  Building Mounted	8 FT  Roofline	Signs shall contain no advertising
proposed Section 5-1204(D)(3)(c) Places of Worship F1 - Church Signage	20 SF	1	<b>9 SF (each side)</b>				<b>12.25 SF (each side)</b>	8 FT	<b>White Light or Backlight</b>	5 FT	Freestanding	8 FT	Signs shall contain no advertising

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3)(c) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments	60 SF	1/vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
proposed Section 5-1204(D)(3)(c) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments M1 - Project Icon Sign	<b>64 SF</b>	<b>2</b>	<b>32 SF</b>				<b>103 SF</b>	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	<b>One sided only; sign shall contain no advertising</b>

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3)(c) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments	60 SF	1/vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
proposed Section 5-1204(D)(3)(c) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments M2 - Community Commercial Sector Sign	<b>206 SF</b>	<b>2</b>	<b>51.5 SF (Each side)</b>				45 SF	<b>10'-2"</b>	Backlight or White Light	10 FT	Freestanding	15 FT	
existing Section 5-1204(D)(3)(c) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments	60 SF	1/vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
proposed Section 5-1204(D)(3)(c) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments M3 - Community Commercial Icon Sign	60 SF	<b>1</b>	<b>20.5 SF</b>				45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	<b>One sided only; sign shall contain no advertising</b>

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)		Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing	Section 5-1204(D)(7)(h) Miscellaneous Signs Directional Signs, On-Site			4 SF						Back-light or White Light	5 FT	Free-standing	3 FT	Signs shall be located only where there is a changes in direction and shall contain no advertising
proposed	Section 5-1204(D)(3)(c) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments M4 - Primary Directional Sign	9 SF	1	9 SF						Back-light or White Light	5 FT	Free-standing	3 FT 9 IN	Signs shall be located only where there is a change in direction and shall contain no advertising
existing	Section 5-1204(D)(3)(r) Auto Service Station (including convenience store, car wash & repair)	60 SF	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Back-light	5 FT	Free-standing Building Mounted	15 FT Roofline	Total sign area excludes federally mandated gasoline price posting
proposed	Section 5-1204(D)(3)(r) Auto Service Station (including convenience store, car wash & repair) N1 - Service Station Building Signage	1.5 SF per linear ft or primary facade frontage. 1 SF per linear ft. of secondary facade frontage	5 per primary facade, 3 per secondary facade, 10 per tenant	1.5 SF per linear ft of facade frontage						Back-light		Building Mounted	Roofline	Primary service station signage only applies to facades with a public entrance. Secondary service station signage is limited to sides and rear of building; side and rear facades of service station & car wash count as one facade. Rear facades of service station & car wash count as one facade.

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)		Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing	Section 5-1204(D)(3)(r) Auto Service Station (including convenience store, car wash & repair)	60 SF	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Back-light	5 FT	Free-standing  Building Mounted	15 FT  Roofline	Total sign area excludes federally mandated gasoline price posting
proposed	Section 5-1204(D)(3)(r) Auto Service Station (including convenience store, car wash & repair) N2 - Service Station Canopy Signage	<b>0.75 SF per linear ft. of canopy</b>	<b>1 per facade, no more than 3 total</b>	<b>0.75 SF per linear ft. of canopy</b>						Back-light		Building Mounted	Roofline	Total sign area excludes federally mandated gasoline price posting
existing	Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	2 SF per linear ft. of building frontage, not to exceed 60 SF	1 per facade, no more than three signs	60 SF						Back-light or White Light		Building Mounted	Roofline	
proposed	Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses O1-0 - Pad Site Retail Tenant Signage	<b>1.5 SF per linear ft. of primary facade frontage. 0.75 SF per linear ft. of secondary facade frontage</b>	<b>6 per primary facade, 3 per secondary facade, 18 per tenant</b>	<b>1.5 SF per linear ft. of building frontage</b>						Back-light or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy.</b>  Roofline	

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	2 SF per linear ft. of building frontage, not to exceed 60 SF	1 per facade, no more than three signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
proposed Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses O1-1 - Pad Site Retail Tenant Signage with Awning	<b>0.75 SF per linear ft. of primary facade frontage.</b> <b>0.5 SF per linear ft. of secondary facade frontage</b>	<b>4 per primary facade,</b> <b>2 per secondary facade, 12 per tenant</b>	<b>0.75 SF per linear ft. of building frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy.</b>  Roofline	
existing Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	2 SF per linear ft. of building frontage, not to exceed 60 SF	1 per facade, no more than three signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
proposed Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses O2 - Pad Site Retail Tenant Canopy Signage	<b>0.75 SF per linear ft. of canopy frontage.</b>	<b>1 per canopy</b>	<b>0.75 SF per linear ft. of canopy frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy. Displayed at canopy height</b>	

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	2 SF per linear ft. of building frontage, not to exceed 60 SF	1 per facade, no more than three signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
proposed Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses S1-0 - Anchor Inline Retail Tenant Front Signage	<b>1.5 SF per linear ft. of building frontage.</b>	<b>11</b>	<b>1.5 SF per linear ft. of building frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy</b>  <b>Roofline</b>	
existing Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	2 SF per linear ft. of building frontage, not to exceed 60 SF	1 per facade, no more than three signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
proposed Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses S1-1 - Inline Retail Tenant Front Signage	<b>1.5 SF per linear ft. of building frontage</b>	<b>6 Signs per public entrance</b>	<b>1.5 SF per linear ft. of building frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy.</b>  <b>Signs not to be displayed higher than 6" below 2nd floor windows or cornice line, dependant upon architecture</b>	

