
Belmont Executive Center

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

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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.*

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.



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.

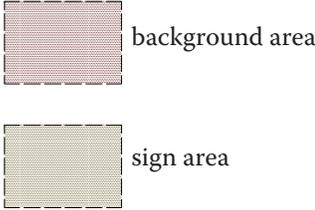
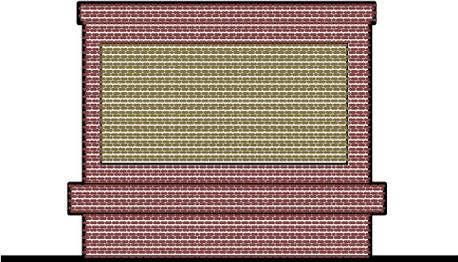
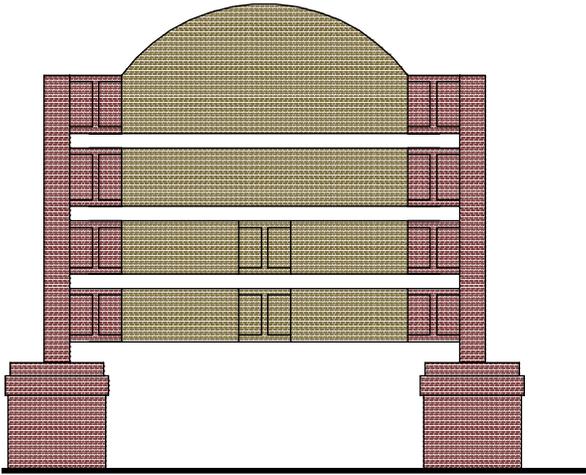
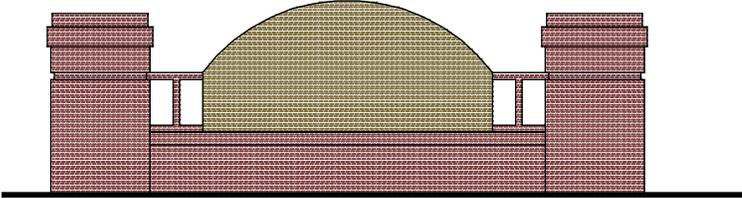
Sign Illumination

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(!@#% ^ & * + = -)

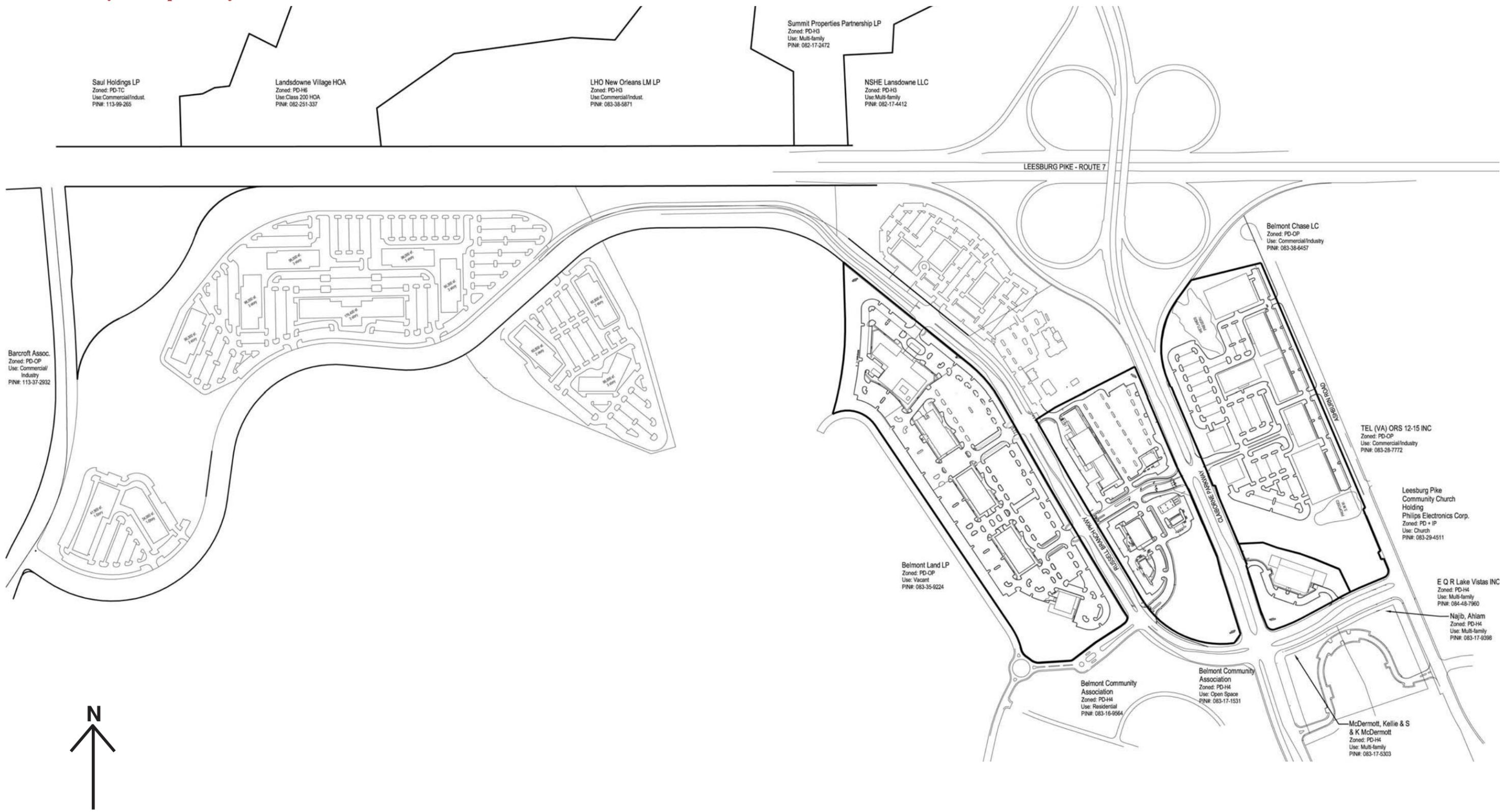
Standard typography will be used for both permanent and temporary signs within Belmont Executive Center with the exception of regulatory signs (i.e. stop signs, parking restriction signs, fire lane signs, etc).

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



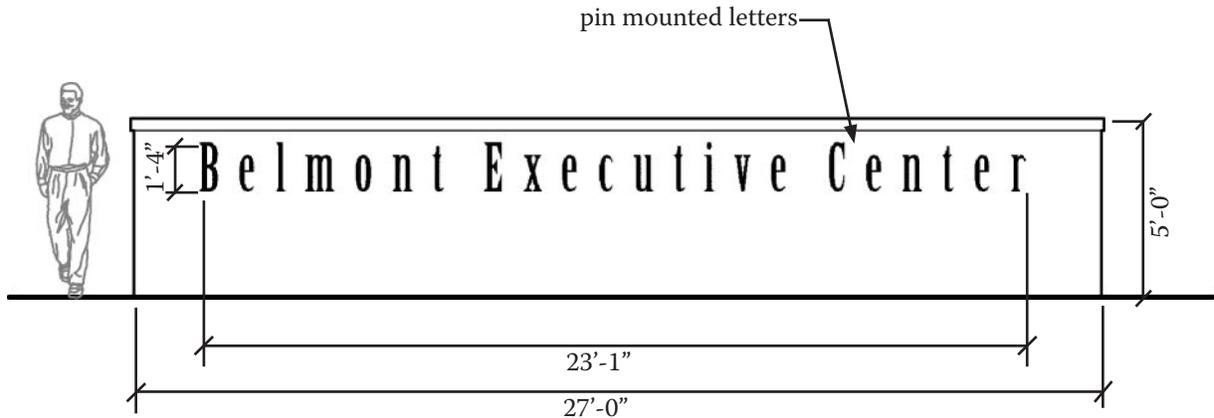
A₁

project icon sign

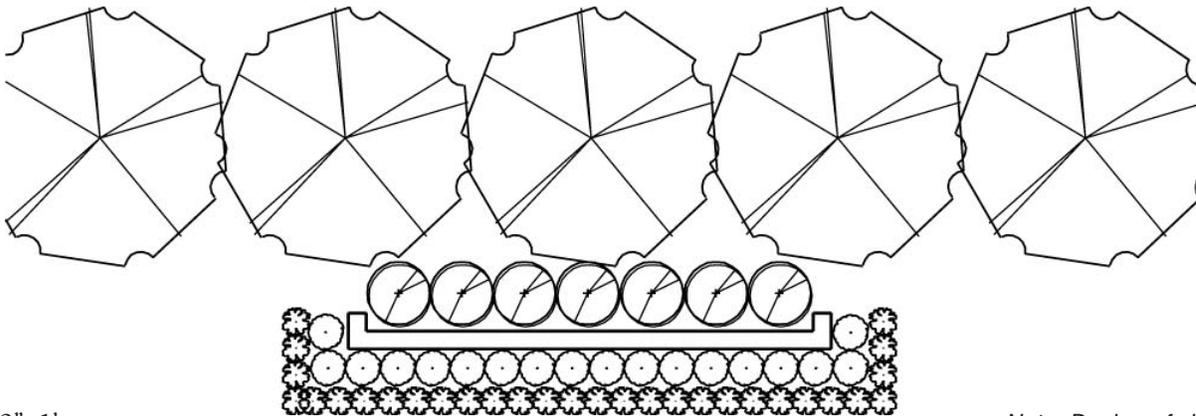
Section 5-1204(D)(3)(k) PD-OP and PD-RDP
 Development Entrance Signs

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: 32 sqft.

Max # of signs: 1

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 adjacent to SW corner of Building XXXI

