



LANSDOWNE

ROUTE 7
LOUDOUN COUNTY
LANSDOWNE, VIRGINIA

PREPARED FOR
LANSDOWNE CONSERVANCY REVIEW COMMITTEE

PREPARED BY
IK&F, INC.

MAY 2003

LANSDOWNE COMPREHENSIVE SIGN PLAN

ZMOD 2002-0004

CONDITIONS OF APPROVAL

1. Signs shall be provided in substantial conformance with Exhibit C - Comprehensive Signage Plan and Guidelines - Future Signs dated May 13, 2002, revised through March 3, 2003 and Exhibit D - Lansdowne - Comprehensive Signage Plan and Guidelines, prepared by IK & F, Inc., dated May, 2003.
2. Sign materials, colors, size, height, setbacks, and lighting shall be provided in substantial conformance with Exhibit D - Lansdowne - Comprehensive Signage Plan and Guidelines dated May, 2003.
3. Sign locations shall be provided in substantial conformance with Exhibit C - Comprehensive Signage Plan and Guidelines - Future Signs dated May 13, 2002, revised through March 3, 2003.
4. Individual signs and any landscaping associated with ground-mounted signs shall be maintained in good condition.
5. Once a commercial building is either 100 percent leased or sold, all temporary signs (such as real estate and leasing signs) shall be removed within 30 days following the execution of the lease or sale of the commercial building.
6. Once a builder has sold all of the units in a residential section, all temporary signs (such as real estate and marketing signs) located on the lots shall be removed within 30 days.

EXISTING NON-COMPLIANT SIGNS

Signs that are not in compliance with these design standards must be brought up to these standards within the following schedule:

- Signs that were constructed or installed prior to January 1, 1995 must be brought into compliance within two years of the date the Lansdowne Comprehensive Sign Plan is approved.
- Signs that were constructed or installed after January 1, 1995 must be brought into compliance within five years of the date the Lansdowne Comprehensive Sign Plan is approved.

For signs with existing stone bases that are not compliant with these standards, the existing stone base is not required to be extended or expanded in length, width or height; the accompanying sign box must be brought into compliance per the above schedule in terms of height, color, materials, typestyle and construction method, within the length and width parameters of the stone base. This acknowledges that existing monument and directional signs vary somewhat in their dimensions and the objective of the Conservancy is to correct the deviations to the extent possible without requiring owners to reconstruct existing stonework.

ILLUMINATION

Directional and Corporate Identification Signs, if illuminated, are to be illuminated by internal fluorescent tubes. Internally illuminated channel letters shall have 60 m. a. transformers and 13 m.m. white neon tubing (two rows minimum) or equal and the appropriate U. L. sticker attached to the top of each letter.

Ground Mounted Entrance Signs, if illuminated, are to be illuminated by shielded floodlights.

Lighting, if used, is to be directed to illuminate the sign copy.

No animation or moving lights shall be permitted.

LANDSCAPING

The design of the Lansdowne streetscape, both landscape and hardscape elements, provides aesthetically pleasing views, providing expansive green vistas evocative of the Virginia countryside. Plant material focuses on trees and shrubbery that do not encourage foraging by deer and other wildlife as their intrusion into roadways presents a hazardous condition. While signage may be located within landscape beds it is important to maintain the visibility of the stone base that is a consistent design element throughout the community.

MATERIALS, COLORS AND TYPESTYLE

The Lansdowne Conservancy retains the right to change the specified materials, at such time as alternative materials become available that provide the same high quality look and performance as those materials specified in the Design Standards. Further, the Conservancy retains the right to change the color schemes and/or typestyle at such time it deems such change is necessary to maintain the upscale image of the community as long as a consistent color scheme is maintained.

PROHIBITED SIGNS

No flashing, moving, flickering or blinking signs shall be permitted.

The name and/or stamp of the sign contractor or sign company shall not be exposed to view.

Paper signs or stickers utilized as signs inside or outside a glass window or storefront.

Rooftop signs.

SIGNS INTERNAL TO INDIVIDUAL LOTS

Within each defined property, directional signs may be placed as needed on roadways beyond the property entrance from the public right-of-way to direct visitors and employees into and out of parking areas, building entrances and other facilities on the property. The owner may use a sign of his or her own design, however the Lansdowne Conservancy must approve such design. Such signs shall not exceed an aggregate area of 15 square feet per acre. All signs shall be uniformly mounted throughout the lot, including the distance from the edge of the roadway, height, and type of post. Generally, all signs shall be mounted perpendicular to the approaching viewer. All signs should be placed an adequate distance (relative to the speed of travel) in advance of the decision point to allow for safe traffic circulation.

MARKETING SIGNS

Each parcel is permitted to display one temporary marketing sign per street frontage announcing the forthcoming improvements, description of the property, and contact names and/or phone numbers for further information. Marketing signs may not be illuminated.

RETAIL SIGN CONTENT

The advertising or informative content of all signs should be limited to letters designating the store or business name and/or the type of store or business and should contain no advertising devices, slogans, symbols or marks other than the store or business name or type of store or business. Notwithstanding the foregoing, corporate logo designs, trademarks and service marks, including without limitation trademarked lettering, lettering style, color(s) and images, shall be permitted for (i) any retail tenant (a) that leases space in the shopping center in excess of 5,000 square feet, (b) that has 5 or more locations in the metropolitan Washington, D. C. area, or (c) that has 20 or more locations nationally; and (ii) any tenant or owner that is the sole occupant of a free-standing building.

SIGN LOCATION

Loudoun County and the Lansdowne Conservancy must approve the location of all signs. Signs are to be located no less than 5' from the right-of-way unless approved otherwise by Loudoun County and the Lansdowne Conservancy.

Under no circumstances shall signs be placed to obscure in any way the line of sight by vehicular or pedestrian traffic.

The locations of signs on the accompanying plan are approximations.

No sign or any part thereof shall be located on the roof of any structure or above the highest point of the interior roofline.

SPECIAL EVENT SIGNAGE

The Lansdowne Conservancy may permit signs describing or directing traffic to a special event. Such signs are to be temporary in nature and must conform to the high standards of design demanded throughout Lansdowne. Special event signs must conform to Loudoun County requirements for temporary signs including permitting.

LANSDOWNE SIGNAGE GUIDELINES

GENERAL PROVISIONS

The purpose of the Lansdowne Sign Guidelines is to establish a cohesive, comprehensive, distinctive, and functional system to direct and communicate with those who work, live or visit the Lansdowne community. All signs should reinforce the upscale image of Lansdowne and provide for the safe and efficient flow of traffic throughout the community. Signs along the public roadways at Lansdowne have been designed to provide consistency with the Lansdowne philosophy of balancing the man-made environment in concert with the natural beauty and resources of the land.

The Lansdowne signs at the main entry and at the secondary location of Lansdowne Blvd. and Riverside Parkway are long curved walls that reflect the graceful contours of the site. Their strong profiles are created with deep massing of large stone, symbolizing the Lansdowne commitment to the stewardship of the site's natural features.

The "dry laid" masonry is a consistent material, used in the vast majority of signs throughout the community, tying all of the signage together. The stone generates a rich texture of deep shadows and provides an image of permanence and strength. The granite used in the main entry sign is another consistent element found in the directional signs as well as the corporate entry monuments. This material, with its high polish, enhances the upscale positioning of the community, both as a corporate and residential address.

Sign copy shown in this document is for illustrative purposes only.

COMMERCIAL CONSTRUCTION SIGN

All commercial projects under construction will be identified using a special project information sign of the same style and specifications as the commercial marketing signs. This sign shall describe the project and list the names of participating developer(s), architect(s), landscape architect(s), engineer(s), contractor(s) and financial institution(s). No other construction project signs will be allowed on the site without prior approval of the Lansdowne Conservancy.

DIRECTORIES

The owner of a multi-tenant structure may elect to place an exterior directory adjacent to the main entrance to the building. Major tenants, up to a maximum of five (5), may be listed. The background color and typeface shall be consistent within the directory to neutralize competing logotypes. The form, construction and finishes shall be compatible with the architectural treatment of the building. A directory shall be no larger than 25 square feet. Directory signs may be consolidated for multi-building conditions. Placement shall be integral to the landscape/hardscape design of the entrance. Approval must be obtained from the Lansdowne Conservancy.

EFFECTIVE DATE

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

ENFORCEMENT

Loudoun County is the entity responsible for administering and enforcing the following standards. Proposed signs must first obtain the approval of the Lansdowne Conservancy prior to obtaining Loudoun County approval and permit. Applicable sign standards will be based on the proposed use. For example, retail uses in parcels zoned PD-OP or PD-H shall comply with the retail guidelines of the sign plan.

LANSDOWNE SIGNAGE GUIDELINES

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LAND USE PLAN - OVERALL

SUPPORTING DEVELOPMENT

-  EXISTING CORPORATE GOLF COURSES
-  OPEN SPACE & RECREATION (UNLESS OTHERWISE NOTED)
-  FIRE / EMERGENCY SERVICE SITE
-  PROPOSED GOLF COURSES
-  LAND BAY DESIGNATION
-  REVISION AREA

RESIDENTIAL

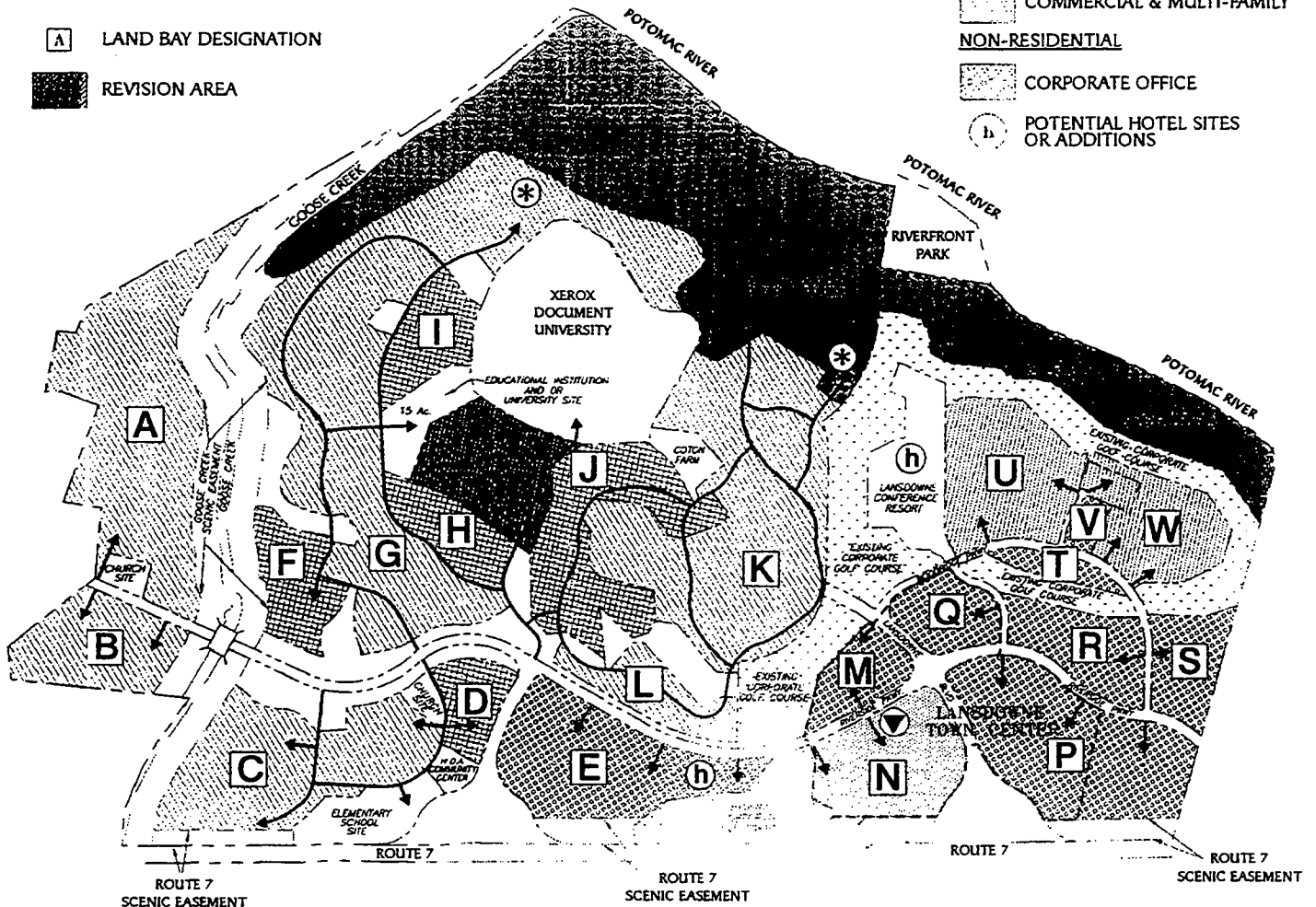
-  SINGLE FAMILY DETACHED
-  SINGLE FAMILY ATTACHED
-  ADULT / RETIREMENT HOUSING

MIXED USE

-  COMMERCIAL & MULTI-FAMILY

NON-RESIDENTIAL

-  CORPORATE OFFICE
-  POTENTIAL HOTEL SITES OR ADDITIONS



- | | | | |
|------------------|------------------|----------------------------|-----------------------|
| A) S.F. DETACHED | G) S.F. DETACHED | M) OFFICE | S) OFFICE |
| B) S.F. DETACHED | H) S.F. ATTACHED | N) MIXED USE / TOWN CENTER | T) OFFICE |
| C) S.F. DETACHED | I) S.F. ATTACHED | O) (ELIMINATED) | U) ADULT / RETIREMENT |
| D) S.F. ATTACHED | J) S.F. ATTACHED | P) OFFICE | V) OFFICE |
| E) OFFICE | K) S.F. DETACHED | Q) OFFICE | W) ADULT / RETIREMENT |
| F) S.F. ATTACHED | L) S.F. DETACHED | R) OFFICE | |

EXACT LAND BAY BOUNDARIES ARE CONCEPTUAL. APPLICANT RESERVES THE RIGHT TO MODIFY LAND BAY BOUNDARIES BECAUSE OF TOPOGRAPHY, V.D.O.T. REQUIREMENTS, FINAL SITE DESIGN, ETC., WHILE GENERALLY RETAINING TOTAL LAND BAY AREAS AS INDICATED ON THE ABOVE LAND BAY TABULATION. PRECISE LOCATION OF GOLF COURSE(S) ADJACENT TO RESIDENTIAL UNITS TO BE SHOWN ON FUTURE SUBDIVISION PLATS. STREET LAYOUT IS CONCEPTUAL. ALL STREETS MUST MEET LOUDOUN COUNTY CRITERIA & REQUIREMENTS.

LANSDOWNE SIGNAGE GUIDELINES

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DEVELOPMENT ENTRANCE SIGNS



EXISTING ENTRANCE SIGNS (QTY. 2)

LOCATION 1: RT. 7 & LANSDOWNE BLVD.

LOCATION 2: LANSDOWNE BLVD. & RIVERSIDE PKWY.



TEMPORARY ENTRANCE SIGN - TO BE REMOVED

LOCATION: RT. 7 EAST OF LANSDOWNE BLVD.

REPLACE WITH DEVELOPMENT SIGN ON PAGE 5 OR 6

LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

DEVELOPMENT SIGN

GUIDELINES:

Ground Mounted Development Sign

- Maximum of 2 signs per entrance
- Maximum of 36 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panel

Name panels attached to sign box with stainless steel screws
in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics
backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

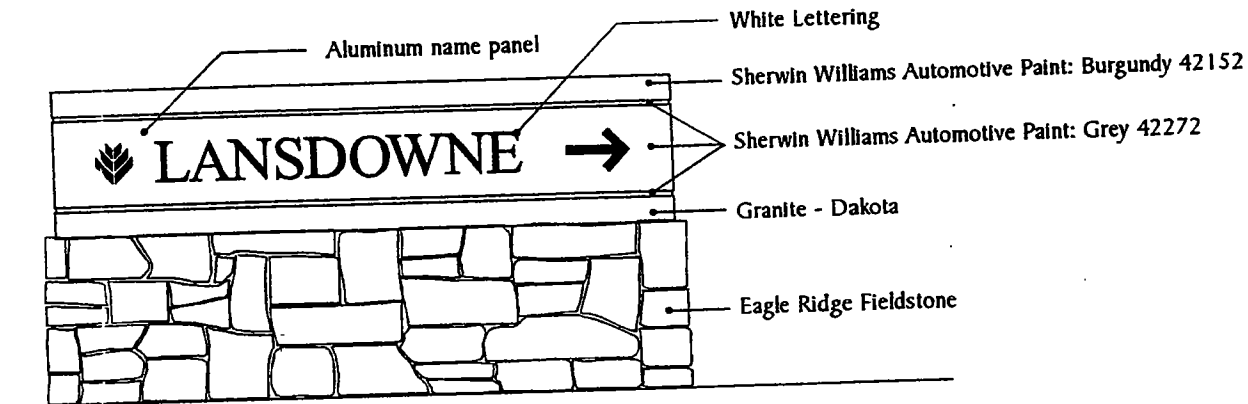
GRAPHICS / LETTERING:

White Transparent Plexiglass behind
aluminum name panel with stencil-cut graphics
Graphics will illuminate white
Font: Times New Roman 6-1/4" high lettering

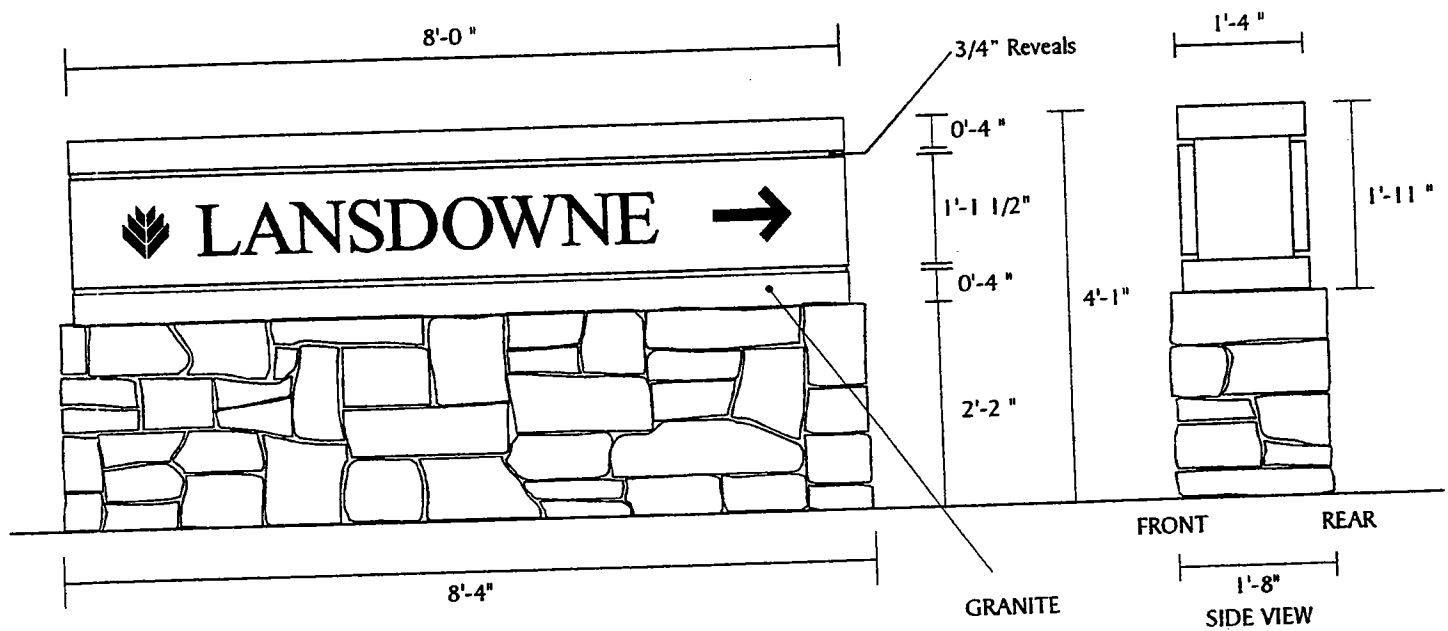
INSTALLATION:

Concrete block core wall and concrete footing
Typically Installed Perpendicular to Road

See Page 6 for non-illuminated sign option



FRONT ELEVATION
NOT TO SCALE



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

DESIGNS ARE FOR ILLUSTRATIVE PURPOSES ONLY AND ARE SUBJECT TO CHANGE

ZMOD 2002-0004

DEVELOPMENT SIGN - NON-ILLUMINATED

GUIDELINES:

Ground Mounted Development Sign

- Maximum of 2 signs per entrance
- Maximum of 36 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panel

Painted Burgundy and Grey

3/4" Reveals

GRAPHICS / LETTERING:

1/4" thick water-cut aluminum or acrylic letters

Faces and returns painted white

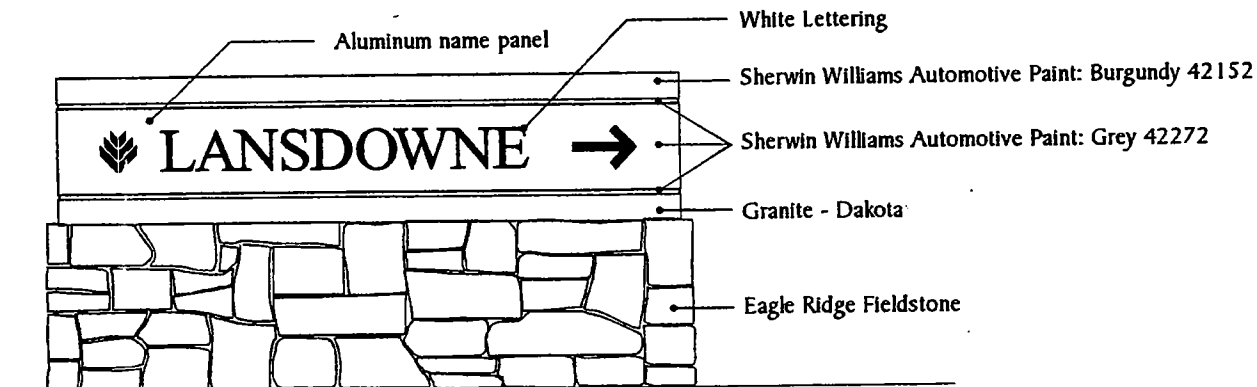
Font: Times New Roman 6-1/4" high lettering

Letters non-illuminated

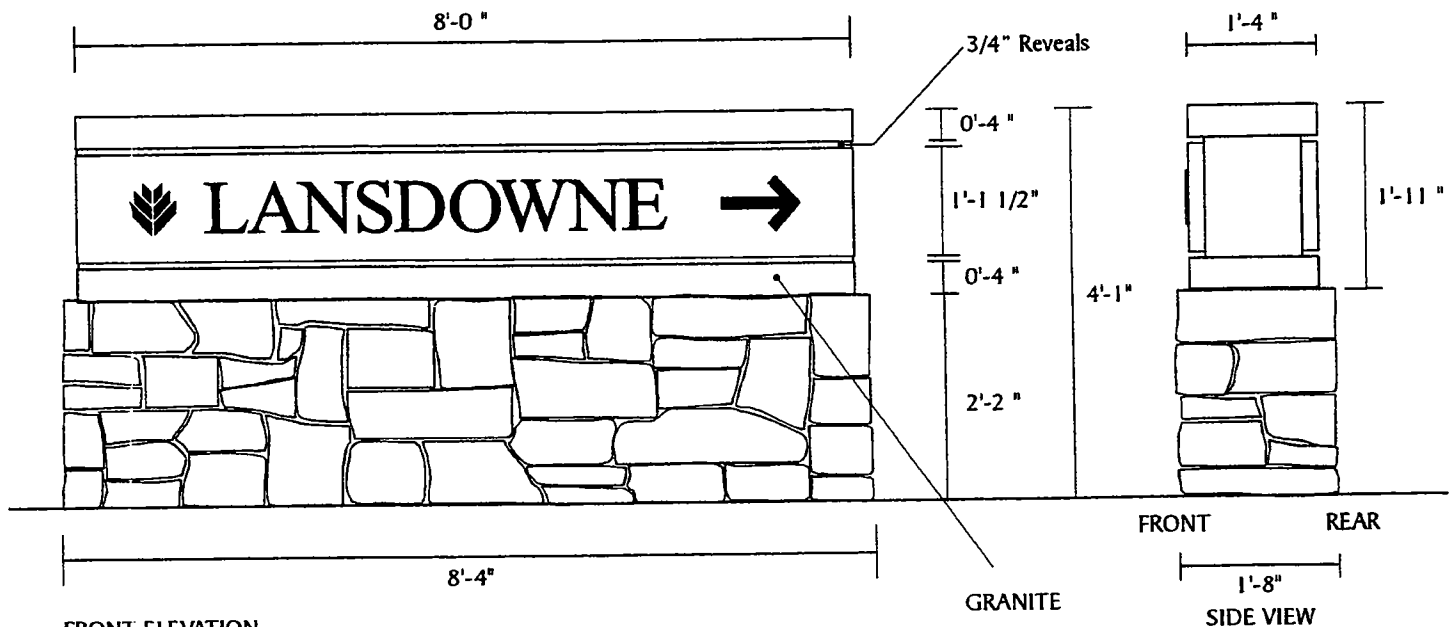
INSTALLATION:

Concrete block core wall and concrete footing

See Page 5 for illuminated sign option



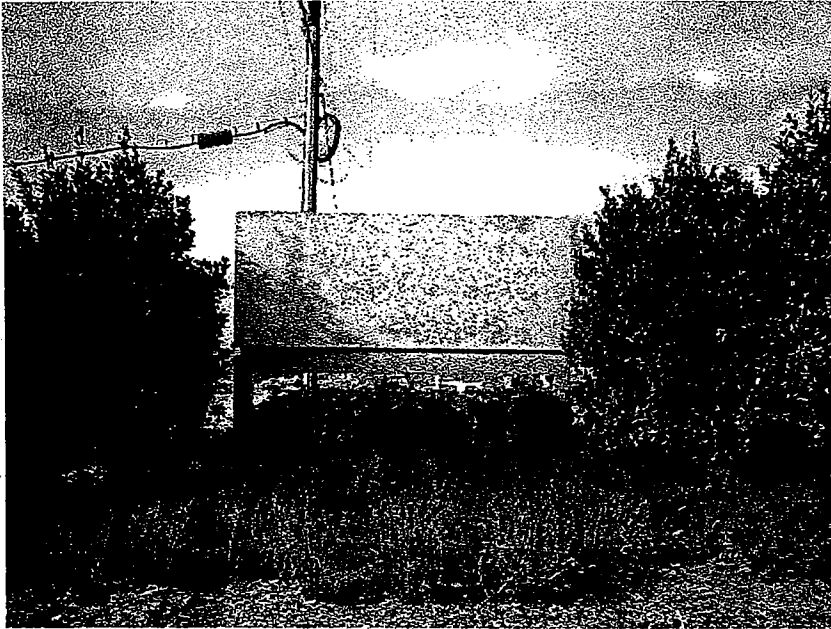
FRONT ELEVATION
NOT TO SCALE



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

ZMOD 2002-0004

XEROX ENTRANCE SIGN



EXISTING ENTRANCE SIGN - TO BE REFURBISHED (SEE DRAWING BELOW)
LOCATION: RT. 7



White Reflective Lettering

Sherwin Williams Automotive Paint
Grey 42272

Sherwin Williams Automotive Paint
32668 Black

REFURBISHED ENTRANCE SIGN
LOCATION: RT. 7

LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

CONFERENCE CENTER MAIN ENTRANCE SIGN

GUIDELINES:

- Ground Mounted Entrance Sign
- Maximum of 2 signs per entrance
- Maximum of 36 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top
 Sign: Fiberglass box with aluminum name panel
 Name panels attached to sign box with stainless steel screws
 In all 4 corners and every 2' of sign panel
 Aluminum name panels with stencil-cut graphics
 backed by a sheet of white transparent plexiglass
 Internal Fluorescent lamp illumination
 3/4" Reveals

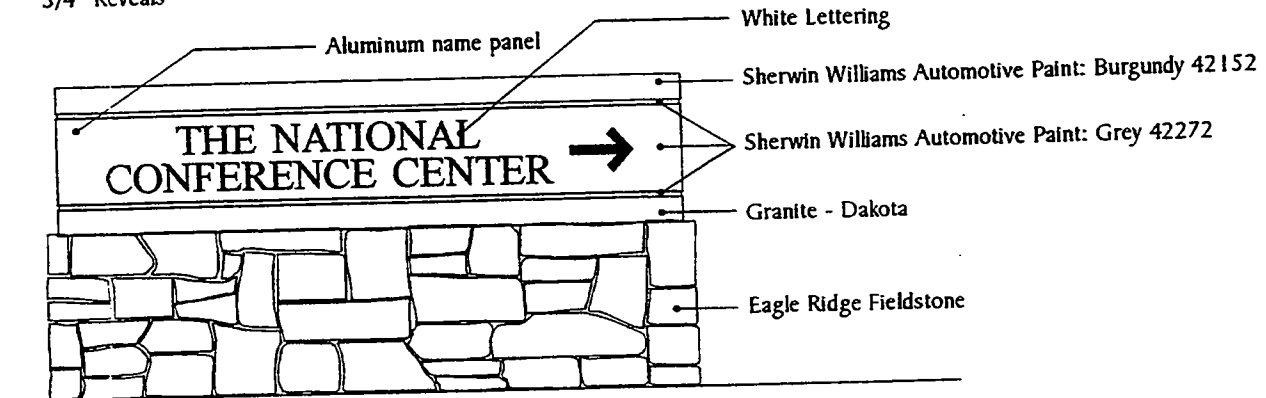
GRAPHICS / LETTERING:

White Transparent Plexiglass behind
 aluminum name panel with stencil-cut graphics
 Graphics will illuminate white
 Font: Times New Roman 5" high lettering

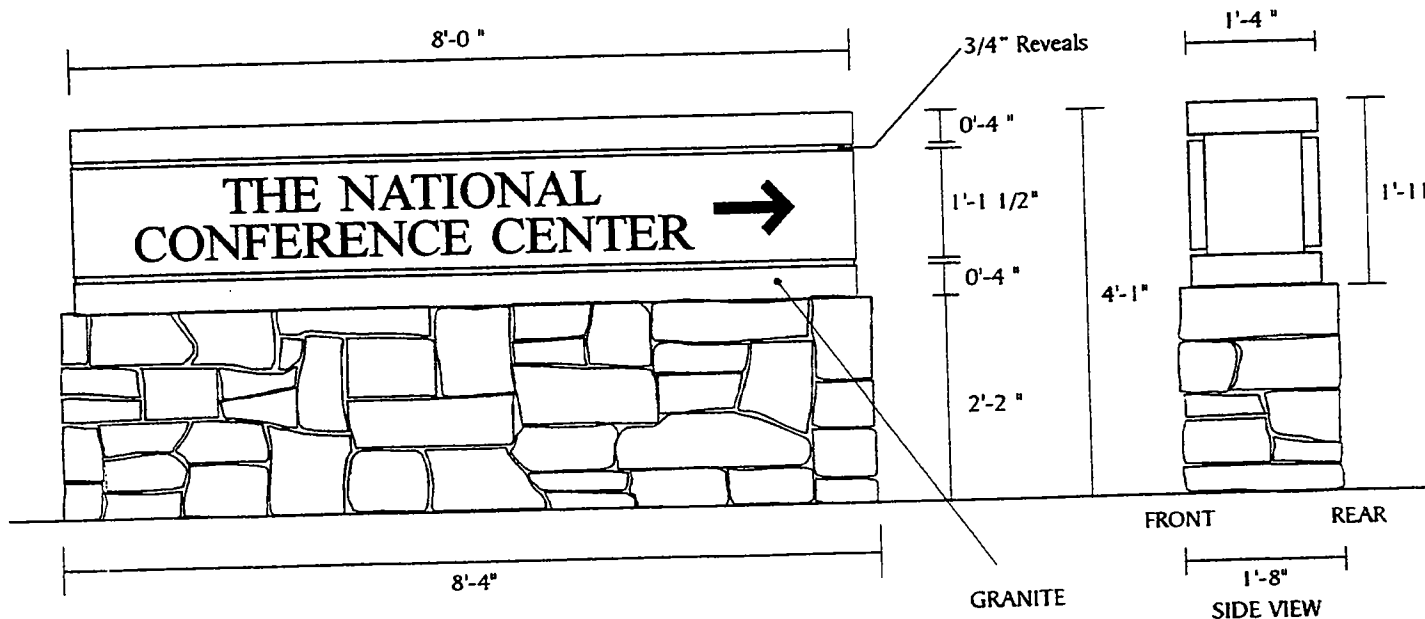
INSTALLATION:

Concrete block core wall and concrete footing
 Typically Installed Perpendicular to Road

See Page 9 for non-illuminated sign option



FRONT ELEVATION
 NOT TO SCALE



FRONT ELEVATION
 SCALE: 1/2" = 1'-0"

DESIGNS ARE FOR ILLUSTRATIVE PURPOSES ONLY AND ARE SUBJECT TO CHANGE

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GUIDELINES:

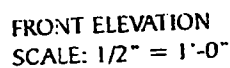
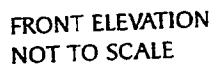
- Maximum of 2 signs per entrance
- Maximum of 36 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:
Base: Eagle Ridge Fieldstone with Granite (Dakota) top
Sign: Fiberglass box with aluminum name panel
 Painted Burgundy and Grey
 3/4" Reveals

1/4" thick water-cut aluminum or acrylic letters
Faces and returns painted white
Letters non-illuminated
Font: Times New Roman 4" high lettering

INSTALLATION:
Concrete block core wall and concrete footing
Typically installed perpendicular to road

See Page 8 for illuminated sign option



DESIGNS ARE FOR ILLUSTRATIVE PURPOSES ONLY AND ARE SUBJECT TO CHANGE

CONFERENCE CENTER MAIN ENTRANCE SIGN - 2 PANEL

GUIDELINES:

Ground Mounted Entrance Sign

- Maximum of 2 signs per entrance
- Maximum of 40 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panel

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics

Graphics will illuminate white

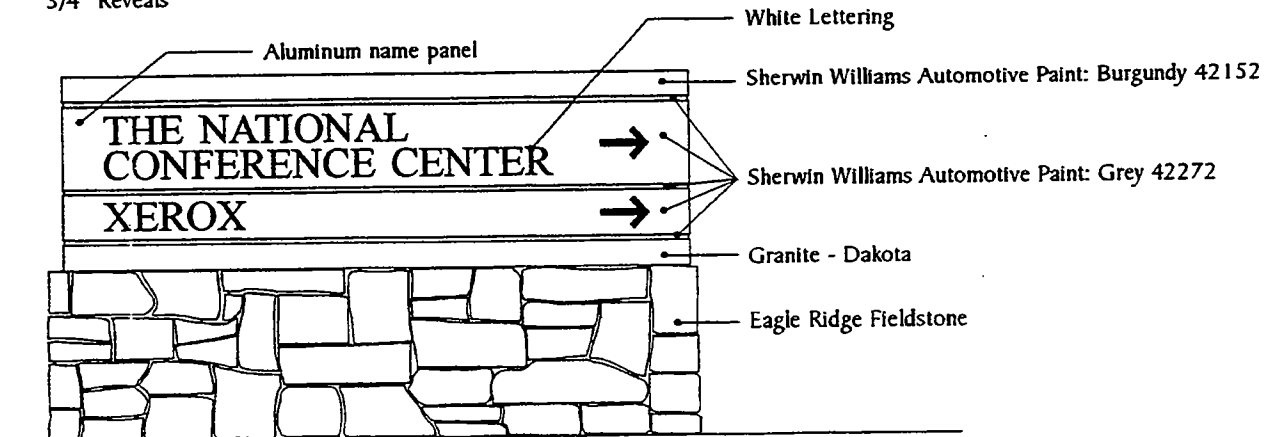
Font: Times New Roman 4" high lettering

INSTALLATION:

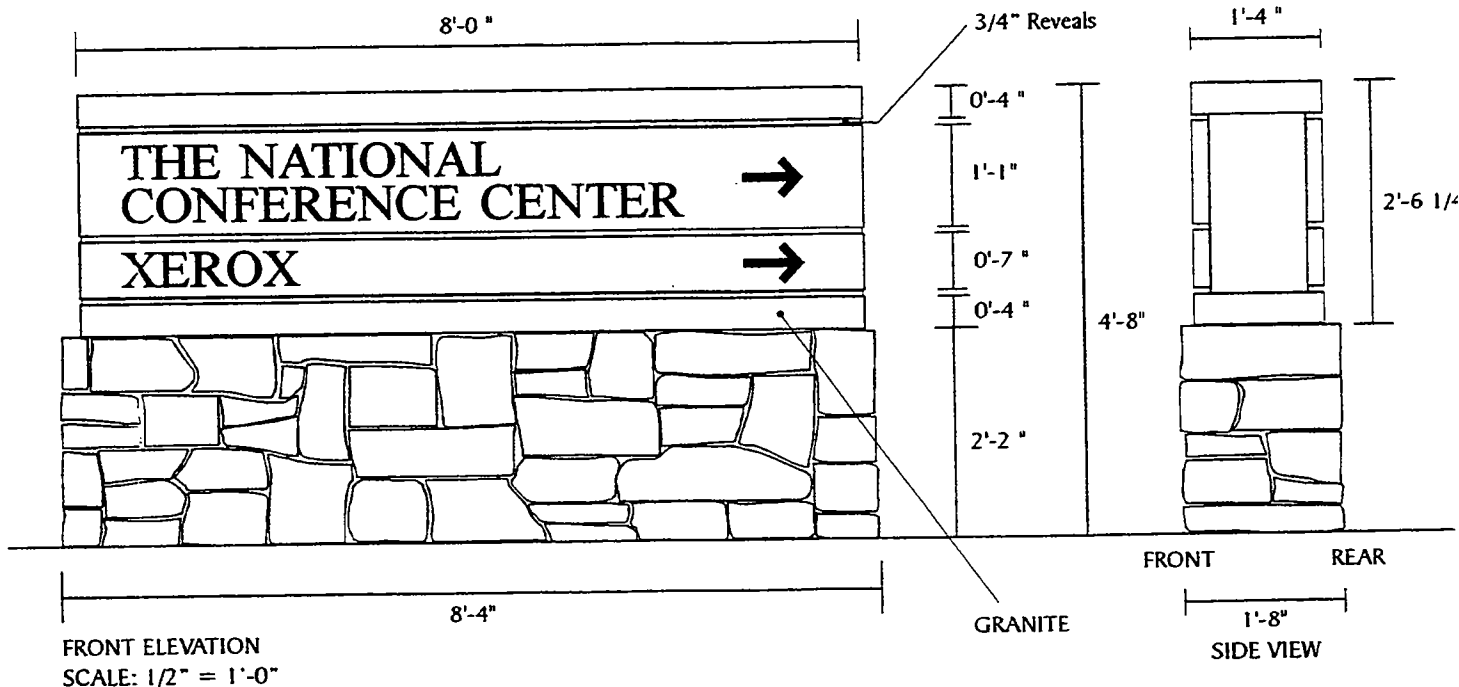
Concrete block core wall and concrete footing

Typically Installed Perpendicular to Road

See Page 11 for non-illuminated sign option



FRONT ELEVATION
NOT TO SCALE



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

LANDSDOWNE SIGNAGE GUIDELINES

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CONFERENCE CENTER MAIN ENTRANCE SIGN - 2 PANEL - NON-ILLUMINATED

GUIDELINES:

- Ground Mounted Entrance Sign
- Maximum of 2 signs per entrance
- Maximum of 36 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top
 Sign: Fiberglass box with aluminum name panels
 Painted Burgundy and Grey
 3/4" Reveals

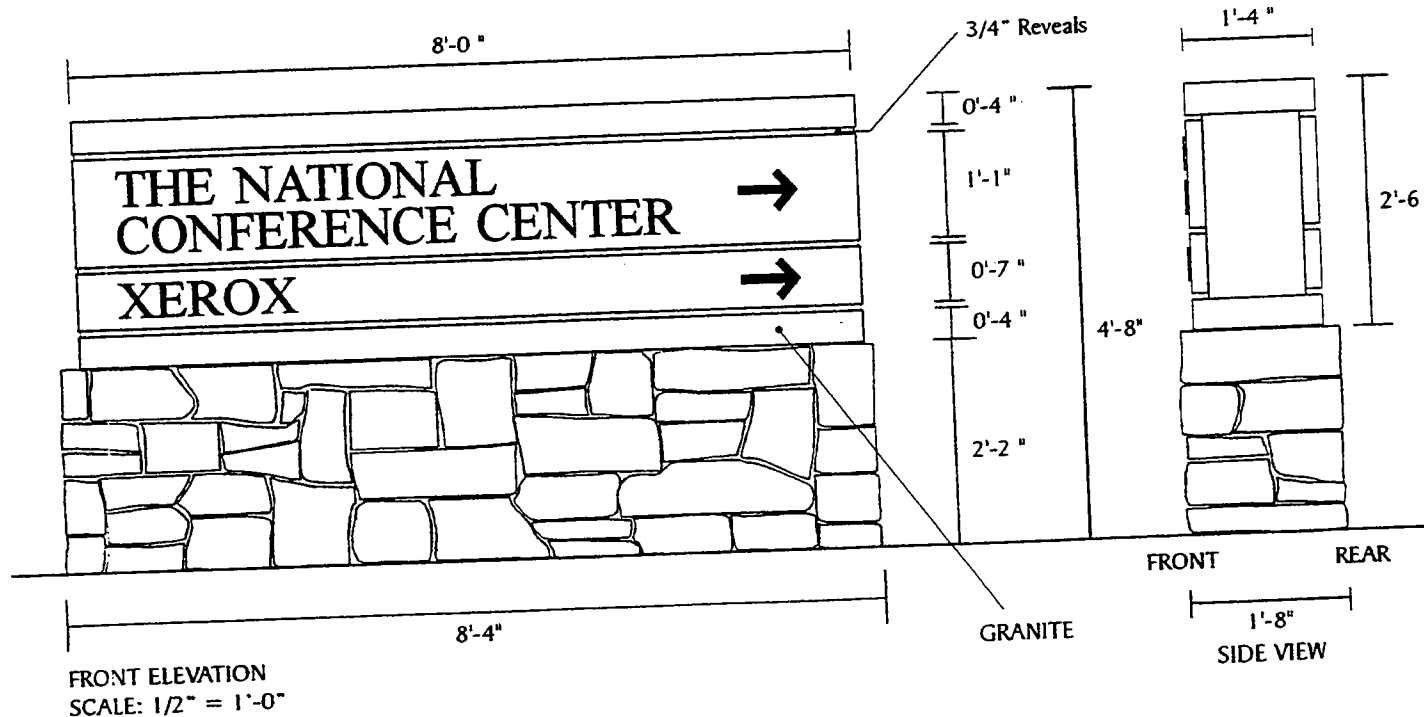
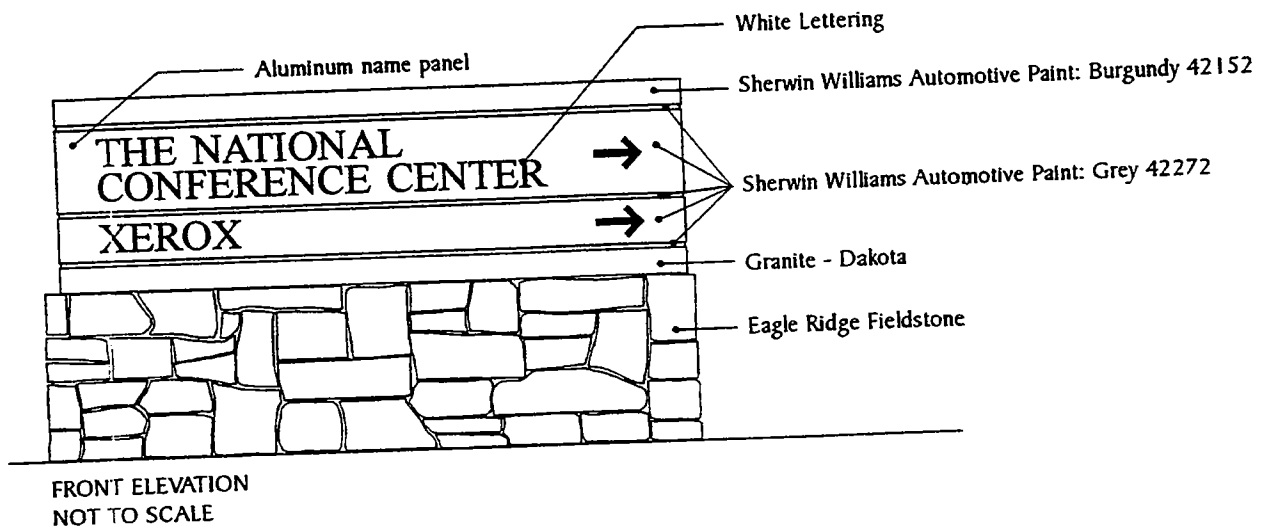
GRAPHICS / LETTERING:

1/4" thick water-cut aluminum or acrylic letters
 Faces and returns painted white
 Letters non-illuminated
 Font: Times New Roman 4" high lettering

INSTALLATION:

Concrete block core wall and concrete footing
 Typically installed perpendicular to road

See Page 10 for illuminated sign option



DESIGNS ARE FOR ILLUSTRATIVE PURPOSES ONLY AND ARE SUBJECT TO CHANGE

LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

HOUSEKEEPING SIGNS - EXISTING

REPLACE WITH HOUSEKEEPING SIGNS ON PAGE 13, 14 or 15



EXISTING SIGNS
TO BE REMOVED AND REPLACED
LOCATION: LANSDOWNE BLVD.



EXISTING SIGN
TO BE REMOVED AND REPLACED
LOCATION: LANSDOWNE BLVD.



EXISTING SIGN
TO BE REMOVED AND REPLACED
LOCATION: 44125 WOODRIDGE PKWY.

LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

HOUSEKEEPING SIGNS - SMALL - PERMANENT

GUIDELINES:

Freestanding Housekeeping Signs

- Maximum of 3 square feet
- Graphics on 1 side

DESCRIPTION:

Post: 4" x 4" PVC posts painted Grey
Sign: 1/8" Thick Fiberglass sign face (3 pieces)
Painted Burgundy and Grey
1/8" Thick Fiberglass backer painted Grey
1/2" Reveals

GRAPHICS / LETTERING:

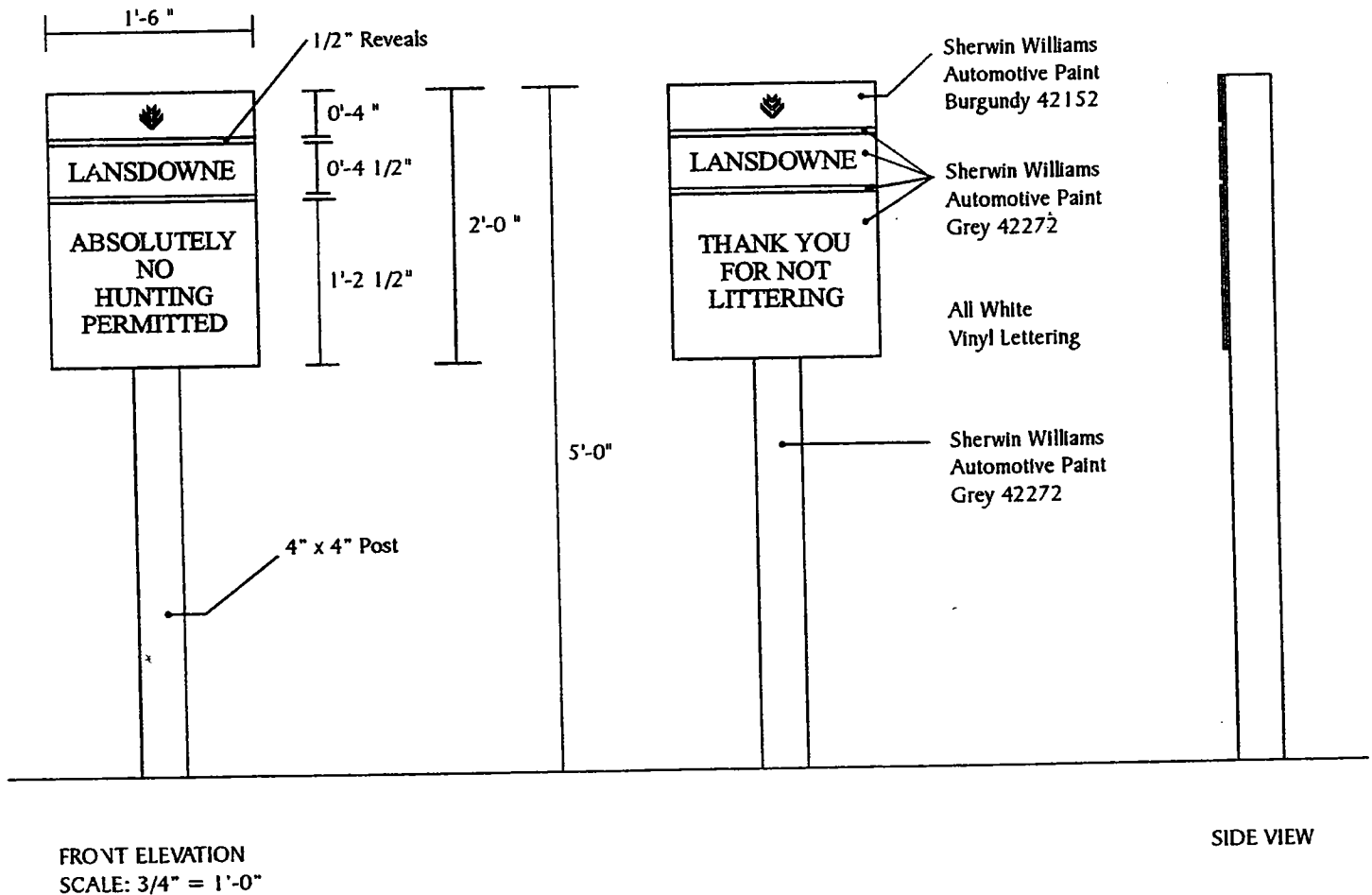
White vinyl copy
Font: Times New Roman (All Uppercase)
Copy centered on name panel

INSTALLATION:

Concrete footing

Non-Illuminated

See Pages 14 & 15 for other housekeeping signs



HOUSEKEEPING SIGNS - SMALL - OPTIONAL MATERIALS

GUIDELINES:

Freestanding Housekeeping Signs

- Maximum of 3 square feet
- Graphics on 1 side

DESCRIPTION:

Post: 4" x 4" PVC posts painted Grey

Sign: 1/2" Thick Lustreboard sign face (3 pieces) with 1/2" Thick Lustreboard backer or 3/4" thick Lustreboard panel with 1/2"H x 1/4"D reveals routed out
Painted Burgundy and Grey

GRAPHICS / LETTERING:

White vinyl copy

Font: Times New Roman (All Uppercase)

Copy centered on name panel

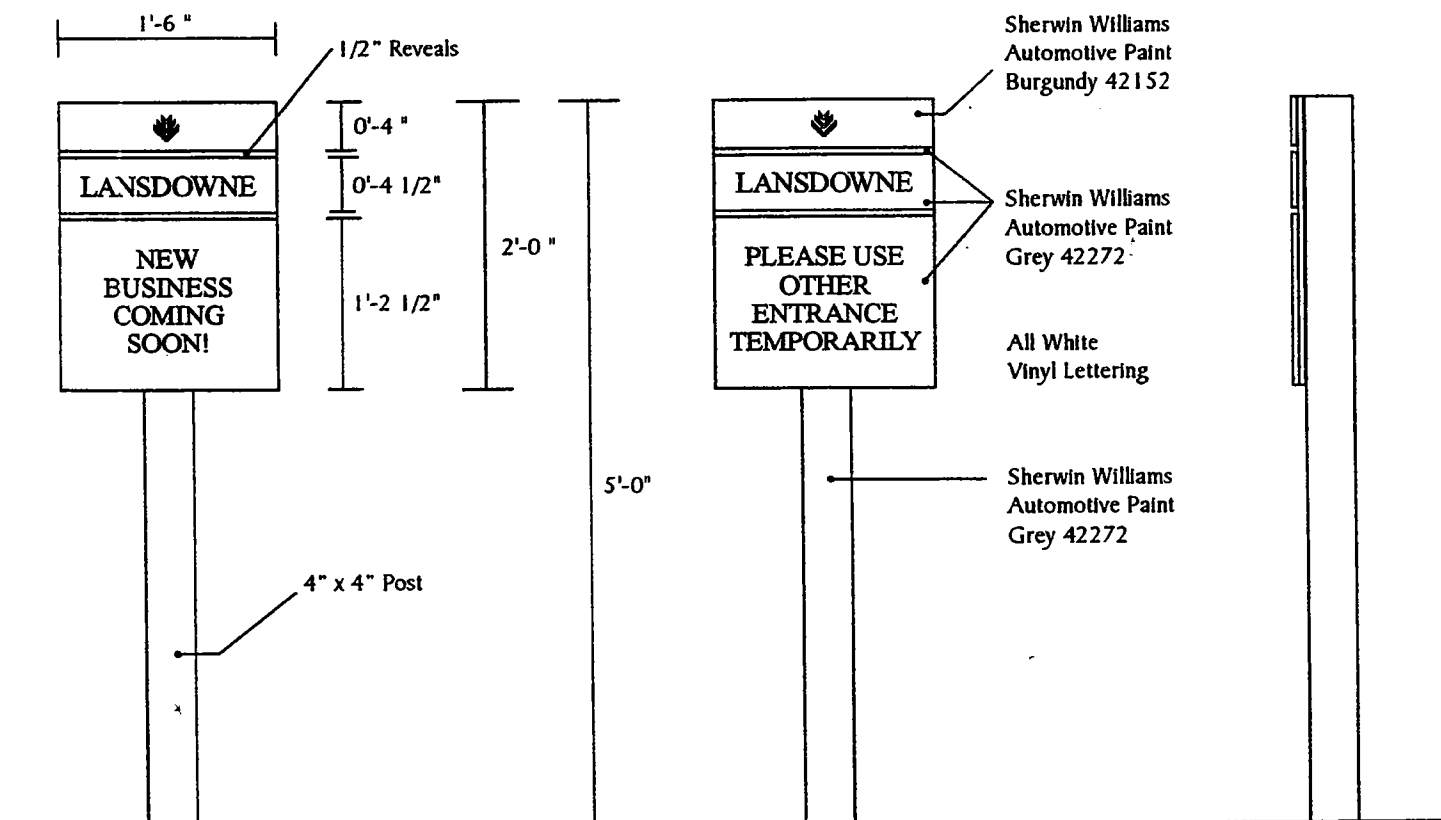
INSTALLATION:

Concrete footing

Non-Illuminated

See Page 13 for permanent small housekeeping signs

See Page 15 for large housekeeping signs



FRONT ELEVATION
SCALE: 3/4" = 1'-0"

SIDE VIEW

LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

HOUSEKEEPING SIGNS - LARGE - OPTIONAL MATERIALS

GUIDELINES:

Freestanding Housekeeping Signs

- Maximum of 12 square feet
- Graphics on 1 side

DESCRIPTION:

Posts: 4" x 4" PVC posts painted Grey

Sign: 1/2" Thick Lustreboard sign face (3 pieces) with
1/2" Thick Lustreboard backer or 3/4" thick Lustreboard
panel with 3/4"H x 1/4"D reveals routed out
Painted Burgundy and Grey

GRAPHICS / LETTERING:

White vinyl copy

Font: Times New Roman (All Uppercase)

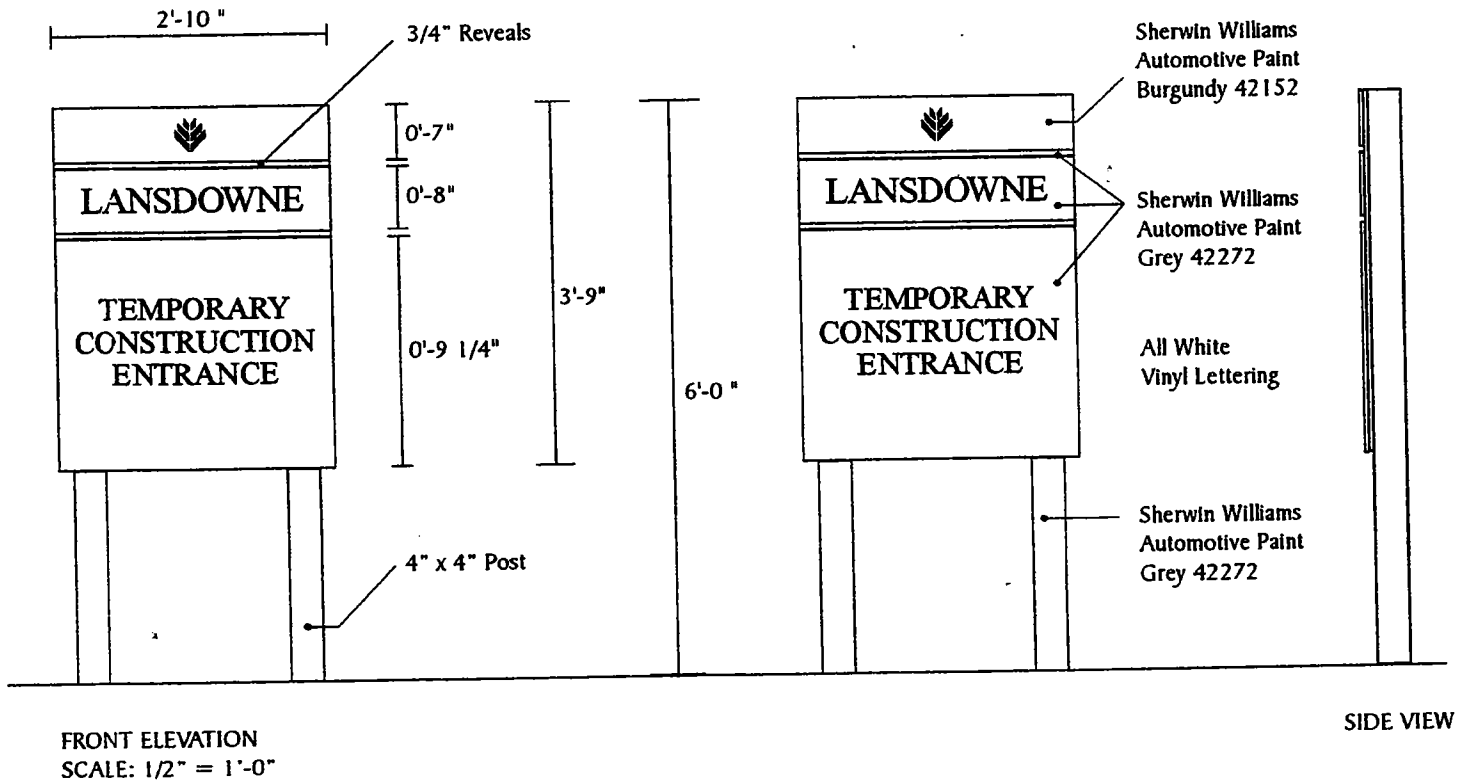
Copy centered on name panel

INSTALLATION:

Concrete footing

Non-Illuminated

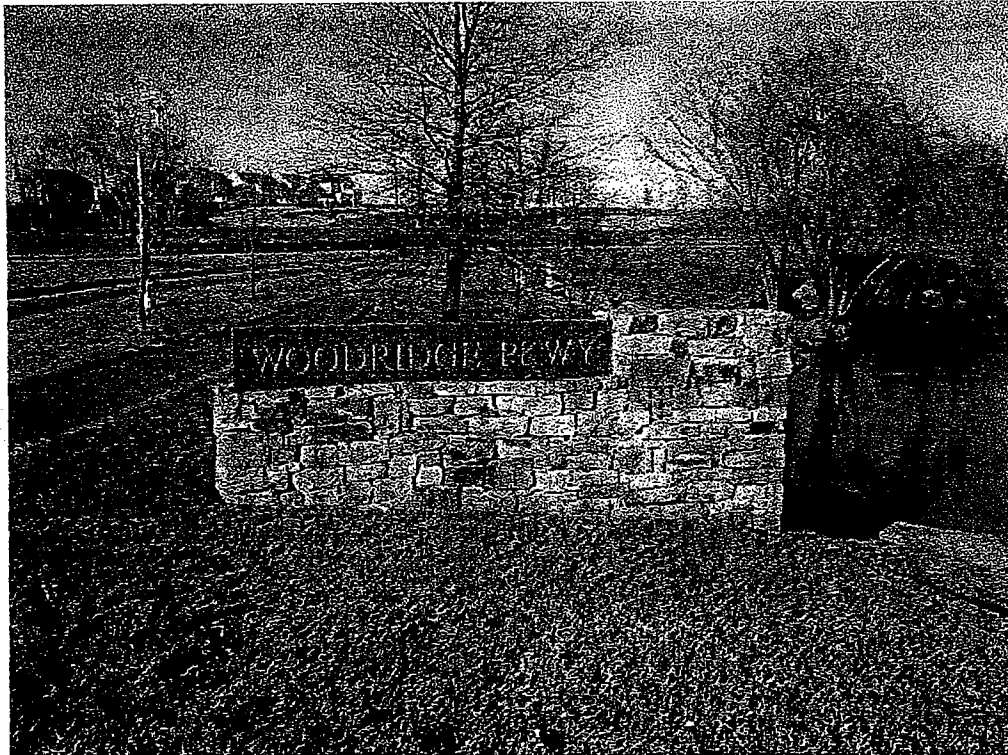
See Pages 13 & 14 for small housekeeping signs



LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

STREET NAME MONUMENTS - EXISTING



TYPICAL STREET NAME MONUMENTS

12'-8" WIDE x 3'-6" HIGH - AT POINT CLOSEST TO ROADWAY

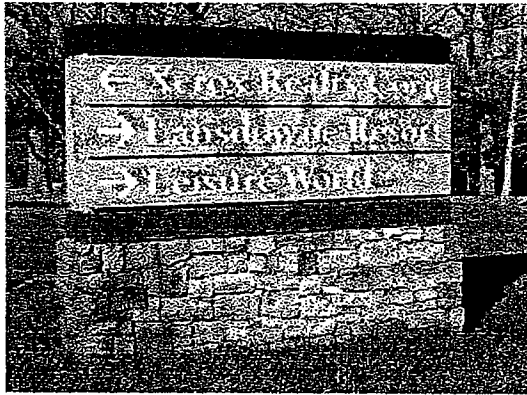
LOCATIONS:

- WOODRIDGE PARKWAY JUST EAST OF LANSDOWNE BLVD.
- LANSDOWNE BLVD. JUST SOUTH OF RIVERSIDE PKWY.
- LANSDOWNE BLVD. JUST SOUTH OF WOODRIDGE PKWY.

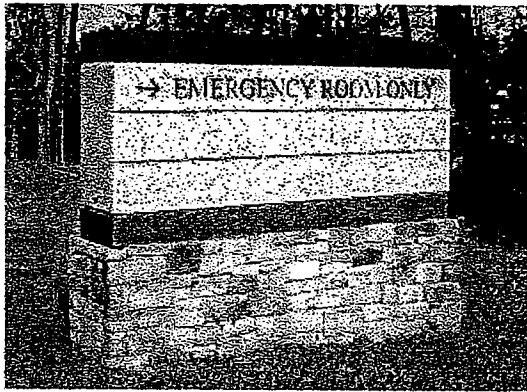
LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

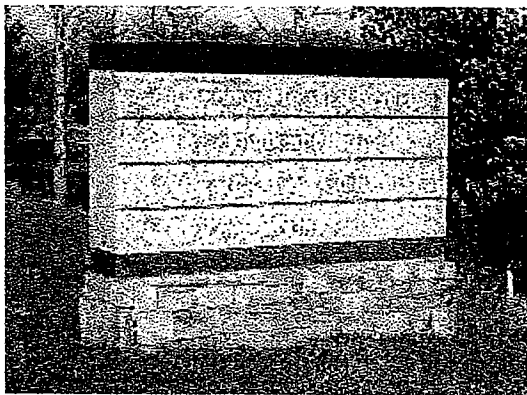
DIRECTIONAL SIGNS - EXISTING



EXISTING DIRECTIONAL SIGN
LOCATION: LANSDOWNE BLVD. - SOUTH OF
WOODRIDGE PKWY.



EXISTING DIRECTIONAL SIGN
LOCATION: LANSDOWNE BLVD. - NORTH OF RT. 7



EXISTING DIRECTIONAL SIGN
LOCATION: LANSDOWNE BLVD. - SOUTH OF
RIVERSIDE PKWY.



EXISTING DIRECTIONAL SIGN
SIDE VIEW

LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

DIRECTIONAL SIGN - 2 PANELS

GUIDELINES:

Ground Mounted Directional Sign 2 panels

- Maximum of 42 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman 5" high lettering

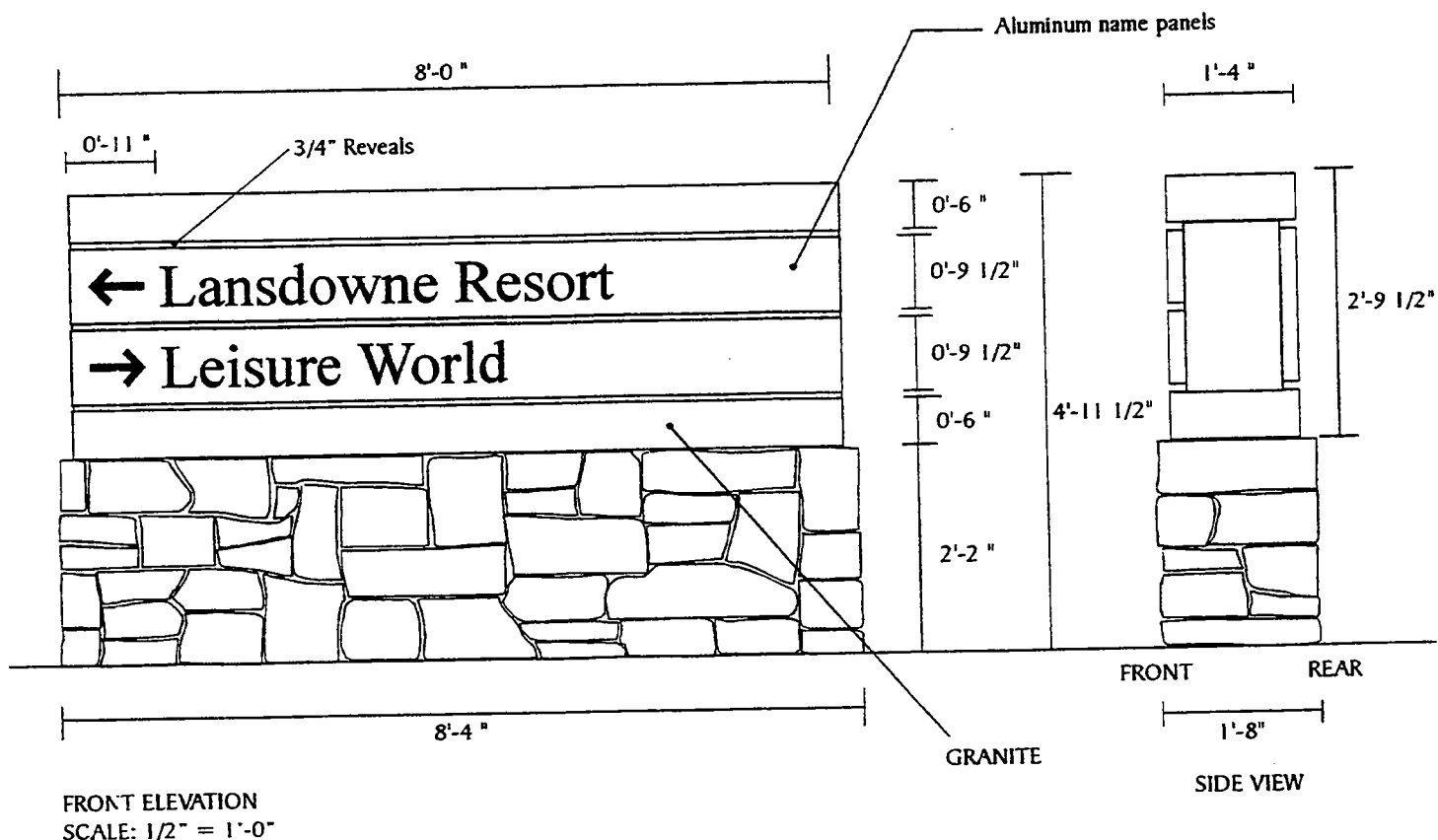
Copy Left Justified on Name Panels

INSTALLATION:

Concrete block core wall and concrete footing
Typically Installed Perpendicular to Road

See Page 23 for color specifications

See Page 24 for non-illuminated sign option



19

ZMOD 2002-0004

DIRECTIONAL SIGN - 4 PANELS

GUIDELINES:

Ground Mounted Directional Sign 4 panels

- Maximum of 56 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics

backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind

aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman 5" high lettering

Copy Left Justified on Name Panels

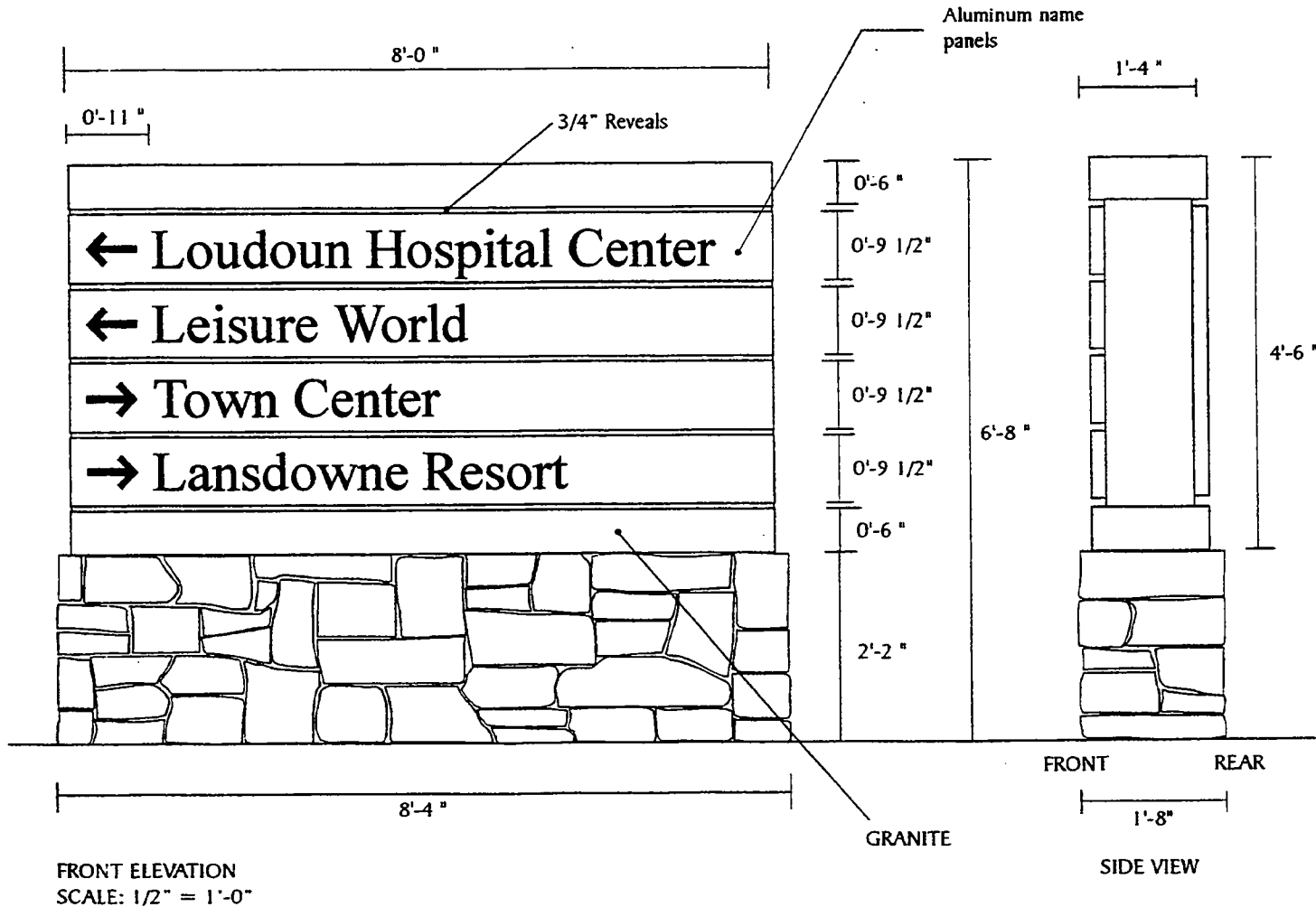
INSTALLATION:

Concrete block core wall and concrete footing

Typically Installed Perpendicular to Road

See Page 23 for color specifications

See Page 24 for non-illuminated sign option



DIRECTIONAL SIGN - 5 PANELS

GUIDELINES:

Ground Mounted Directional Sign 5 panels

- Maximum of 58 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics

backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind

aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman 5" high lettering

Copy Left Justified on Name Panels

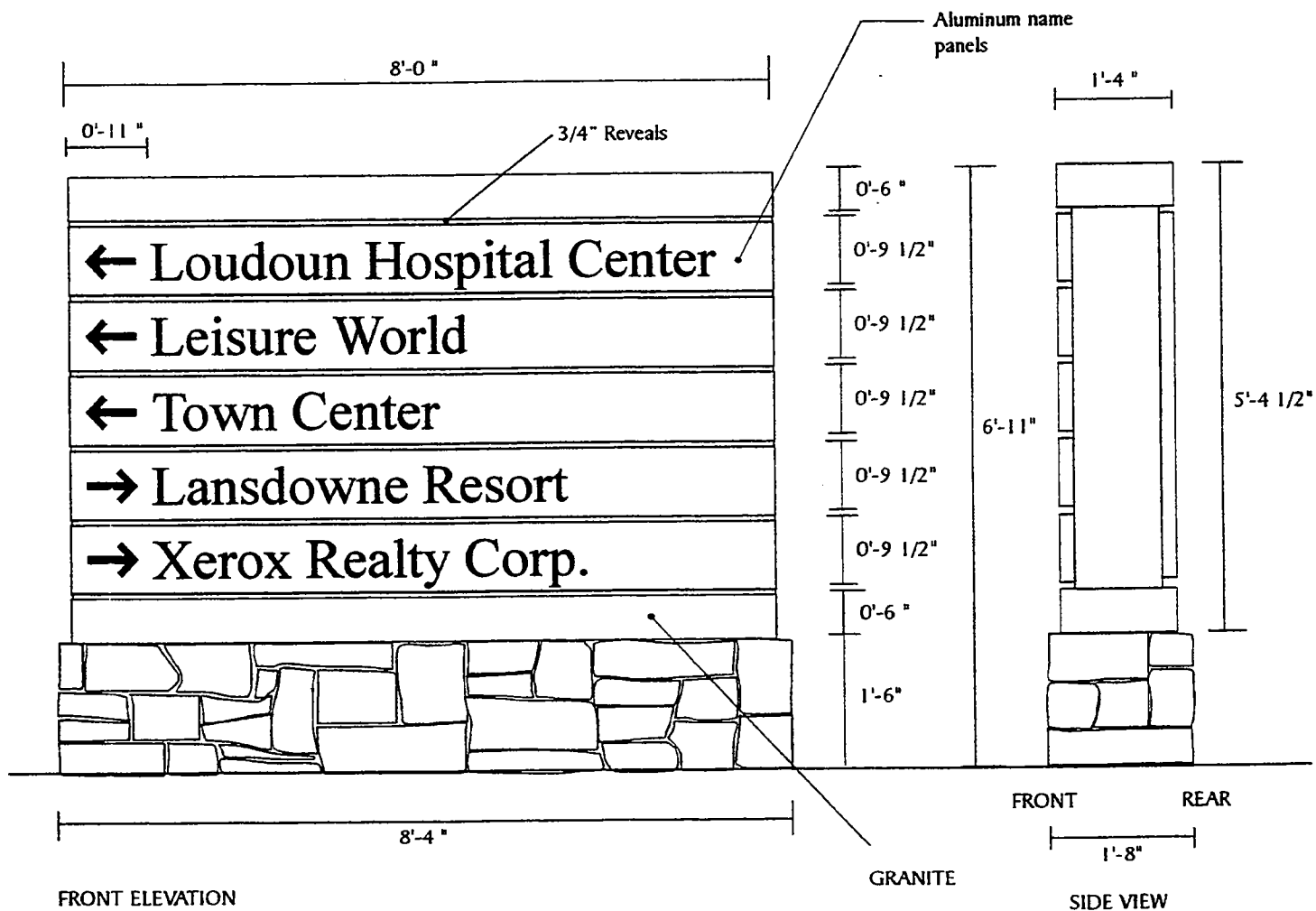
INSTALLATION:

Concrete block core wall and concrete footing

Typically Installed Perpendicular to Road

See Page 23 for color specifications

See Page 24 for non-illuminated sign option



LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

DIRECTIONAL SIGN - 6 PANELS

GUIDELINES:

Ground Mounted Directional Sign 6 panels

- Maximum of 66 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top
Sign: Fiberglass box with aluminum name panels
Name panels attached to sign box with stainless steel screws
in all 4 corners and every 2' of sign panel
Aluminum name panels with stencil-cut graphics
backed by a sheet of white transparent plexiglass
Internal Fluorescent lamp illumination
3/4" Reveals

GRAPHICS / LETTERING:

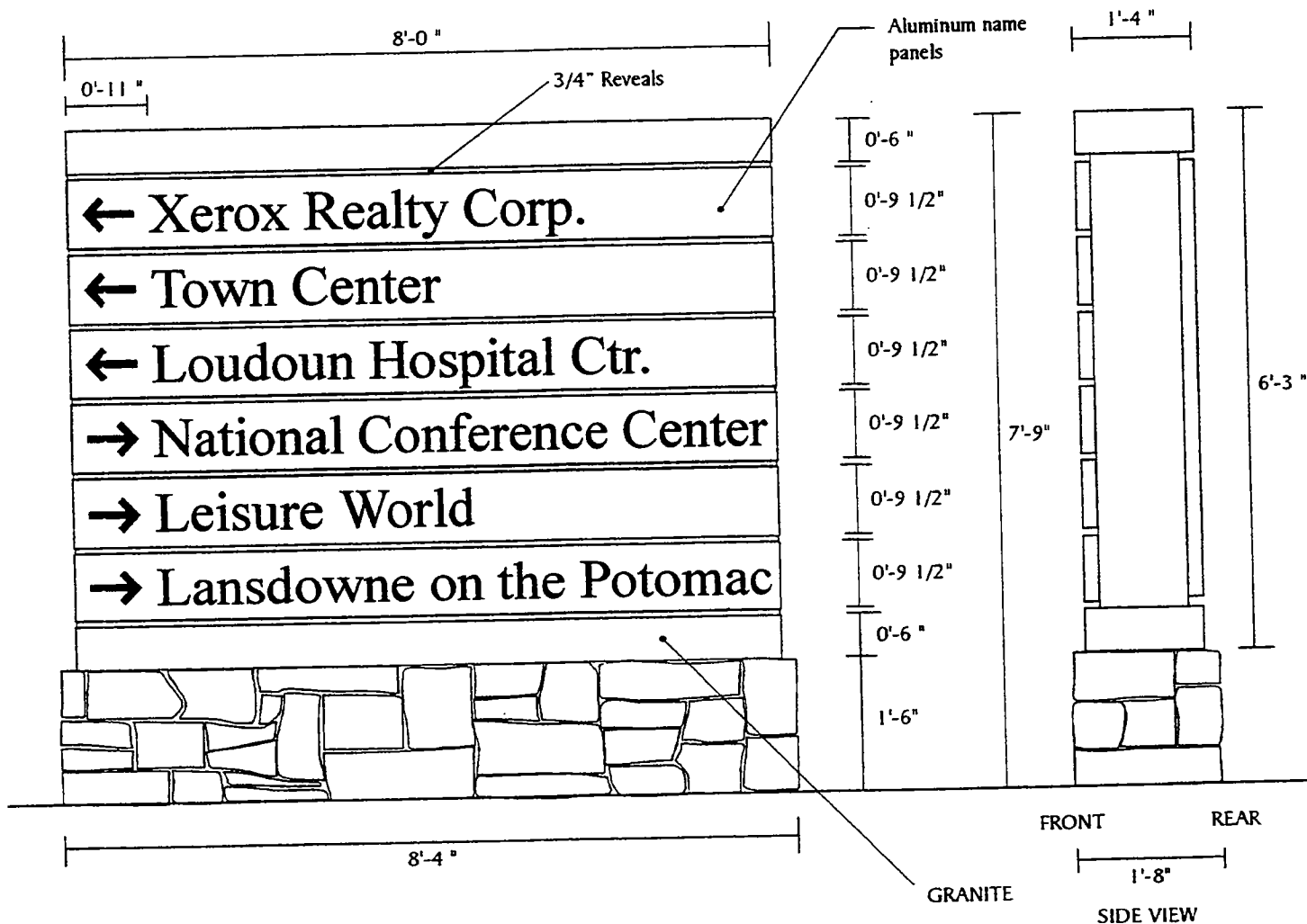
White Transparent Plexiglass behind
aluminum name panel with stencil-cut graphics
Graphics will illuminate white
Font: Times New Roman 5" high lettering
Copy Left Justified on Name Panels

INSTALLATION:

Concrete block core wall and concrete footing
Typically Installed Perpendicular to Road

See Page 23 for color specifications

See Page 24 for non-illuminated sign option

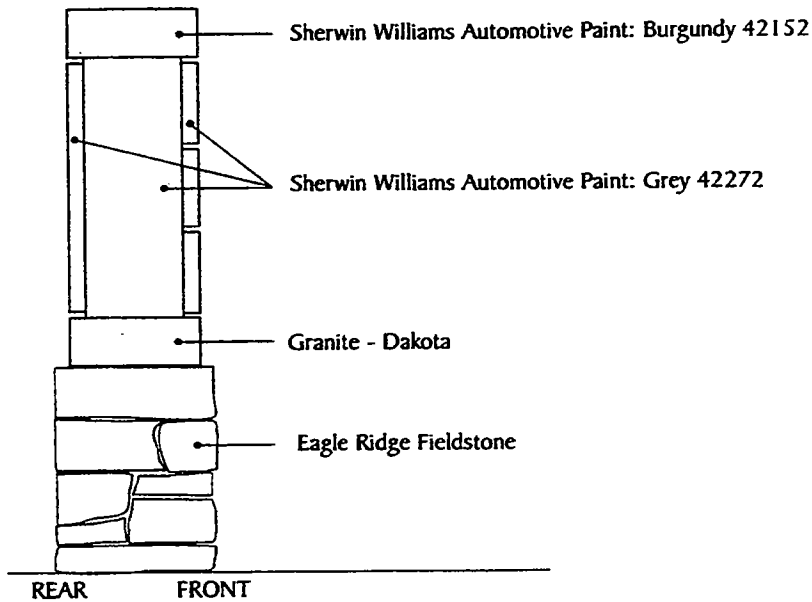


FRONT ELEVATION
SCALE: 1/2" = 1'-0"

ZMOD 2002-0004

DIRECTIONAL SIGNS

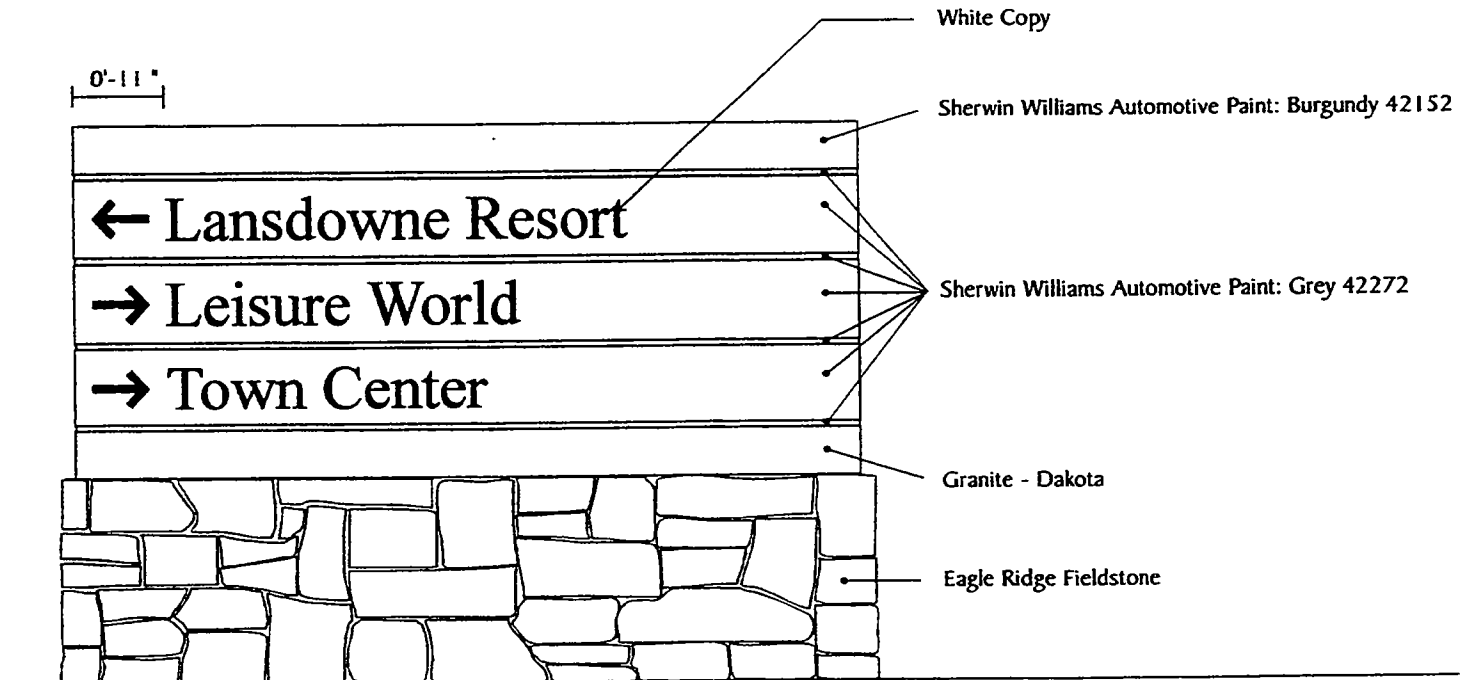
Color Specifications



SIDE VIEW
SCALE: 1/2" = 1'-0"

OPTIONS:

- 2 Panel Directional Sign - Page 18
- 3 Panel Directional Sign - Page 19
- 4 Panel Directional Sign - Page 20
- 5 Panel Directional Sign - Page 21
- 6 Panel Directional Sign - Page 22



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

DIRECTIONAL SIGNS - NON-ILLUMINATED

GUIDELINES:

Ground Mounted Non-Illuminated Directional Signs (2 - 6 Panels)

- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Painted Burgundy and Grey

3/4" Reveals

GRAPHICS / LETTERING:

1/4" thick water-cut aluminum or acrylic letters

Faces and returns painted white

Font: Times New Roman 5" high lettering

Letters non-illuminated

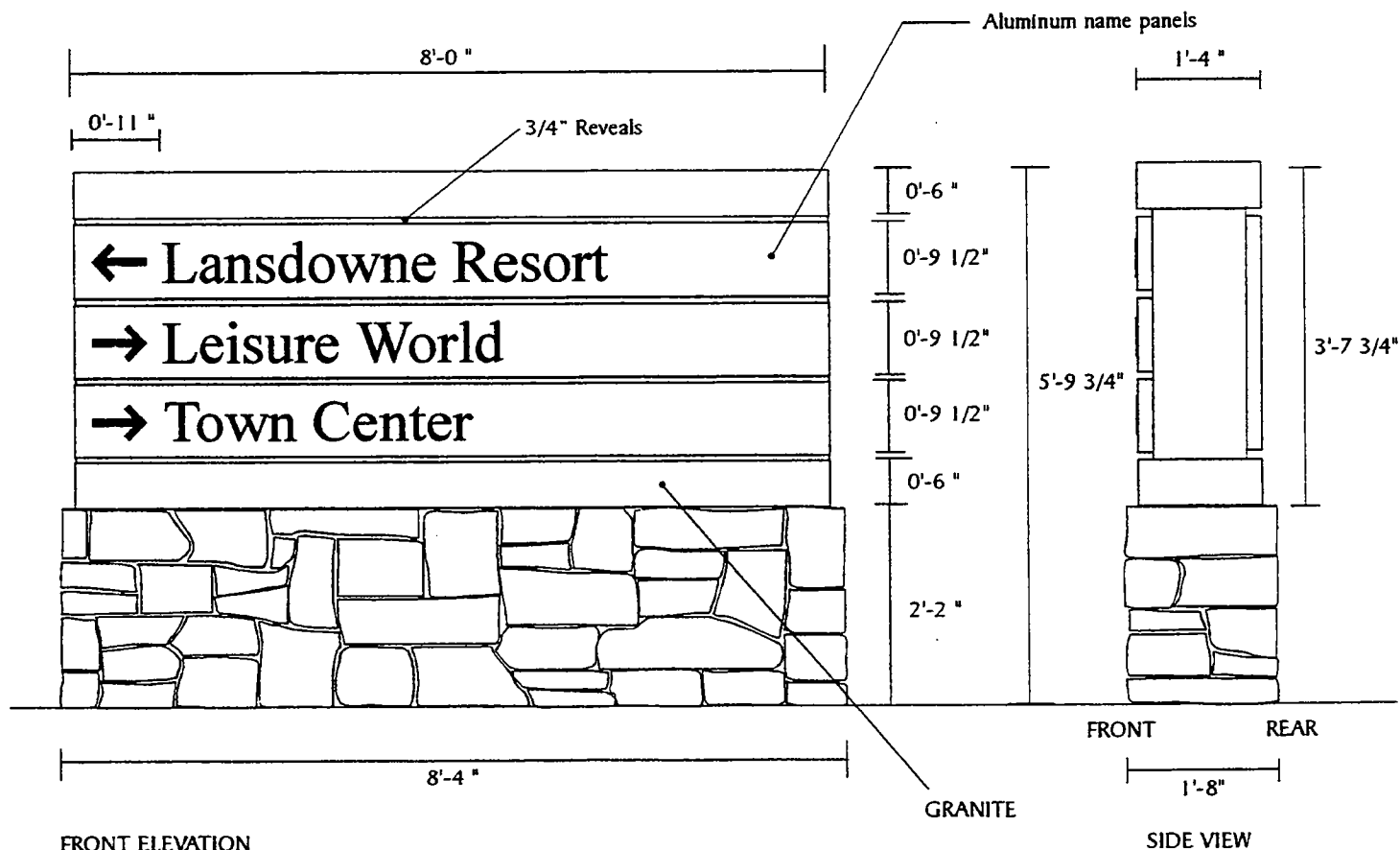
INSTALLATION:

Concrete block core wall and concrete footing

ILLUMINATED OPTIONS:

- 2 Panel Directional Sign - See Page 18
- 3 Panel Directional Sign - See Page 19
- 4 Panel Directional Sign - See Page 20
- 5 Panel Directional Sign - See Page 21
- 6 Panel Directional Sign - See Page 22

See Page 23 for Color Specifications

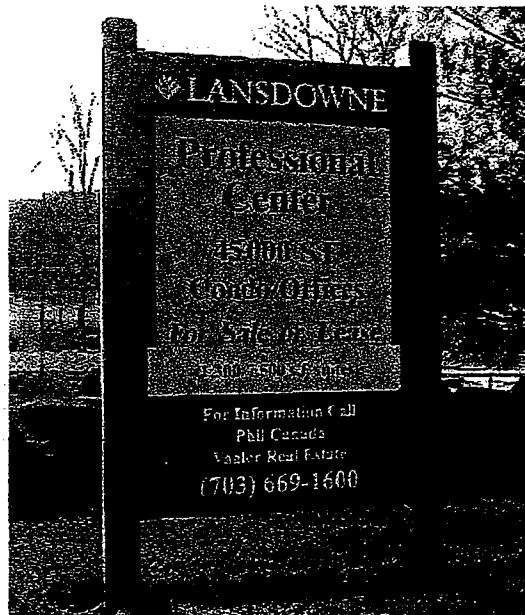


LANSDOWNE SIGNAGE GUIDELINES

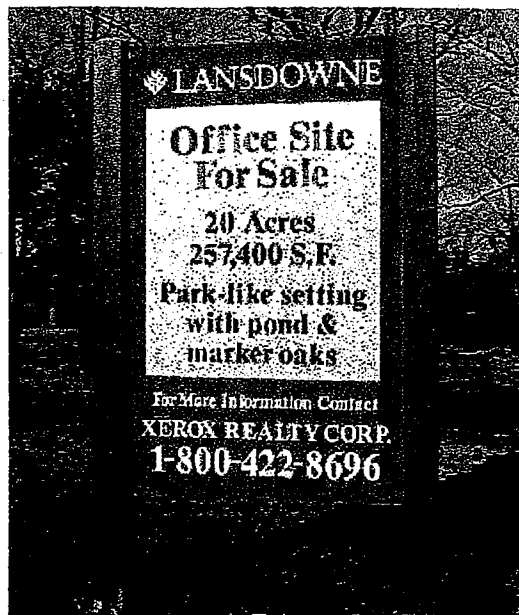
ZMOD 2002-0004

MARKETING SIGNS - COMMERCIAL (EXISTING)

REPLACE WITH COMMERCIAL MARKETING SIGNS ON PAGE 27



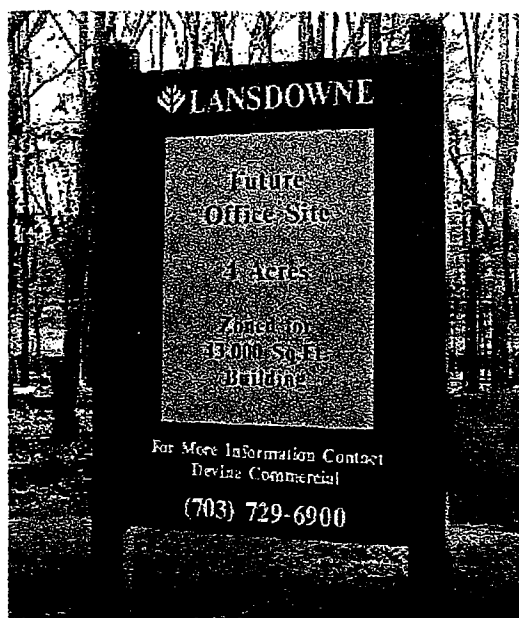
EXISTING COMMERCIAL MARKETING SIGN
TO BE REMOVED AND REPLACED



EXISTING COMMERCIAL MARKETING SIGN
TO BE REMOVED AND REPLACED



EXISTING COMMERCIAL MARKETING SIGN
TO BE REMOVED AND REPLACED

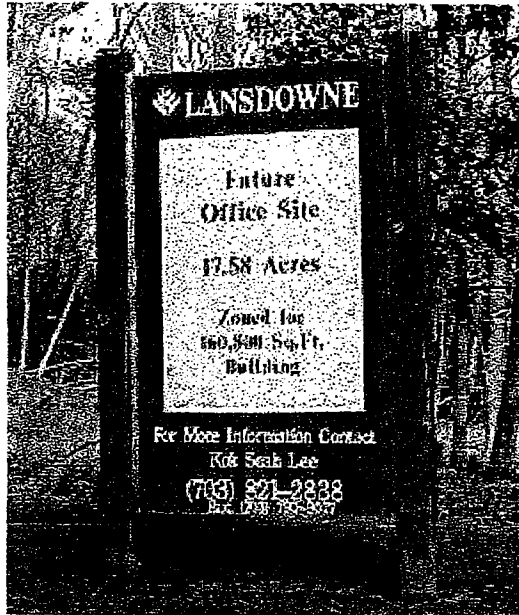


EXISTING COMMERCIAL MARKETING SIGN
TO BE REMOVED AND REPLACED

ZMOD 2002-0004

MARKETING SIGNS - COMMERCIAL (EXISTING)