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	2 SF per linear ft. of building frontage, not to exceed 60 SF	1 per facade, no more than three signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
proposed Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses S1-2 - Inline Retail Tenant Signage with Awning	<b>1 SF per linear ft. of building frontage</b>	<b>3 signs per public entrance</b>	<b>1 SF per linear ft. of building frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy. Signs not to be displayed higher than 6" below 2nd floor windows or cornice line, dependant upon architecture</b>	
existing Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	2 SF per linear ft. of building frontage, not to exceed 60 SF	1 per facade, no more than three signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
proposed Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses S2-0 - Primary Inline Retail Tenant Rear Signage	<b>0.4 SF per linear ft. of building frontage</b>	<b>2</b>	<b>0.4 SF per linear ft. of building frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy.</b>  Roofline	

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	2 SF per linear ft. of building frontage, not to exceed 60 SF	1 per facade, no more than three signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
proposed Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses S2-1 - Inline Retail Tenant Signage with Awning	<b>0.5 SF per linear ft. of building frontage</b>	<b>1 per tenant</b>	<b>0.5 SF per linear ft. of building frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy.</b>  Roofline	
existing Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	2 SF per linear ft. of building frontage, not to exceed 60 SF	1 per facade, no more than three signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
proposed Section 5-1204(D)(3)(d) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses S2-2 - Inline Retail Tenant Rear Signage with Awning	<b>0.4 SF per linear ft. of building frontage</b>	<b>1 per tenant</b>	<b>0.4 SF per linear ft. of building frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy.</b>  Roofline	

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3)(cc) Restaurant - (Freestanding Building with over 4,000 SF floor area	120 SF	3	20 SF  60 SF Building Mounted	1.5	30 SF	1.5	45 SF	8 SF	Backlight	10 FT	Free-standing  Building Mounted	Roofline	Drive-through menu does not count toward sign area
proposed Section 5-1204(D)(3)(cc) Restaurant - (Freestanding Building with over 4,000 SF floor area Y1-0 - Pad Site Restaurant Signage	<b>1.5 SF per linear ft. of primary facade frontage. 0.75 SF per linear ft. of secondary facade frontage</b>	<b>6 per primary facade, 3 per secondary facade, 18 per tenant</b>	<b>1.5 SF per linear ft. of frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy.</b>  Roofline	
existing Section 5-1204(D)(3)(cc) Restaurant - (Freestanding Building with over 4,000 SF floor area	120 SF	3	20 SF  60 SF Building Mounted	1.5	30 SF	1.5	45 SF	8 SF	Backlight	10 FT	Free-standing  Building Mounted	Roofline	Drive-through menu does not count toward sign area
proposed Section 5-1204(D)(3)(cc) Restaurant - (Freestanding Building with over 4,000 SF floor area Y1-1 - Pad Site Restaurant Signage with Awning	<b>0.75 SF per linear ft. of primary facade frontage. 0.5 SF per linear ft. of secondary facade frontage</b>	<b>4 per primary facade, 2 per secondary facade, 12 per tenant</b>	<b>0.75 SF per linear ft. of frontage</b>						Backlight or White Light		Building Mounted	<b>30" for a single line of copy, 45" for a double line of copy.</b>  Roofline	

Table 5-1204(D) Sign Requirements Matrix

LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
existing Section 5-1204(D)(3)(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)	60 SF	3 (freestanding Building) 1 freestanding sign/vehicular entrance, no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding  Building Mounted	15 FT  Roofline	
proposed Section 5-1204(D)(3)(ii) Business Signs Z7 - Freestanding Tenant Signage	60 SF	<b>2 per tenant. One large sign or two small signs</b>	20 SF				45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	<b>Freestanding tenant signage limited to pad site tenants</b>
existing Section 5-1204(D)(6)(c) Real Estate - Commercial For Sale Sign		1 (upon any lot of less than 10 acres); 2 upon any lot in excess of ten (10) acres.	20 SF						None	5 FT	Freestanding	6 FT	
proposed Section 5-1204(D)(6)(C) Real Estate - Commercial For Sale Sign Z8 - General Site Leasing Sign		<b>6 at any one time</b>	<b>30 SF (each side)</b>						None	5 FT	Freestanding	<b>7 FT 3 IN</b>	

# Permanent Sign Plan

## Sign Legend

- A<sub>1</sub>** primary entrance sign
- A<sub>2</sub>** secondary entrance sign
- A<sub>3</sub>** primary directional sign
- A<sub>4</sub>** secondary directional sign
- B<sub>1</sub>** office signage
- C<sub>1</sub>** hotel signage
- C<sub>2</sub>** hotel icon signage
- D<sub>1</sub>** child care center signage
- E<sub>1</sub>** pad site retail tenant signage
- F<sub>1</sub>** church signage
- M<sub>1</sub>** vehicular entrance sign
- M<sub>2</sub>** primary retail sign
- M<sub>3</sub>** secondary retail sign
- M<sub>4</sub>** primary directional sign
- N<sub>1</sub>** service station signage
- N<sub>2</sub>** service station canopy signage
- O<sub>1</sub>** pad site retail tenant signage
- O<sub>2</sub>** pad site retail tenant canopy signage
- S<sub>1</sub>** inline retail tenant front signage
- S<sub>2</sub>** inline retail tenant rear signage
- Y<sub>1</sub>** pad site restaurant signage