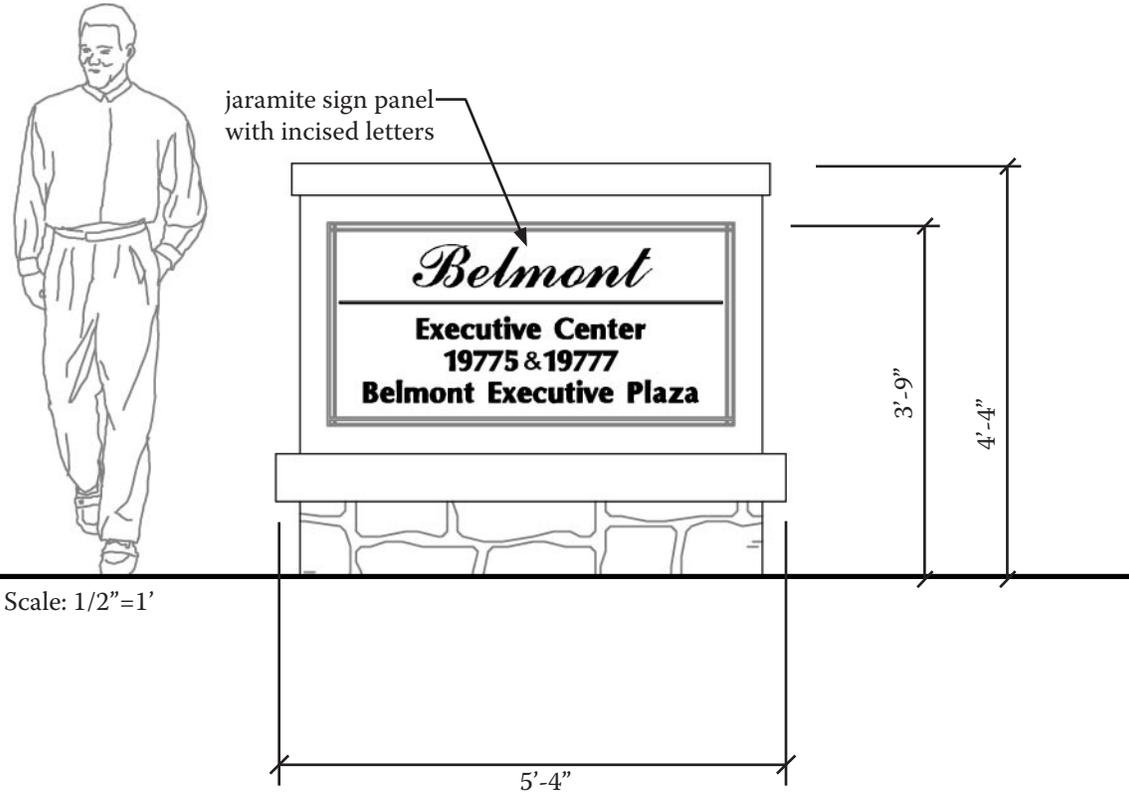
A₂

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 XXV

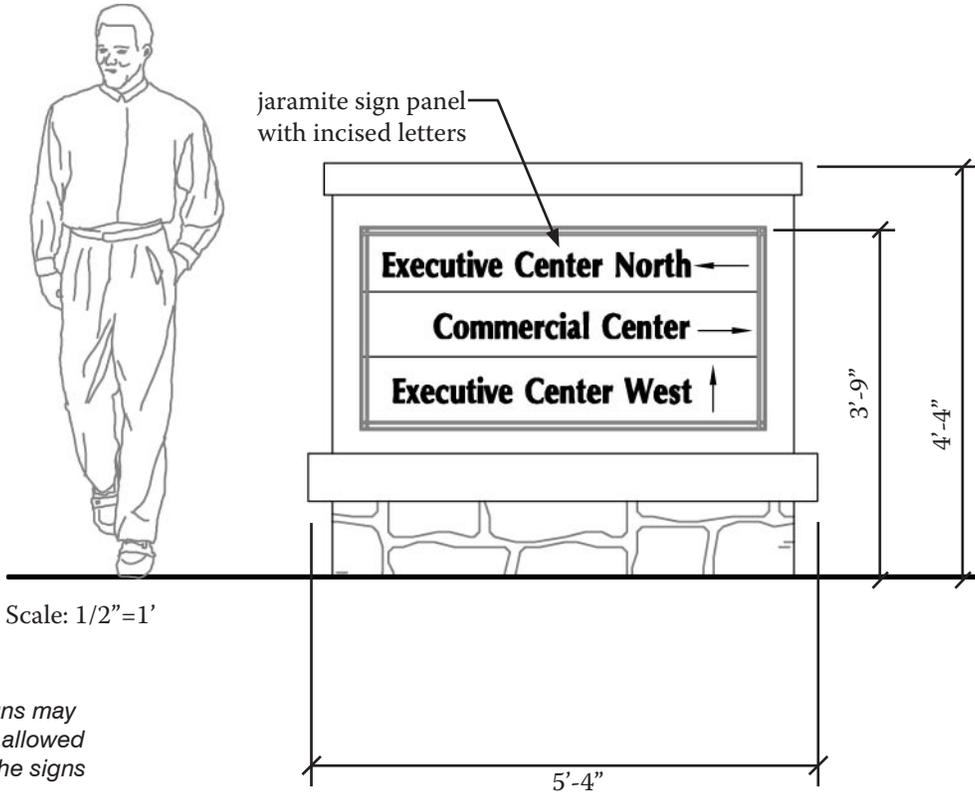
A₃

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: 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

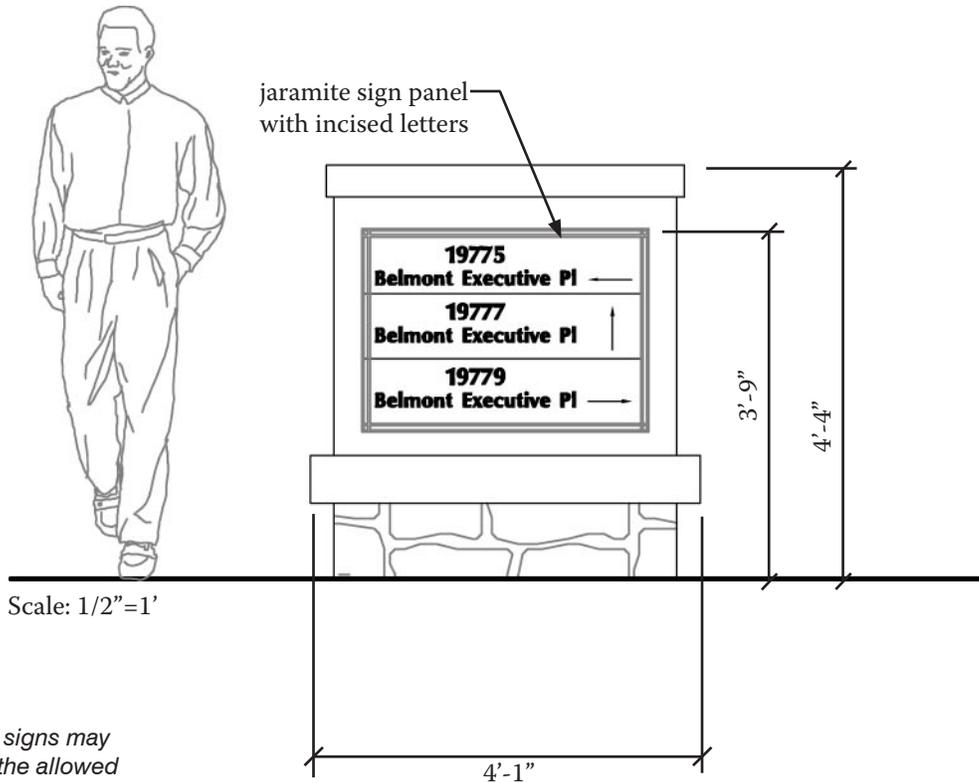
Locations:

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

A₄

**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

B₁

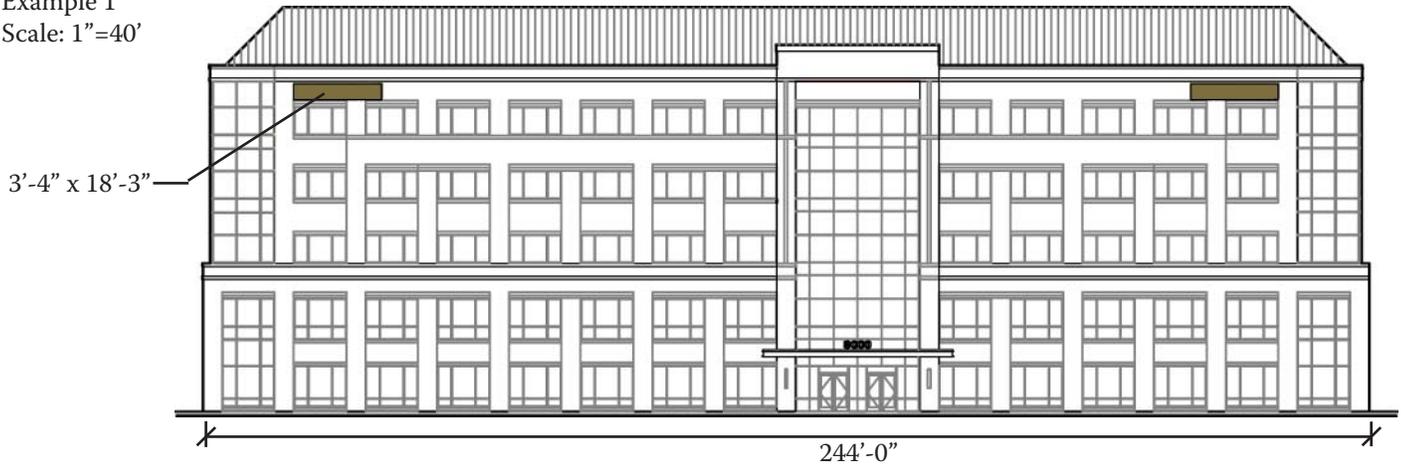
office signage

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

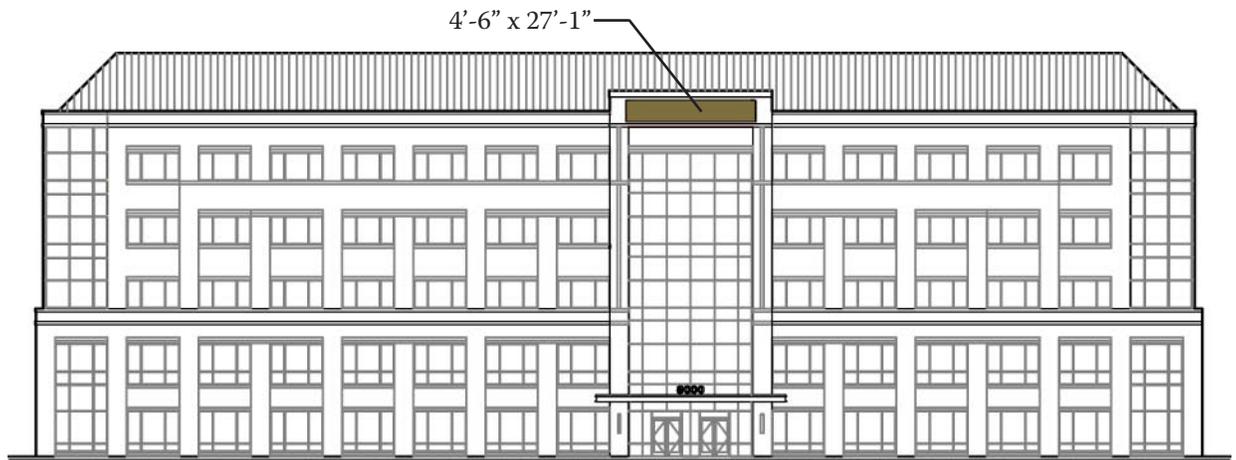
Materials: Aluminum channel letter frame, returns painted black or white. Translucent acrylics face material.

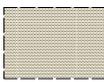
Sign Colors: Per tenant signage program and subject to change with complete branding

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

C₁

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

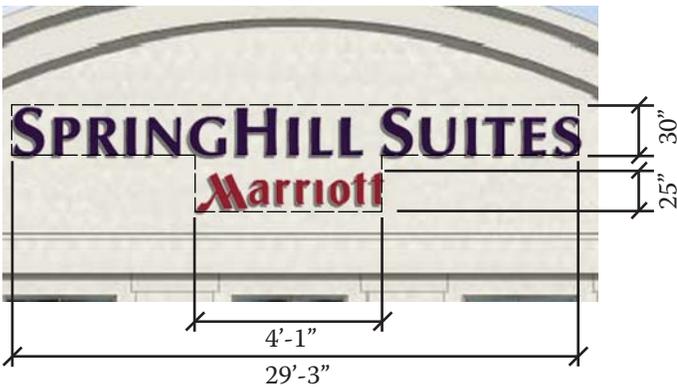
Scale: 1"=40'



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.

