

County of Loudoun
Department of Planning

MEMORANDUM

DATE: November 19, 2009

TO: Sophia Fisher, Project Manager
Land Use Review

FROM: Sarah Milin, Senior Planner
Community Planning

SUBJECT: ZMOD 2008-0017, Belmont Executive Center Sign Plan 2nd Referral

BACKGROUND

Belmont Land L.P. and Toll Land XV L.P. have submitted a Zoning Ordinance Modification (ZMOD) in order to modify the sign provisions of the Revised 1993 Zoning Ordinance and establish a Comprehensive Sign Plan ('sign plan') for Belmont Executive Center. The development is part of the Belmont Country Club, a mixed-use community consisting of residential, retail and employment land uses that is located on the south side of Route 7, between Belmont Ridge Road (Route 659) and Ashburn Road (Route 641). A sign plan (ZMOD 2004-0002, Belmont Country Club Comprehensive Sign Plan) for the residential PD-H4 (Planned Development – Housing) component of Belmont was approved on May 10, 2005. The proposed sign plan would regulate signage in the PD-CC-CC (Planned Development – Community Commercial Center) and PD-OP (Planned Development – Office Park) zoned portions of the property.

In the first referral, staff found that the proposed sign plan was not fully consistent with the Revised General Plan's vision for Keynote Employment areas. Within such areas, the Plan envisions that the large-scale buildings will be the prominent feature when viewed from periphery roads (Revised General Plan, Chapter 11, Light Industrial and Regional Office Design Guidelines, text). Signage in these areas should be high-quality and complement, not overwhelm, the buildings themselves. Significant concerns were raised about the proposed number, size and location of freestanding and building-mounted signs. Staff also commented on consistency with signage approved and built for the residential portion of the Belmont Country Club development and recommended several conditions of approval.

The revised sign plan (dated September 30, 2009) reduces in both size and number many of the proposed freestanding signs and places additional parameters and limitations on the building-mounted signs. The revised plan also includes a new sign type – temporary General Site Leasing Signs (Z_g). Upon review of the revised submission, it appears that many of the concerns expressed in Community Planning's

first referral have been adequately addressed. The remaining outstanding issues are summarized below. This referral is intended to be supplementary to the first referral.

OUTSTANDING ISSUES

1. Freestanding Signs

In the first referral, staff recommended that the Applicant reevaluate and significantly reduce both the size and number of freestanding signs so that they create a overall sense of hierarchy throughout Belmont Executive Center, are limited to the minimum number necessary (i.e., generally one per vehicular entrance), and serve a clear need at that location. Staff also recommended that the largest signs be reduced in size to be more human-scale and consistent with other freestanding signs in the development, including those that currently exist within the residential sections of Belmont Country Club.

The revised sign plan reduces the total number of freestanding signs proposed, from a total of forty-three entrance and directional signs¹ to twenty-eight signs. The largest reduction in the number of signs occurred with regards to the sector icon signs (A₂), whereby one such sign is proposed at vehicular entrances instead of two, and the directional signs (A₃, A₄ and M₄). Regarding size, the revised sign plan maintains the overall dimensions of signs that were proposed in the original submission with the exception of one sign type: the Community Commercial Sector Signs (M₂), which have been reduced from approximately 20 feet high by 21 ½ feet wide to 14 ½ feet high by 15 ¼ feet wide. Staff remains concerned about the following specific sign types.

a. Project Icon Entrance Sign (M₁ and A₁)

A total of five Project Icon Entrance Signs are proposed, one at the intersection of Belmont Ridge Road and Russell Branch Parkway, two at the intersection of Claiborne Parkway and Russell Branch Parkway, one adjacent to the interchange ramp on the south side of Route 7 just west of its intersection with Claiborne Parkway, and one along Claiborne Parkway just south of the Route 7 ramp. The original sign plan, in contrast, proposed six of these signs. The overall dimensions of this sign type (approximately 27 feet wide by 5 feet high) remain unchanged.

Although the revised sign plan includes an overall reduction in the number of the Project Icon Entrance Signs, staff remains concerned that two of these signs (the one adjacent to the interchange ramp on the south side of Route 7 and the one on Claiborne Parkway just south of the ramp) are not located at vehicular entrances but are rather along or at the bottom of an interchange ramp. While staff understands the Applicant's desire to locate a large sign at the perimeter of the development adjacent to Route 7 for branding and economic development purposes, entrance signs within the County are generally limited to the main vehicular entrances of a development. The proposed signs are large-scale,

¹ Includes M₁, A₁, M₂, M₃, A₂, A₃, A₄, M₄, and C₂ signs.

prominent structures that could lead to visual clutter along Route 7, one of the County's major business corridors, and set a precedent for other developments without direct access onto Route 7. It also appears that these two signs appear to serve the same purpose and will be redundant, particularly when considered in conjunction with the Community Commercial Sector Sign (M₂) proposed at the main entrance to the retail center.

Staff does not support the two proposed Project Icon Entrance Signs (M1 and A1) that are intended to be visible from Route 7. Staff recommends that the Applicant remove these signs from the proposed sign plan and/or relocate them to vehicular entrances.

b. Directional Signs (A₃, A₄, and M₄)

Although the revised sign plan reduces the total number of directional signs proposed by a total of three signs (from fourteen to eleven), staff remains concerned that many of these signs are located along travelways where there is not a change in direction. Given that the buildings in Belmont Executive Center are dispersed throughout three non-contiguous areas, staff can understand the need for directional signs along portions of Russell Branch Parkway and at key intersections. However, many of the proposed directional signs are not located where there is a change of direction, thereby reducing their ability to provide meaningful directional information. Staff also notes that one Sector Icon Sign (A₂) is proposed at each vehicular entrance to the various sections of Belmont Executive Center that will provide wayfinding information. Furthermore, the majority of the office buildings and retail tenants will be easily visible from surrounding roadways, limiting the need for directional signs. A large number of freestanding signs internal to the development are not generally needed when the building-mounted façade, blade, awning, and canopy signs identify these establishments for people already within the area. Lastly, some of the directional signs seem to be proposed on the opposite side of the roadway than where they are logically needed.

Staff recommends that the Applicant reconsider both the number and placement of the proposed Directional Signs (A3, A4, and M4), which should generally be limited to intersections and/or change-of-direction points.

c. Community Commercial Sector and Icon Signs (M₂ and M₃)

Three freestanding, large-scale signs are proposed for the retail component of Belmont Executive Center: two Community Commercial Sector Signs (M₂) (14 ½ feet wide by 15 ¼ feet high) and one Community Commercial Sector Sign (M₃) (21 feet wide by 8 ½ feet high). While the overall size of the Community Commercial Sector Sign (M₂) has been reduced since the original submission, the size and scale of these signs still appear to be excessive given that the

approved retail center, zoned PD-CC-CC (Planned Development – Commercial Center – Community Center), is intended to serve the retail shopping needs of the surrounding communities. As such, most of its users will be familiar with the center once it has been operating for a short period of time and will not need a significant number of large signs identifying specific tenants at entrances. Furthermore, many of the retail tenants will be easily visible from the surrounding roadways of Russell Branch Parkway and Claiborne Parkway and the proposed sign plan includes significant modifications regarding the size and number of building-mounted retail signs.

Staff recommends that the number and size of the proposed Community Commercial Sector and Icon Signs (M2 and M3) be reduced further. The largest freestanding retail sign should be provided at the primary entrance point to the planned retail center (Claiborne Parkway or Russell Branch Parkway) with smaller sign(s) at secondary entrances.

d. Temporary Signs (Z₈)

The revised sign plan includes a new sign type – temporary General Site Leasing Signs (Z₈) that are approximately 7 ¼ feet high and 5 feet wide. Up to eleven of these signs are proposed along Route 7, Russell Branch Parkway, and Claiborne Parkway. The number of temporary signs appears to be excessive and may lead to visual clutter. The Applicant may wish to consider including a hierarchy of temporary signs, with a larger sign adjacent to Route 7 and smaller signs as needed closer to the actual development land bays.

Staff recommends that the Applicant reexamine the number and size of the proposed temporary signs.

2. Lighting & Landscaping Commitments

The proposed comprehensive sign plan includes sections within the General Design Guidelines regarding landscaping (pg. 4) and lighting (pg. 5). In the first referral, staff recommended a condition of approval that individual signs and associated landscaping materials will be maintained in good condition. The response letter indicates that the Applicant has no issue with this proposed condition.

Staff recommends that appropriate conditions of approval be developed regarding lighting and landscaping.

RECOMMENDATIONS

The proposed Belmont Executive Center Sign Plan appears to be consistent with the Revised General Plan and is generally supportable. However, staff remains concerned about the following sign types: Project Icon Entrance Sign (M₁ and A₁), Directional Signs (A₃, A₄, and M₄), Community Commercial Sector and Icon Signs (M₂ and M₃), and Temporary Signs (Z₈). Staff recommends that the Applicant reevaluate these signs to

ensure that they are limited to the minimum necessary, are needed at that particular location, and are at a human scale. Appropriate conditions of approval regarding lighting and landscaping should be developed. As always, staff would be happy to meet with the Applicant to discuss these outstanding issues.

cc: *Julie Pastor, AICP, Planning Director*
Cindy Keegan, AICP, Community Planning Program Manager – via e-mail

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County of Loudoun
Department of Planning
MEMORANDUM

DATE: June 2, 2009

TO: Sophia Fisher, Project Manager
Land Use Review

FROM: Sarah Milin, Senior Planner
Community Planning

SUBJECT: ZMOD 2008-0017, Belmont Executive Center Sign Plan

BACKGROUND

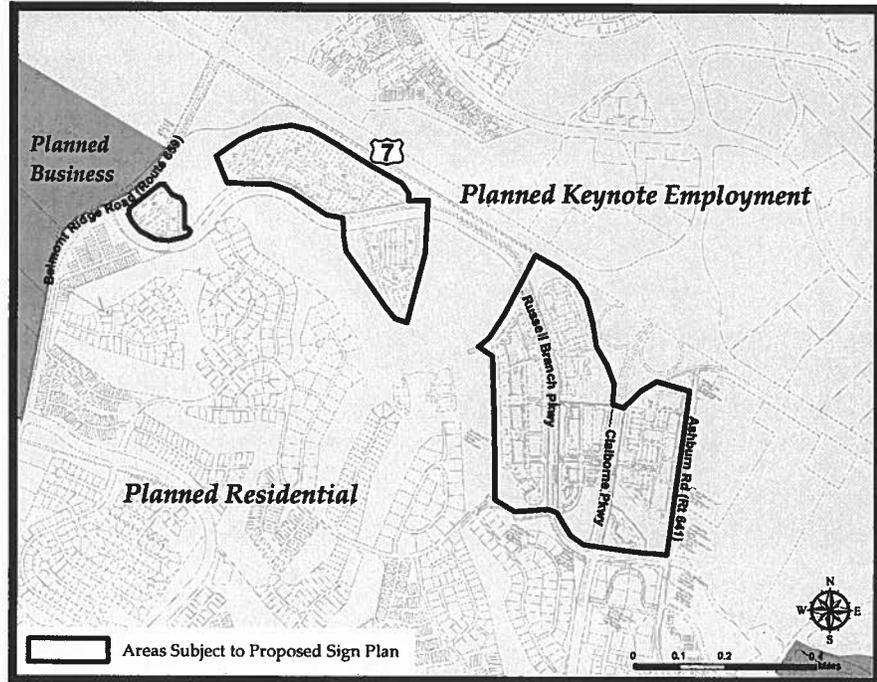
Belmont Land L.P. and Toll Land XV L.P. have submitted a Zoning Ordinance Modification (ZMOD) to modify the applicable provisions of Section 5-1204 of the Revised 1993 Loudoun County Zoning Ordinance in order to develop a Comprehensive Sign Plan that proposes changes to the permitted number, location, size and height of signs within Belmont Executive Center. The development is part of the Belmont Country Club, a mixed-use community consisting of residential, retail and employment land uses that is located on the south side of Route 7, between Belmont Ridge Road (Route 659) and Ashburn Road (Route 641). A sign plan (ZMOD 2004-0002, Belmont Country Club Comprehensive Sign Plan) for the residential, PD-H4 (Planned Development – Housing) component of Belmont was approved on May 10, 2005. The proposed sign plan would regulate signage in the PD-CC-CC (Planned Development – Community Commercial Center) and PD-OP (Planned Development – Office Park) zoned portions of the property.