## Building Use Legend

- |                                |                              |
|--------------------------------|------------------------------|
| <b>I</b> office                | <b>XIV</b> office            |
| <b>II</b> office               | <b>XV</b> office             |
| <b>III</b> office              | <b>XVI</b> office            |
| <b>IV</b> restaurant           | <b>XVII</b> office           |
| <b>V</b> pad site retail       | <b>XVIII</b> office          |
| <b>VI</b> pad site retail      | <b>XIX</b> office            |
| <b>VII</b> inline retail       | <b>XX</b> hotel              |
| <b>VIII</b> pad site retail    | <b>XXXII</b> existing church |
| <b>IX</b> service station      |                              |
| <b>X</b> daycare               |                              |
| <b>XI</b> pad site retail      |                              |
| <b>XII</b> pad site restaurant |                              |
| <b>XIII</b> office             |                              |



# Permanent Sign Plan

Leesburg Pike, Rt 7



**Sign Legend**

- A<sub>1</sub>** project icon sign
- A<sub>2</sub>** sector icon sign
- A<sub>3</sub>** sector directional sign
- A<sub>4</sub>** internal directional sign
- B<sub>1</sub>** office signage

**Building Use Legend**

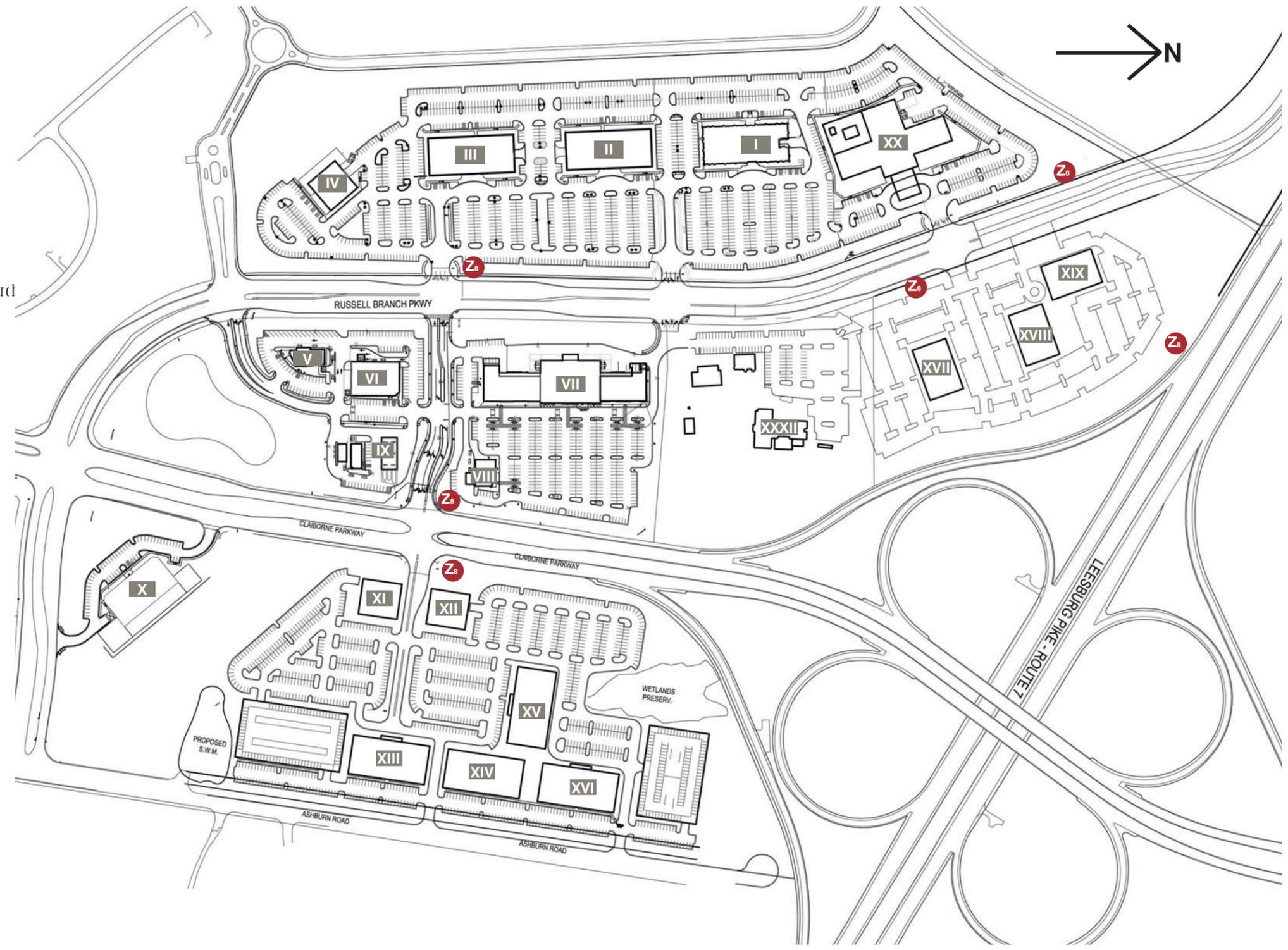
- |                     |                      |
|---------------------|----------------------|
| <b>XXI</b> office   | <b>XXVII</b> office  |
| <b>XXII</b> office  | <b>XXVIII</b> office |
| <b>XXIII</b> office | <b>XXIX</b> office   |
| <b>XXIV</b> office  | <b>XXX</b> office    |
| <b>XXV</b> office   | <b>XXXI</b> office   |
| <b>XXVI</b> office  |                      |