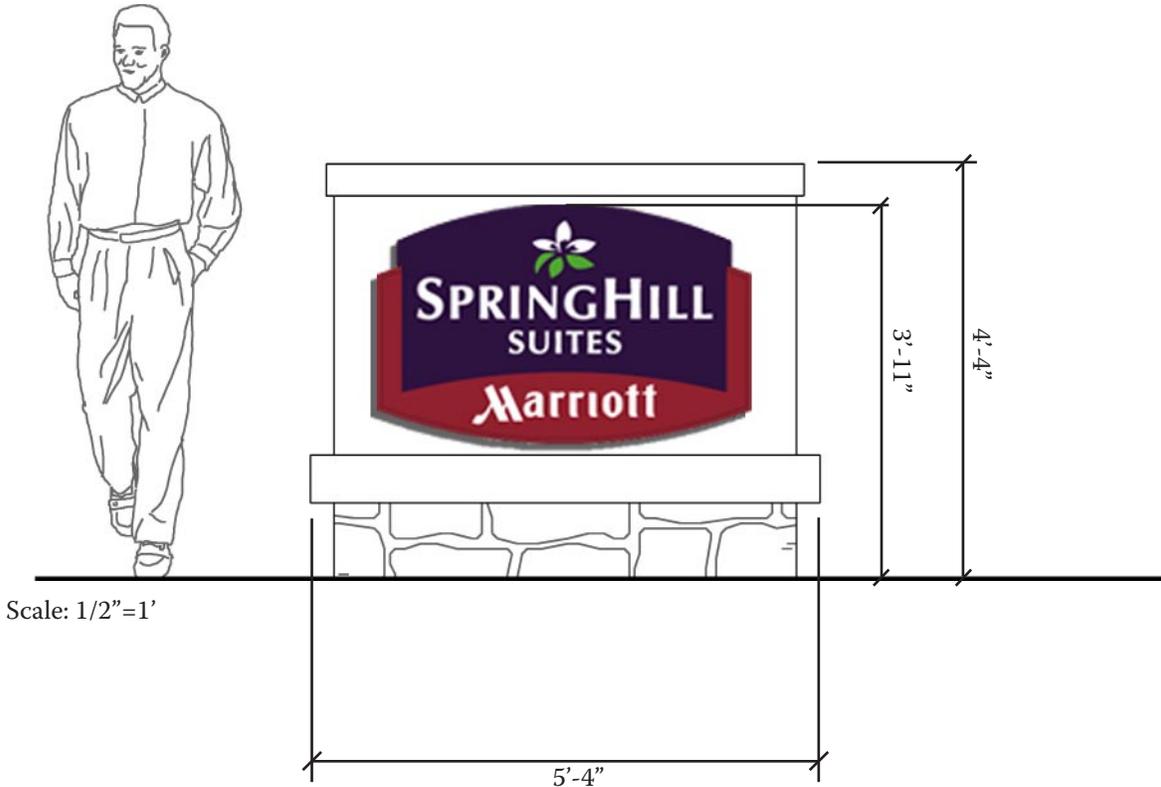
Illumination: Backlight, see Appendix F

Sign Type: Building mounted

Max. Height: Roofline

C₂	hotel icon signage	Materials: Acrysteel or Panaflex faces with computer cut aluminum backs and vinyl graphics. Painted aluminum returns. Jaramite, natural stone, metal	<i>perennials and annuals around base and rear of sign</i>
	Section 5-1204(D)(3)(w) Hotel, Motel and Conference Center (freestanding) Entrance Signs	Landscape Elements: Shrubs,	Sign Colors: Per tenant signage program and subject to change with complete branding

Scale: 1"=40'



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

D₁

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

E₁₋₀

pad site retail tenant signage

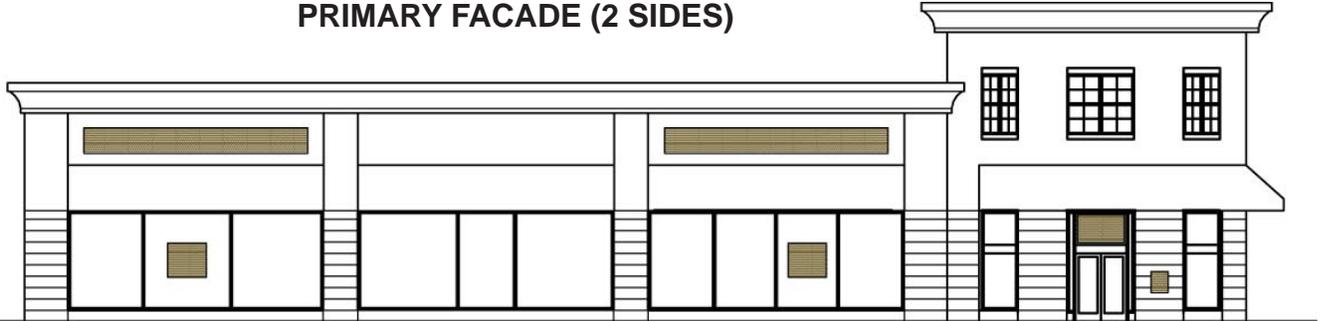
Section 5-1204(D)(3)(ii)
Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)

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.

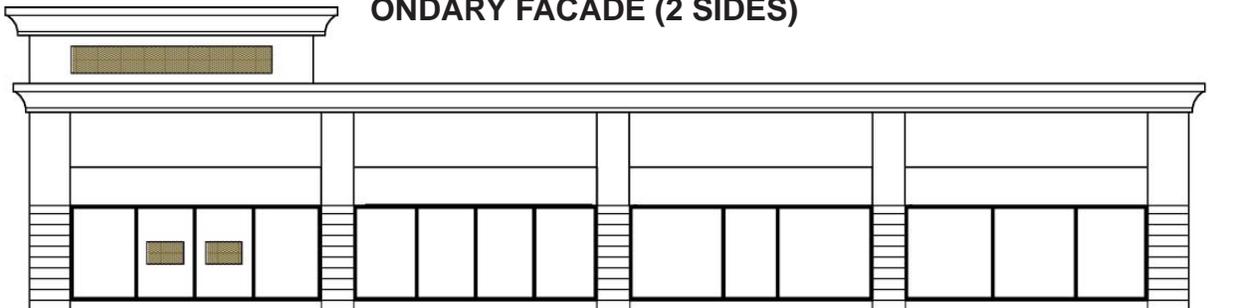
See Appendix A through D for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and are provided for clarification only. Individual tenants signage may vary within the limits defined herein.

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_{H-1}

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)

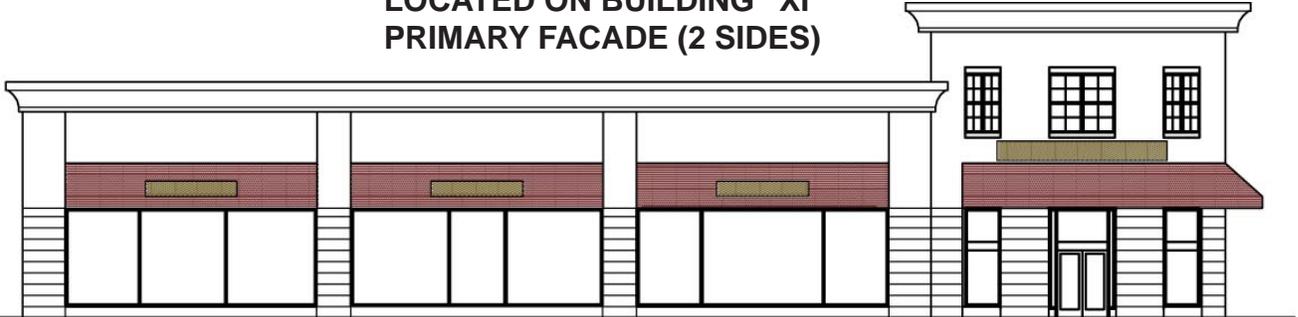
Materials: Aluminum channel letter frame, returns painted black or white.

Translucent acrylics face material. Glass, wood, metal.

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

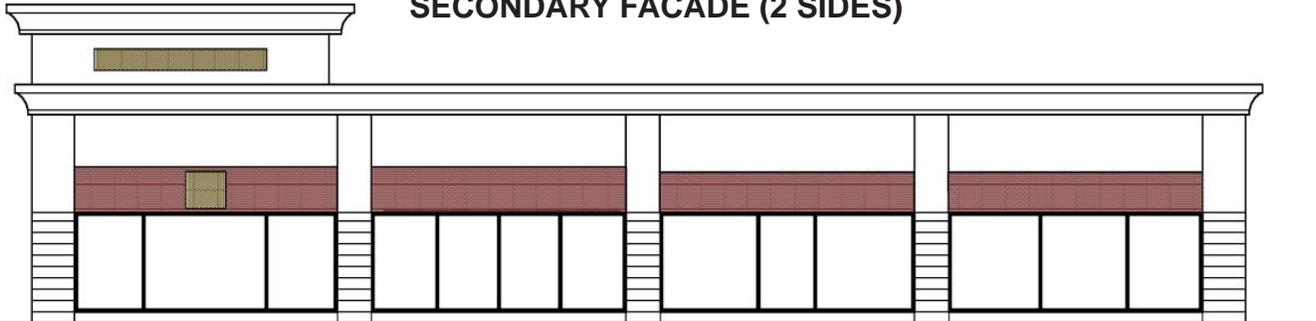
See Appendix A through E for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and is provided for clarification only. Individual tenants signage may vary within the limits defined herein.

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



Scale: 1"=20'

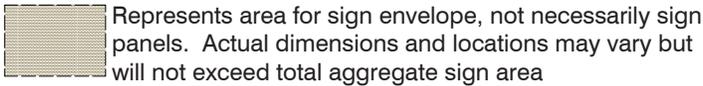
LOCATED ON BUILDING "XI" SECONDARY FACADE (2 SIDES)



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.

F₁

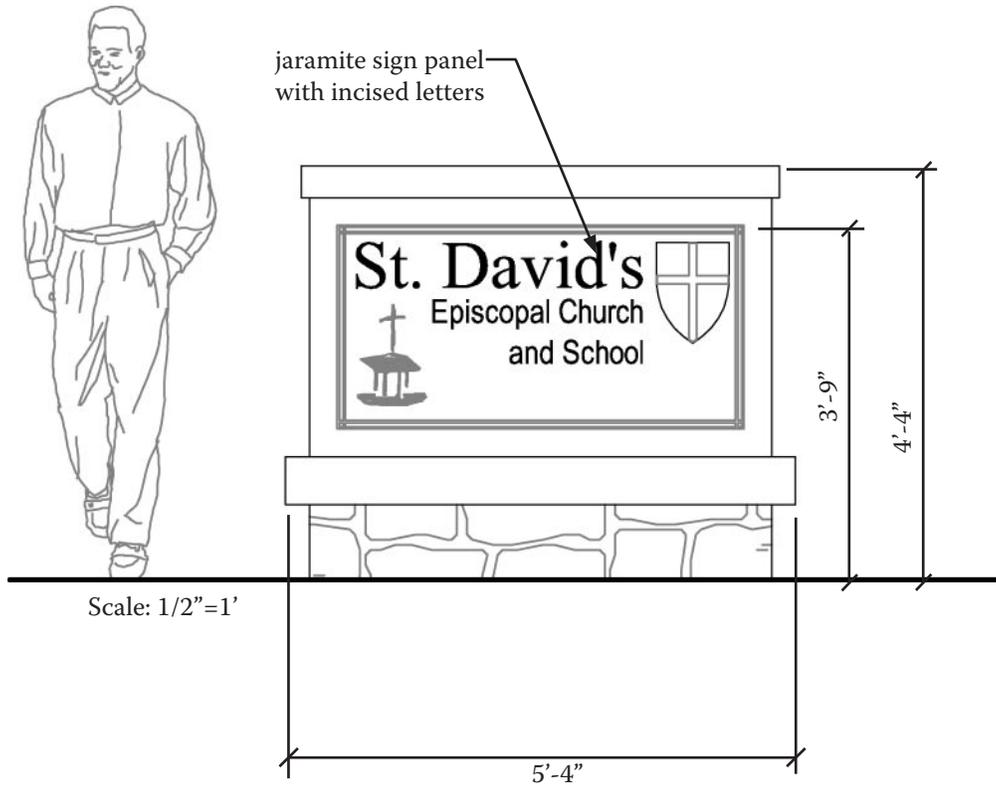
church signage

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"

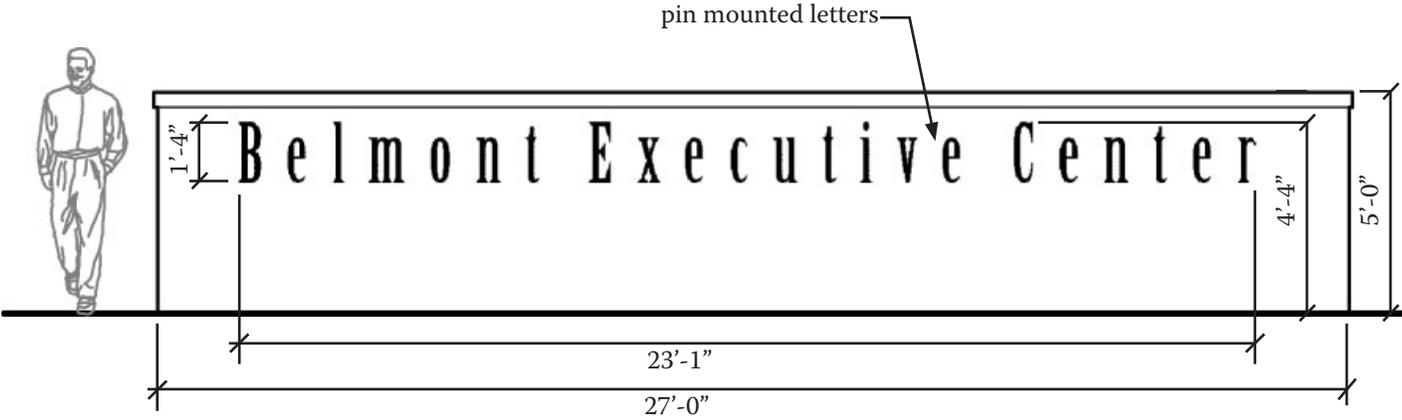
Additional Requirements: Signs shall contain no advertising