The proposed sign plan includes a variety of freestanding and building-mounted signs, including monument entrance signs, directional signs, façade signs, blade signs, and canopy signs that are designed to both identify the overall development and specific tenants and provide clear directional information. The submitted package includes sign location maps and detailed renderings depicting the proposed size, design, and materials of the signage. It also includes a matrix comparing the proposed signage with that permitted by the Zoning Ordinance. According to the sign plan's General Design Guidelines, a tenant shall have the proposed signage approved by the landlord prior to obtaining a sign permit from the County. The landlord shall provide a letter to the tenant indicating which signs types apply to their space and approve the site and style of the proposed signage.

COMPLIANCE WITH THE COMPREHENSIVE PLAN

The subject property is governed under the policies of the Revised General Plan. The policies of the Countywide Retail Plan Amendment (Retail Plan) also apply to the proposed retail signs. The site is located within the Ashburn Community of the Suburban Policy Area and is designated for both Keynote Employment and Residential uses (see Planned Land Use Map) (Revised General Plan, Chapter 7, Planned Land Use Map). Staff notes that the Statement of Justification erroneously states that the project area is identified in the Comprehensive Plan as appropriate for destination retail uses. No Destination Retail Overlay is present in this area of the County.

The proposed sign plan was reviewed using both the design guidelines provided in Chapter 6 of the Revised General Plan (Keynote Employment land uses) and the Retail Plan.



Planned Land Use Map

Although the sign plan includes signage for two buildings located within a planned Residential area (specifically two office buildings at the intersection of Belmont Ridge Road and Russell Branch Parkway), this area is located north of the planned alignment of Russell Branch Parkway within the portion of the development planned to be the Belmont Executive Center and therefore was evaluated for consistency with the Keynote Employment policies.

ANALYSIS

The Revised General Plan envisions that the County will sustain a high quality built environment (Revised General Plan, Chapter 5, Built Environment Policy 1). Within planned Keynote Employment areas, the Plan envisions that the large-scale buildings anticipated in such developments will be the prominent feature when viewed from periphery roads (Revised General Plan, Chapter 11, Light Industrial and Regional Office Design Guidelines, text). Signage in these areas should thus exhibit a high quality of design and materials that complement, but do not overwhelm, the buildings themselves. Guidance regarding the development of retail signs is contained in the Retail Plan, which states that retail signs should be developed as an integral part of the

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overall center design and exhibit a unified graphic design scheme (*Retail Plan, Signs and Lighting Design Guideline 1*). The signage, in conjunction with the landscaping, site layout, and architectural design of the buildings, should all contribute to a high visual quality that defines Keynote Employment areas. Collectively, the location, quality, and clarity of signs help define the general perception of a business or commercial center and its surroundings.

The submitted sign plan includes detailed regulations for signage within Belmont Executive Center, including a hierarchy of freestanding and building-mounted signage that will serve various purposes in the development. The largest signs are entrance monument signs along Claiborne Parkway and Russell Branch Parkway that will identify the overall community, its commercial retail and office sections, and larger tenants. Site directional signs are proposed to assist pedestrian and vehicular traffic to navigate throughout the development. Lastly, a variety of building-mounted signage is included to identify specific buildings and tenants. Overall, the proposed signs appear to be consistent and compatible in design due to the use of high-quality materials and a complimentary architectural style. They will contribute to and enhance Belmont Executive Center's sense of place and aesthetics while at the same time creating an overall sense of hierarchy and coordination that will assist visitors, residents and employees to navigate throughout the development. In these regards, the submitted sign plan appears to be generally consistent with the Revised General Plan and Retail Plan.

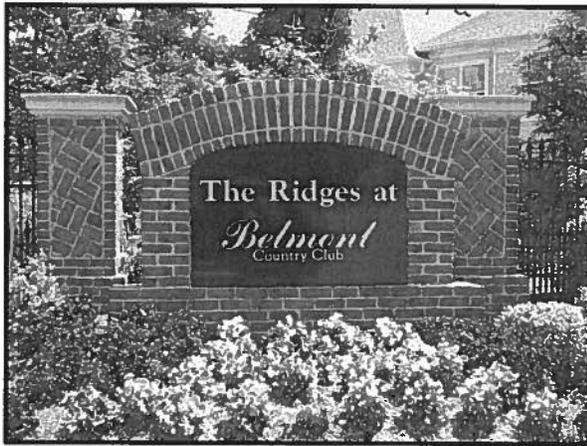
However, the proposed sign plan significantly increases both the number and size of signs that will be permitted in the development in comparison to the regulations of the Revised 1993 Loudoun County Zoning Ordinance and appear to be substantially larger than similar signs found elsewhere in the County. The proposed plan also does not provide sufficient commitments that proposed signage will be consistent with existing signs for the residential sections of Belmont Country Club that have been already built per the approved Belmont Country Club Comprehensive Sign Plan (ZMOD 2004-0002). To fully conform to Plan policies, staff recommends that the proposed sign plan be revised to address the following comments.

1. Consistency with Approved Sign Plan

The residential portion of the Belmont Country Club development south of Belmont Executive Center has been developed with signage per an approved Comprehensive Sign Plan (ZMOD 2004-0002). No information has been provided demonstrating that the signage proposed for Belmont Executive Center will be consistent and complementary with these existing signs.

Given that Belmont Executive Center is part of a larger development that already has been developed with signage, it would be appropriate for the proposed sign plan to expand upon the previously approved sign plan and provide greater and more specific

commitments regarding signage design, materials, fonts, colors, etc. For example, the proposed General Design Guidelines (pg. 7) indicates that signs will primarily use one of five colors (off-white, black, light tan, dark tan, green) and four typologies. Other materials such as stone, pre-cast concrete and metal may be used as support structure or as sign elements. Specific regulations for freestanding signs specify that such signs will consist of the following materials: jaramite, natural stone, and metal. This flexibility is not appropriate in this case given that a specific sign design has already been established for freestanding signs within the residential portion of Belmont Country Club, as shown in the pictures below.



Staff recommends that the proposed sign plan commit to freestanding signage (specifically entrance monument and directional signs) that is compatible with similar signage that has already been constructed within the residential portion of Belmont Country Club. Revisions to the General Design Guidelines (pgs. 5 – 7) are recommended.

2. Size and Number of Freestanding Signs

The sign plan proposes a large number of ground-mounted entrance monument and directional signs, including the following:

- 6 primary entrance signs (A₁ and M₁₋₀) that, including the background structure, are approximately 27 feet wide by 5 feet tall;
- 1 vehicular entrance sign (M₁₋₁) that is approximately 36 feet wide by 7 feet high;
- 2 primary retail signs (M₂) that are approximately 20 feet wide by 21 ½ feet tall;
- 1 secondary retail signs (M₃) that is approximately 22 feet wide by 8 ½ feet tall;
- 15 secondary entrance signs (A₂) that are approximately 5 ½ feet wide by 4 ½ feet tall;
- 8 primary directional signs (A₃ and M₄) that are approximately 5 ½ feet wide by 4 ½ feet tall;
- 6 secondary directional signs (A₄) that are approximately 4 feet wide by 4 ½ feet tall; and,

- 4 church signs (F₁ and F₂) that are approximately 5 ½ feet wide by 4 ½ feet tall and 2 feet wide by 6 feet tall, respectively.

The Applicant proposes a total of 43 development entrance and directional signs, significantly more than Zoning Ordinance regulations which allow two development entrance signs per vehicular entrance for the PD-OP zoning district and one commercial entrance sign (no more than three total) per vehicular entrance for the PD-CC zoning district. An excessive number and size of signs may be distracting and confusing to drivers instead of facilitating the movement of traffic and providing clear directional information. It can also lead to visual clutter, inconsistent with the Plan's overall vision for Keynote Employment areas. Staff is particularly concerned with three of the primary entrance signs (A₁) as they are not located at vehicular entrance points and are internal to the development, specifically the one that is located at the northern edge of the site adjacent to Route 7, the one northeast of the hotel, and the one on the opposite side of Russell Branch. Staff is also concerned with the number of directional signs (A₃, A₄, and M₄) that are proposed, the majority of which do not seem to be needed given that they are not located where a change of direction occurs and that the layout of the proposed development ensures that the majority of the tenants will be easily visible from both Claiborne Parkway and Russell Branch Parkway. A large number of freestanding signs internal to the development are not generally needed when the building-mounted façade, blade, awning, and canopy signs identify these establishments for people already within the area.

Staff is also concerned regarding the size and scale of some of the proposed signage, in particular the primary entrance signs (A₁ and M₁₋₀), vehicular entrance sign (M₁₋₁), the primary retail signs (M₂), and the secondary retail signs (M₃). These signs appear to be excessively large and are not consistent with the existing entrance monument signs for the residential sections of Belmont Country Club or the other signs proposed in this sign plan. Due to their size and design, they will function as separate architectural features rather than supportive elements identifying the development. They may also block views of the buildings and amenities within the development.

Staff recommends that the Applicant reevaluate and significantly reduce both the number and size of freestanding signs that are proposed in the sign plan. Overall, the proposed signs should create a sense of hierarchy, with the largest signs at the periphery of the development, scaling down to smaller signs at internal vehicular entrances. They should be limited to the minimum number necessary (for example, one per vehicular entrance), serve a clear need at that location, and not be distracting to drivers. All signs should also be designed to be human-scale and consistent with other freestanding signs in the development, including those that currently exist within the residential sections of Belmont Country Club.

3. Building-Mounted Signs

The proposed sign plan establishes a hierarchy of building-mounted signs for the retail and office buildings within Belmont Executive Center whose size is based on the length of frontage of the building. They are intended to identify specific buildings and tenants or the services and goods they will provide. Like the freestanding signs, staff has some concerns with the proposed number, size and design of building-mounted signage, particularly the retail signs.

A. Office Signs

The proposed guidelines for office signs (B₁₋₀) would allow two signs per façade placed at the top floor of the building, no more than three per building, with a total aggregate sign area of 0.5 square feet per linear foot of building frontage. The signs are to be backlit with a color per the tenant signage program. In general, the proposed building-mounted office signs are reasonable and consistent in terms of size, location, and design with the signage typically associated with 4 and 5-story office buildings located in the County. However, it is not clear whether the office signs depicted in the proposed sign plan accurately reflect the maximum size of signs that would be allowed. According to staff's calculations, the two signs shown on pg. 22 have a total aggregate sign area of 90 square feet, less than the 125 square feet that would be permitted for a 250-foot wide building. It also does not depict the situation where only one sign (at 0.5 square feet per linear foot of building frontage) could be constructed. Staff also notes that the sign plan, under "Additional Regulations", states that the name and message of the signs on each façade must be the same. It is not clear whether the same design and colors would also be used. A single color and design scheme for each office building would be consistent with the simpler type of signage anticipated for Keynote Employment areas. However, staff questions the need for two identical signs on the same façade of the planned office buildings.

Staff requests confirmation that the illustrations depicting the proposed building-mounted office signage accurately show the maximum size of signs that would be permitted per the proposed regulations. An illustration depicting the alternative situation (i.e., one large sign at 0.5 square feet per linear foot of building frontage) should be provided. Staff also recommends that the Applicant commit to a consistent color and design for signs that are located on the same façade.

B. Retail Signs

The submitted Comprehensive Sign Plan identifies as many as six different types of retail signs (band, window, plaque, awning, fringe and blade) which could be used in any combination for the proposed retail/commercial tenant spaces. The guidelines

specify different regulations for signage with and without awnings and includes both front and rear façade signs. Alternative guidelines are provided for specific tenant types, including hotel, child care center, pad site restaurant, and service station uses. The color and design of all building-mounted retail signage is based on the tenant's specific signage program and subject to change with complete branding.

Although the illustratives show signs that are appropriately sized and complement the high-quality character of the proposed retail buildings, it is not clear whether these drawings accurately depict the size and number of signs that would be permitted. For example, the proposed sign plan would allow inline retail tenants (S1-1) allows five signs per public entrance; the illustrative, in contrast, depicts only one sign. Furthermore, the proposed sign plan does not commit to the types of signs that would be permitted. The number and possible combinations of proposed signs for each tenant space creates the potential for visual clutter and may detract from the overall quality of the retail/commercial center. Staff recognizes the Applicant's attempt to retain some design flexibility by providing a variety of options for sign locations and types, but without a commitment to such details it is impossible to determine if the proposed Comprehensive Sign Plan will provide a unified graphic design for the entire retail/commercial center as outlined in the Retail Plan. Using the pad site retail tenant signs (O_{1.0}) as an example, an appropriate commitment could be that two band signs will be permitted for the primary façade, one band sign for the secondary façade, and then the tenant could choose any other combination of signs for a total of 18.