REPLACE WITH COMMERCIAL MARKETING SIGNS ON PAGE 27



EXISTING COMMERCIAL MARKETING SIGN
TO BE REMOVED AND REPLACED



EXISTING COMMERCIAL MARKETING SIGN
TO BE REMOVED AND REPLACED



EXISTING COMMERCIAL MARKETING SIGN
TO BE REMOVED AND REPLACED

LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

MARKETING SIGNS - COMMERCIAL

GUIDELINES:

- Freestanding Commercial Marketing Signs
- Maximum of 20 square feet
- Graphics on 1 side

DESCRIPTION:

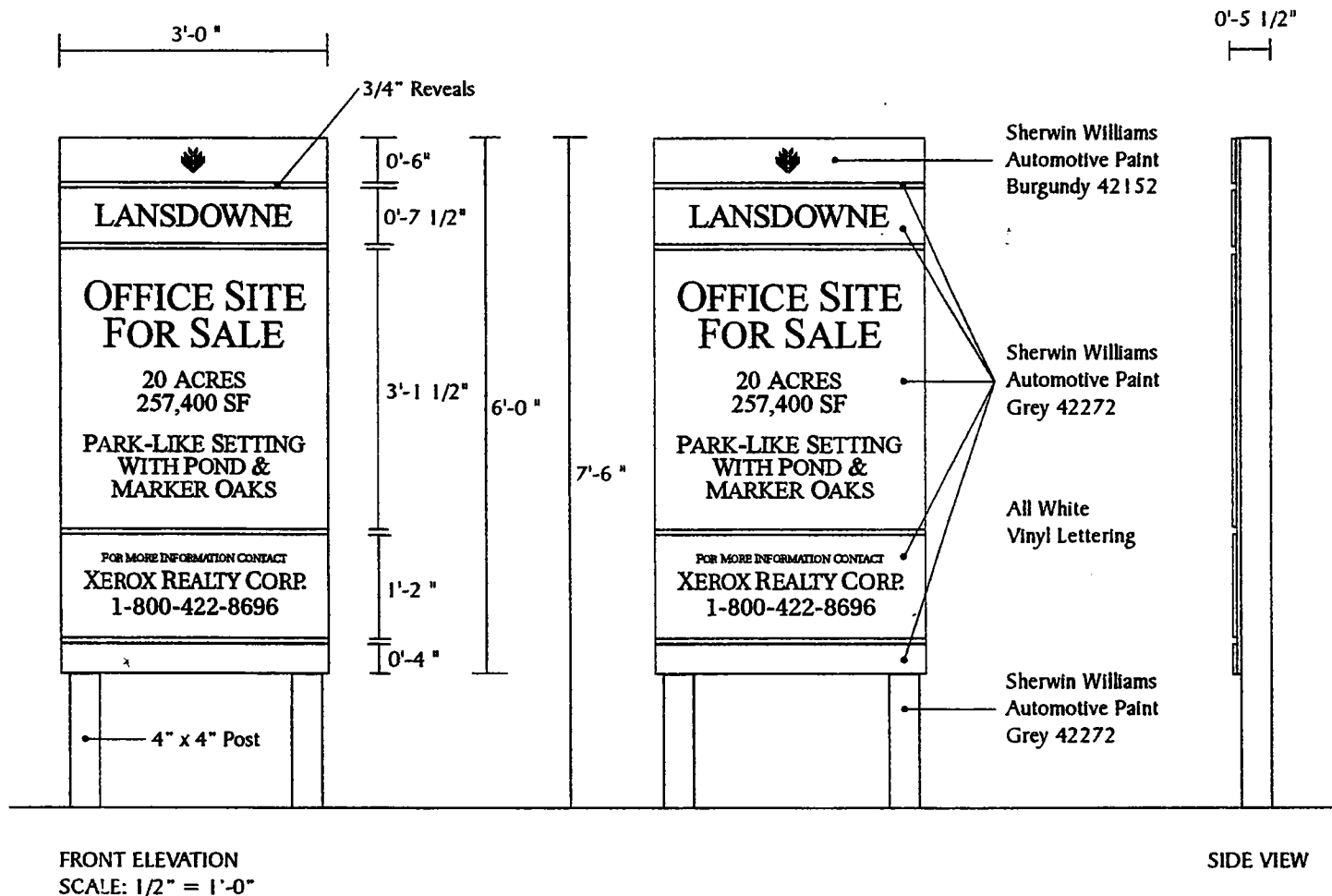
Post: 4"x 4" PVC posts painted Grey
Sign: 1/2" Thick Lustreboard sign face (3 pieces) with
1/2" Thick Lustreboard backer or 3/4" thick Lustreboard
panel with 3/4"H x 1/4"D reveals routed out
Painted Burgundy and Grey

GRAPHICS / LETTERING:

White vinyl copy
Font: Times New Roman (All Uppercase)
Copy centered on sign

INSTALLATION:

Concrete footing
Non-Illuminated



LANSDOWNE SIGNAGE GUIDELINES

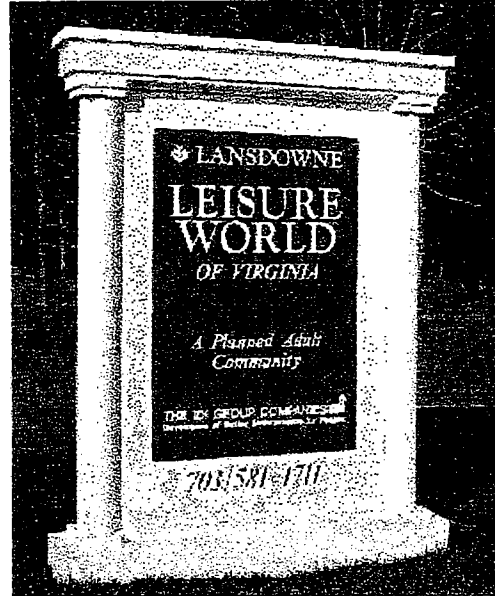
ZMOD 2002-0004

MARKETING SIGNS - RESIDENTIAL (EXISTING)

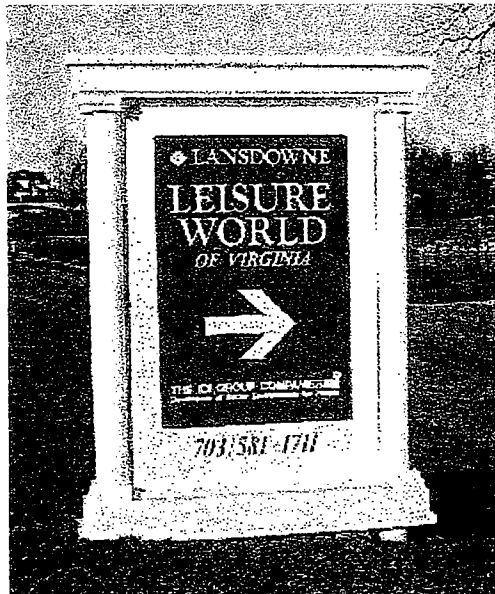
REPLACE WITH RESIDENTIAL MARKETING SIGNS ON PAGE 29



MAGNOLIAS BLUE RIDGE SIGN
TO BE REMOVED AND REPLACED
LOCATION: WOODRIDGE PKWY. - WEST OF
SLATESTONE CT.



LEISURE WORLD SIGN
TO BE REMOVED AND REPLACED
LOCATION: RT. 7 - EAST OF LANSDOWNE BLVD.



LEISURE WORLD DIRECTIONAL SIGN
TO BE REMOVED AND REPLACED
LOCATION: LANSDOWNE BLVD. - SOUTH OF
WOODRIDGE PKWY

ZMOD 2002-0004

MARKETING SIGNS - RESIDENTIAL

GUIDELINES:

Freestanding Residential Marketing Signs

- Maximum of 20 square feet
- Graphics on 1 side

DESCRIPTION:

Post: 4" x 4" PVC posts painted Grey

Sign: 1/2" Thick Lustreboard sign face (5 pieces) with 1/2" Thick Lustreboard backer or 3/4" thick Lustreboard panel with 3/4"H x 1/4"D reveals routed out Painted Burgundy

GRAPHICS / LETTERING:

White vinyl copy

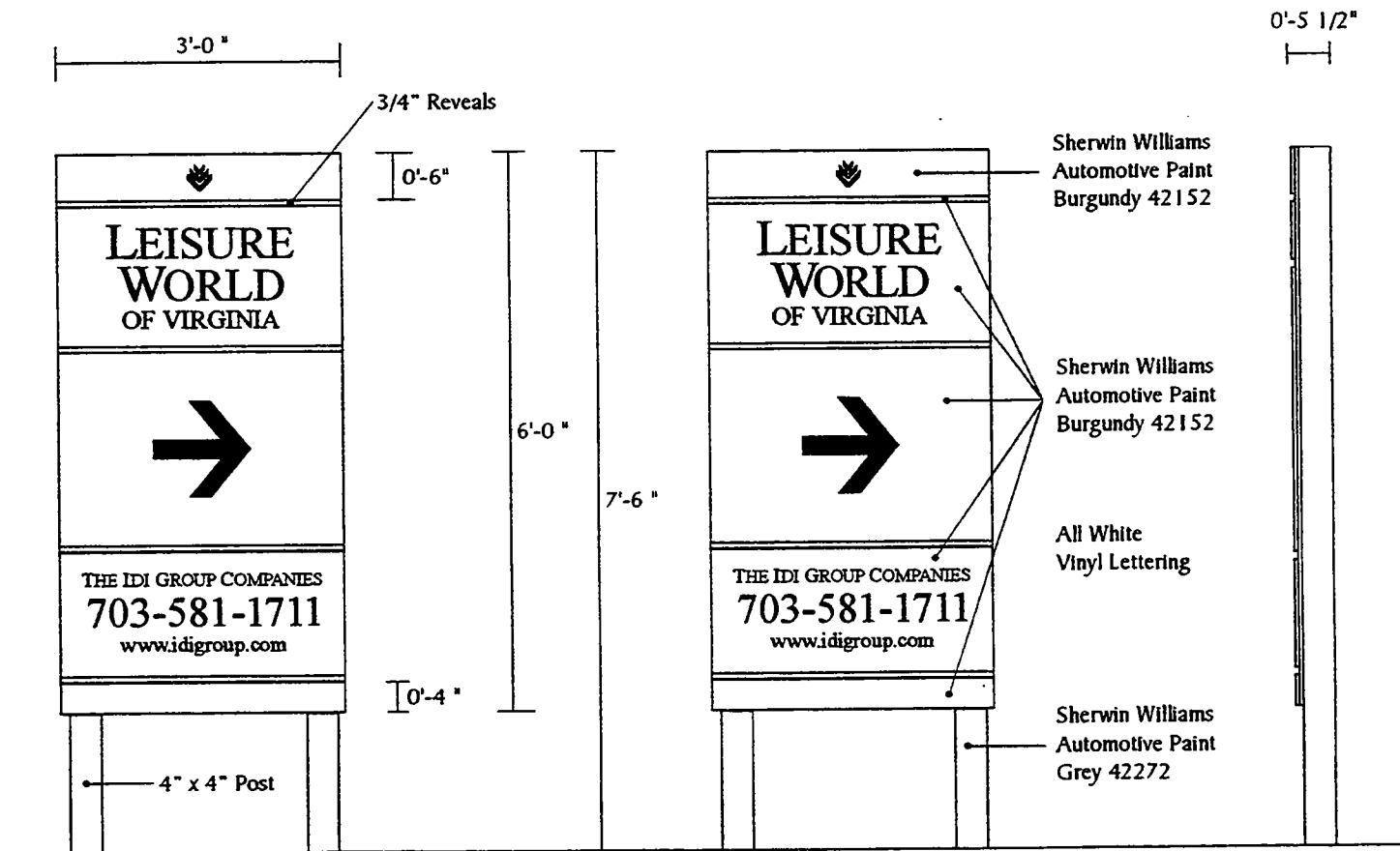
Font: Times New Roman (All Uppercase except web address)

Copy centered on sign

INSTALLATION:

Concrete footing

Non-Illuminated



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

SIDE VIEW

LAND USE PLAN - COMMERCIAL

SUPPORTING DEVELOPMENT

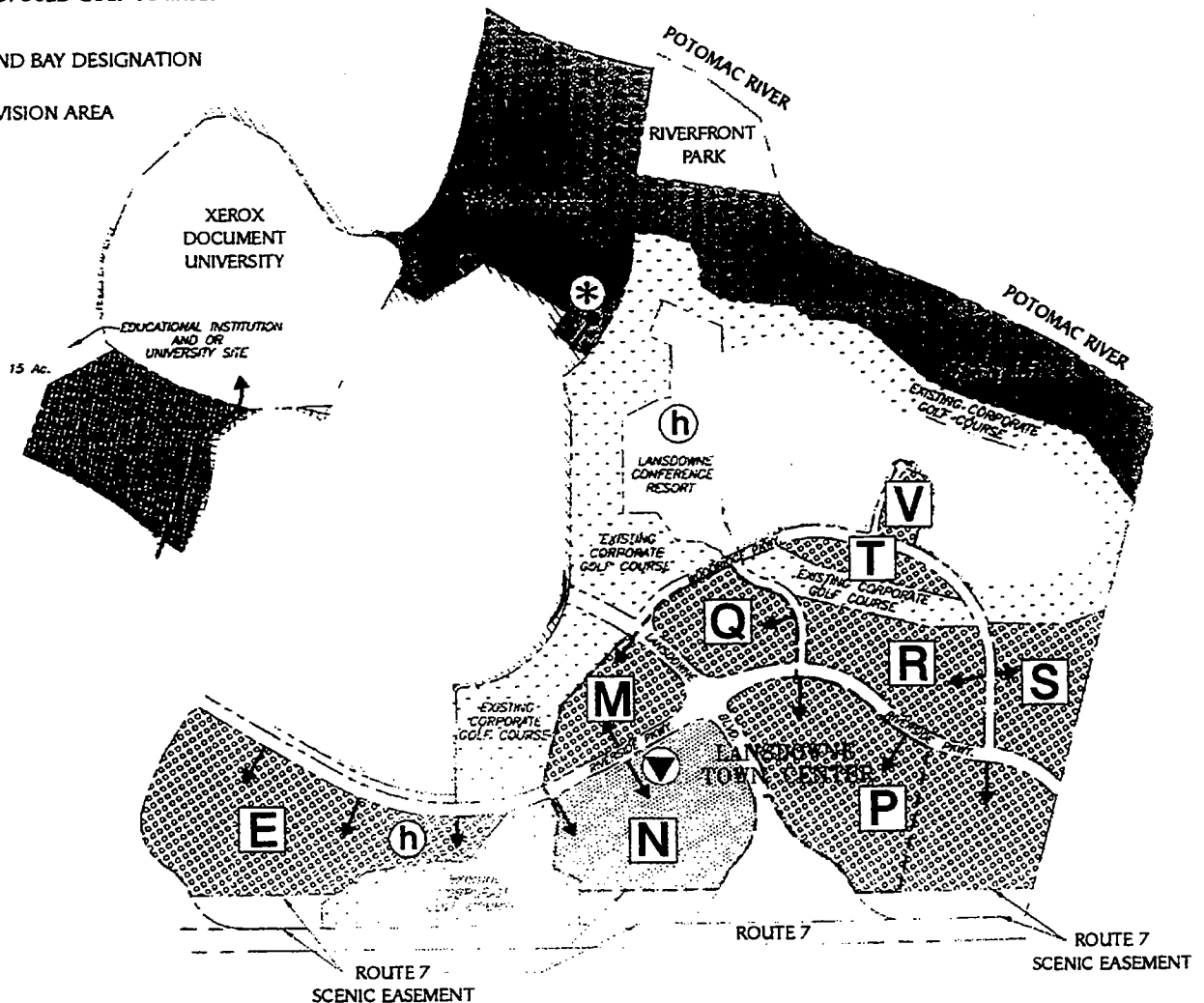
-  EXISTING CORPORATE GOLF COURSES
-  OPEN SPACE & RECREATION (UNLESS OTHERWISE NOTED)
-  FIRE / EMERGENCY SERVICE SITE
-  PROPOSED GOLF COURSES
-  LAND BAY DESIGNATION
-  REVISION AREA

MIXED USE

-  COMMERCIAL & MULTI-FAMILY

NON-RESIDENTIAL

-  CORPORATE OFFICE
-  POTENTIAL HOTEL SITES OR ADDITIONS



- | | | |
|----------------------------|-----------|-----------|
| E) OFFICE | P) OFFICE | S) OFFICE |
| M) OFFICE | Q) OFFICE | T) OFFICE |
| N) MIXED USE / TOWN CENTER | R) OFFICE | V) OFFICE |

EXACT LAND BAY BOUNDARIES ARE CONCEPTUAL. APPLICANT RESERVES THE RIGHT TO MODIFY LAND BAY BOUNDARIES BECAUSE OF TOPOGRAPHY, V.D.O.T. REQUIREMENTS, FINAL SITE DESIGN, ETC.. WHILE GENERALLY RETAINING TOTAL LAND BAY AREAS AS INDICATED ON THE ABOVE LAND BAY TABULATION. PRECISE LOCATION OF GOLF COURSE(S) ADJACENT TO RESIDENTIAL UNITS TO BE SHOWN ON FUTURE SUBDIVISION PLATS. STREET LAYOUT IS CONCEPTUAL. ALL STREETS MUST MEET LOUDOUN COUNTY CRITERIA & REQUIREMENTS.

LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

OFFICE BUILDING SIGNS - BUILDING MOUNTED

GUIDELINES:

Building Mounted Primary Tenant Identification Signs

- Maximum of 1 sign per tenant
- Maximum of 2 signs per building elevation
- Maximum of 100 square feet per sign
- Aggregate of 200 square feet
- No portion of sign permitted to extend beyond parapet wall

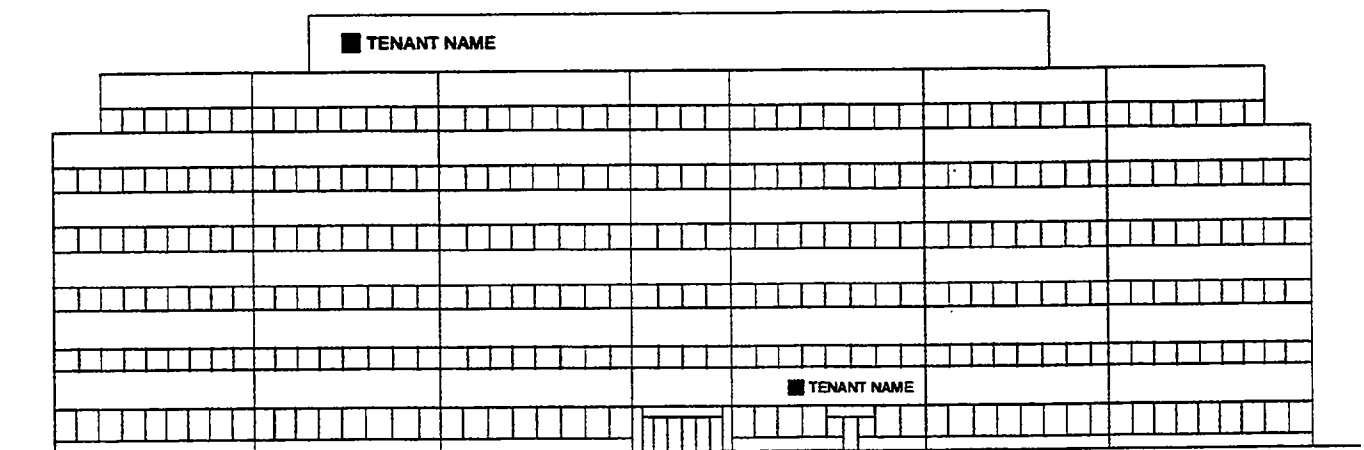
GRAPHICS / LETTERING:

- White Lettering / Logo
- Maximum Letter Height: 30"
- Maximum Logo Height: 36"

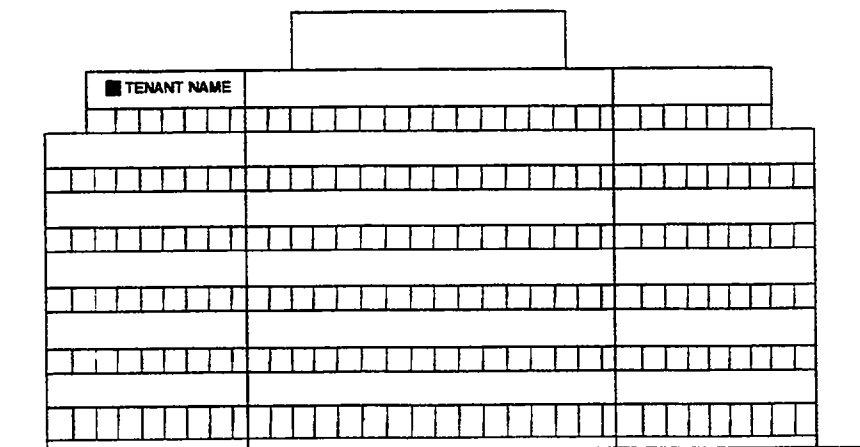
ILLUMINATION OPTIONS:

- Illuminated Individual Channel Letters (see Page 32)
- Non-Illuminated Individual Letters (see Page 33)

Note: Attachment of sign panels on the building is not permitted except where necessary to render a logo or logotype.