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

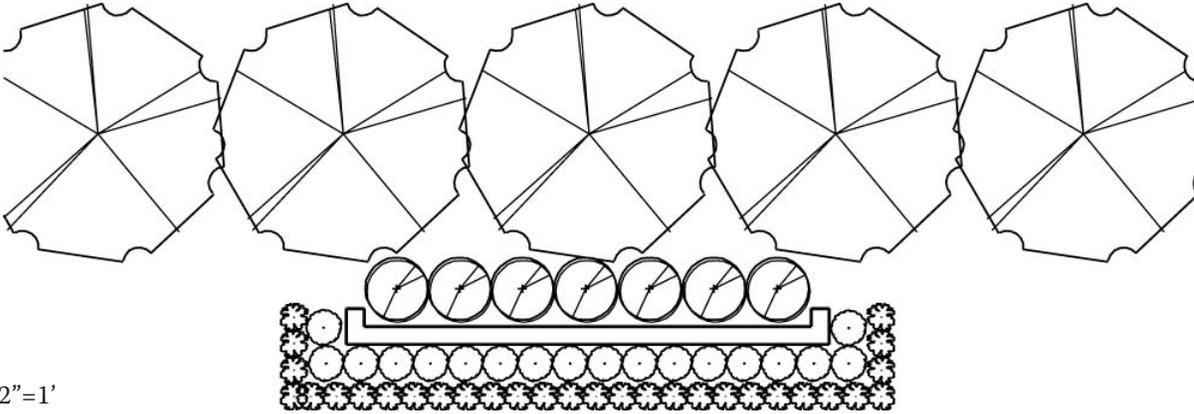
M₁

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

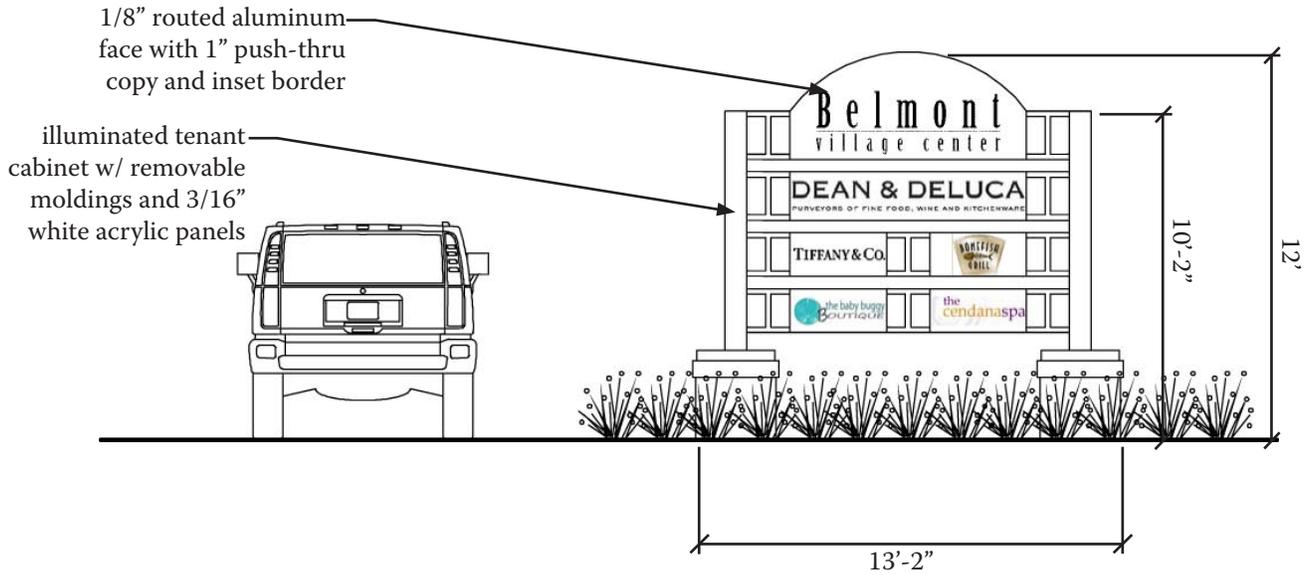
M₂

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

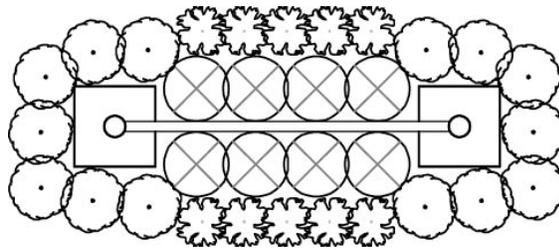
Materials: Jaramite, natural stone, metal

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. 1 sign along Claiborne Pkwy, NE of Building IX
2. 1 sign along Russell Branch Pkwy, SW of Building VII

M₃

community commercial icon signage

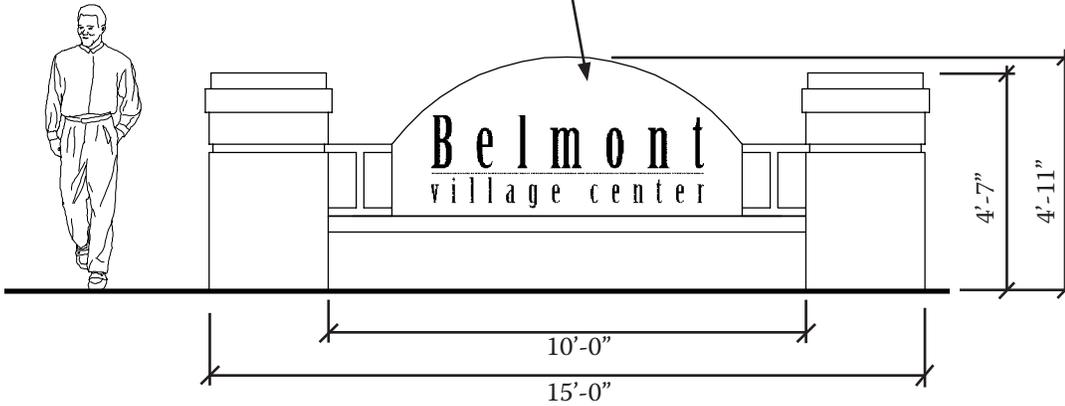
Section 5-1204(D)(3)(c) (PD-CC(CC))
Planned Development Community Center
- Entrance Signs and Entrance Signs for
Commercial Developments

Materials: Jaramite, natural stone, metal

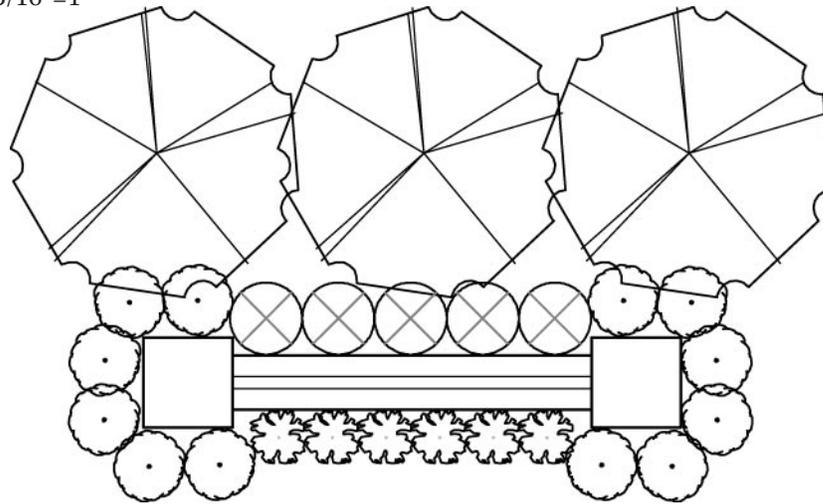
Landscape Elements: Shrubs, perennials and annuals around base and rear of sign and in planter wall