Lastly, the size and number of signs, in several instances, appear to be greater than needed and may overwhelm the buildings themselves. For instance, the proposed sign plan would allow primary inline retail tenants to display up to 20 signs on their front facade, far more than the one sign per façade, no more than three signs, than the Zoning Ordinance would otherwise allow. Similarly, restaurant pad sites would be allowed up to six signs per primary façade. Providing a similar comparison for the size of proposed signage is difficult given that the proposed sign plan does not establish maximum sizes for signs.

Staff requests clarification on the potential combination of signs being requested in order to assess the sign plan in relation to the guidelines found in the Revised General Plan and the Retail Plan for unified graphic design. Overall, the Applicant should reexamine the overall size and number of the building-mounted signage for the various retail tenants and confirm that the signage depicted in the proposed sign plan accurately illustrates what would be permitted should it be approved.

4. Temporary Signs

The general design guidelines refer to both permanent and temporary signs. However, the sign plan does not include any regulations for temporary signs.

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Information should be provided regarding whether the Applicant seeks to modify the Zoning Ordinance regulations governing temporary signage.

5. Lighting & Landscaping Commitments

The Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (Revised General Plan, Chapter 5, Light and Night Sky Policies, Policy 1). The Retail Plan also specifies that all lighting should be designed to reduce glare and spillage of light onto adjoining properties and streets and that fixtures should be attractive site elements that are compatible with the architecture of the retail center (Retail Plan, Design Guidelines, Signs and Lighting, Policy 2). Plan policies also encourage landscaping along streets and the incorporation of indigenous vegetation into the landscape (Revised General Plan, Chapter 5, Plant and Wildlife Habitat Policy 7).

The proposed comprehensive sign plan includes sections within the General Design Guidelines regarding landscaping (pg. 4) and lighting (pg. 5). Plant material focuses on trees, shrubbery, sod and flowers for year-round color and texture and will consist primarily of native plant species. The sign face will be kept free of landscape overgrowth for visibility and safety purposes. Lighting for freestanding signs may be by external illumination, including ground-mounted up lights and sign-mounted down lights. It 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. Certain lighting types, including flashing, rotating, moving, blinking or animated type, are not permitted.

Staff recommends a condition of approval that individual signs and associated landscaping materials will be maintained in good condition.

RECOMMENDATIONS

The general concept of the proposed sign plan appears to be consistent with the guidelines found in the Revised General Plan and the Retail Plan for unified graphic design. However, staff recommends that the Applicant reexamine and reduce the overall number and size of both freestanding and building-mounted signs. The proposed sign plan should also provide commitments that the proposed signage will be consistent with existing signs for the residential sections of Belmont Country Club that have been already built per the approved Belmont Country Club Comprehensive Sign Plan (ZMOD 2004-0002). As always, staff is happy to meet with the Applicant regarding the application.

cc: Julie Pastor, AICP, Planning Director
Cindy Keegan, AICP, Community Planning Program Manager – via e-mail

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COUNTY OF LOUDOUN

DEPARTMENT OF BUILDING AND DEVELOPMENT

MEMORANDUM

DATE: November 24, 2009

TO: Sophia Fisher, Project Manager

CC: Marilee L. Seigfried, Deputy Zoning Administrator
Marsha Keim, Zoning Permit Manager

FROM: Teresa Miller, Planner, Zoning Administration

CASE NUMBER AND NAME: ZMOD-2008-0017, Belmont Executive Center Sign Plan

LCTM/MCPI:

/62/M10/LBPP/	083-17-8172
/62////////22/	083-37-1744
/62/M10/LB001	083-17-2087
/62////////16/	083-37-8701
/62////////23/	083-27-1064
/62////////24/	083-35-9224

PLAN SUBMISSION NUMBER: 2nd Submission

I. Application Summary

The applicant is proposing a comprehensive sign plan for the above referenced parcels. The applicable zoning districts for the parcels are PD-OP and PD-CC-CC under the Revised 1993 Loudoun County Zoning Ordinance.

The following issues must be addressed for the application to be in conformance with the requirements of the Revised 1993 Loudoun County Zoning Ordinance (“the Ordinance”).

The following comments in italics were included with the 1st submission zoning staff referral. While staff appreciates the applicant’s revised comments dated November 18, 2009, updated supporting materials for these comments were not submitted. The comments are again being included in this referral as staff has not had the opportunity to verify the response.

II. Critical Issues

- The 343.87 acre parcel identified as Tax Map /62////////24/ is split zoned PD-H4 and PD-OP. The office development located at the corner of Belmont Ridge Road and Russell Branch appears to be shown within the portion of the property zoned PD-H4. Per ZMAP-1996-0003, this portion of the parcel is designated to be single family attached units. The zoning district boundaries for all parcels within this rezoning are based upon Sheet 3, Zoning District Boundaries of the Concept*

Development Plan. Staff suggests updating Sheet 8 to show the zoning districts or provide an additional sheet. The applicant must verify the proposed office uses are located within the portion of the parcel zoned PD-OP.

III. Statement of Justification

- 1. The introduction paragraph references ZMAP-1997-0009 as the rezoning associated with the subject parcels. ZMAP-1997-0009 covers a portion of the parcels within this application. The remaining portion of the parcels is subject to ZMAP-1996-0003. The Statement of Justification introduction should be updated to reference both rezoning applications.*
- 2. As parcel /62/////////22/ is also part of this application, the introduction should be updated to include The Episcopal Diocese of Virginia as an owner.*
- 3. The justification section references attachments within the SOJ as XXX and XXXX. Please update to include these attachments and insure the labeling is correct.*
- 4. Criterion 2 references Route 70. Please correct this to reference Route 7.*
- 5. Criterion 7 references rezoning ZMAP-1997-0016. This application does not exist. Please update this section to reference the correct rezoning applications associated with the parcels. In addition, the zoning district is listed as "PC-CC-OP", which also does not exist. Please update to reference the correct zoning districts as PD-OP and PD-CC-CC.*

IV. Sign Package

- 1. Page 3 Glossary –** There appears to be a typographical error in the first sentence of the glossary. The sentence reads "*provided in Article 8 or the Revised 1993 Zoning Ordinance*". It appears the sentence should read "*provided in Article 8 of the Revised 1993 Zoning Ordinance*".
- 2. Page 9 - A1 Primary Entrance Sign –** Staff's original comment remains regarding these 2 signs. Neither of the proposed A1 signs is located at vehicular entrances into the development. Entrance signs are to be located at the vehicular entrance into the development, not at the intersection of roadways or along interchange ramps. Staff suggests the appropriate place for signs such as the A1 signs are at the locations identified as the A2 sign locations. Staff is not suggesting placing both the A1 and A2 signs as the same location therefore being redundant. The A1 signs and the A2 signs identify "Belmont Executive Center". Again, the appropriate location for such signs is at the vehicular entrance into the development.
- 3. Page 20 – M 1 Primary Entrance Sign and Vehicular Entrance Signs –** Again, staff maintains Entrance signs are to be located at the vehicular entrance into the

development, not at the intersection of roadways or along interchange ramps. As proposed, these signs are not located at a vehicular entrance into the development.

4. Page 21 – M 2 – Primary Retail Sign – Staff acknowledges the proposed height of this sign has now been changed from 21'6" in height to 14' 6" in height. The applicant is proposing 2 signs at 131 square feet in size. The size of this sign seems excessive in relation to the size of the retail center it will identify. The intent of the PD-CC-CC is to serve the retail shopping needs of the surrounding community within a 10 minutes drive. The applicant is using the signage modified and approved for large scale regional centers as comparison. The signage proposed should be appropriate in size and scale to the center in which it identifies.
5. Page 28 – O 2 – Pad Site Tenant Canopy Sign - Staff would recommend the signs not be used for purpose of advertising, such as promotions offered by the tenant, rather signs should direct users to the appropriate lanes of the drive though.
6. Page 29 – S 1-0 – Primary inline retail tenant front signage – The applicant has responded the window signs proposed could provide the name of services provided in the grocery. Staff would recommend these signs not be used for the purpose of advertising in store specials, rather identify services such as deli, flower shop, pharmacy, etc.
7. Sheet 48 – Z 7 – Freestanding tenant signage – Staff maintains Section 5-1204(D)(3)(ii) is to be used when the use is not listed within the sign matrix. These signs should be listed as an additional signs under the appropriate sign type and modifying the appropriate sign section. For example, the freestanding auto service station monument sign should be included with sign type N, freestanding bank signs should be included with the appropriate pad site signage, freestanding restaurant monument signs should be included with sign type Y, etc.

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COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
MEMORANDUM

DATE: June 2, 2009

TO: Sophia Fisher, Project Manager

CC: Marilee L. Seigfried, Deputy Zoning Administrator
Marsha Keim, Zoning Permit Manager

FROM: Teresa Miller, Planner, Zoning Administration

CASE NUMBER AND NAME: ZMOD-2008-0017, Belmont Executive Center Sign Plan

LCTM/MCPI:

/62/M10//LBPP/	083-17-8172
/62////////22/	083-37-1744
/62/M10//LB001	083-17-2087
/62////////16/	083-37-8701
/62////////23/	083-27-1064
/62////////24/	083-35-9224

PLAN SUBMISSION NUMBER: 1st Submission

I. Application Summary

The applicant is proposing a comprehensive sign plan for the above referenced parcels. The applicable zoning districts for the parcels are PD-OP and PD-CC-CC under the Revised 1993 Loudoun County Zoning Ordinance.

The following issues must be addressed for the application to be in conformance with the requirements of the Revised 1993 Loudoun County Zoning Ordinance (“the Ordinance”).

II. Critical Issues

1. The 343.87 acre parcel identified as Tax Map /62////////24/ is split zoned PD-H4 and PD-OP. The office development located at the corner of Belmont Ridge Road and Russell Branch appears to be shown within the portion of the property zoned PD-H4. Per ZMAP-1996-0003, this portion of the parcel is designated to be single family attached units. The zoning district boundaries for all parcels within this rezoning are based upon Sheet 3, Zoning District Boundaries of the Concept Development Plan. Staff suggests updating Sheet 8 to show the zoning districts or provide an additional sheet. The applicant must verify the proposed office uses are located within the portion of the parcel zoned PD-OP.

III. Statement of Justification

1. The introduction paragraph references ZMAP-1997-0009 as the rezoning associated with the subject parcels. ZMAP-1997-0009 covers a portion of the parcels within this application. The remaining portion of the parcels is subject to ZMAP-1996-0003. The Statement of Justification introduction should be updated to reference both rezoning applications.
2. As parcel /62/////////22/ is also part of this application, the introduction should be updated to include The Episcopal Diocese of Virginia as an owner.
3. The justification section references attachments within the SOJ as XXX and XXXX. Please update to include these attachments and insure the labeling is correct.
4. Criterion 2 references Route 70. Please correct this to reference Route 7.
5. Criterion 7 references rezoning ZMAP-1997-0016. This application does not exist. Please update this section to reference the correct rezoning applications associated with the parcels. In addition, the zoning district is listed as "PC-CC-OP", which also does not exist. Please update to reference the correct zoning districts as PD-OP and PD-CC-CC.

IV. Sign Package

1. Sheet 5 – Sign Locations references Section 512 of the 1993 Zoning Ordinance. Please correct this to reference Section 5-1200 of the Revised 1993 Loudoun County Zoning Ordinance.
2. Sheet 5 – Sign Permits states the landlord will provide a letter to tenants indicating which sign types they are allowed. Please note this letter from the landlord should accompany the sign permit application.
3. It is unclear why Sheets 8a and 8b have been included with the sign plan.
4. Sheets 9-17 seem unnecessary as the detail sheets and matrix provide all the information needed for the sign plan. There are discrepancies between these sheets and the rest of the comprehensive sign plan. Should the applicant decide to keep these sheets, please be advised the most restrictive regulations will apply when administering the comprehensive sign plan.
5. Sheet 18 - A1 Primary Entrance Sign – None of the proposed A1 signs are located at vehicular entrances into the development. Entrance signs are to be located at the vehicular entrance into the development, not at the intersection of roadways or along interchange ramps. Staff suggests the more appropriate place for A1 signs

are at the locations identified as the A2 sign locations.