# Temporary Sign Plan

**Sign Legend**  
 general site leasing sign

**Building Use Legend**

<b>I</b> office	<b>XIV</b> office
<b>II</b> office	<b>XV</b> office
<b>III</b> office	<b>XVI</b> office
<b>IV</b> restaurant	<b>XVII</b> office
<b>V</b> pad site retail	<b>XVIII</b> office
<b>VI</b> pad site retail	<b>XIX</b> office
<b>VII</b> inline retail	<b>XX</b> hotel
<b>VIII</b> pad site retail	<b>XXXII</b> existing church
<b>IX</b> service station	
<b>X</b> daycare	
<b>XI</b> pad site retail	
<b>XII</b> pad site restaurant	
<b>XIII</b> office	



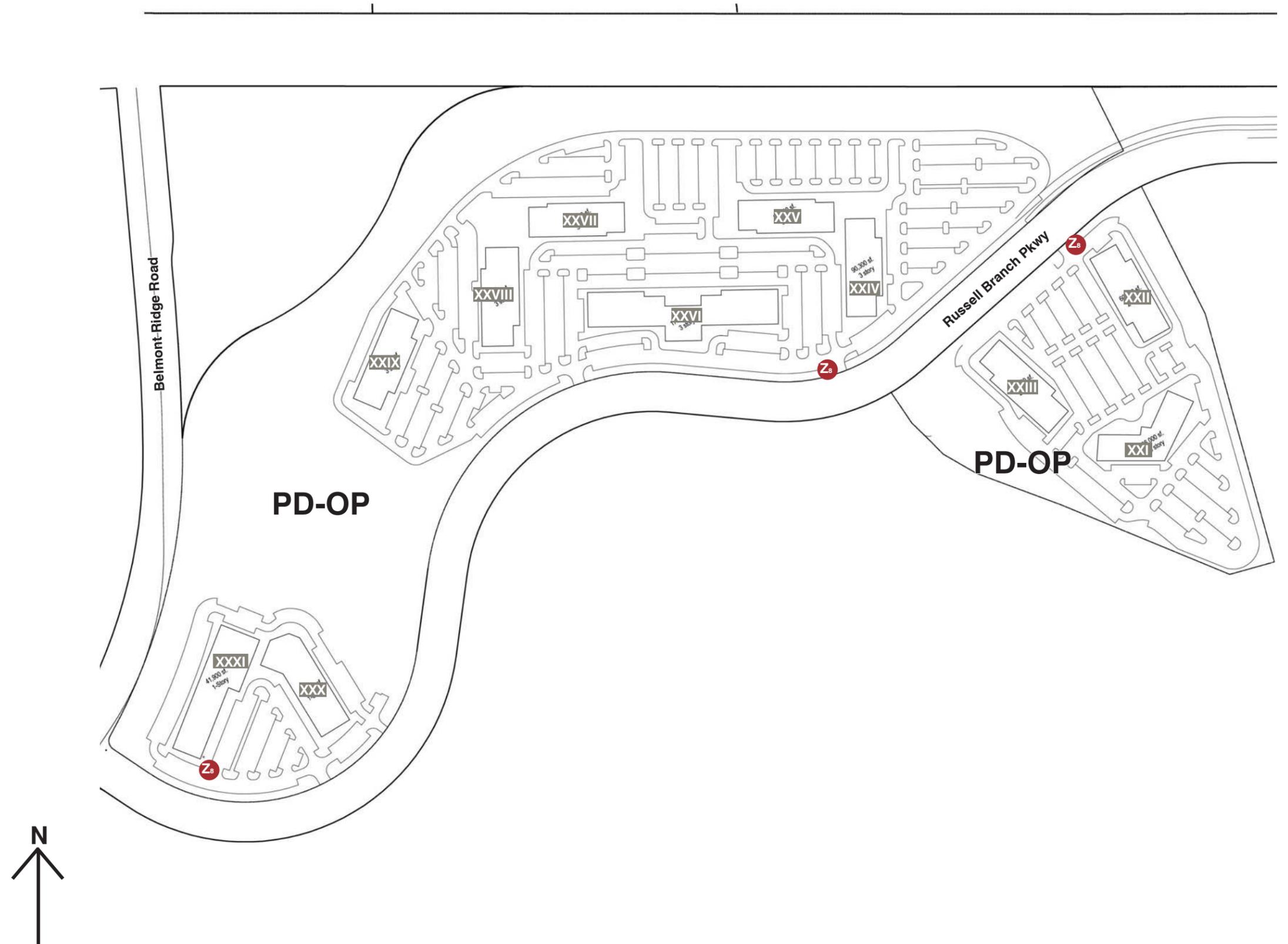
# Temporary Sign Plan

**Sign Legend**

 general site leasing sign

**Building Use Legend**

- |   |  |
|---|--|
|  office |  office |
|  office |  office |
|  office |  office |
|  office |  office |
|  office |  office |
|  office |  |