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

M₄

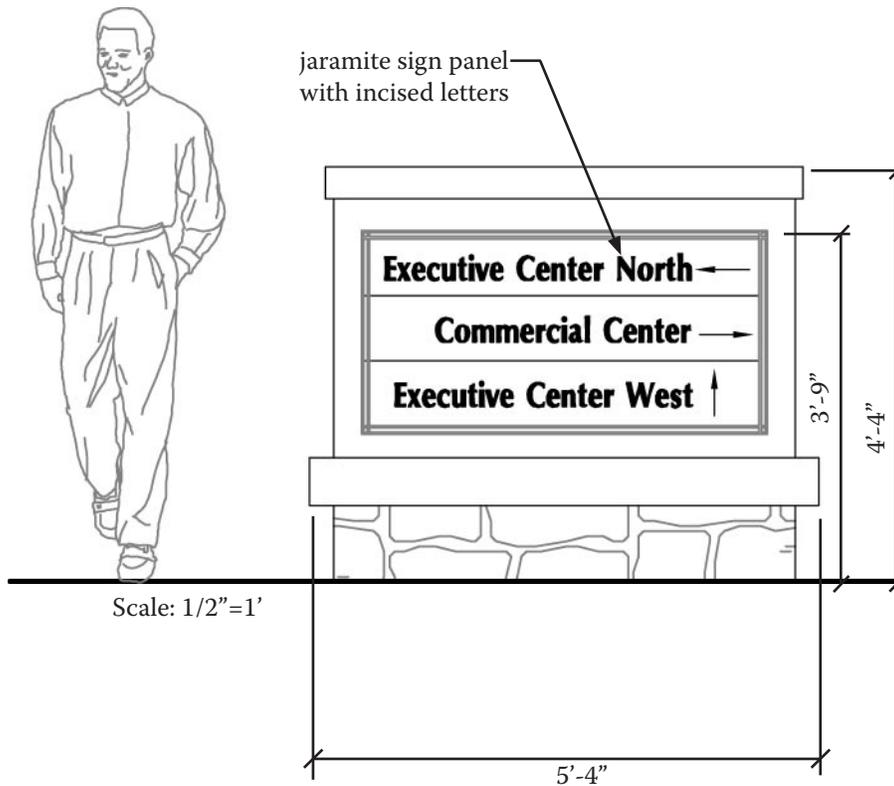
sector directional sign

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

N₁

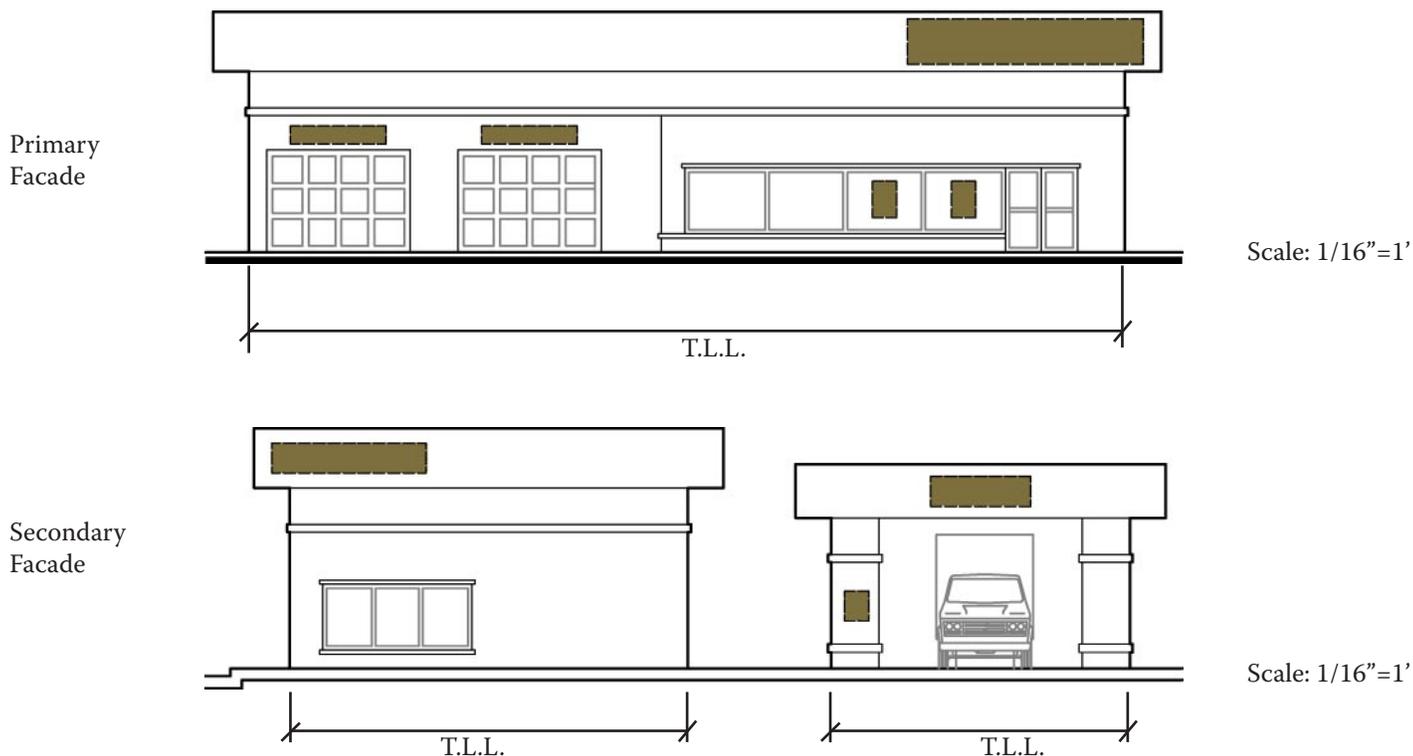
service station building signage

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.

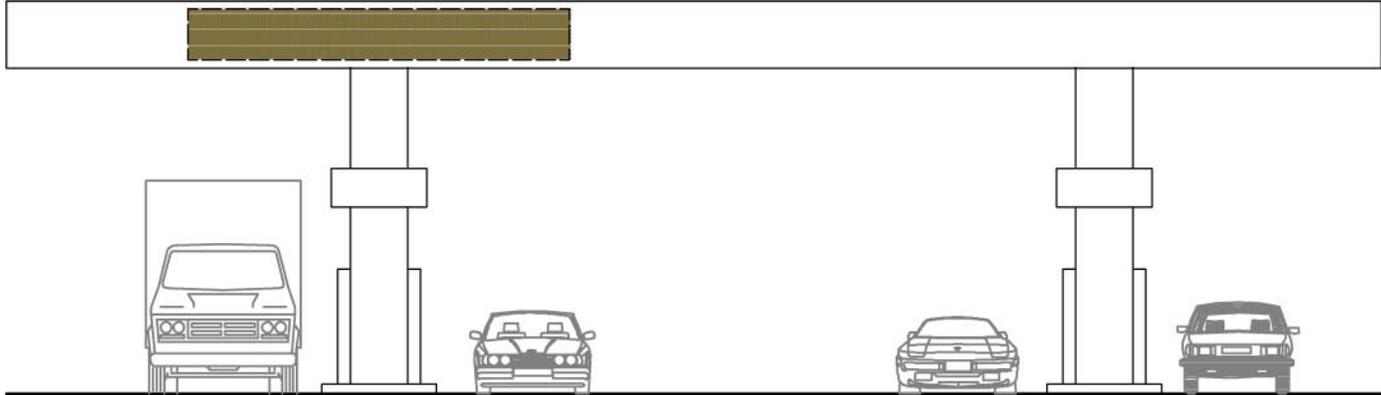
N₂

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

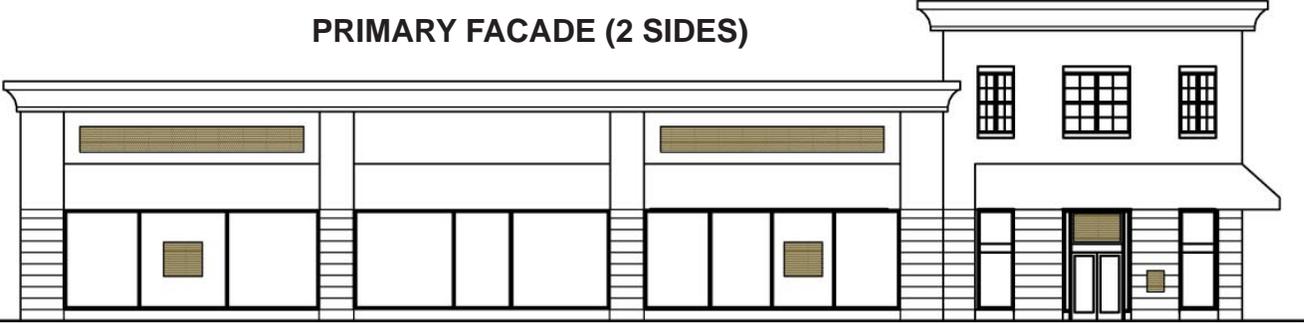
Section 5-1204(D)(3)(d)
 PD-CC-CC Planned Development Community
 Center - Tenant Signs and Tenant Signs for
 Businesses

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

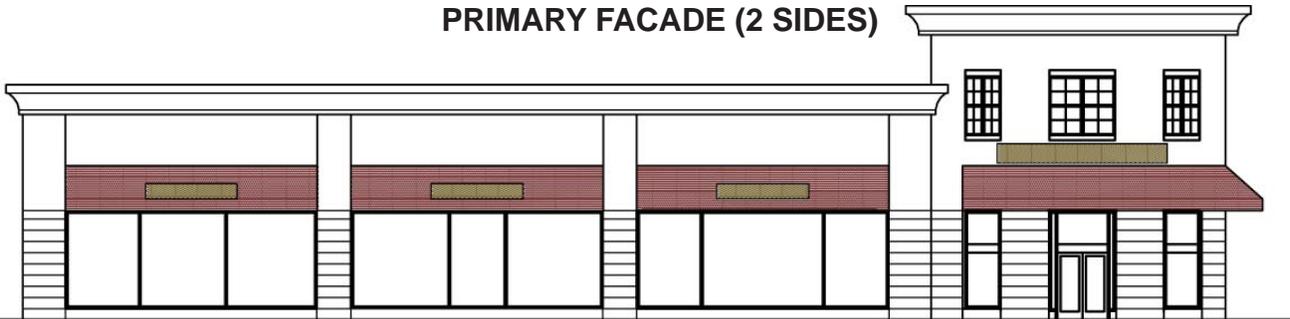
Section 5-1204(D)(3)(d)
PD-CC-CC Planned Development Community
Center - Tenant Signs and Tenant Signs for
Businesses

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

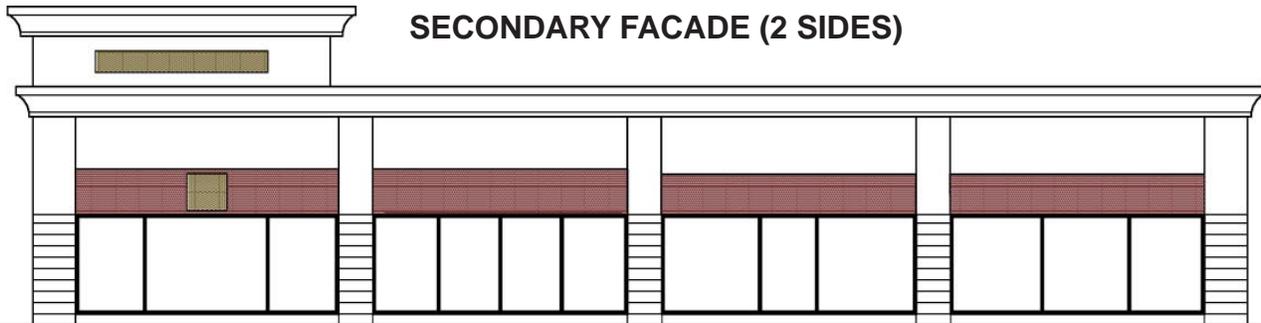
See Appendix A through E for various allowable building mounted signs. Examples shown are for typical pad site retail tenants and are provided for clarification only. Individual tenants signage may vary within the limits defined herein.

PRIMARY FACADE (2 SIDES)

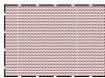


Scale: 1"=20'

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.

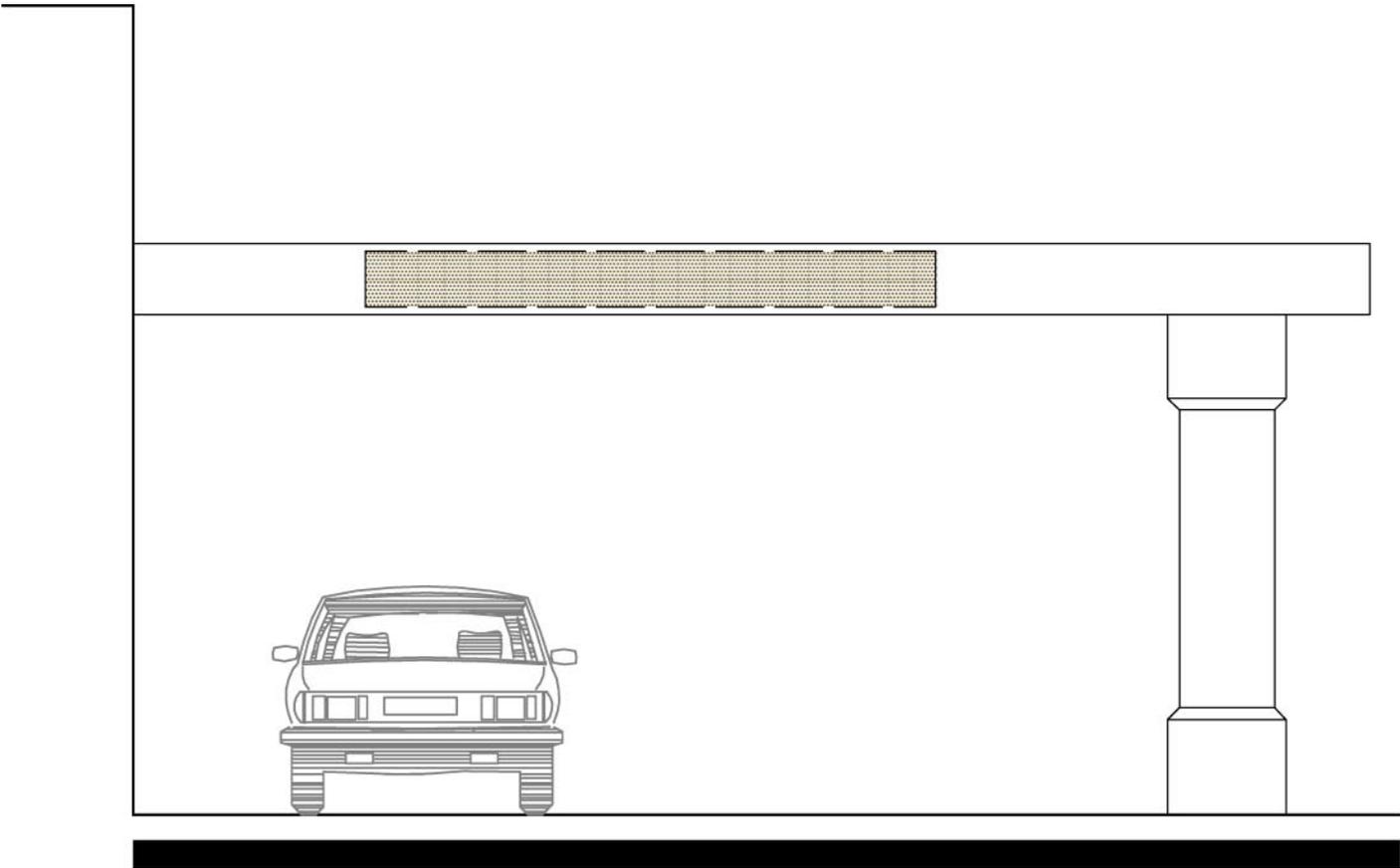
O₂

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.