FRONT ELEVATION EXAMPLE
NOT TO SCALE



SIDE ELEVATION EXAMPLE
NOT TO SCALE

ZMOD 2002-0004

OFFICE / FLEX OFFICE SIGNS - BUILDING MOUNTED

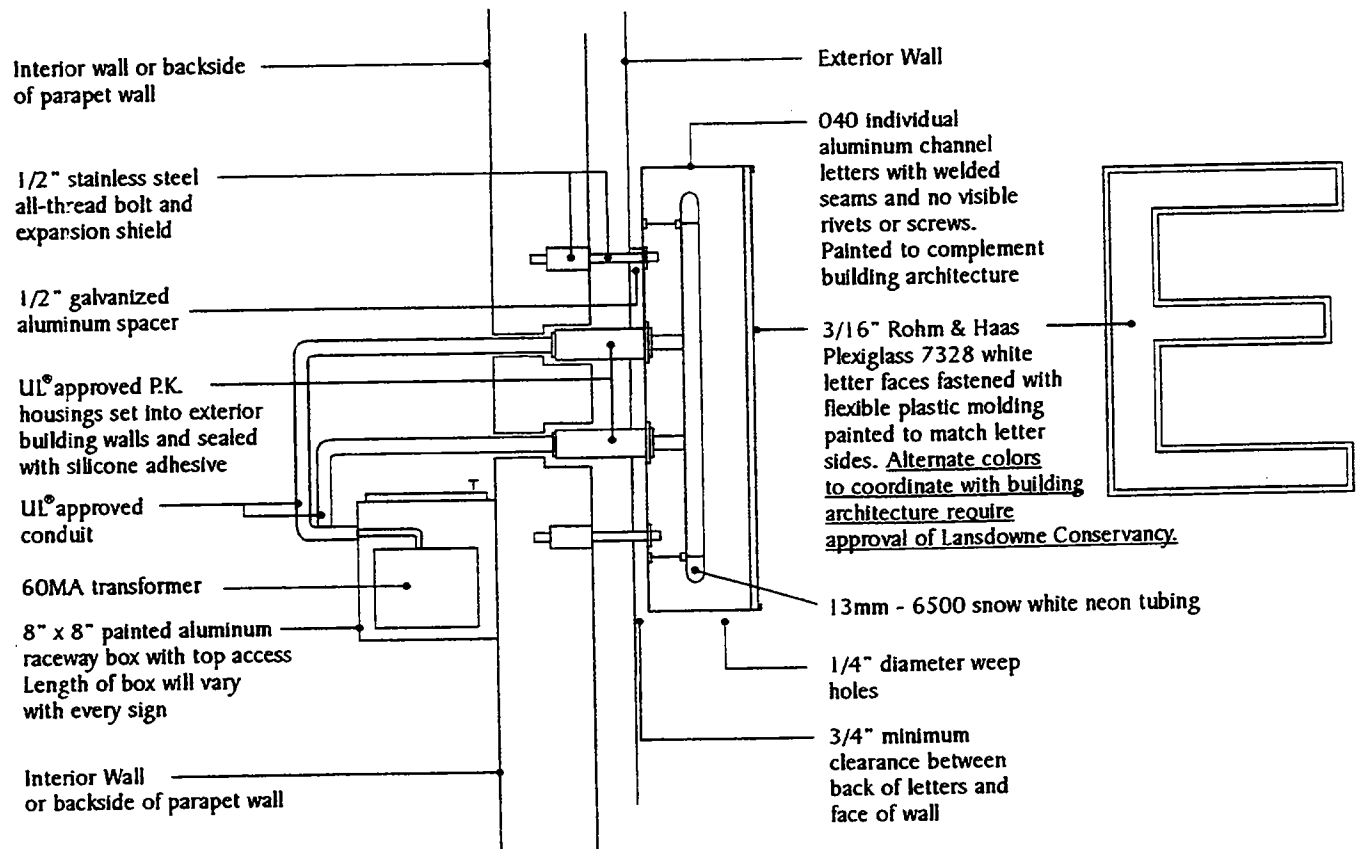
DESCRIPTION:

Individual Channel Letters (Font: Helvetica Medium) and/or Logotype
See details in diagrams below and on next page

See Page 33 for Non-Illuminated Lettering Options



CHANNEL LETTERING ELEVATION EXAMPLE
NOT TO SCALE



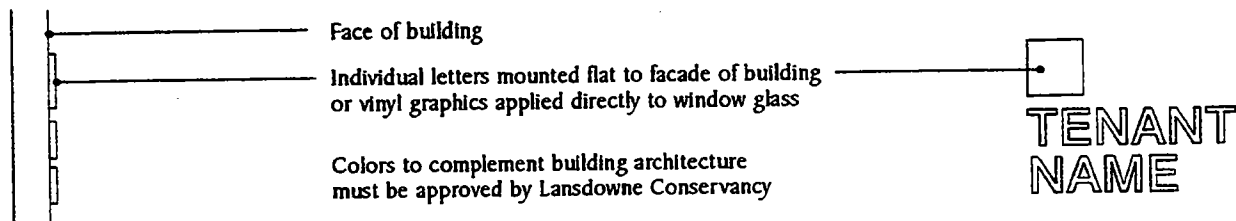
SECTION VIEW OF TYPICAL LETTERING INSTALLATION EXAMPLE
NOT TO SCALE

LETTER ELEVATION EXAMPLE
NOT TO SCALE

OFFICE / FLEX OFFICE SIGNS - BUILDING MOUNTED

DESCRIPTION:

Individual lettering/graphics applied to the facade/window



SECTION VIEW OF TYPICAL SIGN APPLIED TO BUILDING FACADE/WINDOW
NOT TO SCALE

ELEVATION
NOT TO SCALE

OFFICE BUILDING SIGNS - BUILDING MOUNTED - NON-ILLUMINATED

DESCRIPTION:

Individual letter forms - Non-Illuminated
(Font: Helvetica Medium) and/or Logotype
Requires approval of Lansdowne Conservancy

GRAPHICS / LETTERING OPTIONS:

- Cast Metal
- Precision Flat Cut Metal
- Minnesota Letters (C.A.B.)*
- Formed Plastic Letters - Thermoformed (C.A.B.)*

See Page 32 for Illuminated Lettering



NON-ILLUMINATED LETTERING ELEVATION EXAMPLE
NOT TO SCALE

* C.A.B. - Cellulose Acetate Butyrate is derived from cotton and wood fibers making it stronger, more durable, non-fading and more impact resistant than acrylic.

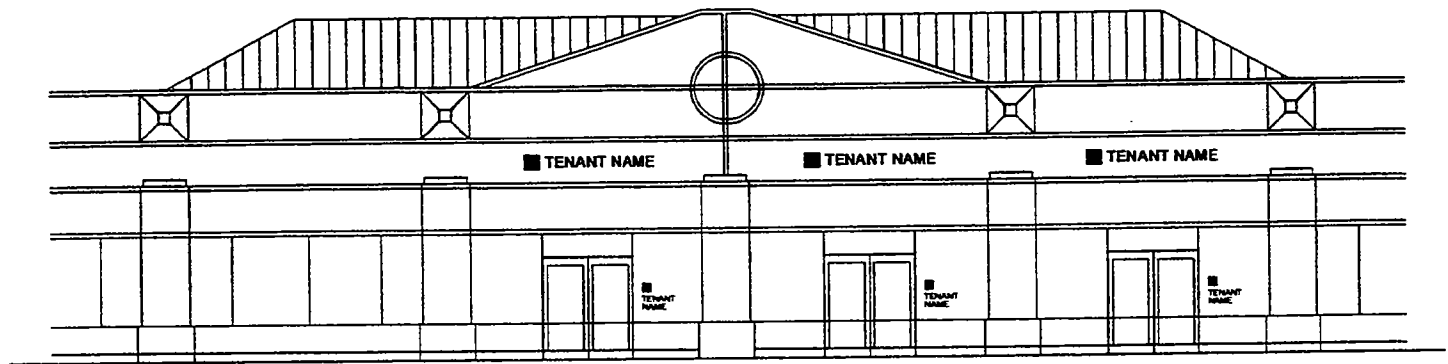
OFFICE / FLEX BUILDING SIGNS - BUILDING MOUNTED

GUIDELINES:

Building Mounted Tenant Identification Signs

- Maximum of 2 tenant signs per tenant
- Maximum of 45 square feet per sign
- Aggregate of 55 square feet per tenant

See Page 32 - 33 for Lettering Specifications

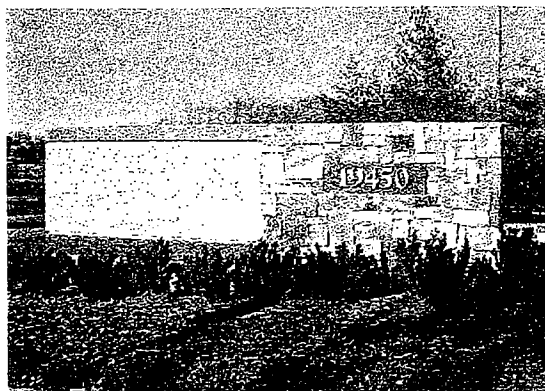


FRONT ELEVATION EXAMPLE
NOT TO SCALE

LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

OFFICE / FLEX BUILDING SIGNS - GROUND MOUNTED (EXISTING)



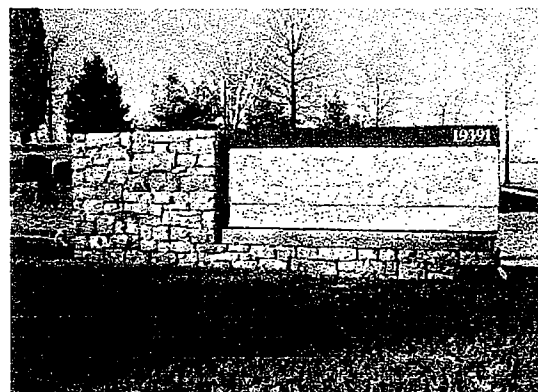
LANSDOWNE MEDICAL OFFICE PAVILION SIGN
LOCATION: 19450 DEERFIELD



ARRS SIGN
LOCATION: 44211 WOODRIDGE PKWY.



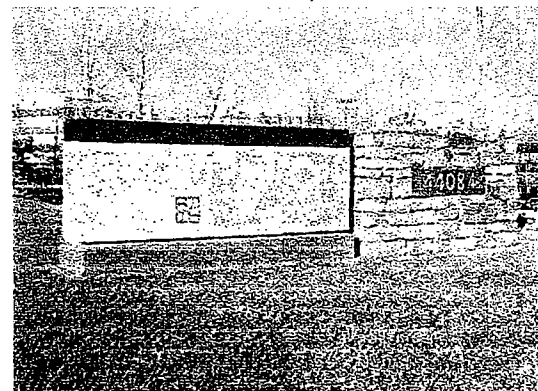
PROFESSIONAL CENTER AT LANSDOWNE SIGN
LOCATION: WOODRIDGE PKWY.



LANSDOWNE DEVELOPMENT / XEROX REALTY SIGN
LOCATION: 19391 LANSDOWNE BLVD.



IRIDIUM SIGN
LOCATION: 44330 WOODRIDGE PKWY.



TWO RIVERBEND / REMEDY SIGN
LOCATION: 44084 RIVERSIDE PKWY.

OFFICE BUILDING SIGNS - GROUND MOUNTED

GUIDELINES:

Ground Mounted Office Sign - 1 Name Panel

- Maximum of 1 sign per entrance
- Maximum of 57 square feet
- Graphics on 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top
 Sign: Fiberglass box with aluminum name panels
 Name panels attached to sign box with stainless steel screws
 in all 4 corners and every 2' of sign panel
 Aluminum name panels with stencil-cut graphics
 backed by a sheet of white transparent plexiglass
 Internal Fluorescent lamp illumination
 Address Panel - Granite (Dakota)
 3/4" Reveals

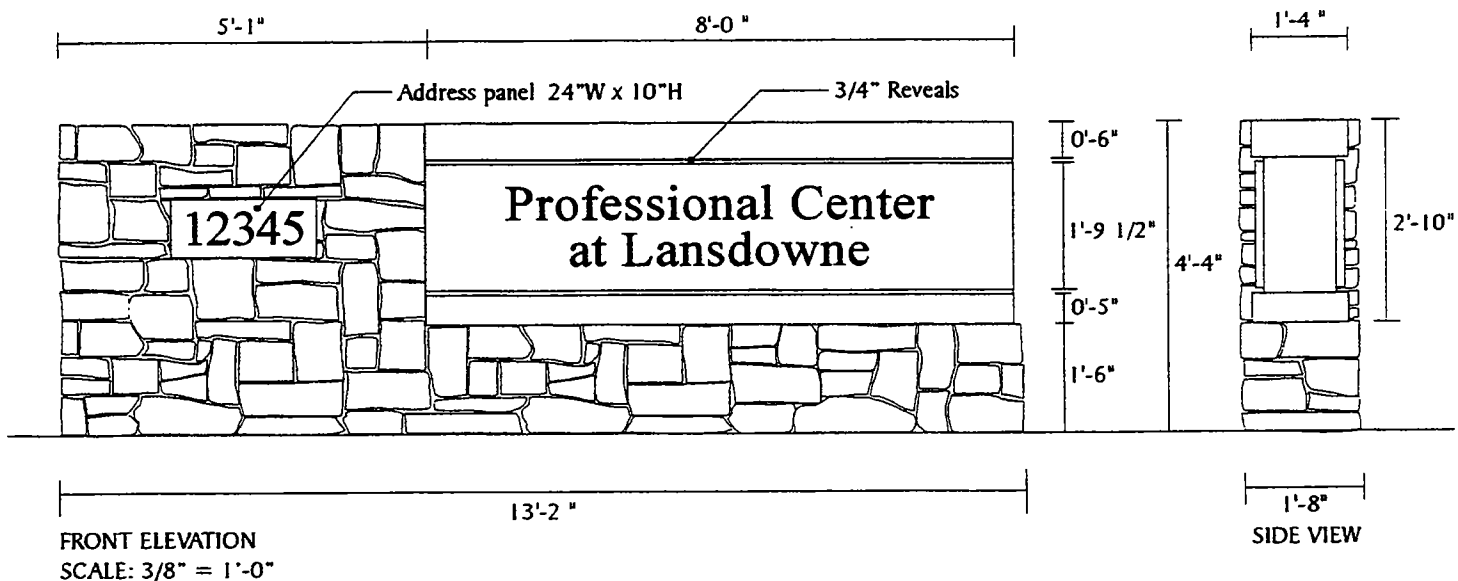
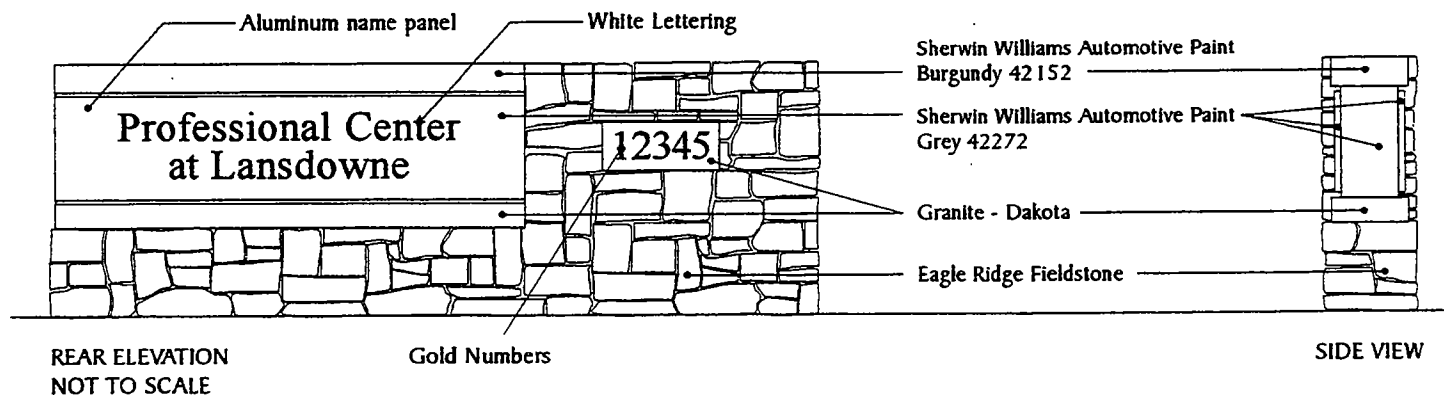
GRAPHICS / LETTERING:

Name Panel: White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics
 Graphics will illuminate white
 Font: Times New Roman
 Address Panel: 1/4" thick water-cut aluminum numbers, faces and returns painted gold metallic, 5-3/4" High Numbers
 Copy centered on Name Panel and Address Panel
 Alternate colors for lettering or use of logotype require approval of Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing
 Typically Installed perpendicular to road at vehicular entrance

See Page 37 for Non-Illuminated sign option



OFFICE BUILDING SIGNS - GROUND MOUNTED - NON-ILLUMINATED

GUIDELINES:

Ground Mounted Non-Illuminated Office Sign - 1 Name Panel

- Maximum of 1 sign per entrance
- Maximum of 57 square feet
- Graphics on 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Painted Burgundy and Grey

Address Panel: Granite (Dakota)

3/4" Reveals

GRAPHICS / LETTERING:

Name Panel: 1/4" thick water-cut aluminum or acrylic letters

Faces and returns painted white

Font: Times New Roman

Letters non-illuminated

Address Panel: 1/4" thick water-cut aluminum numbers, faces and

returns painted gold metallic, 5-3/4" High Numbers

Copy centered on Name Panel and Address Panel

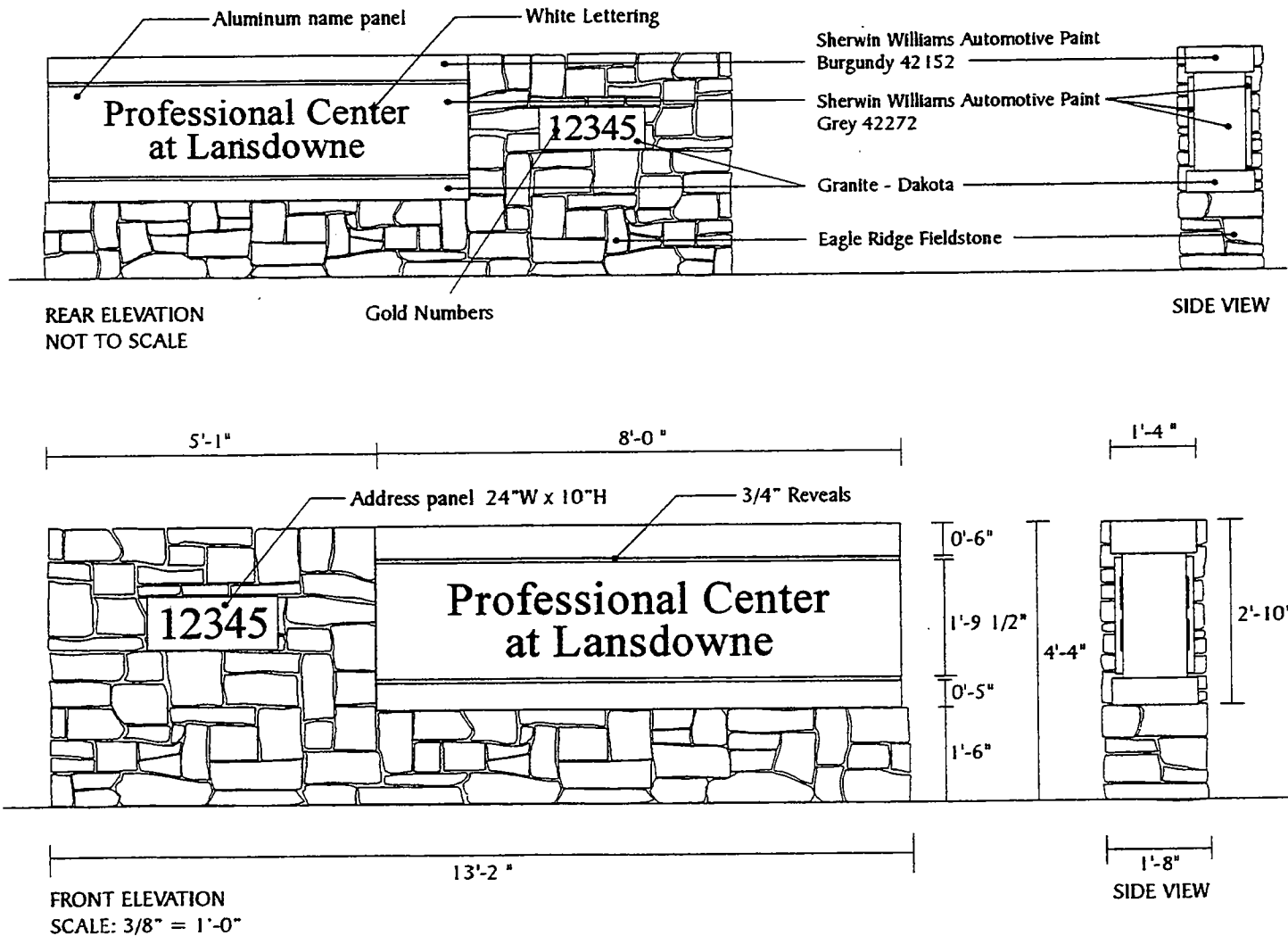
Alternate colors for lettering or use of logotype require approval of Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing

Typically Installed perpendicular to road at vehicular entrance

See Page 36 for Illuminated sign option



OFFICE BUILDING SIGNS - 2 PANEL - GROUND MOUNTED

GUIDELINES:

Ground Mounted Office Sign - 2 Name Panels

- Maximum of 1 sign per entrance
- Maximum of 57 square feet
- Graphics on 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top
 Sign: Fiberglass box with aluminum name panels
 Name panels attached to sign box with stainless steel screws
 in all 4 corners and every 2' of sign panel
 Aluminum name panels with stencil-cut graphics
 backed by a sheet of white transparent plexiglass
 Internal Fluorescent lamp illumination
 Qty. 1 or 2 Address Panels - Granite (Dakota)
 3/4" Reveals

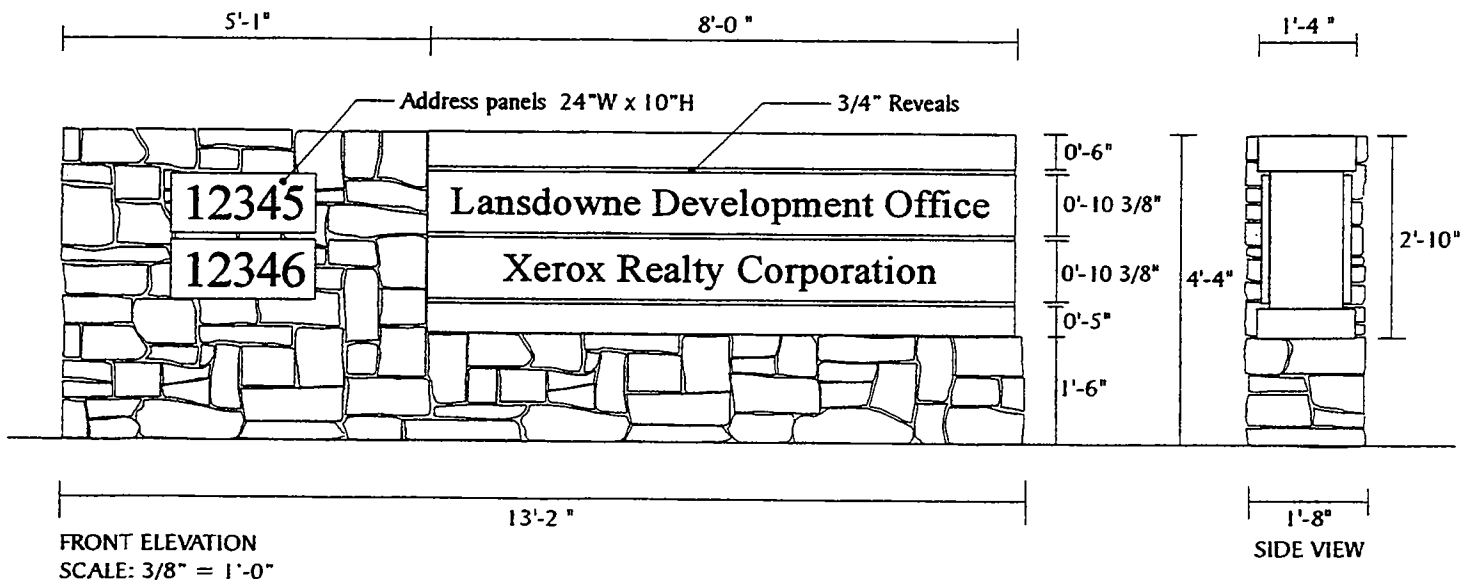
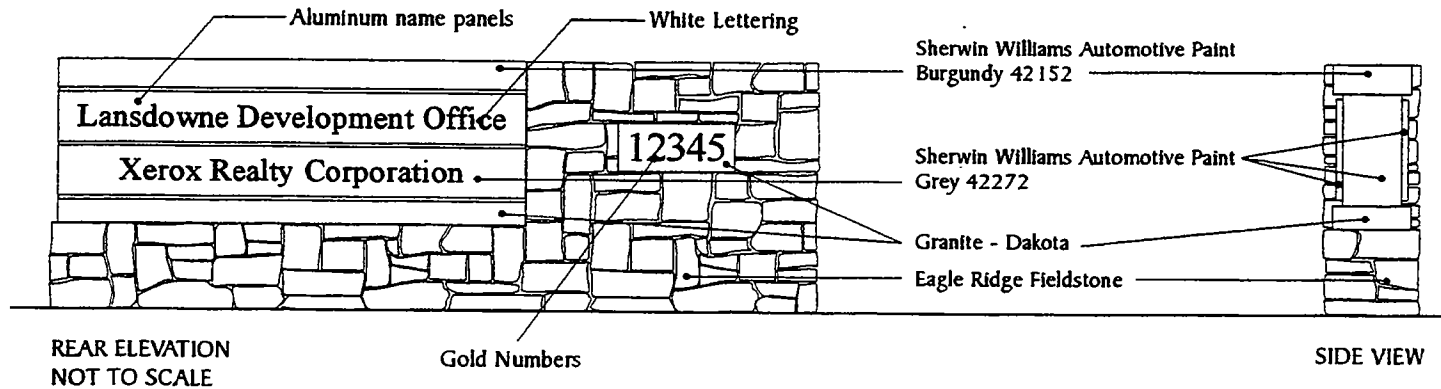
GRAPHICS / LETTERING:

Name Panels: White Transparent Plexiglass behind aluminum name
 panel with stencil-cut graphics
 Graphics will illuminate white
 Font: Times New Roman
 Address Panels: 1/4" thick water-cut aluminum numbers, faces and
 returns painted gold metallic, 5-3/4" High Numbers
 Copy centered on Name Panel and Address Panel
 Alternate colors for lettering or use of logotype require approval of
 Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing
 Typically Installed perpendicular to road at vehicular entrance

See Page 39 for Non-Illuminated sign option



ZMOD 2002-0004

OFFICE BUILDING SIGNS - 2 PANEL - GROUND MOUNTED - NON-ILLUMINATED

GUIDELINES:

Ground Mounted Non-Illuminated Office Sign - 2 Name Panels

- Maximum of 1 sign per entrance
- Maximum of 57 square feet
- Graphics on 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Painted Burgundy and Grey

Qty. 1 or 2 Address Panels: Granite (Dakota)

3/4" Reveals

GRAPHICS / LETTERING:

Name Panels: 1/4" thick water-cut aluminum or acrylic letters

Faces and returns painted white

Font: Times New Roman

Letters non-illuminated

Address Panels: 1/4" thick water-cut aluminum numbers, faces and returns painted gold metallic, 5-3/4" High Numbers

Copy centered on Name Panel and Address Panel

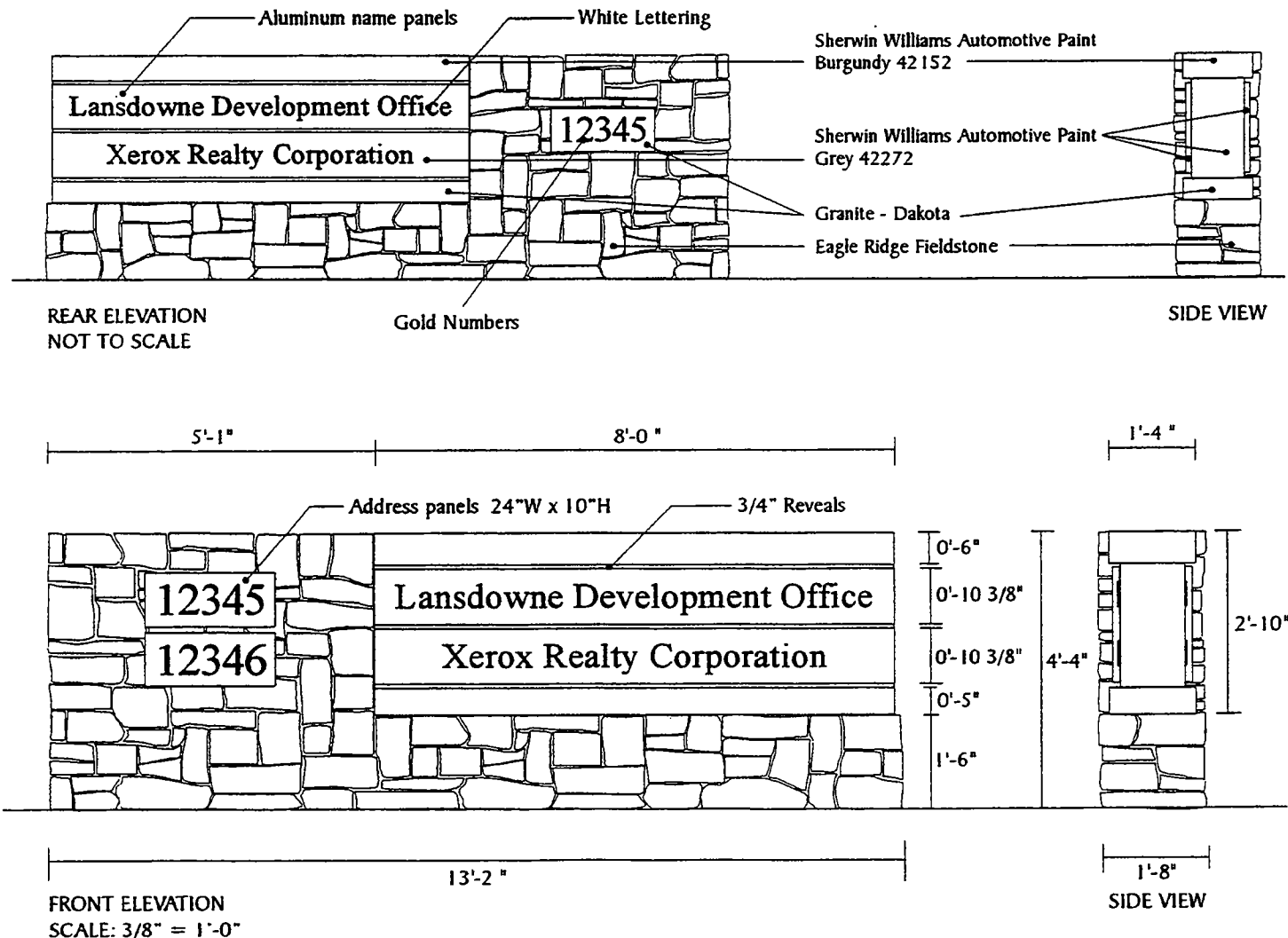
Alternate colors for lettering or use of logotype require approval of Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing

Typically Installed perpendicular to road at vehicular entrance

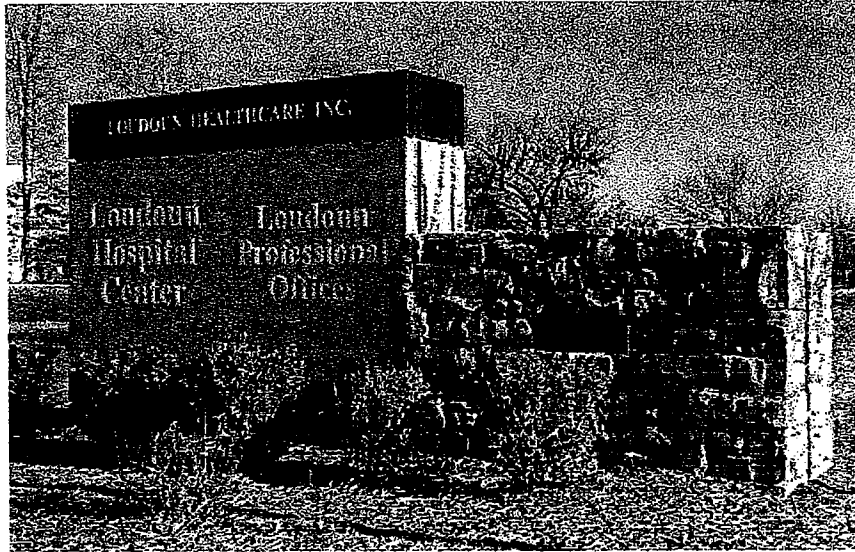
See Page 38 for Illuminated sign option



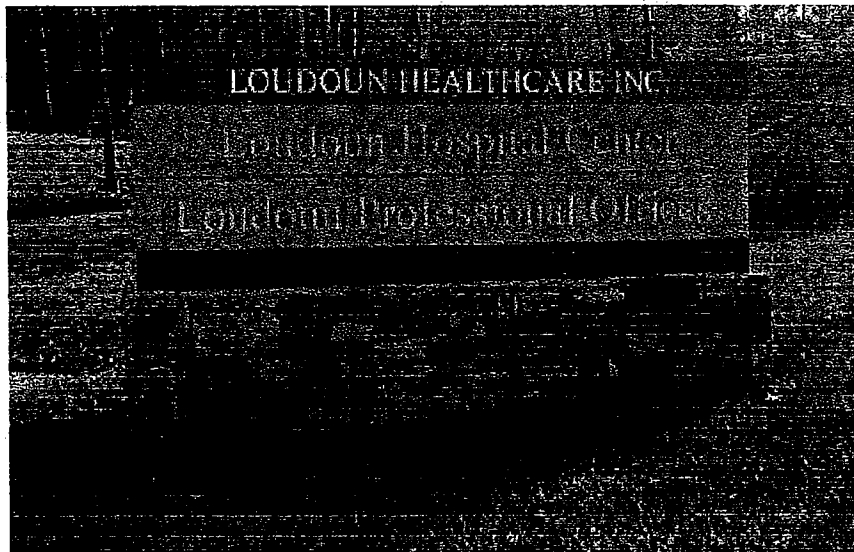
LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

LOUDOUN HEALTHCARE SIGNS (EXISTING)



LOUDOUN HEALTHCARE INC. SIGN (LOUDOUN HOSPITAL CENTER & LOUDOUN PROFESSIONAL OFFICES)
LOCATION: 44045 RIVERSIDE PKWY.

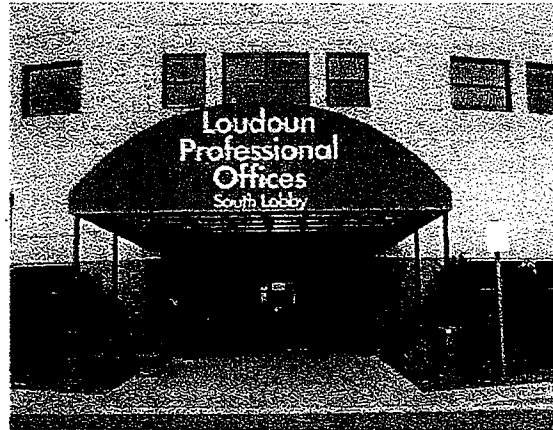
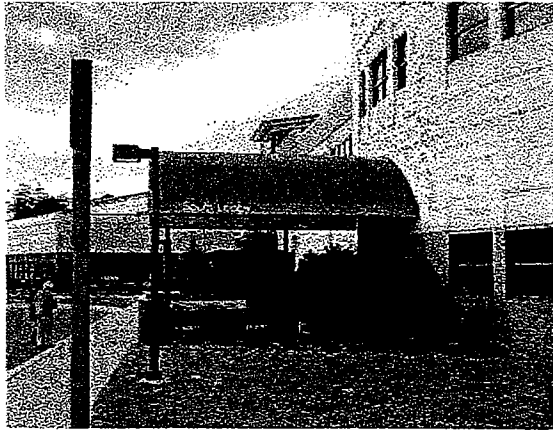


LOUDOUN HEALTHCARE INC. SIGN (LOUDOUN HOSPITAL CENTER & LOUDOUN PROFESSIONAL OFFICES)
LOCATION: 44055 RIVERSIDE PKWY.

LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

LOUDOUN HEALTHCARE SIGNS (EXISTING)



LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

LANDSDOWNE CONFERENCE RESORT & GOLF CLUB SIGNS (EXISTING)



LANDSDOWNE RESORT ENTRANCE MONUMENT
LOCATION: WOODRIDGE PKWY. AT DEERFIELD



LANDSDOWNE RESORT ENTRANCE MONUMENT
LOCATION: WOODRIDGE PKWY. AT DEERFIELD

NOTE: COPY MAY CHANGE IN THE FUTURE
SIGN FACE PANEL: 10' WIDE x 2'-6" HIGH

LAND USE PLAN - RETAIL

SUPPORTING DEVELOPMENT

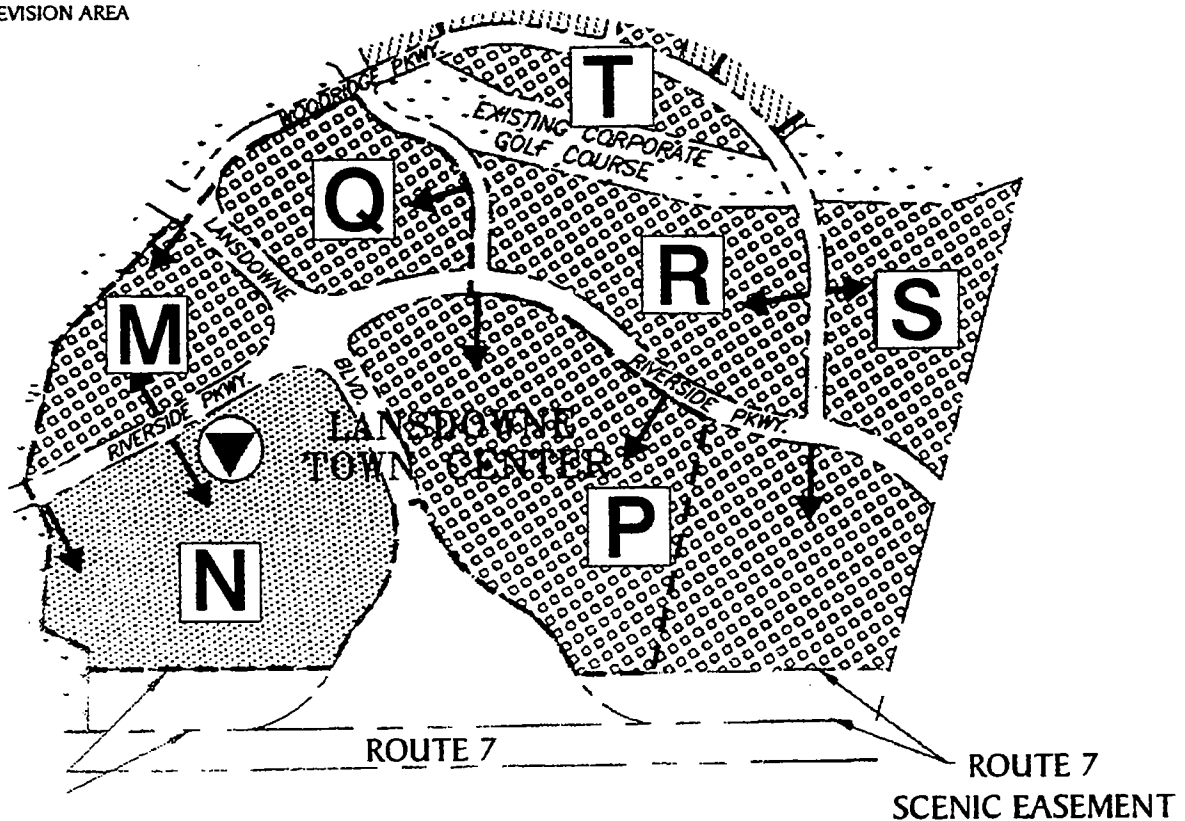
-  EXISTING CORPORATE GOLF COURSES
-  OPEN SPACE & RECREATION (UNLESS OTHERWISE NOTED)
-  FIRE / EMERGENCY SERVICE SITE
-  PROPOSED GOLF COURSES
-  LAND BAY DESIGNATION
-  REVISION AREA

MIXED USE

-  COMMERCIAL & MULTI-FAMILY

NON-RESIDENTIAL

-  CORPORATE OFFICE
-  POTENTIAL HOTEL SITES OR ADDITIONS



- M) OFFICE
- N) MIXED USE / TOWN CENTER
- O) (ELIMINATED)
- P) OFFICE
- Q) OFFICE
- R) OFFICE
- S) OFFICE

EXACT LAND BAY BOUNDARIES ARE CONCEPTUAL. APPLICANT RESERVES THE RIGHT TO MODIFY LAND BAY BOUNDARIES BECAUSE OF TOPOGRAPHY, V.D.O.T. REQUIREMENTS, FINAL SITE DESIGN, ETC., WHILE GENERALLY RETAINING TOTAL LAND BAY AREAS AS INDICATED ON THE ABOVE LAND BAY TABULATION. PRECISE LOCATION OF GOLF COURSE(S) ADJACENT TO RESIDENTIAL UNITS TO BE SHOWN ON FUTURE SUBDIVISION PLATS. STREET LAYOUT IS CONCEPTUAL, ALL STREETS MUST MEET LOUDOUN COUNTY CRITERIA & REQUIREMENTS.

ZMOD 2002-0004

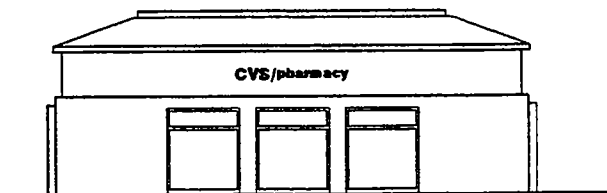
RETAIL CENTER - PAD SITE SIGNS

(Using CVS Pharmacy for an example)

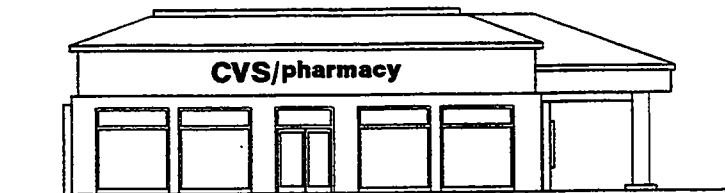
GUIDELINES:

Building Mounted Identification Signs

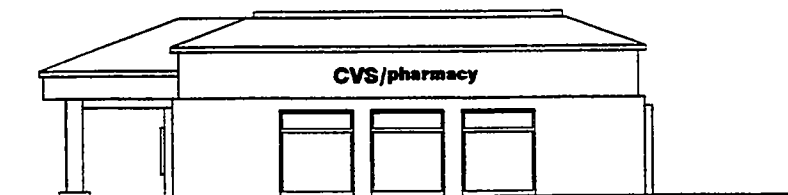
- Maximum of 3 signs
- Maximum of 60 square feet for 1 sign
- Aggregate of 120 square feet



SIDE ELEVATION EXAMPLE
NOT TO SCALE



FRONT ELEVATION EXAMPLE
NOT TO SCALE



SIDE ELEVATION EXAMPLE
NOT TO SCALE

ZMOD 2002-0004

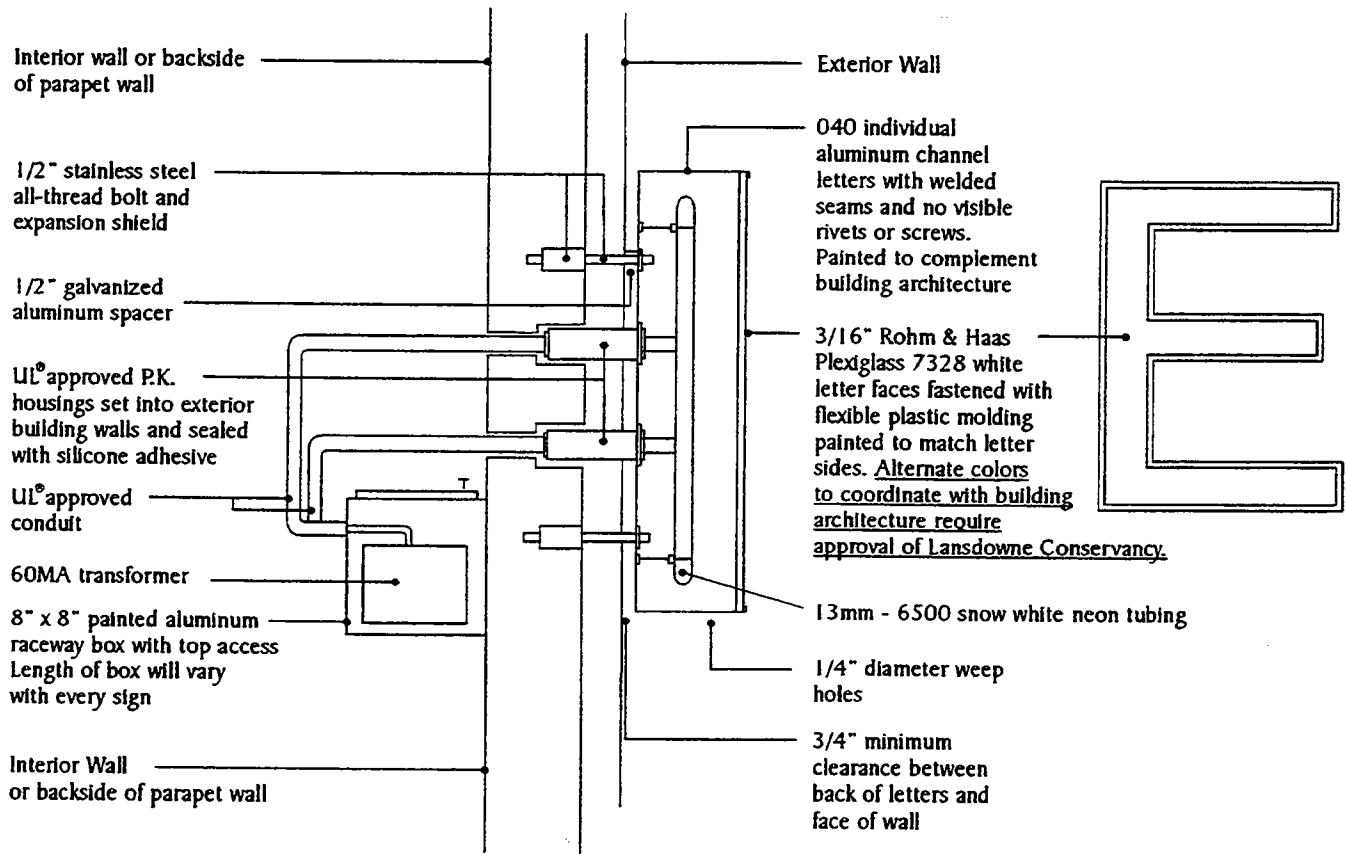
RETAIL CENTER SIGNS

DESCRIPTION:

Individual Channel Letters (Font: Helvetica Medium) and/or Logotype



CHANNEL LETTERING ELEVATION EXAMPLE
NOT TO SCALE

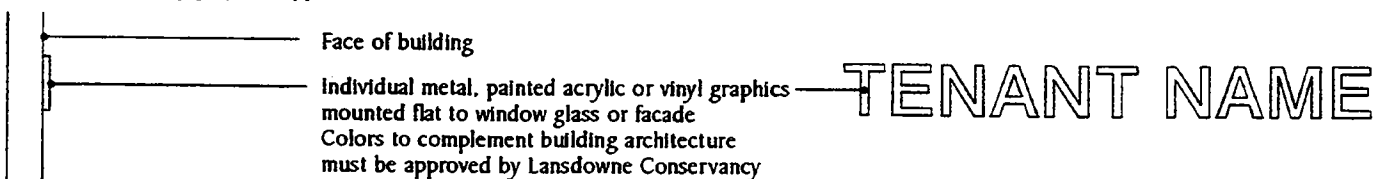


SECTION VIEW OF TYPICAL LETTERING INSTALLATION EXAMPLE
NOT TO SCALE

LETTER ELEVATION EXAMPLE
NOT TO SCALE

DESCRIPTION:

Individual lettering/graphics applied to the facade/window



SECTION VIEW OF TYPICAL SIGN APPLIED TO BUILDING FACADE/WINDOW
NOT TO SCALE

ELEVATION
NOT TO SCALE

RETAIL CENTER - PAD SITE SIGNS - NON-ILLUMINATED

GUIDELINES:

Ground Mounted Retail Building Identification Sign

- Maximum of 1 sign per entrance
- Maximum of 40 square feet
- Graphics on 1 or 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top
 Sign: Fiberglass box with aluminum name panel
 Painted Burgundy and Grey
 3/4" Reveals

GRAPHICS / LETTERING:

1/4" thick water-cut aluminum or acrylic letters

Faces and returns painted white

Font: Times New Roman and/or logotype

Letters non-illuminated

Alternate colors for lettering / logotype require approval of Lansdowne Conservancy