# Permanent Sign Plan

Proposed Signage and Regulations										
Sign Type	Code	Max. Area of Sign	Max. Number of Signs	Max. Area of Any One Sign	Max. Area of Building Frontage	Max. Height of Sign	Background Color	Lighting	Sign Type	Max. Height (See Note 3)
A1 - Project Icon Sign	Section 5-1204(D)(3)(ii) PD-OP and PD-RDP Development Entrance Signs	96 SF	2	32 SF	103 SF	5 FT	White Light	Ground Mounted		4 FT 4 IN
A2 - Sector Icon Entrance Sign	Section 5-1204(D)(3)(ii) PD-OP and PD-RDP Development Entrance Signs	72 SF	8	9 SF	12.25 SF	4 FT 4 IN	White Light	Ground Mounted		3 FT 9 IN
A3 - Sector Directional Sign	Section 5-1204(D)(7)(ii) Miscellaneous Signs Directional Signs, On-Site	18 SF	2	9 SF	12.25 SF	4 FT 4 IN	White Light	Ground Mounted		3 FT 9 IN
A4 - Internal Sector Directional Sign	Section 5-1204(D)(7)(ii) Miscellaneous Signs Directional Signs, On-Site	12.75 SF	2	6.375 SF	9.5 SF	4 FT 4 IN	White Light	Ground Mounted		3 FT 9 IN
B1 - Office Signage	Section 5-1204(D)(3)(ii) Office - Building ID Sign (4-5 Stories)	0.5 SF/1 linear ft. of building frontage	2 per facade, no more than 3 signs	0.5 SF/1 linear ft. of building frontage				Backlight	Building Mounted	Single line of copy 36" max., double line of copy 54" max.
C1 - Hotel Building Signage	Section 5-1204(D)(3)(ii) Hotel, Motel and Conference Center - (P+Stores)	1.25 SF per linear ft. of building frontage	10	0.75 SF per 1 linear ft. of building frontage				Backlight	Building Mounted	Roofline
C2 - Hotel Building Signage	Section 5-1204(D)(3)(ii) Hotel, Motel and Conference Center - (Freestanding) Entrance Signs	9 SF (each side)	1	9 SF (each side)	12.25 SF	4 FT 4 IN	Backlight or White Light	Ground Mounted		3 FT 9 IN
D1 - Child Care Center Signage	Section 5-1204(D)(3)(ii) Child Care Center	1 SF per linear ft. of primary facade frontage, 0.75 SF per linear ft. of secondary facade frontage	3 per primary facade, 2 per secondary facade, 9 per tenant	1 SF per linear ft. of primary facade frontage				Backlight	Building Mounted	30" max. for single line of copy, 54" max. for double line of copy
E1-0 - Pad Site Retail Tenant Signage	Section 5-1204(D)(3)(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)	1.5 SF per linear ft. of primary facade frontage, 0.75 SF per linear ft. of secondary facade frontage	6 per primary facade, 3 per secondary facade, 18 per tenant	1.5 SF per linear ft. of building frontage				Backlight or White Light	Building Mounted	30" max. for a single line of copy, 45" for a double line of copy
E1-1 Pad Site Retail Tenant Signage	Section 5-1204(D)(3)(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)	0.75 SF per linear ft. of primary facade frontage, 0.5 SF per linear ft. of secondary facade frontage	4 per primary facade, 2 per secondary facade, 12 per tenant	0.75 SF per linear ft. of frontage				Backlight or White Light	Building Mounted	30" max. for a single line of copy, 45" max. for double line of copy
F1 - Church Signage	Section 5-1204(D)(2)(i) Places of Worship	18 SF	1	9 SF (each side)	12.25 SF (each side)	4 FT 4 IN	Backlight or White Light	Freestanding		3 FT 9 IN
M1 - Project Icon Sign	Section 5-1204(D)(3)(i) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments	64 SF	2	32 SF	103 SF	5 FT	White Light	Freestanding		4 FT 4 IN
M2 - Community Commercial Sector Sign	Section 5-1204(D)(3)(i) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments	206 SF	2	51.5 SF (Each side)	39.5 SF (Each side)	10 FT 2 IN	Backlight or White Light	Freestanding		12 FT 0 IN
M3 - Community Commercial Icon Sign	Section 5-1204(D)(3)(i) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments	20.5 SF	1	20.5 SF	40.25 SF	4 FT 7 IN	Backlight or White Light	Freestanding		4 FT 11 IN
M4 - Sector Directional Sign	Section 5-1204(D)(7)(ii) Miscellaneous Signs Directional Signs, On-Site	9 SF	1	9 SF	12.25 SF	4 FT 4 IN	White Light	Freestanding		3 FT 9 IN
N1 - Service Station Building Signage	Section 5-1204(D)(3)(i) Auto Service Station (including convenience store, car wash & repair)	1.5 SF per linear ft. of primary facade frontage, 1 SF per linear ft. of secondary facade frontage	5 per primary facade, 3 per secondary facade, 10 per tenant	1.5 SF per linear ft. of facade frontage				Backlight	Building Mounted	Roofline