S₁₋₀

**anchor inline retail
tenant front signage**

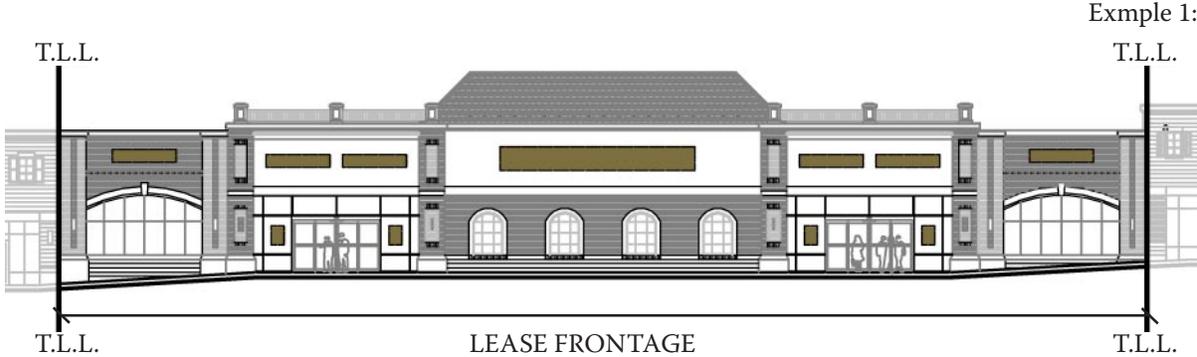
Section 5-1204(D)(3)(d)
PD-CC-CC Planned Development Community
Center - Tenant Signs and Tenant Signs for
Businesses

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

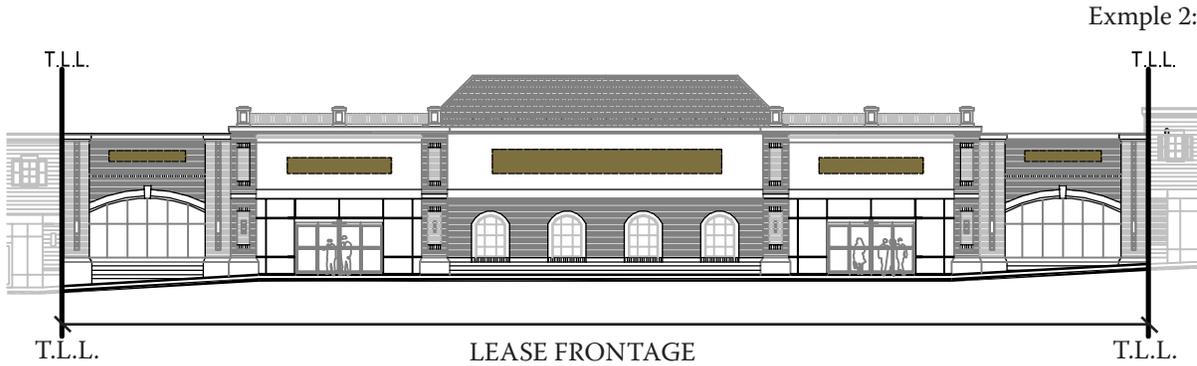
Sign Colors: Per tenant signage program
and subject to change with complete
branding

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

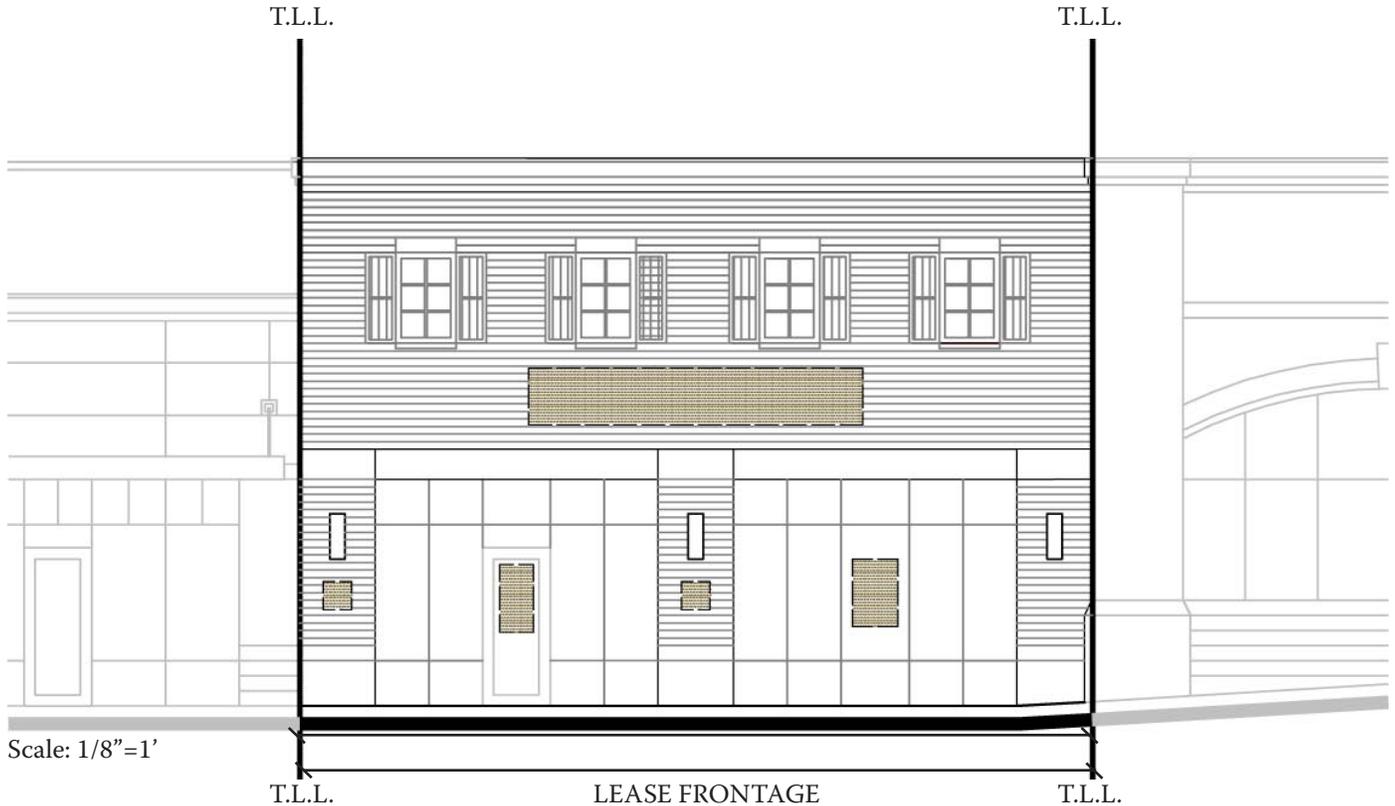
Section 5-1204(D)(3)(d)
PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses

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

S₁₋₂

inline retail tenant front signage w/ awning

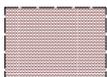
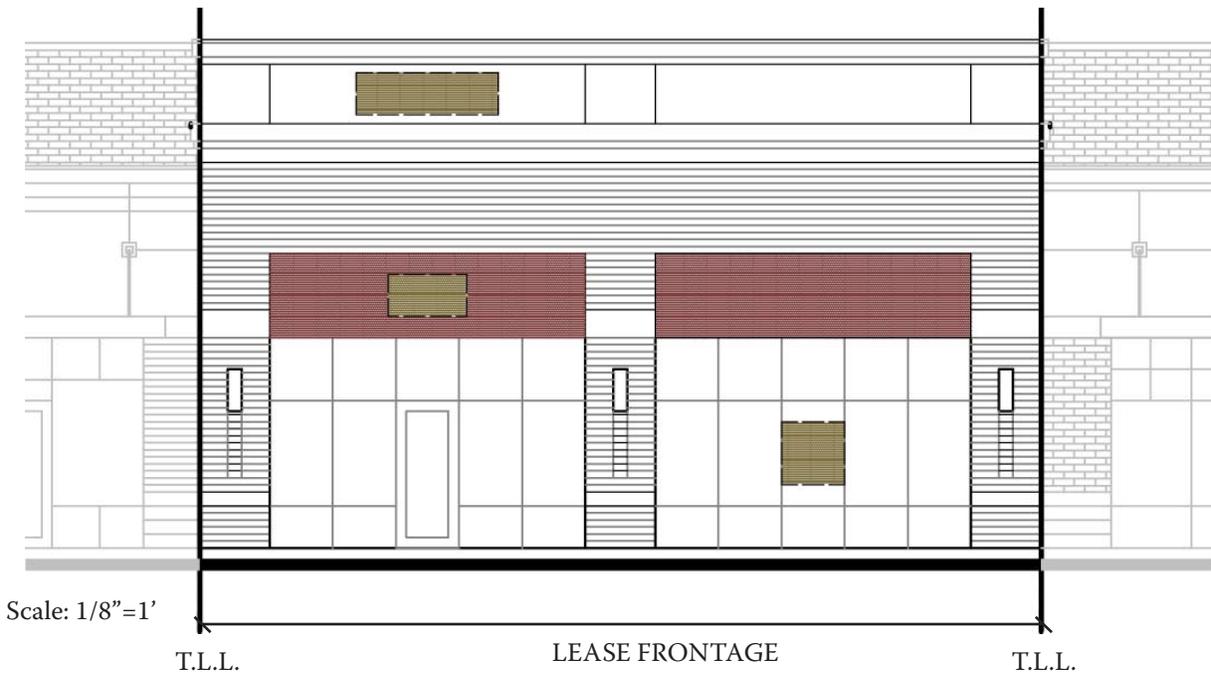
Section 5-1204(D)(3)(d)
PD-CC-CC Planned Development Community
Center - Tenant Signs and Tenant Signs for
Businesses

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

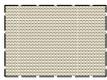
Sign Colors: Per tenant signage program and subject to change with complete branding

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

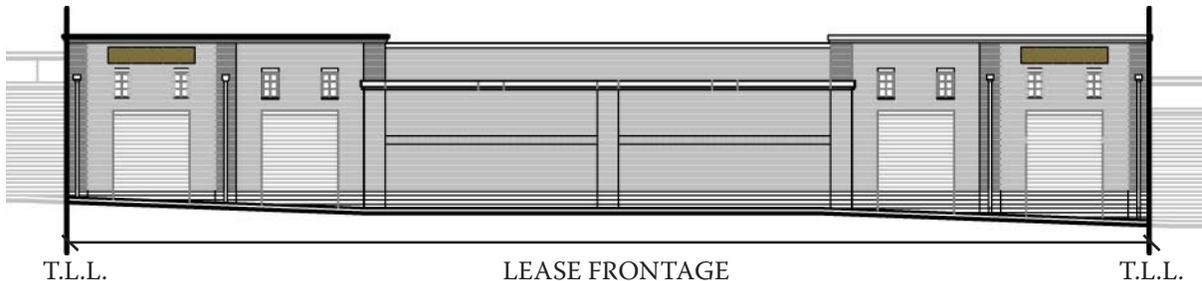
Materials: Aluminum channel letter
frame, returns painted black or white.
Translucent acrylics face material.