6. Sheet 20 - A3 are listed as directional signs. Section 5-1204(D)(3)(k) is the section for PD-OP Development Entrance Signs. As these are listed as directional, the section being modified is not correct. The correct section for directional signs is Section 5-1204(D)(7)(h). Directional signs are required to be located where there is a change in direction. As proposed, these signs are located along travel ways where there is not a change in direction.
7. Sheet 21 - A4 are listed as directional signs. Section 5-1204(D)(3)(k) is the section for PD-OP Development Entrance Signs. As these are listed as directional, the section being modified is not correct. The correct section for directional signs is Section 5-1204(D)(7)(h).
8. Sheet 23 – C 1-0 Primary Hotel Signage – The applicant has not indicated a maximum number of signs per façade for this use type. Sheet 73 shows the majority of the signs to be on the front façade with a small area on the side façade designated for signage placement. Sheet 23 shows 3 signs on this façade. Please update this sheet to show the maximum number of signs allowed. Additionally, please provide more detail regarding the purpose of the signs. 10 signs on the hotel would seem excessive.
9. Sheet 25 – E 1-0 Pad Site Tenant Signage – This pad side appears to be located within the PD-CC-CC zoning district, therefore the section to be modified should not be 5-1204(D)(3)(ii) but Section 5-1204(D)(3)(d). As proposed, 18 signs per tenant would seem excessive.
10. Sheet 26 – E 1-1 Pad Site Tenant with awnings - This pad side appears to be located within the PD-CC-CC zoning district, therefore the section to be modified should not be 5-1204(D)(3)(ii) but Section 5-1204(D)(3)(d). As proposed, 12 signs per tenant would seem excessive. In addition, it is not clear if the awnings will have signage on them. If so, please be sure the awning signs have been included in the overall maximum number of signs. Should the awnings have signage, the primary façade could have as many as 9 signs which is not consist with the 4 per primary façade as listed.
11. Sheet 28 – F 2 Secondary Church Signage – As these signs are off-site signs, there are not permitted.
12. Sheet 29 and 30 – M 1-0 and M 1-1 – Primary Entrance Sign and Vehicular Entrance Signs – Sign M 1-0 is labeled on M 1 on the site plan sheets. Please be sure to have consistency with the labeling. Entrance signs are to be located at the vehicular entrance into the development, not at the intersection of roadways or along interchange ramps. As proposed, these signs are not located at a vehicular entrance into the development.
13. Sheet 31 – M 2 – Primary Retail Sign – These signs are proposed to be 21'6" in

A21

height and 164 square feet in size per side. This is almost 3 times the height permitted by the zoning ordinance for ground mounted signs and over 5 times the maximum square foot permitted by the zoning ordinance. To be more consistent with the zoning ordinance, staff suggests the height of the sign as well as the square footage be reduced. Typically, to achieve a greater square footage and sign mass, the height of the sign is in turn reduced. The applicant will also need to show the landscape base as with previous monument signs.

14. Sheet 33 -M4 are listed as directional signs. Section 5-1204(D)(3)(c) is the section for PD-CC-CC Development Entrance Signs. As these are listed as directional, the section being modified is not correct. The correct section for directional signs is Section 5-1204(D)(7)(h). Directional signs are required to be located where there is a change in direction. As proposed, these signs are located along travel ways where there is not a change in direction.
15. Sheet 36 – O 1-0 Pad Site Tenant Signage – As proposed, 18 signs per tenant would seem excessive.
16. Sheet 37 – O 1-1 Pad Site Tenant with awnings - As proposed, 12 signs per tenant would seem excessive. In addition, it is not clear if the awnings will have signage on them. If so, please be sure the awning signs have been included in the overall maximum number of signs. Should the awnings have signage, the primary façade could have as many as 9 signs which is not consistent with the 4 per primary façade as listed.
17. Sheet 38 – O 2-0 – Pad Site Tenant Canopy Sign - Staff would like more information regarding this sign type such as which tenant use types would be permitted this sign and for what purpose. It appears this sign would be in addition to the 12 to 18 signs already proposed for pad site tenants. Please be advised these signs may not used for the purpose of advertising.
18. Sheet 39 – S 1-0 – Primary inline retail tenant front signage – While the total aggregate sign area is limited to 1.75 square foot of signage per linear foot of building frontage, twenty (20) signs on a single façade would seem excessive for a single user. As shown on this example, twelve (12) of the signs would be window signs. As Appendix B on Sheet 50 indicates, advertisements are not permitted with window signage. Staff is not clear on what the twelve (12) window signs would be.
19. Sheet 40 – S 1-1 – Inline retail tenant front signage – This sheet should be updated to show the maximum number of signs allowed. As this example has two public entrances, the number of signs for this tenant would be 10 signs, which would seem excessive.
20. Sheet 41 – S 1-2 – Inline retail tenant front signage with awning – It is not clear if the awnings will contain signage. If so, the number of signs per public entrance will need to reflect the total including awning signage. A sign band and awning

sign would not seem necessary for a single public entrance.

21. Sheets 42 -44 and sheet 47 – S 2-0, S 2-1, S 2-2, and Z6 – The inline tenant rear sign should be referenced on the front signage. It is suggested a note be added to the drawings as well as the additional requirements section on the comparison matrix. An awning in addition to the sign band would seem excessive. In addition, it would appear sign type Z 6 is not needed as signs S 2-0, S 2-1 and S 2-2 serves the purpose to identify the tenant.
22. Sheet 45 – Y 1-0 Pad Site restaurant signage – The applicant is proposing to modify Section 5-1209(D)(3)(d). The correct section for freestanding restaurants is Section 5-1204(D)(3)(bb) or 5-1204(D)(3)(cc) depending upon the size of the restaurant. As proposed, 18 signs per tenant would seem excessive.
23. Sheet 46 – Y 1-1 Pad Site restaurant with awnings - The applicant is proposing to modify Section 5-1209(D)(3)(d). The correct section for freestanding restaurants is Section 5-1204(D)(3)(bb) or 5-1204(D)(3)(cc) depending upon the size of the restaurant. As proposed, 12 signs per tenant would seem excessive. In addition, it is not clear if the awnings will have signage on them. If so, please be sure the awning signs have been included in the overall maximum number of signs. Should the awnings have signage, the primary façade could have as many as 9 signs which is not consistent with the 4 per primary façade as listed.
24. Sheet 48 – Z 7 – Freestanding tenant signage – Section 5-1204(D)(3)(ii) is to be used when the use is not listed within the sign matrix. These signs should be listed as an additional signs under the appropriate sign type. For example, the freestanding auto service station monument sign should be included with sign type N, freestanding bank signs should be included with the appropriate pad site signage, freestanding restaurant monument signs should be included with sign type Y, etc.
25. Sheet 54 – Appendix E awning and eyebrow signage – The note states fringe sign does not county towards aggregate sign area. The fringe sign does count toward the aggregate sign area.
26. Sheets 56 through 70 – Appendix G – Please be advised the column for total aggregate sign area is for the total square footage for all signs of each type. In some instances, the total aggregate for all signs is less than the maximum area of any one sign.

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I, Keith C. Martin, do hereby state that I am an
 Applicant

X Applicant's Authorized Agent listed in Section C.1. below

in Application Number(s): ZMOD 2008-0017

and that to the best of my knowledge and belief, the following information is true:

C. DISCLOSURES: REAL PARTIES IN INTEREST AND LAND USE PROCEEDINGS

1. REAL PARTIES IN INTEREST

The following constitutes a listing of the names and addresses of all **APPLICANTS, TITLE OWNERS, CONTRACT PURCHASERS** and **LESSEES** of the land described in the application* and if any of the forgoing is a **TRUSTEE**** each **BENEFICIARY** of such trust, and all **ATTORNEYS**, and **REAL ESTATE BROKERS**, and all AGENTS of any of the foregoing.

All relationships to the persons or entities listed above in **BOLD** print must be disclosed. Multiple relationships may be listed together (ex. Attorney/Agent, Contract Purchaser/Lessee, Applicant/Title Owner, etc.) For a multiple parcel application, list the Parcel Identification Number (PIN) of the parcel(s) for each owner(s).

<i>PIN</i>	<i>NAME (First, M.I., Last)</i>	<i>ADDRESS (Street, City, State, Zip Code)</i>	<i>RELATIONSHIP (Listed in bold above)</i>
083-37-8701	Toll Land XV LP	1975 Belmont Executive Plaza Suite 250 Ashburn, VA 20147	Applicant/Title Owner
083-35-9224 083-17-8172 083-27-1064 083-17-2087	Belmont Land, L.P.	19775 Belmont Executive Plaza, Suite 250, Ashburn, VA 20147	Applicant & Title Owner
	Toll Land XV Limited Partnership	19775 Belmont Executive Plaza, Suite 250, Ashburn, VA 20147	Applicant & Title Owner

* In the case of a condominium, the title owner, contract purchaser, or lessee of 10% or more of the units in the condominium.

** In the case of a TRUSTEE, list Name of Trustee, name of Trust, if applicable, and name of each beneficiary.

Check if applicable:

X There are additional Real Parties in Interest. See Attachment to Paragraph C-1.

I, Keith C. Martin, do hereby state that I am an
 Applicant

Applicant's Authorized Agent listed in Section C.1. below

in Application Number(s): ZMOD 2008-0017

and that to the best of my knowledge and belief, the following information is true:

C. DISCLOSURES: REAL PARTIES IN INTEREST AND LAND USE PROCEEDINGS

1. REAL PARTIES IN INTEREST

The following constitutes a listing of the names and addresses of all **APPLICANTS, TITLE OWNERS, CONTRACT PURCHASERS** and **LESSEES** of the land described in the application* and if any of the forgoing is a **TRUSTEE**** each **BENEFICIARY** of such trust, and all **ATTORNEYS**, and **REAL ESTATE BROKERS**, and all AGENTS of any of the foregoing.

All relationships to the persons or entities listed above in **BOLD** print must be disclosed. Multiple relationships may be listed together (ex. Attorney/Agent, Contract Purchaser/Lessee, Applicant/Title Owner, etc.) For a multiple parcel application, list the Parcel Identification Number (PIN) of the parcel(s) for each owner(s).

<i>PIN</i>	<i>NAME (First, M.I., Last)</i>	<i>ADDRESS (Street, City, State, Zip Code)</i>	<i>RELATIONSHIP (Listed in bold above)</i>
083-37-1744	The Episcopal Diocese of VA	43600 Russell Branch Parkway Ashburn, VA 20147	Title Owner
	Sack Harris & Martin, P.C.	8270 Greensboro Drive Suite 810 McLean, VA 22102	Agent/Attorney
	Urban, Ltd.	7712 Little River Turnpike Annandale, VA 22003	Agent

* In the case of a condominium, the title owner, contract purchaser, or lessee of 10% or more of the units in the condominium.

** In the case of a TRUSTEE, list Name of Trustee, name of Trust, if applicable, and name of each beneficiary.

Check if applicable:

 There are additional Real Parties in Interest. See Attachment to Paragraph C-1.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, **and if such corporation is an owner of the subject land**, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)
 Sack Harris & Martin, P.C.
 8270 Greensboro Drive, Suite 810, McLean, VA 22102

Description of Corporation:

- There are 100 or fewer shareholders and all shareholders are listed below.
- There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.
- There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.
- There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

<i>SHAREHOLDER NAME (First, M.I., Last)</i>	<i>SHAREHOLDER NAME (First, M.I., Last)</i>
James M. Sack	
Robert A. Harris, IV	
Keith C. Martin	

Names of Officers and Directors:

<i>NAME (First, M.I., Last)</i>	<i>Title (e.g. President, Treasurer)</i>

Check if applicable:

There is additional Corporation Information. See Attachment to Paragraph C-2.

A-27

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

Toll VA GP Corp., 250 Gibraltar Road, Horsham, PA 19044

Description of Corporation:

There are 100 or fewer shareholders and all shareholders are listed below.

There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

<i>SHAREHOLDER NAME (First, M.I., Last)</i>	<i>SHAREHOLDER NAME (First, M.I., Last)</i>
Toll Holdings, Inc.	

Names of Officers and Directors:

<i>NAME (First, M.I., Last)</i>	<i>Title (e.g. President, Treasurer)</i>

Check if applicable:

There is additional Corporation Information. See Attachment to Paragraph C-2.