N2 - Service Station Canopy Signage	Section 5-1204(D)(3)(i) Auto Service Station (including convenience store, car wash & repair)	0.75 SF per linear ft. of canopy	1 per facade, no more than 3 total	0.75 SF per linear ft. of canopy				Backlight	Building Mounted	Roofline
O1-0 - Pad Site Retail Tenant Signage	Section 5-1204(D)(3)(i) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	1.5 SF per linear ft. of primary facade frontage, 0.75 SF per linear ft. of secondary facade frontage	6 per primary facade, 3 per secondary facade, 18 per tenant	1.5 SF per linear ft. of building frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy
O1-1 - Pad Site Retail Tenant Signage with Awning	Section 5-1204(D)(3)(i) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	0.75 SF per linear ft. of primary facade frontage, 0.5 SF per linear ft. of secondary facade frontage	4 per primary facade, 2 per secondary facade, 12 per tenant	0.75 SF per linear ft. of building frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy
O2 - Pad Site Retail Tenant Canopy Signage	Section 5-1204(D)(3)(i) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	0.75 SF per linear ft. of canopy frontage	1 per canopy	0.75 SF per linear ft. of canopy frontage				Backlight or White Light	Building Mounted	30" for a single line of copy. Displayed at canopy height. Second line of copy prohibited.
S1-0 - Anchor In-line Retail Tenant Front Signage	Section 5-1204(D)(3)(i) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	1.5 SF per linear ft. of building frontage	11	1.5 SF per linear ft. of building frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy
S1-1 - In-line Retail Tenant Front Signage	Section 5-1204(D)(3)(i) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	1.5 SF per linear ft. of building frontage	6 Signs per public entrance	1.5 SF per linear ft. of building frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy
S1-2 - In-line Retail Tenant Front Signage with Awning	Section 5-1204(D)(3)(i) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	1 SF per linear ft. of building frontage	3 signs per public entrance	1 SF per linear ft. of building frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy. Signs not to be displayed higher than 6" below 2nd floor windows or cornice line, dependant upon architecture
S2-0 - Anchor In-line Retail Tenant Rear Signage	Section 5-1204(D)(3)(i) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	0.4 SF per linear ft. of building frontage	2	0.4 SF per linear ft. of building frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy
S2-1 - In-line Retail Tenant Signage with Awning	Section 5-1204(D)(3)(i) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	0.5 SF per linear ft. of building frontage	1 per tenant	0.5 SF per linear ft. of building frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy
S2-2 - In-line Retail Tenant Rear Signage with Awning	Section 5-1204(D)(3)(i) PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses	0.75 SF per linear ft. of building frontage	1 per tenant	0.75 SF per linear ft. of building frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy
Y1-0 - Pad Site Restaurant Signage	Section 5-1204(D)(3)(i)(cc) Restaurant - Freestanding Building with over 4000 SF floor area	1.5 SF per linear ft. of primary facade frontage, 0.75 SF per linear ft. of secondary facade frontage	6 per primary facade, 3 per secondary facade, 18 per tenant	1.5 SF per linear ft. of frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy
Y1-1 - Pad Site Restaurant Signage with Awning	Section 5-1204(D)(3)(i)(cc) Restaurant - Freestanding Building with over 4000 SF floor area	0.75 SF per linear ft. of primary facade frontage, 0.5 SF per linear ft. of secondary facade frontage	4 per primary facade, 2 per secondary facade, 12 per tenant	0.75 SF per linear ft. of frontage				Backlight or White Light	Building Mounted	30" for a single line of copy, 45" for a double line of copy
Z7 - Freestanding Tenant Signage	Section 5-1204(D)(3)(i) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)	25.5 SF	2 per tenant. One large sign (Double sided) or two small signs	9 SF per side for a large sign (Double sided) or 3.75 per side for a small sign (Double sided)	12.25 SF	4 FT 4 IN	Backlight or White Light	Freestanding		3 FT 9 IN