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

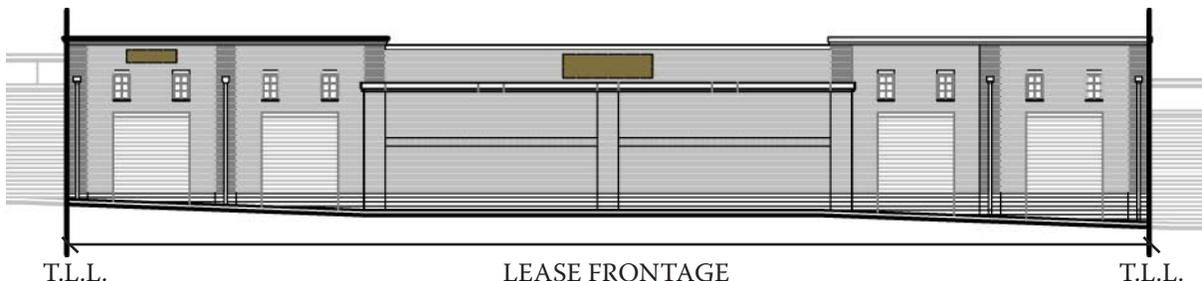
Scale: 1"=30'

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



S₂₋₂

inline retail tenant rear signage w/ awning

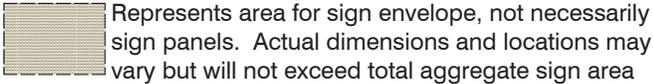
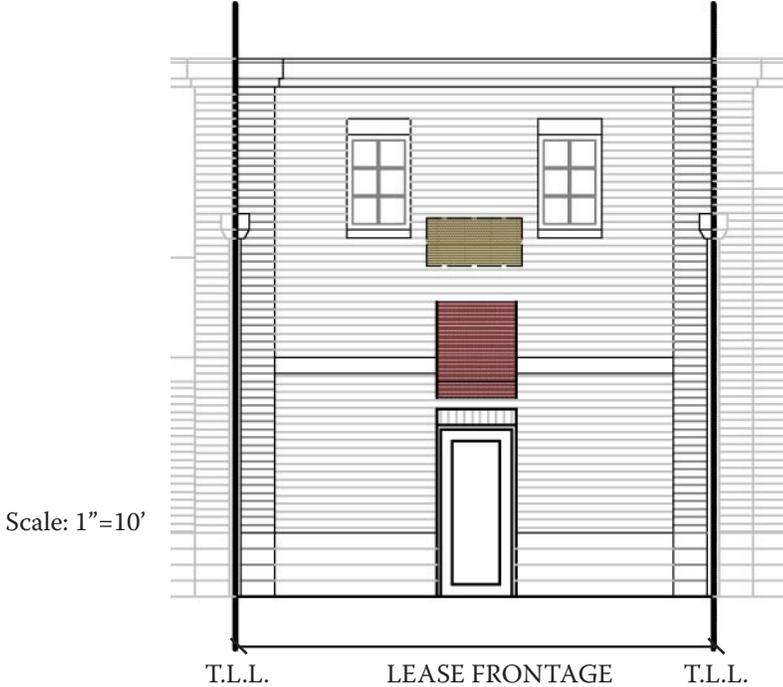
Section 5-1204(D)(3)(d)
 PD-CC-CC Planned Development Community Center - Tenant Signs and Tenant Signs for Businesses

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.



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

Max # of signs: 1 per tenant

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

Illumination: Backlight or white light, see Appendix F

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

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

Y
1-0

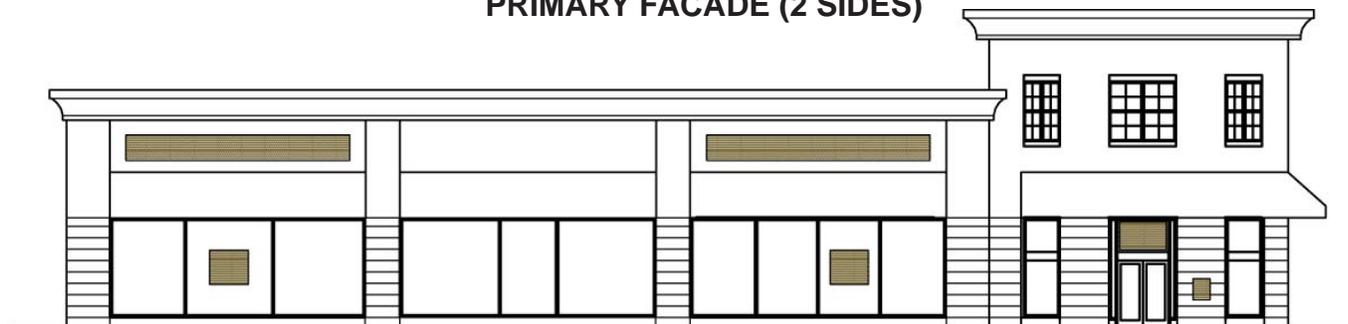
**pad site restaurant
signage**
Section 5-1204(D)(3)(cc)
Freestanding Building with over 4,000 sf
floor area.

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.

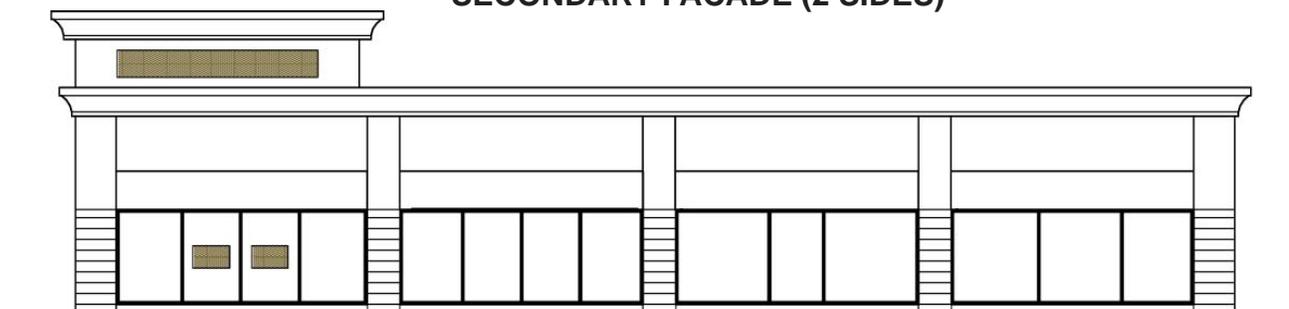
See Appendix A through D for various allowable building
mounted signs. Examples shown are for typical pad site retail
tenants and is provided for clarification only. Individual tenants
signage may vary within the limits defined herein.

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.



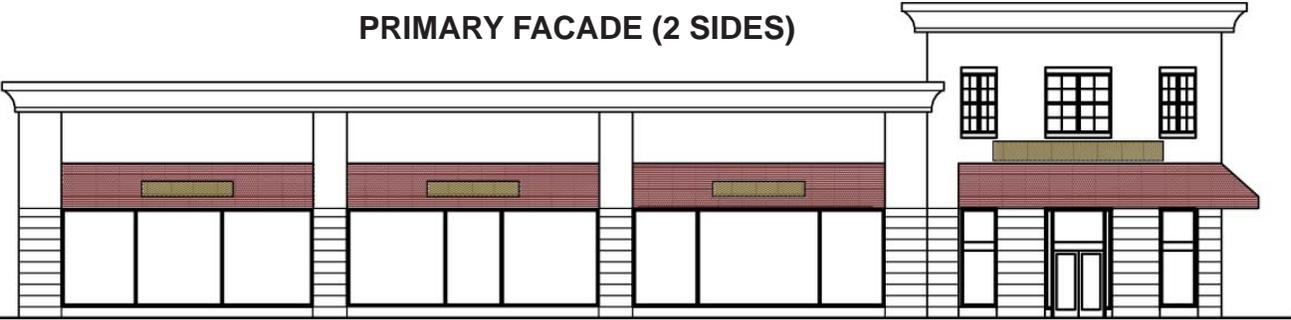
**pad site restaurant
 signage w/ awning**
 Section 5-1204(D)(3)(cc)
 Freestanding Building with over 4,000 sf
 floor area.

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

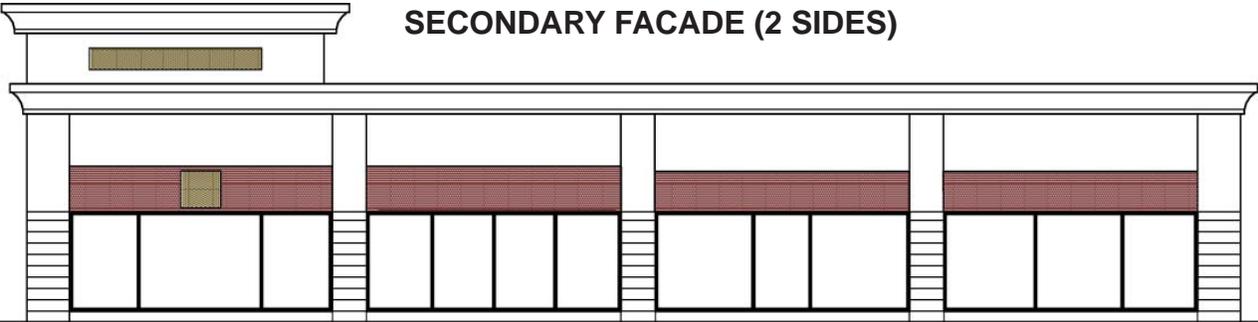
See Appendix A through E for various allowable building
 mounted signs. Examples shown are for typical pad site retail
 tenants and is provided for clarification only. Individual tenants
 signage may vary within the limits defined herein.

PRIMARY FACADE (2 SIDES)

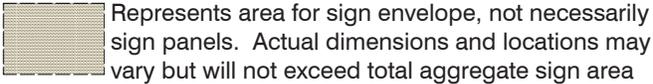


Scale: 1"=20'

SECONDARY FACADE (2 SIDES)



Scale: 1"=20'



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

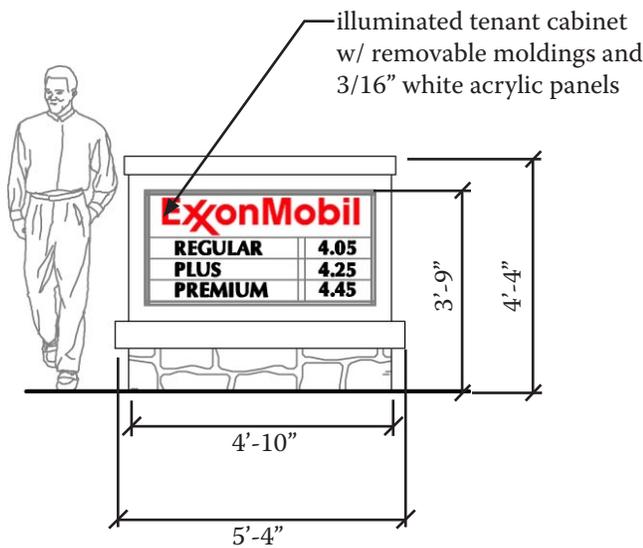
Max. Height: 30 in. for a single line of copy and 45 in. for a double line of copy. Signs will not be displayed any higher than the roofline.

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.