A-28

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, **and if such corporation is an owner of the subject land**, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

Toll Mid-Atlantic LP Company, Inc., 250 Gibraltar Road, Horsham, PA 19044

Description of Corporation:

There are 100 or fewer shareholders and all shareholders are listed below.

There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

<i>SHAREHOLDER NAME (First, M.I., Last)</i>	<i>SHAREHOLDER NAME (First, M.I., Last)</i>
Toll Holdings, Inc.	

Names of Officers and Directors:

<i>NAME (First, M.I., Last)</i>	<i>Title (e.g. President, Treasurer)</i>

Check if applicable:

There is additional Corporation Information. See Attachment to Paragraph C-2.

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The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

Toll Holdings, Inc., 250 Gibraltar Road, Horsham, PA 19044

Description of Corporation:

There are 100 or fewer shareholders and all shareholders are listed below.

There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

<i>SHAREHOLDER NAME (First, M.I., Last)</i>	<i>SHAREHOLDER NAME (First, M.I., Last)</i>
Toll Brothers, Inc.	

Names of Officers and Directors:

<i>NAME (First, M.I., Last)</i>	<i>Title (e.g. President, Treasurer)</i>

Check if applicable:

There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

Toll Brothers, Inc., 250 Gibraltar Road, Horsham, PA 19044

Description of Corporation:

There are 100 or fewer shareholders and all shareholders are listed below.

There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

<i>SHAREHOLDER NAME (First, M.I., Last)</i>	<i>SHAREHOLDER NAME (First, M.I., Last)</i>

Names of Officers and Directors:

<i>NAME (First, M.I., Last)</i>	<i>Title (e.g. President, Treasurer)</i>

Check if applicable:

There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation (complete name, street address, city, state, zip)
 Urban Ltd.
 7712 Little River Turnpike, Annandale, VA 22003

Description of Corporation:

There are 100 or fewer shareholders and all shareholders are listed below.

There are more than 100 shareholders, and all shareholders owning 1% or more of any class of stock issued by said corporation are listed below.

There are more than 100 shareholders but no shareholder owns 1% or more of any class of stock issued by said corporation, and no shareholders are listed below.

There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of shareholders (first name, middle initial and last name)

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
J. Edgar Sears, Jr.	
Barry B. Smith	
Brian A. Sears	

Names of Officers and Directors (first name, middle initial and last name & title, e.g. President, Secretary, Treasurer, etc.)

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)
J. Edgar Sears, Jr.	President and Treasurer
Barry B. Smith	Vice President and Secretary

Check if applicable:

Additional information attached. See Attachment to Paragraph C-4(a).

3. PARTNERSHIP INFORMATION

The following constitutes a listing of all of the **PARTNERS**, both **GENERAL** and **LIMITED**, in any partnership disclosed in the affidavit.

Partnership name and address: (complete name, street address, city, state, zip)

Belmont Land, L.P., 19775 Belmont Executive Plaza, Suite 250, Ashburn, VA 20147

(check if applicable) The above-listed partnership has no limited partners.

Names and titles of the Partners:

<i>NAME</i> <i>(First, M.I., Last)</i>	<i>Title</i> <i>(e.g. General Partner, Limited Partner, etc)</i>
Toll VA GP Corp.	General Partner
Toll Mid-Atlantic LP Company, Inc.	Limited Partner

Check if applicable:

Additional Partnership information attached. See Attachment to Paragraph C-3.

3. PARTNERSHIP INFORMATION

The following constitutes a listing of all of the **PARTNERS**, both **GENERAL** and **LIMITED**, in any partnership disclosed in the affidavit.

Partnership name and address: (complete name, street address, city, state, zip)

Toll Land XV Limited Partnership, 19775 Belmont Executive Plaza, Suite 250, Ashburn, VA 20147

(check if applicable) The above-listed partnership has no limited partners.

Names and titles of the Partners:

<i>NAME</i> <i>(First, M.I., Last)</i>	<i>Title</i> <i>(e.g. General Partner, Limited Partner, etc)</i>
Toll VA GP Corp.	General Partner
Toll Mid-Atlantic LP Company, Inc.	Limited Partner

Check if applicable:

Additional Partnership information attached. See Attachment to Paragraph C-3.

3. PARTNERSHIP INFORMATION

The following constitutes a listing of all of the **PARTNERS**, both **GENERAL** and **LIMITED**, in any partnership disclosed in the affidavit.

Partnership name and address: (complete name, street address, city, state, zip)

Belmont Land LP and Toll Land XV LP
 19601 North 27th Avenue, Phoenix, AZ 85027

Description of Corporation:

There are 100 or fewer shareholders and all shareholders are listed below.

There are more than 100 shareholders, and all shareholders owning 1% or more of any class of stock issued by said corporation are listed below.

There are more than 100 shareholders but no shareholder owns 1% or more of any class of stock issued by said corporation, and no shareholders are listed below.

There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of shareholders (first name, middle initial and last name)

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Toll VA GP Corporation	

Names of Officers and Directors (first name, middle initial and last name & title, e.g. President, Secretary, Treasurer, etc.)

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)
William Gilligan	Regional President
James Steuterman	Sr. Vice President

Check if applicable:

Additional information attached. See Attachment to Paragraph C-4(a).

A-35

4. ADDITIONAL INFORMATION

a. One of the following options **must** be checked:

In addition to the names listed in paragraphs C. 1, 2, and 3 above, the following is a listing of any and all other individuals who own in the aggregate (directly as a shareholder, partner, or beneficiary of a trust) 10% or more of the APPLICANT, TITLE OWNER, CONTRACT PURCHASER, or LESSEE of the land:

Other than the names listed in C. 1, 2 and 3 above, no individual owns in the aggregate (directly as a shareholder, partner, or beneficiary of a trust) 10% or more of the APPLICANT, TITLE OWNER, CONTRACT PURCHASER, or LESSEE of the land:

Check if applicable:

Additional information attached. *See Attachment to Paragraph C-4(a).*

b. That no member of the Loudoun County Board of Supervisors, Planning Commission, Board of Zoning Appeals or any member of his or her immediate household owns or has any financial interest in the subject land either individually, by ownership of stock in a corporation owning such land, or though an interest in a partnership owning such land, or as beneficiary of a trust owning such land.

EXCEPT AS FOLLOWS: (If none, so state).

Check if applicable:

Additional information attached. *See Attachment to Paragraph C-4(b).*

c. That within the twelve-month period prior to the public hearing for this application, no member of the Loudoun County Board of Supervisors, Board of Zoning Appeals, or Planning Commission or any member of his immediate household, either individually, or by way of partnership in which any of them is a partner, employee, agent or attorney, or through a partner of any of them, or through a corporation (as defined in the Instructions at Paragraph B.3) in which any of them is an officer, director, employee, agent or attorney or holds 10% or more of the outstanding bonds or shares of stock of a particular class, has or has had any business or financial relationship (other than any ordinary customer or depositor relationship with a retail establishment, public utility, or bank), including receipt of any gift or donation having a value of \$100 or more, singularly or in the aggregate, with or from any of those persons or entities listed above.

EXCEPT AS FOLLOWS: (If none, so state).

Check if applicable:

Additional information attached. *See Attachment to Paragraph C-4(c).*

D. COMPLETENESS

That the information contained in this affidavit is complete, that all partnerships, corporations (as defined in Instructions, Paragraph B.3), and trusts owning 10% or more of the APPLICANT, TITLE OWNER, CONTRACT PURCHASER, OR LESSEE of the land have been listed and broken down, and that prior to each hearing on this matter, I will reexamine this affidavit and provide any changed or supplemental information, including any gifts or business or financial relationships of the type described in Section C above, that arise or occur on or after the date of this Application.

WITNESS the following signature:



check one: [] Applicant or [v] Applicant's Authorized Agent

Keith C. Martin, Agent

(Type or print first name, middle initial and last name and title of signee)

Subscribed and sworn before me this 21st day of April 2009, in the State/Commonwealth of Virginia, in the County/City of Fairfax.

Karen Fetting

Notary Public

My Commission Expires: 12.31.09

Notary Registration Number: 177548



STATEMENT OF JUSTIFICATION (SOJ)

BELMONT EXECUTIVE CENTER

(LCTM #62/24 (MCPI #083-35-9224); LCTM #62/M10/LBPP (MCPI #083-17-8172);
LCTM #62/23 (MCPI #083-27-1064); LCTM #62/N10/LBOO1 (MCPI #083-17-2087);
LCTM #62/16 (MCPI #083-37-8701); and LCTM #62/22 (MCPI #083-37-1744))

December 30, 2008

Revised June 5, 2009

COMPREHENSIVE SIGN PACKAGE

INTRODUCTION

Belmont Executive Center, ZMAP 1996-0003 and ZMAP 1997-0009, was approved on December 21, 2004 by the Board of Supervisors (Copy Teste, SOJ). The action rezoned (the "Property") to the Planned Development – Commercial Center – Community Center District (PD-CC-CC) and Planned Development Office Park District (PD-OP) to allow construction of a mixed use center. The Owner and Applicant, Belmont Land LP, Toll Land XV LP, and the Episcopal Diocese of Virginia (the "Applicant") now wishes to obtain approval of a Zoning Modification ("ZMOD") to develop a Comprehensive Sign Package for the Property, pursuant to Section 5-1204(E) of the Zoning Ordinance in accordance with Section 6-1511(B).

PROJECT LOCATION

The Property is located on the south side of Route 7, at the intersection with Claiborne Parkway. This area is identified in the Comprehensive Plan as appropriate for destination retail uses.

MODIFICATIONS

This ZMOD application will address the following types of signs at Belmont Executive Center, as reflected in the Sign Matrix found in the SOJ:

1. Project Sign [Section 5-1204(D)(3)(e)];
2. Entrance Signs [Section 5-1204(D)(3)(e)];
3. Freestanding Tenant Signs [Section 5-1204(D)(3)(f) & Section 5-1204(D)(3)(g)];
4. In-line Tenant Signs [Section 5-1204(D)(3)(h), Section 5-1204(D)(3)(i) & Section 5-1204(D)(3)(j)];
5. Office Signs [Section 5-1204(D)(3)(l), Section 5-1204(D)(3)(m) & Section 5-1204(D)(3)(p)];
6. Automobile Service Station Signs [Section 5-1204(D)(3)(r)];
7. Freestanding Restaurant Signs [Section 5-1204(D)(3)(bb) & Section 5-1204(D)(3)(cc)];
8. Business Signs [Section 5-1204(D)(3)(ii)];
9. Traffic Signs [Section 5-1204(D)(7)(e)]; and

10. Real Estate Signs [Section 5-1204(D)(7)(e)].

JUSTIFICATION

The Applicant wishes to realize the vision for Belmont Executive Center which evolved during the rezoning process, as reflected in the approved Proffer Statement (SOJ Attachment XI). Belmont Executive Center was described as, and the Applicant proposes to construct, a high quality shopping enclave. In order to achieve this purpose, the Applicant seeks a ZMOD to design a coordinated and unique Comprehensive Sign Package (the "Package") for Belmont Executive Center. Section 5-1202 of the Revised Zoning Ordinance states "...that the primary purpose of signage is to help people find what they need without difficulty or confusion, and without adverse impact on the visual character of an area..." A well-planned mixed use center, such as Belmont Executive Center, seeks to place signs to assist patrons in locating the center and in easily traveling to their desired destination within the center (Sign Location Map, Sign Plan pages 72-74 Attachment X). To this end, the Applicant has designed a striking Package which will clearly become associated with Belmont Executive Center. While effectively identifying Belmont Executive Center and communicating internal locations, the Package creates a pleasing sense of place. Thus, the Applicant proposes a Package which identifies the allowable number of site signs, the general design, color and location of site signs at Belmont Executive Center.

Based on years of experience in office, retail development, the Applicant has devised a unique approach to the formula used to calculate sign square footage for "In-line" and "Freestanding" tenants. Experience shows that certain sized tenants have certain, similar signage requirements.

The Design Guidelines for Signs and Lighting state that "A unified graphic design theme is strongly encouraged." (CPAM 1996-0001, Countywide Retail Policy Plan Amendment, #D.1) Further, the proffers for Belmont Executive Center require the establishment of a Commercial owners association to be responsible for design standards. The Association adopted the Design Guidelines and Development Standards dated December 18, 2005, which include signage standards. The Applicant presents just such a Package in this ZMOD application which unifies a large mixed use center and respectfully requests approval.

