

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 consistent 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

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 – O₁₋₀ Pad Site Tenant Signage – As proposed, 18 signs per tenant would seem excessive.
16. Sheet 37 – O₁₋₁ 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 – O₂₋₀ – 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 – S₁₋₀ – 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 – S₁₋₁ – 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 – S₁₋₂ – 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 – S₂₋₀, S₂₋₁, S₂₋₂, 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 Z₆ is not needed as signs S₂₋₀, S₂₋₁ and S₂₋₂ serves the purpose to identify the tenant.
22. Sheet 45 – Y₁₋₀ 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 – Y₁₋₁ 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 – Z₇ – 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 count 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.