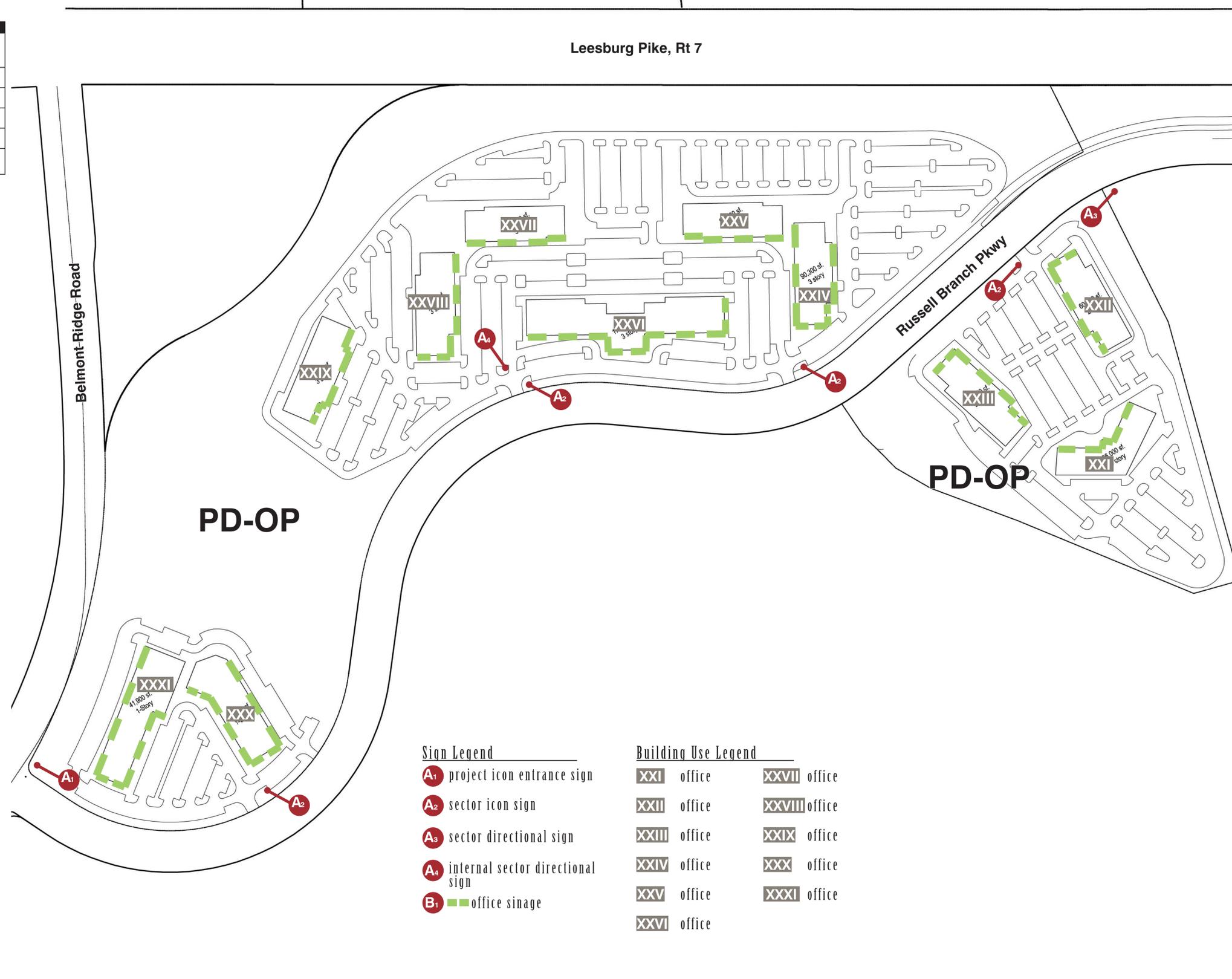


## Sign Legend

- A1** project icon entrance sign
- A2** sector icon sign
- A3** sector directional sign
- A4** internal sector directional sign
- B1** office signage
- C1** hotel building signage
- C2** hotel icon signage
- D1** child care center signage
- E1** pad site retail tenant signage
- F1** church signage
- M1** project icon sign
- M2** community commercial sector sign
- M3** community commercial icon sign
- M4** sector directional sign
- N1** service station signage
- N2** service station canopy signage
- O1** pad site retail tenant signage
- O2** pad site retail tenant canopy signage
- S1** inline retail tenant front signage
- S2** inline retail tenant rear signage
- Y1** pad site restaurant signage
- IV** office
- V** office
- VI** office
- VII** office
- VIII** office
- IX** office
- X** office
- XI** office
- XII** office
- XIII** office
- XIV** office
- XV** office
- XVI** office
- XVII** office
- XVIII** office
- XIX** office
- XX** office
- XXII** existing church

# Permanent Sign Plan

Proposed Signage and Regulations										
Sign Type	Local Use/Sign Category	Max. Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Max. Area of Max. Area of Structure	Max. Height of Background Structure	Max. Height of Structure	Illumination	Sign Type	Max. Height (See Note 3)
A1 - Project Icon Sign PD-OP and PD-RDP	Section 5-1204(D)(3)(k) PD-OP and PD-RDP Development Entrance Signs	96 SF	3	32 SF	103 SF	5 FT	White Light	Ground Mounted		4 FT 4 IN
A2 - Sector Icon Entrance Sign PD-OP and PD-RDP	Section 5-1204(D)(3)(k) PD-OP and PD-RDP Development Entrance Signs	72 SF	8	9 SF	12.25 SF	4 FT 4 IN	White Light	Ground Mounted		3 FT 9 IN
A3 - Sector Directional Sign PD-OP and PD-RDP	Section 5-1204(D)(7)(h) Miscellaneous Signs Directional Signs, On-Site	18 SF	2	9 SF	12.25 SF	4 FT 4 IN	White Light	Ground Mounted		3 FT 9 IN
A4 - Internal Sector Directional Sign Miscellaneous Signs	Section 5-1204(D)(7)(h) Miscellaneous Signs Directional Signs, On-Site	12.75 SF	2	6.375 SF	9.5 SF	4 FT 4 IN	White Light	Ground Mounted		3 FT 9 IN
B1-0 - Office Signage PD-OP and PD-RDP	Section 5-1204(D)(3)(iv) Office - Building ID Sign (4-5 Series)	0.5 SF/1 linear ft of building frontage	2 per facade, no more than 3 signs	0.5 SF/1 linear ft of building frontage			Backlight	Building Mounted	Single line of copy 36" max., double line of copy 54" max.	Roofline



### Sign Legend

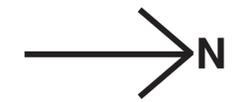
- A<sub>1</sub>** project icon entrance sign
- A<sub>2</sub>** sector icon sign
- A<sub>3</sub>** sector directional sign
- A<sub>4</sub>** internal sector directional sign
- B<sub>1</sub>** office signage

### Building Use Legend

- XXI** office
- XXII** office
- XXIII** office
- XXIV** office
- XXV** office
- XXVI** office
- XXVII** office
- XXVIII** office
- XXIX** office
- XXX** office
- XXXI** office

# Temporary Sign Plan

Proposed Signage and Regulations										
Sign Type	Local Back Sign Category	Max. Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Max. Area of Sign Structure	Max. Height of Background Structure	illumination	Sign Type	Max. Height (See Note 3)	
Z8 - General Site Leasing Sign PO-CP and PO-CC PO-CC-CC	Section 5-1204(D)(6)(C) Real Estate - Commercial For Sale Sign	N/A	6 at any one time	30 SF per side (Double Sided)	N/A	N/A	None	Freestanding	7 FT 3 IN	