CRITERIA FOR CONSIDERATION

Criterion 1: Will the number, location and size of signs proposed adequately help people find what they need without difficulty or confusion: (are the signs visible to the driving public and located and sized to enable the public to make turns in a timely manner? Identify the criteria used to make this

assessment, such as sign industry standards, etc. Is the modification the least amount needed to meet this criteria?)

The Belmont Executive Center Comprehensive Sign Package incorporates signs proposed at locations, and in such a manner, which will effectively guide visitors and patrons into and around the Property. The degree to which the existing Zoning Ordinance regulations are being modified is consistent with the formulas used at other shopping centers in Loudoun County with similar users to establish their Sign Packages.

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

The Sign Location Map identifies where site signs will be placed. A site sign is defined as a sign placed by the Applicant, its' representative or successor, to identify a destination, point out a route, to ensure safety or communicate regulations. The Applicant proposes to position signs so as to most effectively direct patrons to the Property, into the Property and within the Property. A distinctive project sign is proposed along the Route 7 frontage to identify the overall Property. There will be one primary entrance along the northern and southern boundaries of the Property. A pair of entrance signs will be place at each such entrance. Smaller, discreet signs will be placed at the secondary entrances to safely guide traffic into and out of the Property. The site signs found within the Property will be located throughout the office park and shopping center. Taken as a whole, the proposed Package includes a modest display to identify the Property.

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

The formula underlying the Package at Belmont Executive Center is represented in the Sign Matrix. Each sign on the Property will be placed within the identified categories and will meet the stipulated standards. The Applicant identifies the color, typestyle and materials for all internal site signs at Belmont Executive Center, so that the entire center will be a coordinated, unified whole.

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

The Applicant evaluated the design concept envisioned for Belmont Executive Center and the general size and shape of prospective tenants in

establishing the sign square footage formula for each category of sign. The proposed signs are subordinate to the structures and land use functions which they serve and are coordinated with and complementary to the architectural character of the entire Belmont Executive Center Shopping Center.

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

The proposed signage is an attractive reflection of Loudoun County in general. An attractive, fiscally successful shopping center and office park will help maintain and even bolster property values.

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

The Belmont Executive Center Comprehensive Sign Package is uniquely designed for the Property. Each sign erected on the Property will need to comply with the Belmont Executive Center Sign Matrix and the Belmont Executive Center Signage Design Standards and Guidelines. Thus, each sign will embody the unique character of Belmont Executive Center.

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

Belmont Executive Center is a large mixed use center located on 401 acres where the rezoning approval under ZMAP 1997-0009 and ZMAP 1996-0003 of permitted PC-CC-CC and PD-OP uses. A Comprehensive Sign Package which defines the sign program is critical to creating a unified, coordinated sense of place on the Property.

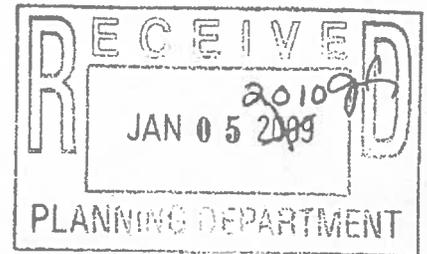
Criterion 8: *Is the proposed sign plan in conformance with the policies of the County's Comprehensive Plan?*

The proposed Belmont Executive Center Sign Package reflects the policies of the Loudoun County Comprehensive Plan by: 1) providing an attractive, coordinated and unified sign program which enhances the development; and 2) promoting safe and efficient vehicular and pedestrian movement.

SACK HARRIS & MARTIN, P.C.

ATTORNEYS AT LAW

SUITE 810
8270 GREENSBORO DRIVE
MCLEAN, VIRGINIA 22102
TELEPHONE (703) 883-0102
FACSIMILE (703) 883-0108



January 4, 2010

Ms. Sophia Fisher, Planner
Department of Planning
County of Loudoun
1 Harrison Street, S.E., #300
Leesburg, VA 20175

RE: ZMOD 2008-0117, 2008-0015, 2009-0016 Belmont Executive Center CSP

Dear Ms. Fisher:

Thank you for providing copies of the comments submitted by the referral agencies with regard to the above referenced application. We have prepared responses, in table format, which may be found in the attached document entitled "Comment Responses" and dated January 4, 2010.

Our resubmission includes the Revised Comprehensive Sign Plan, including all other attachments for reference (3 copies) along with the "Comment Responses".

We would look forward to discussing the schedule for the Planning Commission public hearing and the Board of Supervisors public hearing.

If you should need any additional information or copies, please do not hesitate to contact me.

Sincerely,

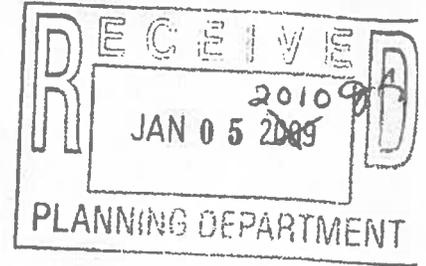
SACK HARRIS & MARTIN, P.C.

A handwritten signature in black ink, appearing to be "Keith C. Martin".

Keith C. Martin

Enclosures

Copy to:
Richard Keyser
Adam Steiner



ZMOD 2008-0117, 2008-0015, 2008-0016
 BELMONT EXECUTIVE CENTER CSP

COMMENT RESPONSES
 January 4, 2010

COMMENT	RESPONSE
<p>Department of Planning – November 19, 2009</p>	
<p>1(a). Project Icon Entrance sign (M1 and A1).</p> <p>Staff does not support the two proposed Project Icon Entrance signs (M1 and A1) that are intended to be visible from Route 7. Staff recommends that the Applicant remove these signs from the proposed sign plan and/or relocate them to vehicular entrances.</p> <p>(b) Directional Signs (A3, A4 and M4)</p> <p>Staff recommends that the Applicant reconsider both the number and placement of the proposed Directional signs (A3, A4 and M4), which should generally be limited to intersections and/or change-of-direction points.</p>	<p>Similar signs and locations have recently been approved including Belmont Country Club, Belmont Greene, Goose Creek Village, Arcola Center and Market Square at South Riding.</p> <p>Sign Type A3: 2 of the previous 4 A3 signs were removed (1 sign on Claiborne Pkwy NE of building XX and 1 sign on Claiborne Pkwy between buildings XXXI and XXX). Total Aggregate Sign Area reduced from 36 s.f. to 18 s.f.</p> <p>Sign Type A4: 3 of the previous 5 A4 signs were removed (1 sign east of building III, 1 sign west of Building XII and 1 sign south of buildings XXV and XXIV). Total Aggregate Sign Area reduced from 32 s.f. to 12.75 s.f.</p> <p>Sign Type M4: 1 of 2 M4 signs was removed (sign on Claiborne Pkwy east of building VII). Total Aggregate Sign Area changed from 18 s.f. to 9 s.f.</p>
<p>(c) Community Commercial Sector and Icon Signs (M2 and M3)</p> <p>Staff recommends that the number and size of the proposed Community Commercial</p>	<p>Sign Type M2: The M2 sign was redesigned to be smaller and closer to size of other previously similar retail signs. Total Aggregate Sign Area was reduced by 56 s.f. Sign Area was reduced by 14 s.f. The Sign Height was reduced by 2'-6".</p>

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<p>Section and Icon Signs (M2 and M3) be reduce further. The largest freestanding retail sign should be provided at the primary entrance point to the planned retail center (Claiborne Parkway or Russell Branch Parkway) with similar sign(s) at secondary entrances.</p> <p>(d) Temporary Signs (Z8)</p> <p>Staff recommends that the Applicant re-examine the number and size of the proposed temporary signs.</p>	<p>The Background Area was reduced by 14 s.f. The Background Height was reduced by 2'-6". Not that square footage shown for Total Aggregate Sign Area has increased but this was due to a clarification by the Applicant to include both sides of both signs in the calculation.</p> <p>Sign Type M3: The M3 sign was redesigned to be drastically smaller. Total Aggregate and Sign Area were reduced by 19.75 s.f. The Sign Height was reduced by 3'-6". The Background Area was reduced by 51.75 s.f. The Background Height was reduced by 3'-3".</p> <p>Sign Type Z8: The Maximum Number of Signs was reduced from 11 to "6 at any one time" and the sign locations were reduced to include 9 possible locations rather than 11.</p>
<p>2. Lighting and Landscaping Commitments.</p> <p>Staff recommends that appropriate condition of approval be developed regarding lighting and landscaping.</p>	<p>So noted.</p>
<p>Department of Building and Development – November 24, 2009 Critical Issues</p>	
<p>1. The 343.87 acre parcel identified as Tax Map /62/////////24/ is split zoned PD-H4 and PD-OP. The office development located at the corner of Belmont Ridge Road and Russell Branch appears to be shown within the portion of the property zoned PD-H4. Per ZMAP-1996-0003, this portion of the parcel is designated to be single family attached units. The zoning district boundaries for all parcels within this rezoning are based upon Sheet 3, Zoning District Boundaries of the Concept Development Plan. Staff suggests updating</p>	<p>Russell Branch was the original boundary between the PD-H4 and PD-OP zones.</p>

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<p>Sheet 8 to show the zoning districts or provide an additional sheet. The applicant must verify the proposed office uses are located within the portion of the parcel zoned PD-OP.</p>	
<p>Statement of Justification</p>	
<p>1. The introduction paragraph references ZMAP-1997-0009 as the rezoning associated with the subject parcels. ZMAP-1997-0009 covers a portion of the parcels within this application. The remaining portion of the parcels is subject to ZMAP-1996-0003. The Statement of Justification introduction should be updated to reference both rezoning applications.</p>	<p>Statement of Justification has been revised.</p>
<p>2. As parcel /62////////22/ is also part of this application, the introduction should be updated to include The Episcopal Diocese of Virginia as an owner.</p>	<p>Statement of Justification has been revised.</p>
<p>3. The justification section references attachments within the SOJ as XXX and XXXX. Please update to include these attachments and insure the labeling is correct.</p>	<p>Statement of Justification has been revised.</p>
<p>4. Criterion 2 references Route 70. Please correct this to reference Route 7.</p>	<p>Statement of Justification has been revised.</p>
<p>5. Criterion 7 references rezoning ZMAP-1997-0016. This application does not exist. Please update this section to reference the correct rezoning applications associated with the parcels. In addition, the zoning district is listed as "PC-CC-OP", which also does not exist. Please update to reference the correct zoning districts as PD-OP and PD-CC-CC.</p>	<p>Statement of Justification has been revised.</p>
<p>Sign Package</p>	
<p>1. Page 3 Glossary – There appears to be a typographical error in the first sentence of the</p>	<p>Glossary has been revised.</p>

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Ms. Sophia Fisher

Comment Responses

ZMOD 2008-0117, 2008-0015, 2009-0016 Belmont Executive Center

January 4, 2010

Page 5 of 6

<p>glossary. The sentence reads "<i>provided in Article 8 or the Revised 1993 Zoning Ordinance</i>". It appears the sentence should read "<i>provided in Article 8 of the Revised 1993 Zoning Ordinance</i>".</p>	
<p>2. Page 9 - A1 Primary Entrance Sign – Staff's original comment remains regarding these 2 signs. Neither of the proposed A1 signs is located at vehicular entrances into the development. Entrance signs are to be located at the vehicular entrance into the development, not at the intersection of roadways or along interchange ramps. Staff suggests the appropriate place for signs such as the A1 signs are at the locations identified as the A2 sign locations. Staff is not suggesting placing both the A1 and A2 signs as the same location therefore being redundant. The A1 signs and the A2 signs identify "Belmont Executive Center". Again, the appropriate location for such signs is at the vehicular entrance into the development.</p>	<p>See response to Department of Planning Comment 1.(a)</p>
<p>3. Page 20 – M₁ Primary Entrance Sign and Vehicular Entrance Signs – Again, staff maintains Entrance signs are to be located at the vehicular entrance into the development, not at the intersection of roadways or along interchange ramps. As proposed, these signs are not located at a vehicular entrance into the development.</p>	<p>Same response as to A1 sign.</p>
<p>4. Page 21 – M₂ – Primary Retail Sign – Staff acknowledges the proposed height of this sign has now been changed from 21'6" in height to 14' 6" in height. The applicant is proposing 2 signs at 131 square feet in size. The size of this sign seems excessive in relation to the size of the retail center it will identify. The intent of the PD-CC-CC is to serve the retail shopping needs of the</p>	<p>See response to Department of Planning Comment 1.(c)</p>