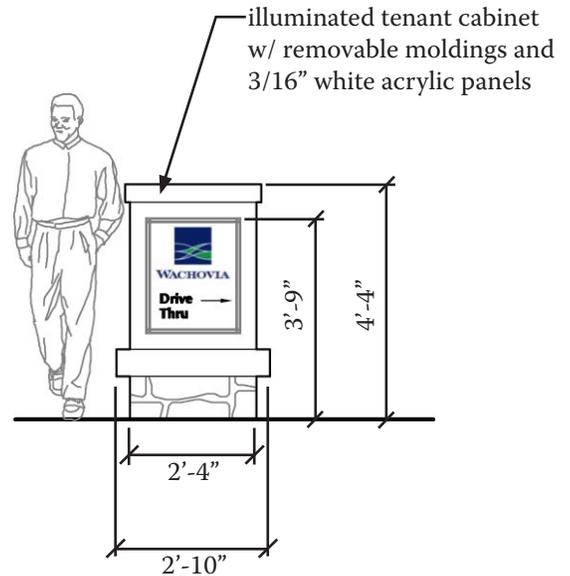
Z ₇	freestanding tenant signage	Section 5-1204(D)(3)(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)	Sign Color: Per tenant signage program and subject to change with corporate branding
		Sign Materials: Jaramite, natural stone	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

Z₈

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'

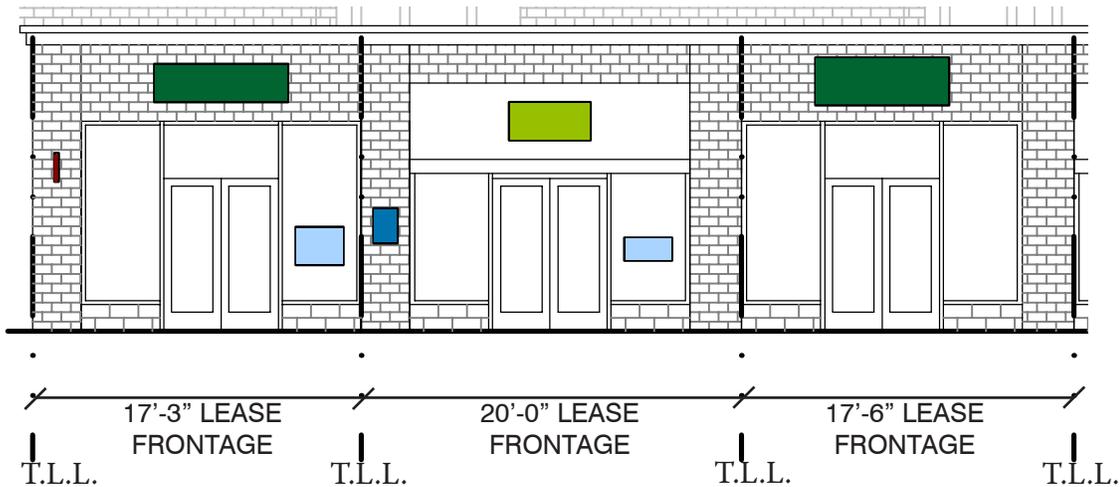
Note: Entire sign area may be used in Sign Band so long as it does not exceed the individual restrictions of that sign type. Awnings may be located above either window or door bays. For awning sign, plaque sign, window sign and blade sign limits, see Appendix B through E

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

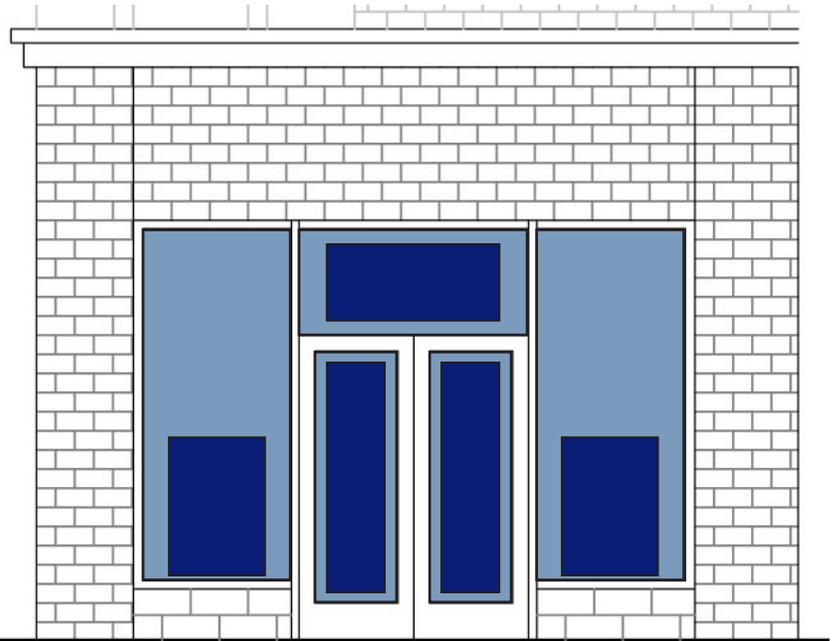
Example shown is a typical inline retail tenant with the maximum size window signs permitted and is provided for clarification only.

 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.

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.

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*

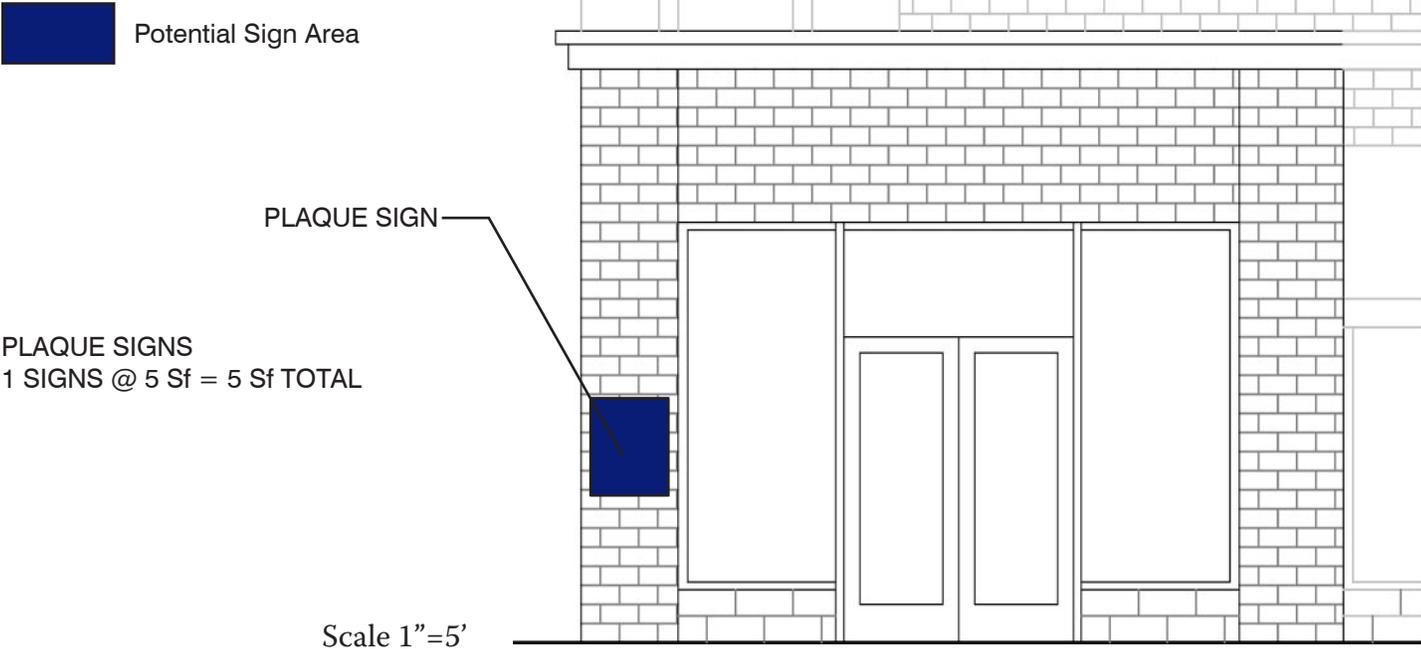
Max. Area of Any One Sign: *12 sf, each face of any one sign (two-sided)*

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.

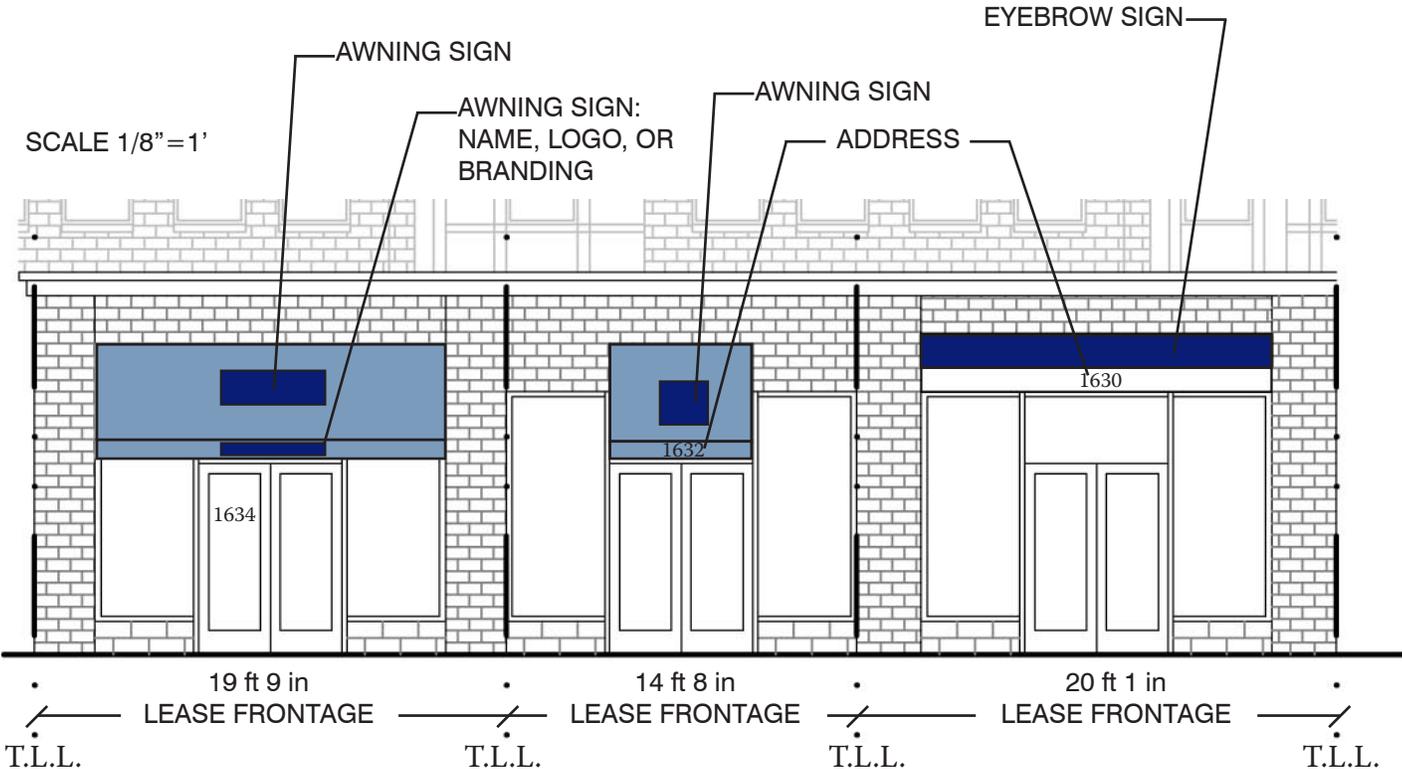
Awning and eyebrow signs shall not be located above the first floor.

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



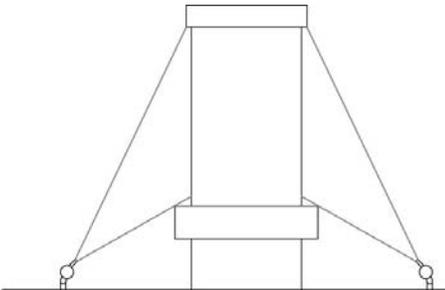
Examples of internally illuminated channel lit letters and internally lit cabinet signage located applicable to sign types: C1, D1, E1-0, E1-1, M2, M3, N1, N2, O1-0, O1-1, O2, S1-0, S1-1, S1-2, S2-0, S2-1, S2-2, Y1-0, Y1-1, Z7



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

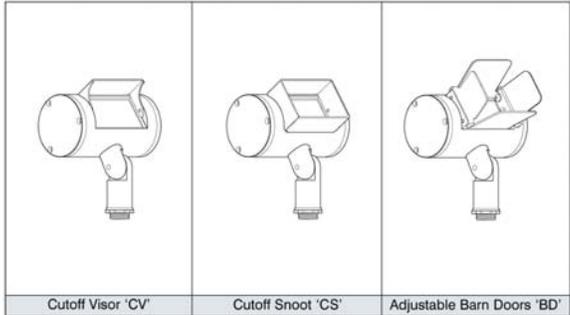


Typical uplight that will be used to illuminate sign types: A1, A2, A3, A4, C2, F1, M1-0, M2, M3, M4, Z7



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.