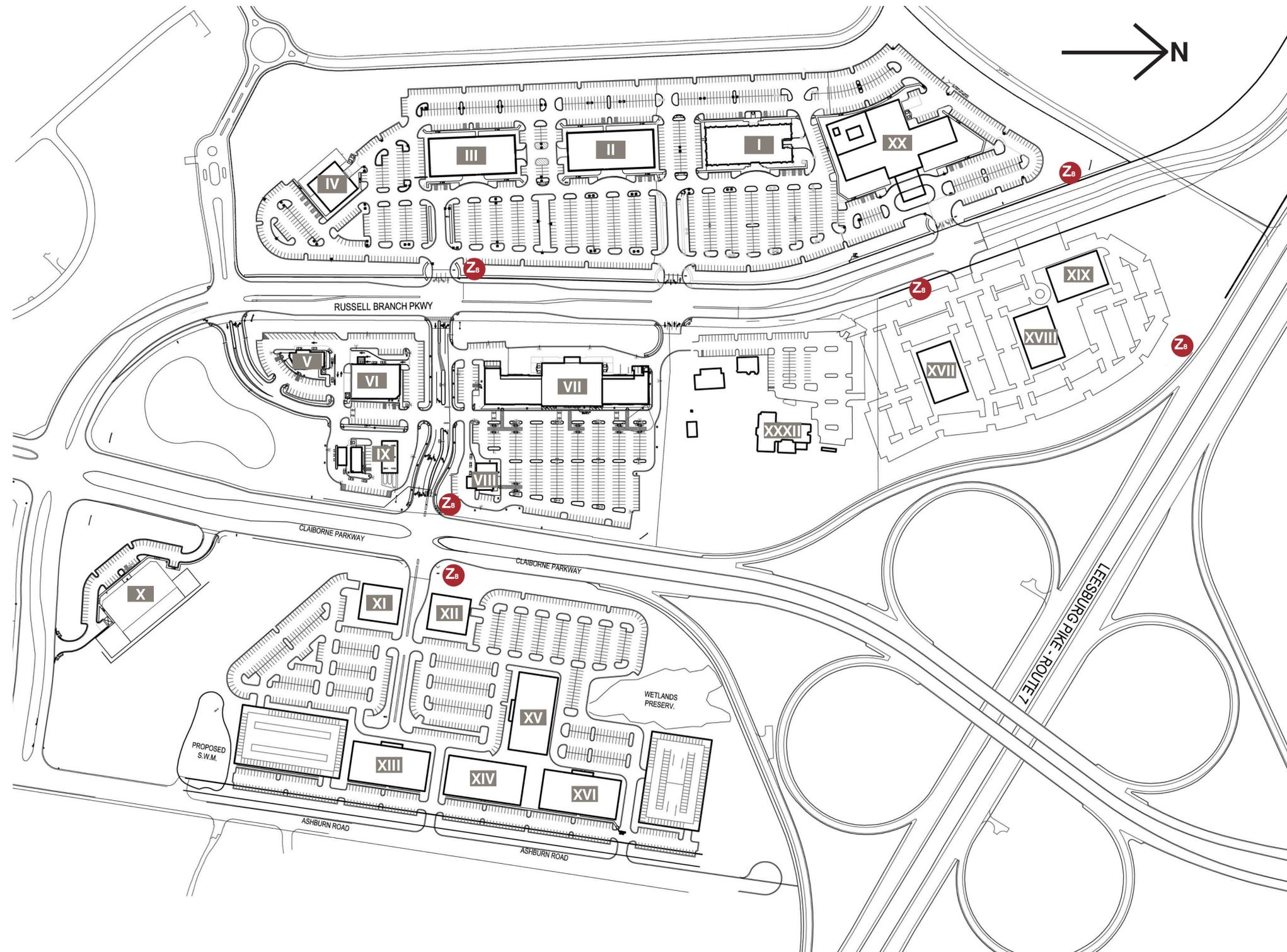


## Sign Legend

**Z8** general site leasing sign

## Building Use Legend

- I** office
- II** office
- III** office
- IV** restaurant
- V** pad site retail
- VI** pad site retail
- VII** inline retail
- VIII** pad site retail
- IX** service station
- X** daycare
- XI** pad site retail
- XII** pad site restaurant
- XIII** office
- XIV** office
- XV** office
- XVI** office
- XVII** office
- XVIII** office
- XIX** office
- XX** hotel
- XXXII** existing church



# Temporary Sign Plan

Proposed Signage and Regulations									
Sign Type	Local Use/Sign Category	Max. Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Max. Area of Sign Structure	Max. Height of Background Structure	Illumination	Sign Type	Max. Height (See Note 3)
Z8 - General Site Leasing Sign PD-OP and PD-RDP PD-CGCC	Section 5-1204(D)(6)(c) Real Estate - Commercial For Sale Sign	N/A	11	30 SF (each side)	N/A	N/A	None	Freestanding	7 FT 3 IN

### Sign Legend

**Z8** general site leasing sign

### Building Use Legend

- XXI** office
- XXII** office
- XXIII** office
- XXIV** office
- XXV** office
- XXVI** office
- XXVII** office
- XXVIII** office
- XXIX** office
- XXX** office
- XXXI** office