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Ms. Sophia Fisher

Comment Responses

ZMOD 2008-0117, 2008-0015, 2009-0016 Belmont Executive Center

January 4, 2010

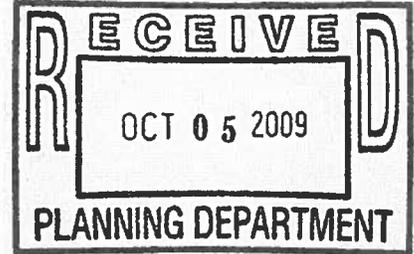
Page 6 of 6

<p>surrounding community within a 10 minutes drive. The applicant is using the signage modified and approved for large scale regional centers as comparison. The signage proposed should be appropriate in size and scale to the center in which it identifies.</p>	
<p>5. Page 28 – O 2 – Pad Site Tenant Canopy Sign - Staff would recommend the signs not be used for purpose of advertising, such as promotions offered by the tenant, rather signs should direct users to the appropriate lanes of the drive though.</p>	<p>Sign Types O2 and S1-0: An additional requirement was added to these sign types; "Sign copy will not include promotional offers by tenant or other direct forms of advertisement."</p>
<p>6. Page 29 – S 1-0 – Primary inline retail tenant front signage – The applicant has responded the window signs proposed could provide the name of services provided in the grocery. Staff would recommend these signs not be used for the purpose of advertising in store specials, rather identify services such as deli, flower shop, pharmacy, etc.</p>	<p>Same response as 5 above.</p>
<p>7. Sheet 48 – Z 7 – Freestanding tenant signage – Staff maintains Section 5-1204(D)(3)(ii) is to be used when the use is not listed within the sign matrix. These signs should be listed as an additional signs under the appropriate sign type and modifying the appropriate sign section. For example, the freestanding auto service station monument sign should be included with sign type N, freestanding bank signs should be included with the appropriate pad site signage, freestanding restaurant monument signs should be included with sign type Y, etc.</p>	<p>Sign Type Z7: To maintain a consistent proportional amount of signage on all buildings, the Applicant would prefer to compute the allowable building mounted signage separately and as a function of the total building length. Additional limitations have been added to the Z7 signs. A note was added to set parameters for the sign locations to be located within 100" of the building, within the tenant lease limits and not between parking and public road.</p>

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SACK HARRIS & MARTIN, P.C.
ATTORNEYS AT LAW

SUITE 810
8270 GREENSBORO DRIVE
MCLEAN, VIRGINIA 22102
TELEPHONE (703) 883-0102
FACSIMILE (703) 883-0108



September 29, 2009

Ms. Sophia Fisher, Planner
Department of Planning
County of Loudoun
1 Harrison Street, S.E., #300
Leesburg, VA 20175

RE: ZMOD 2008-0117, Belmont Executive Center CSP

Dear Ms. Fisher:

Thank you for providing copies of the comments submitted by the referral agencies with regard to the above referenced application. We have prepared responses, in table format, which may be found in the attached document entitled "Comment Responses" and dated September 29, 2009.

Our resubmission includes the Revised Comprehensive Sign Plan, including all other attachments for reference (7 copies) along with the "Comment Responses".

We would look forward to discussing the schedule for the Planning Commission public hearing and the Board of Supervisors public hearing.

If you should need any additional information or copies, please do not hesitate to contact me.

Sincerely,

SACK HARRIS & MARTIN, P.C.

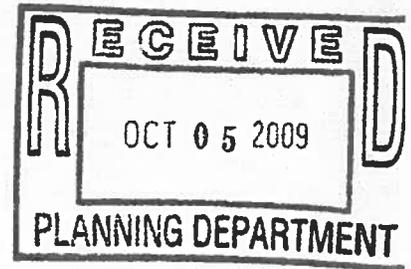
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Keith C. Martin

Enclosures

Copy to:
Richard Keyser
Adam Steiner

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ZMOD 2008-0117, 2008-0015, 2008-0016
 BELMONT EXECUTIVE CENTER CSP

COMMENT RESPONSES
 September 29, 2009

COMMENT	RESPONSE
Department of Planning – June 2, 2009	
<p>1. Staff recommends that the proposed sign plan commit to freestanding signage (specifically entrance monument and directional signs) that is compatible with similar signage that has already been constructed within the residential portion of Belmont Country Club. Revisions to the General Design Guidelines (pgs. 5 – 7) are recommended.</p>	<p>The design intent from the very beginning was to create a unique set of signs that would unify the entire Belmont Exec Center project while still distinguishing it as something separate from the existing Belmont Country Club. The Executive Center project is completely different in nature and uses than Belmont Country Club. The Applicant wanted the signage to be much more contemporary and complimentary to the architecture of the office buildings and retail center. We therefore specifically chose to not use brick and instead use stone, metal and cementitious materials. Our font selections (Birch Std, Birch Std Expanded and Swiss 721) are contemporary and more modern than the fonts used on the existing Belmont signage (Times New Roman and italicized script).</p> <p>A potential compatible sign program would be the use of a natural, but still refined, material such as the stone work. The jaramite/precast panels would also be complimentary to the existing Belmont precast panels. A compatible plant material palette consistent with Belmont is also proposed.</p>
<p>2. Staff recommends that the Applicant reevaluate and significantly reduce both the number and size of freestanding signs that are proposed in the sign plan. Overall, the proposed signs should create a sense of hierarchy, with the largest signs at the periphery of the development, scaling down to smaller signs at internal vehicular entrances. They should be limited to the</p>	<p>Total number of signs has been significantly reduced. Sign hierarchy has been improved with reduction in number of signs and better description of purpose of each sign to aid visitors. Not all large signs need to be at the perimeter, but located at the main focal points at perimeter and internally (i.e. M2 signs). The signs are attractive and helpful without being distracting. While a majority of the signs are scaled to human</p>

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<p>minimum number necessary (for example, one per vehicular entrance), serve a clear need at that location, and not be distracting to drivers. All signs should also be designed to be human-scale and consistent with other freestanding signs in the development, including those that currently exist within the residential sections of Belmont Country Club.</p>	<p>proportions, a few directional signs are located adjacent to roadways and intended for visitors in vehicles traveling at higher rates of speed for easy recognition.</p> <p>Retail experience shows that without enough signage to be comparable to other retail markets, the attractive retail tenants will not continue to move to Loudoun County. The proposed signage size and quantity is comparable to other recently approved CSP's (i.e., Brambleton and Arcola) and provides just enough wayfinding and tenant identification to be competitive with other projects and markets.</p>
<p>3. Building Mounted Signs</p> <p>a. Staff requests confirmation that the illustrations depicting the proposed building-mounted office signage accurately show the maximum size of signs that would be permitted per the proposed regulations. An illustration depicting the alternative situation (i.e., one large sign at 0.5 square feet per linear foot of building frontage) should be provided. Staff also recommends that the Applicant commit to a consistent color and design for signs that are located on the same façade.</p> <p>b. Staff requests clarification on the potential combination of signs being requested in order to assess the sign plan in relation to the guidelines found in the Revised General Plan and the Retail Plan for unified graphic design. Overall, the Applicant should reexamine the overall size and number of the building-mounted signage for the various retail tenants and confirm that the signage depicted in the proposed sign plan accurately illustrates what would be permitted should it be approved.</p>	<p>Graphics for B1 signage have been revised to show two (2) possible scenarios for signage, both of which depict the maximum possible signage per façade. The sign plan requests flexibility in color and design for signs on the same façade in order to accommodate varying corporate logos and branding colors. In order to avoid visual contrasts, the plan limits only 2 signs per façade and 3 signs per building.</p> <p>Total number of signs has been significantly reduced. While we can control unifying design characteristics in the freestanding signage, the building mounted signage needs to be highly flexible to allow for various corporate branding and logos. They will be consistent in that they will all have size / material restrictions and similar ratio of signage to building frontage. The graphics have all been revised to show examples(s) with the maximum allowable sign area.</p>

<p>4. Information should be provided regarding whether the Applicant seeks to modify the Zoning Ordinance regulations governing temporary signage.</p>	<p>We have added a new sign type to the CSP for the temporary leasing signage and have shown the locations on the new Temporary Sign Map. These signs have been designed to reflect the characteristics of the permanent signage in order to be aesthetically appealing until they are removed. There are 11 total leasing signs shown.</p>
<p>5. Staff recommends a condition of approval that individual signs and associated landscaping materials will be maintained in good condition.</p>	<p>The Applicant will maintain the signs and the landscaping and has no issue with this as a condition of approval.</p>
<p>Department of Building and Development – June 2, 2009</p>	
<p>1. Sheet 5 – Sign Locations references Section 512 of the 1993 Zoning Ordinance. Please correct this to reference Section 5-1200 of the Revised 1993 Loudoun County Zoning Ordinance.</p>	<p>Comment acknowledged and language has been corrected.</p>
<p>2. Sheet 5 – Sign Permits states the landlord will provide a letter to tenants indicating which sign types they are allowed. Please note this letter from the landlord should accompany the sign permit application.</p>	<p>Comment acknowledged and language has been corrected.</p>
<p>3. It is unclear why Sheets 8a and 8b have been included with the sign plan.</p>	<p>There is no reference to these sheets in the current version of the CSP.</p>
<p>4. Sheets 9-17 seem unnecessary as the detail sheets and matrix provide all the information needed for the sign plan. There are discrepancies between these sheets and the rest of the comprehensive sign plan. Should the applicant decide to keep these sheets, please be advised the most restrictive regulations will apply when administering the comprehensive sign plan.</p>	<p>These sheets have been eliminated from the CSP.</p>
<p>5. Sheet 18 - A1 Primary Entrance Sign – None of the proposed A1 signs are located at vehicular entrances into the development.</p>	<p>It is submitted that strict interpretation of a "vehicular entrance" runs contrary to good wayfinding signage and previous precedent set by</p>

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<p>Entrance signs are to be located at the vehicular entrance into the development, not at the intersection of roadways or along interchange ramps. Staff suggests the more appropriate place for A1 signs are at the locations identified as the A2 sign locations.</p>	<p>other CSP. Many of the big signs at Brambleton and Arcola are NOT at a vehicular entrance but rather a corner of the property. Furthermore, A1 signage contains the overall project name and is necessary at the main intersections in order to delineate between adjacent uses and to identify arrival at the project. If the A1 signage were placed at A2 locations, sectors within the project would not be properly identified and the sign messages would be both redundant and confusing. Each sector is different, requiring a unique sign message; however each sector is part of "Belmont Executive Center" making A1 signs at the perimeter of the project extremely vital.</p>
<p>6. Sheet 20 - A3 are listed as directional signs. Section 5-1204(D)(3)(k) is the section for PD-OP Development Entrance Signs. As these are listed as directional, the section being modified is not correct. The correct section for directional signs is Section 5-1204(D)(7)(h). Directional signs are required to be located where there is a change in direction. As proposed, these signs are located along travel ways where there is not a change in direction.</p>	<p>We have changed the sign category to be modified to 5-1204(D)(7)(h) as requested. These signs are located along travel ways prior to "A change in direction" in an effort to allow drivers time to make crucial directional decisions. The A3 signs are only 9 s.f. each. Placing them along travel ways allows them to remain small because it provides the driver time to figure out where they are going before having to make the actual change in direction. This also makes it safer for both drivers and pedestrians.</p>
<p>7. Sheet 21 - A4 are listed as directional signs. Section 5-1204(D)(3)(k) is the section for PD-OP Development Entrance Signs. As these are listed as directional, the section being modified is not correct. The correct section for directional signs is Section 5-1204(D)(7)(h).</p>	<p>We have reclassified the A4 to be modified under 5-1204(D)(7)(h) as requested. Each of these signs are located in areas with a low speed limit and are located directly at areas with a change in direction.</p>
<p>8. Sheet 23 – C 1-0 Primary Hotel Signage – The applicant has not indicated a maximum number of signs per façade for this use type. Sheet 73 shows the majority of the signs to be on the front façade with a small area on the side façade designated for signage placement. Sheet 23 shows 3 signs on this</p>	<p>Signage for the hotel has been completely revised. The current sign program represents the current prototypical signage preferred for a Marriott Springhill Suites. If the selected hotel tenant requires different signage, the applicant may elect to amend the CSP.</p>

<p>façade. Please update this sheet to show the maximum number of signs allowed. Additionally, please provide more detail regarding the purpose of the signs. 10 signs on the hotel would seem excessive.</p>	
<p>9. Sheet 25 – E 1-0 Pad Site Tenant Signage – This pad side appears to be located within the PD-CC-CC zoning district, therefore the section to be modified should not be 5-1204(D)(3)(ii) but Section 5-1204(D)(3)(d). As proposed, 18 signs per tenant would seem excessive. 26. Sheets 56 through 70 – Appendix G – Please be advised the column for total aggregate sign area is for the total square footage for all signs of each type. In some instances, the total aggregate for all signs is less than the maximum area of any one sign. Matrix has been corrected to indicate TOTAL aggregate for each sign type.</p>	<p>The E1 sign type is only applicable to Bldg XI which is located in the PD-OP district. We have clarified on the E1 signage graphics that this only applies to Bldg XI. Please note that these are freestanding buildings with full 4-sided exposure. There are limits as to how many signs can be provided per façade and limits on how many different sign types can be used. The appendices have been revised to include more detailed descriptions of each sign type and spell out of the restrictions for each. The examples shown represent the maximum signage the tenant could put on the façade.</p>
<p>10. Sheet 26 – E 1-1 Pad Site Tenant with awnings - This pad site appears to be located within the PD-CC-CC zoning district, therefore the section to be modified should not be 5-1204(D)(3)(ii) but Section 5-1204(D)(3)(d). As proposed, 12 signs per tenant would seem excessive. In addition, it is not clear if the awnings will have signage on them. If so, please be sure the awning signs have been included in the overall maximum number of signs. Should the awnings have signage, the primary façade could have as many as 9 signs which is not consist with the 4 per primary façade as listed.</p>	<p>The E1-1 sign type is only applicable to Bldg XI which is located in the PD-OP district. We have clarified on the E1-1 cut sheet that this only applies to bldg XI. These also are freestanding buildings with full 4-sided exposure with limits on how many signs per façade and the number of different sign types. Note that with the use of the awnings the total allowable square footage and the number of signs is reduced. The actual allowable sign area on an awning is very restrictive (see appendices E and F).</p>
<p>11. Sheet 28 – F 2 Secondary Church Signage – As these signs are off-site signs, they are not permitted.</p>	<p>This sign has been deleted.</p>
<p>12. Sheet 29 and 30 – M 1-0 and M 1-1 – Primary Entrance Sign and Vehicular Entrance Signs – Sign M 1-0 is labeled on M 1 on the site plan sheets. Please be sure to</p>	<p>Labels have been coordinated. Similar to the A1 signage, these M signs are located at main intersections in order to effectively delineate between adjacent uses and arrival at the</p>

<p>have consistency with the labeling. Entrance signs are to be located at the vehicular entrance into the development, not at the intersection of roadways or along interchange ramps. As proposed, these signs are not located at a vehicular entrance into the development.</p>	<p>destination. Similar sign locations have been approved at Brambleton and Arcola.</p>
<p>13. Sheet 31 – M 2 – Primary Retail Sign – These signs are proposed to be 21'6" in height and 164 square feet in size per side. This is almost 3 times the height permitted by the zoning ordinance for ground mounted signs and over 5 times the maximum square foot permitted by the zoning ordinance. To be more consistent with the zoning ordinance, staff suggests the height of the sign as well as the square footage be reduced. Typically, to achieve a greater square footage and sign mass, the height of the sign is in turn reduced. The applicant will also need to show the landscape base as with previous monument signs.</p>	<p>The sign type has been reduced in height and width with a corresponding reduction in total sign area. The overall reduction in height, width and mass propose signage which is less than that approved at Brambleton and Arcola. These signs need to be big enough to be visible to vehicles traveling 45 mph. Graphic now shows landscape treatment at base.</p>
<p>14. Sheet 33 -M4 are listed as directional signs. Section 5-1204(D)(3)(c) is the section for PD-CC-CC Development Entrance Signs. As these are listed as directional, the section being modified is not correct. The correct section for directional signs is Section 5-1204(D)(7)(h). Directional signs are required to be located where there is a change in direction. As proposed, these signs are located along travel ways where there is not a change in direction.</p>	<p>We have reclassified the M4 to be modified under 5-1204(D)(7)(h) as requested. This is the same basis of response as the A3 signs relative to "vehicular entrance".</p>
<p>15. Sheet 36 – O 1-0 Pad Site Tenant Signage – As proposed, 18 signs per tenant would seem excessive.</p>	<p>Please note that these are freestanding buildings with full 4-sided exposure. There are limits as to how many signs can be provided per façade and limits on how many different sign types can be used. The appendices now have good descriptions of each sign type and spell out the restrictions for each. The examples shown represent the maximum signage the tenant could put on the façade.</p>

<p>16. Sheet 37 – O 1-1 Pad Site Tenant with awnings - As proposed, 12 signs per tenant would seem excessive. In addition, it is not clear if the awnings will have signage on them. If so, please be sure the awning signs have been included in the overall maximum number of signs. Should the awnings have signage, the primary façade could have as many as 9 signs which is not consistent with the 4 per primary façade as listed.</p>	<p>Similar justification in relation to freestanding buildings with four sided exposure. Note that with the use of the awnings the total allowable square footage and the number of signs is reduced. The actual allowable sign area on an awning is very restrictive (see appendices E and F).</p>
<p>17. Sheet 38 – O 2-0 – Pad Site Tenant Canopy Sign - Staff would like more information regarding this sign type such as which tenant use types would be permitted this sign and for what purpose. It appears this sign would be in addition to the 12 to 18 signs already proposed for pad site tenants. Please be advised these signs may not be used for the purpose of advertising.</p>	<p>The Permanent Sign Map shows the specific locations for this sign type and it is only on Bldgs VI and VIII. We intend to put a corporate logo on canopies. If this is on a bank the "signs" may say Entrance, ATM or Drive Thru but they would also probably include a bank logo. It is modified under 5-1204(3)(d) which allows logos.</p>
<p>18. Sheet 39 – S 1-0 – Primary inline retail tenant front signage – While the total aggregate sign area is limited to 1.75 square foot of signage per linear foot of building frontage, twenty (20) signs on a single façade would seem excessive for a single user. As shown on this example, twelve (12) of the signs would be window signs. As Appendix B on Sheet 50 indicates, advertisements are not permitted with window signage. Staff is not clear on what the twelve (12) window signs would be.</p>	<p>The multiplier being used has been modified to 1.5 s.f. per linear foot of signage and the number of signs per façade has been reduced to 11. There are also limits as to how many signs can be provided per façade and limits on how many different sign types can be used. The appendices now have good descriptions of each sign type and spell out of the restrictions for each. The examples shown represent the maximum signage the tenant could put on the façade. Window signs could provide the name of services provided in the grocery. Note that since this signage is computed with the same multiplier as the other adjacent retail inline signage the density of signage across the frontage would be comparable across the entire elevation.</p>

<p>19. Sheet 40 – S 1-1 – Inline retail tenant front signage – This sheet should be updated to show the maximum number of signs allowed. As this example has two public entrances, the number of signs for this tenant would be 10 signs, which would seem excessive.</p>	<p>Sign type has been revised to show the maximum allowable sign area in the example. We have removed the “per public entrance” stipulation to number of signs. Inline retail is allowed a maximum of 6 signs total with only 1 sign band sign and each tenant can only have 3 different types of signs. Appendices have been revised to further explain the restrictions and define how all examples are derived.</p>
<p>20. Sheet 41 – S 1-2 – Inline retail tenant front signage with awning – It is not clear if the awnings will contain signage. If so, the number of signs per public entrance will need to reflect the total including awning signage. A sign band and awning sign would not seem necessary for a single public entrance.</p>	<p>Sign type has been revised to clarify that awnings may contain signage. The Appendix clarifies that if the tenant has awnings, they get less overall signage. Awning signage is generally not lit, so most tenants will have a sign band sign and awning signage.</p>
<p>21. Sheets 42 -44 and sheet 47 – S 2-0, S 2-1, S 2-2, and Z6 – The inline tenant rear sign should be referenced on the front signage. It is suggested a note be added to the drawings as well as the additional requirements section on the comparison matrix. An awning in addition to the sign band would seem excessive. In addition, it would appear sign type Z 6 is not needed as signs S 2-0, S 2-1 and S 2-2 serves the purpose to identify the tenant.</p>	<p>We have added a note "Refer to Sign Type X-X for additional signage allowed for this tenant on the front / rear of the building. Each sign type is calculated independently" to the front and rear signage types that the same tenant may have signage on the front and rear, but that they are not computed together towards any maximum aggregate. Rear building signage is less than the front. The 2 types will never be visible at the same time and serve a somewhat different purpose. Note that graphic examples show the maximum allowed and along with the restrictions on the awnings, there is very little signage on the rear. Sign Type Z6 has been deleted.</p> <p>The rear signage area requested is very small relative to the size of the tenant. It is important to use signage to aid wayfinding for visitors approaching from the rear of the building. The back of the building is exposed to Russell Branch Pkwy and buffered by landscaping.</p>
<p>22. Sheet 45 – Y 1-0 Pad Site restaurant signage – The applicant is proposing to modify Section 5-1209(D)(3)(d). The correct</p>	<p>Section of ZO modified has been updated as requested. This sign type is an exact replica of type E1-0. As with E1-0 these buildings are</p>

<p>section for freestanding restaurants is Section 5-1204(D)(3)(bb) or 5-1204(D)(3)(cc) depending upon the size of the restaurant. As proposed, 18 signs per tenant would seem excessive.</p>	<p>freestanding with four sided exposure. There are limits on the number of signs per façade and the number of different sign types.</p>
<p>23. Sheet 46 – Y 1-1 Pad Site restaurant with awnings - The applicant is proposing to modify Section 5-1209(D)(3)(d). The correct section for freestanding restaurants is Section 5-1204(D)(3)(bb) or 5-1204(D)(3)(cc) depending upon the size of the restaurant. As proposed, 12 signs per tenant would seem excessive. In addition, it is not clear if the awnings will have signage on them. If so, please be sure the awning signs have been included in the overall maximum number of signs. Should the awnings have signage, the primary façade could have as many as 9 signs which is not consistent with the 4 per primary façade as listed.</p>	<p>Section of ZO modified has been updated as requested. This sign type is an exact replica of type E1-1. The Y1-1 sign is identical to the O1-1 sign except that the Y is in the PD-OP and the O sign is in the PD-CC and thus subject to the different sign type mod. The Y1-1 is for a freestanding building with an awning and when they have an awning, they actually get less signage. Appendices E and F describe the signage allowed on the awnings and it is very restrictive. The new appendices graphics are clear that the awnings will indeed have signage and are clear in defining that the awning signs do count towards the overall number of signs they get. They cannot have 9 signs per façade, they can still only have 4 per façade which includes any awning signs.</p>
<p>24. Sheet 48 – Z 7 – Freestanding tenant signage – Section 5-1204(D)(3)(ii) is to be used when the use is not listed within the sign matrix. These signs should be listed as an additional signs under the appropriate sign type. For example, the freestanding auto service station monument sign should be included with sign type N, freestanding bank signs should be included with the appropriate pad site signage, freestanding restaurant monument signs should be included with sign type Y, etc.</p>	<p>Combining the freestanding signs with the building mounted signs may create a confusing aggregate limitation. Our approach avoids the situation where if the tenant did not want the freestanding sign, they would get more signage on the building than another tenant. We are trying to be very clear on how much signage they get on the building so that all tenants are similar. The plan clarifies how big each type can be. These signs are important to be located in the parking field to help people know where to park and guide them to the front door or drive thru.</p>
<p>25. Sheet 54 – Appendix E awning and eyebrow signage – The note states fringe sign does not count towards aggregate sign area. The fringe sign does count toward the aggregate sign area.</p>	<p>Appendix has been revised to clarify all aspects of the awning signage. Agreed that fringe sign is not excluded.</p>

<p>26. Sheets 56 through 70 – Appendix G – Please be advised the column for total aggregate sign area is for the total square footage for all signs of each type. In some instances, the total aggregate for all signs is less than the maximum area of any one sign.</p>	<p>Matrix has been corrected to indicate total aggregate for each sign type.</p>
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