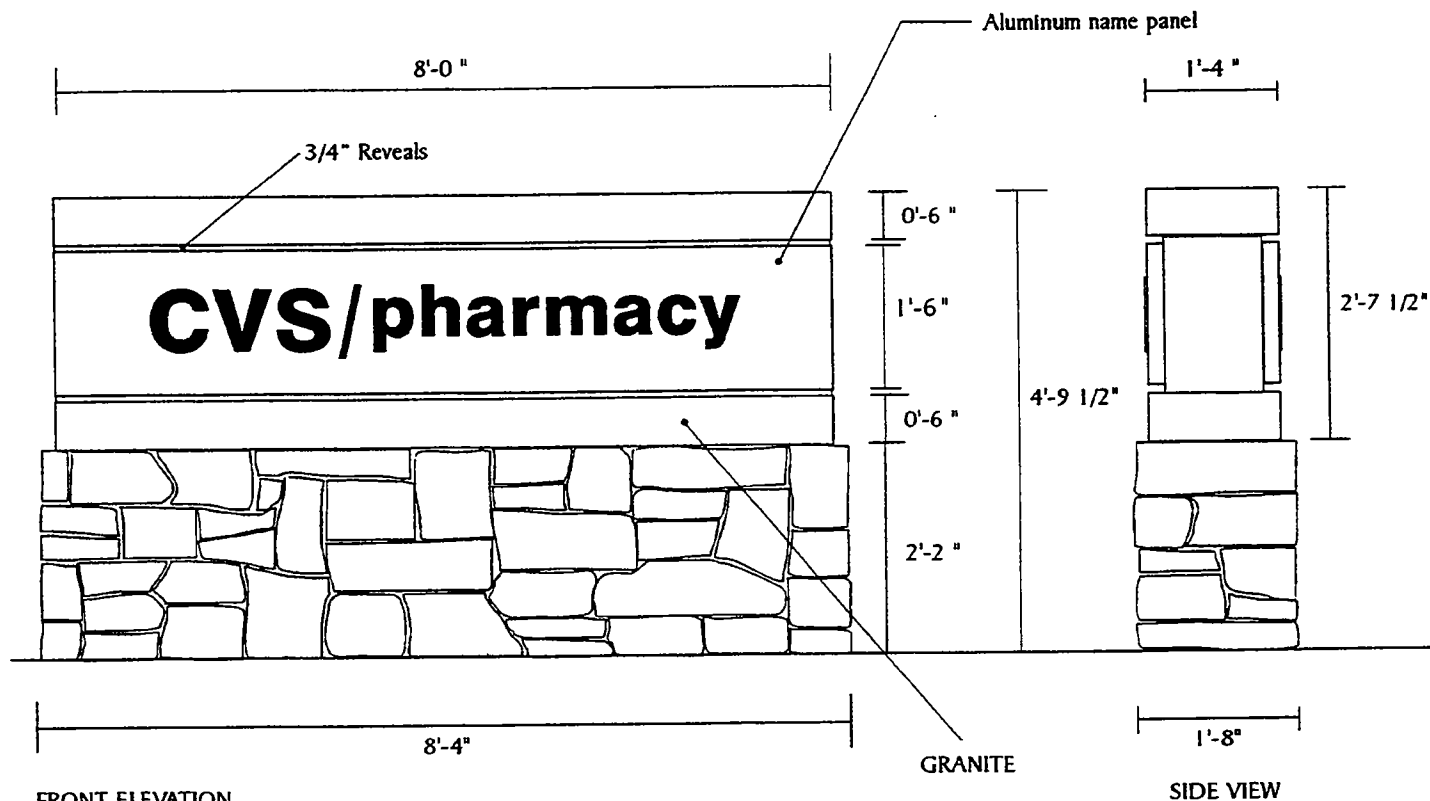
INSTALLATION:

Concrete block core wall and concrete footing

Typically installed perpendicular to road at vehicular entrance

See Color Specifications on page 48

See Page 46 for Illuminated sign option

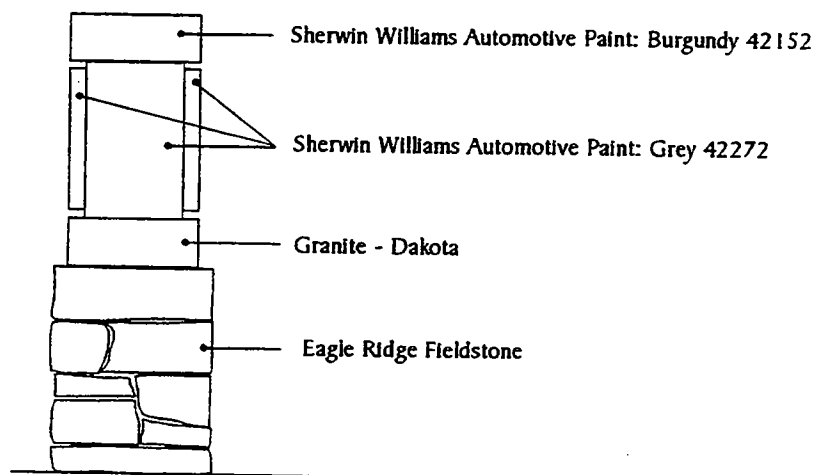


LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

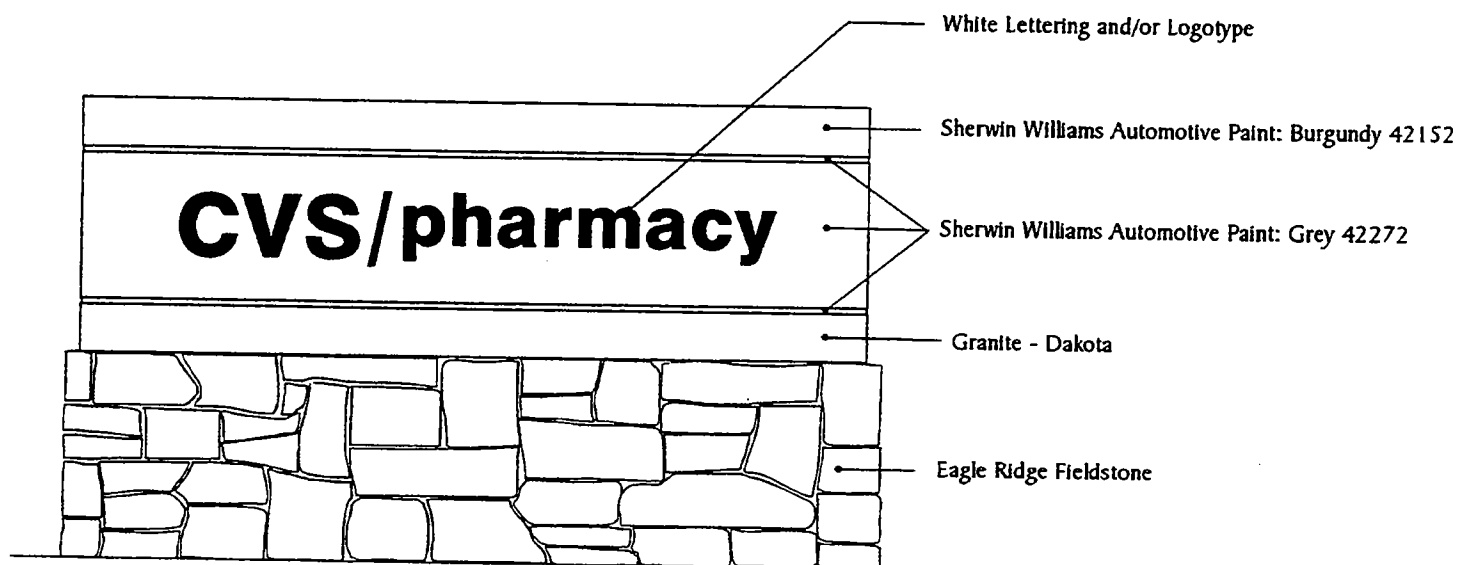
RETAIL CENTER - PAD SITE SIGNS

Color Specifications



See Page 47 for Non-Illuminated Sign Specifications
See Page 46 for Illuminated Sign Specifications

SIDE VIEW
SCALE: 1/2" = 1'-0"



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

ZMOD 2002-0004

IN-LINE ANCHOR AND/OR LARGE FREE-STANDING RETAIL BUILDING*

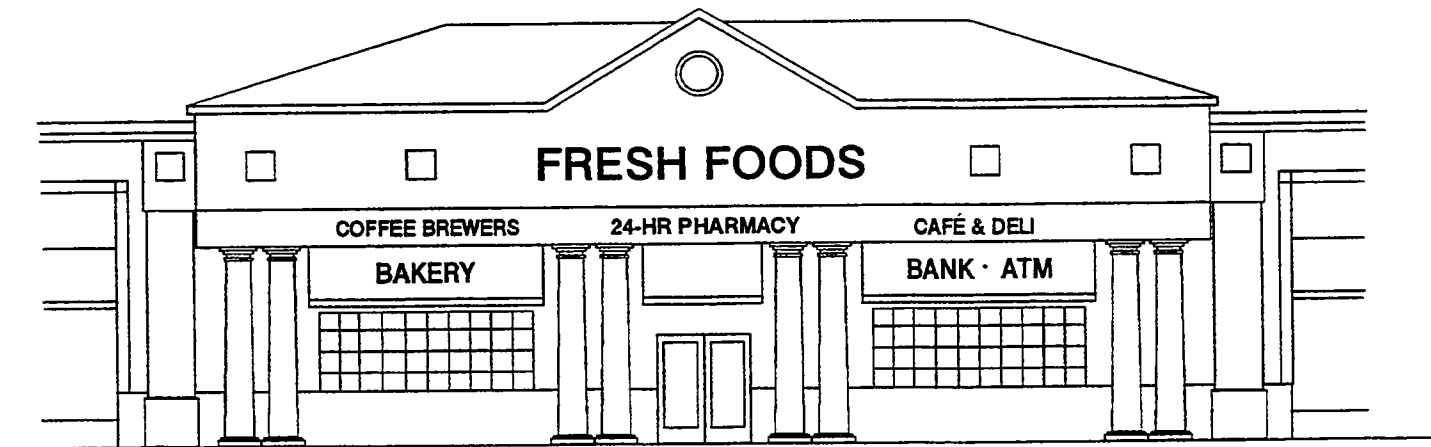
(Using Fresh Foods for an example)

GUIDELINES:

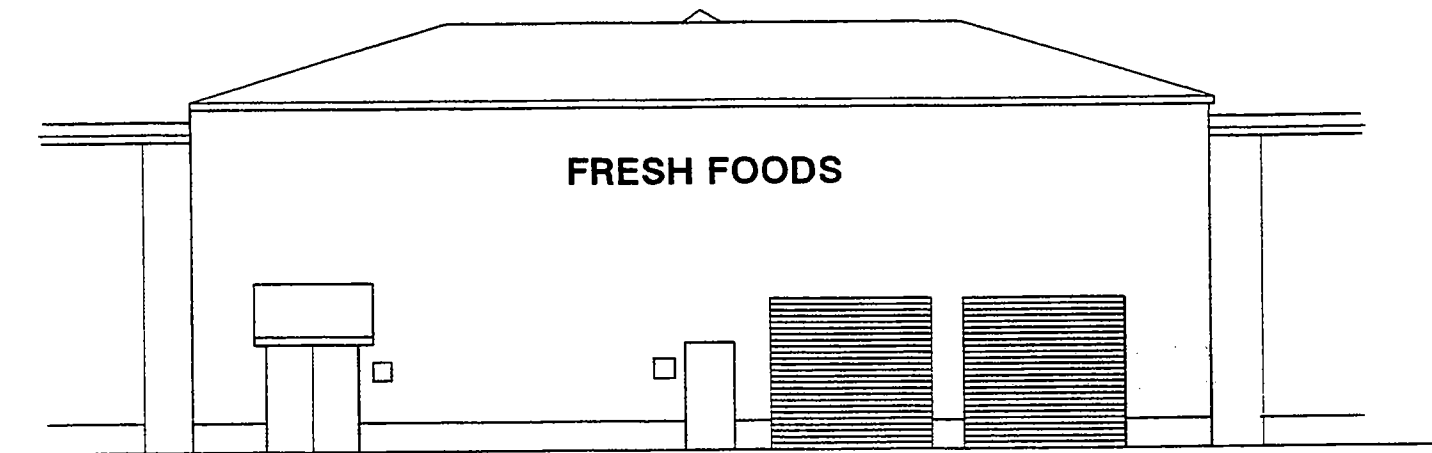
Building Mounted In-Line Anchor Store Identification Signs

- Maximum of 6 signs
- Maximum of 75 square feet for 1 sign
- Aggregate of 200 square feet

See Page 45 for Channel Lettering Specifications



FRONT ELEVATION EXAMPLE
NOT TO SCALE



REAR ELEVATION EXAMPLE
NOT TO SCALE

* 15,000 square feet or greater

IN-LINE RETAIL CENTER SIGNS

DESCRIPTION:

Undercanopy Signs

SIGN PLATE:

Architectural aluminum or wood painted to complement building architecture

Graphics normally appear on 2 sides

Illumination is optional and is determined by building architect and owner

NON-ILLUMINATED GRAPHICS:

Individual metal, painted acrylic or vinyl graphics mounted to the sign plate

ILLUMINATED GRAPHICS:

White transparent Plexiglass behind aluminum name panels with stencil-cut graphics

Internal Fluorescent lamp illumination

Graphics will illuminate white

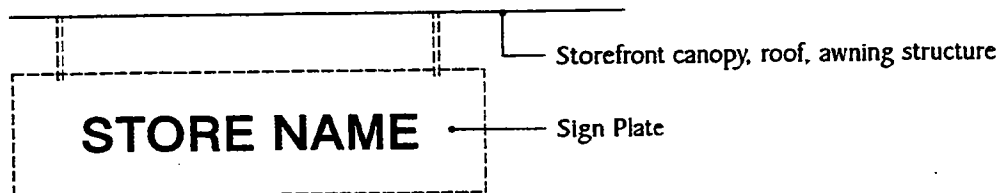
Alternate colors for lettering/logotype require approval of Lansdowne Conservancy

Option: Non-illuminated graphics with external light fixture

MOUNTING:

Suspended from storefront canopy, roof or awning structure and normally positioned perpendicular to the street

Sign plate is suspended from structure with materials/hardware to complement building architecture



UNDERCANOPY SIGN ELEVATION EXAMPLE
NOT TO SCALE

DESCRIPTION:

Flagmount (Blade) Signs

SIGN PLATE:

Architectural aluminum or wood painted to complement building architecture

Graphics normally appear on 2 sides

Illumination is optional and is determined by building architect and owner

NON-ILLUMINATED GRAPHICS:

Individual metal, painted acrylic or vinyl graphics mounted to the sign plate

ILLUMINATED GRAPHICS:

White transparent Plexiglass behind aluminum name panels with stencil-cut graphics

Internal Fluorescent lamp illumination

Graphics will illuminate white

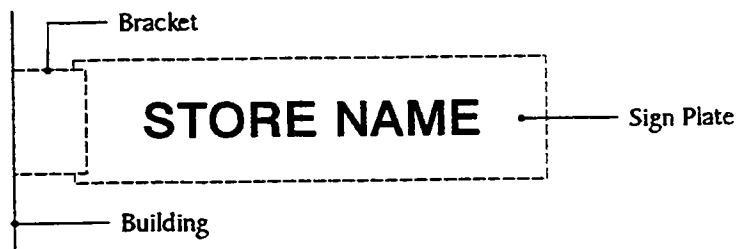
Alternate colors for lettering/logotype require approval of Lansdowne Conservancy

Option: Non-illuminated graphics with external light fixture

MOUNTING:

Attached to storefront building structure and normally positioned perpendicular to the street

Sign plate is mounted with materials/hardware to complement building architecture



FLAG-MOUNT SIGN ELEVATION EXAMPLE
NOT TO SCALE

RETAIL CENTER SIGNS - GROUND MOUNTED

GUIDELINES:

Ground Mounted Retail Center Sign

- Maximum of 1 sign per entrance
- Maximum of 95 square feet
- Graphics on 1 or 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top
 Sign: Fiberglass box with aluminum name panel
 Name panels attached to sign box with stainless steel screws
 in all 4 corners and every 2' of sign panel
 Aluminum name panels with stencil-cut graphics
 backed by a sheet of white transparent plexiglass
 Internal Fluorescent lamp illumination
 3/4" Reveals

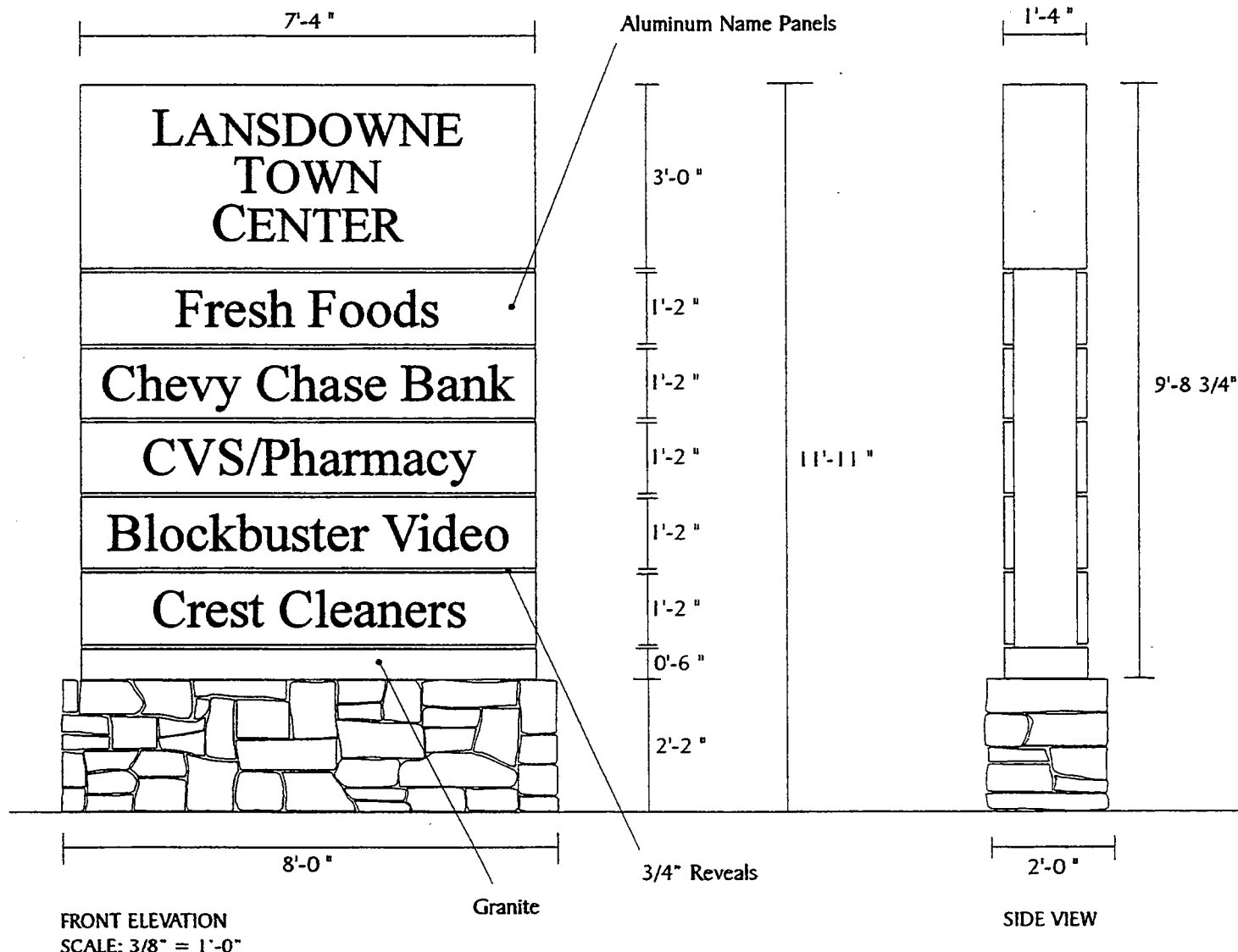
GRAPHICS / LETTERING:

White Transparent Plexiglass behind
 aluminum name panels with stencil-cut graphics
 Graphics will illuminate white
 Font: Times New Roman and/or Logotype
 7" High Lettering on Name Panels
 Copy Centered on Name Panels
 Alternate colors for lettering/logotype require approval
 of Lansdowne Conservancy

INSTALLATION:

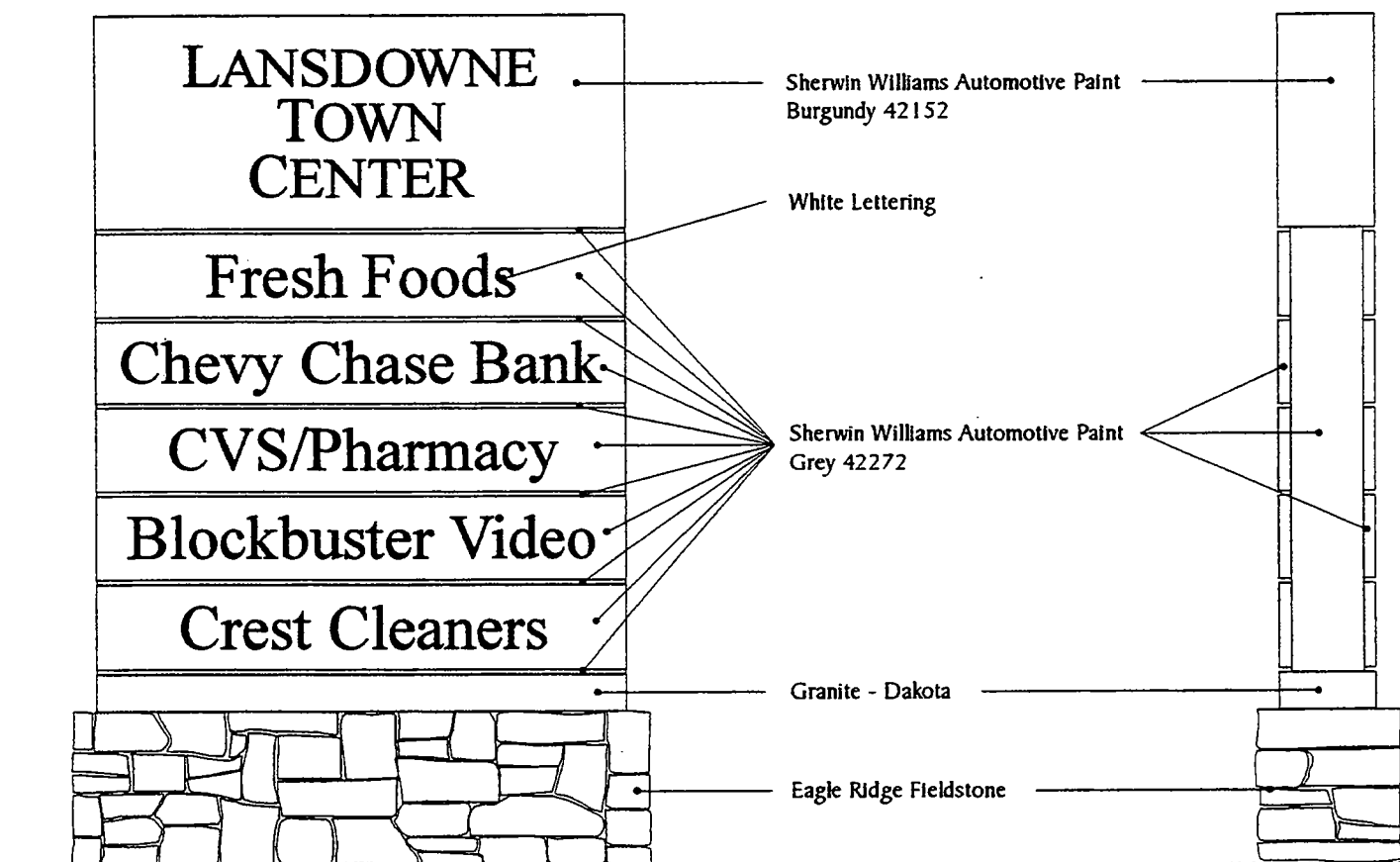
Concrete block core wall and concrete footing
 Typically Installed perpendicular to road at vehicular entrance

See Color Specifications on page 53



RETAIL CENTER SIGNS

Color Specifications



FRONT ELEVATION
SCALE: 3/8" = 1'-0"

SIDE VIEW

RETAIL CENTER SIGN - HORIZONTAL OPTION

GUIDELINES:

Ground Mounted Retail Center Sign - Horizontal Option

- Maximum of 1 sign per entrance
- Maximum of 57 square feet
- Graphics on 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panel

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

Address Panel: Granite (Dakota)

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman

Address Panel: 1/4" thick water-cut aluminum numbers, faces and returns painted gold metallic, 5-3/4" High Numbers

Copy centered on Name Panel and Address Panel

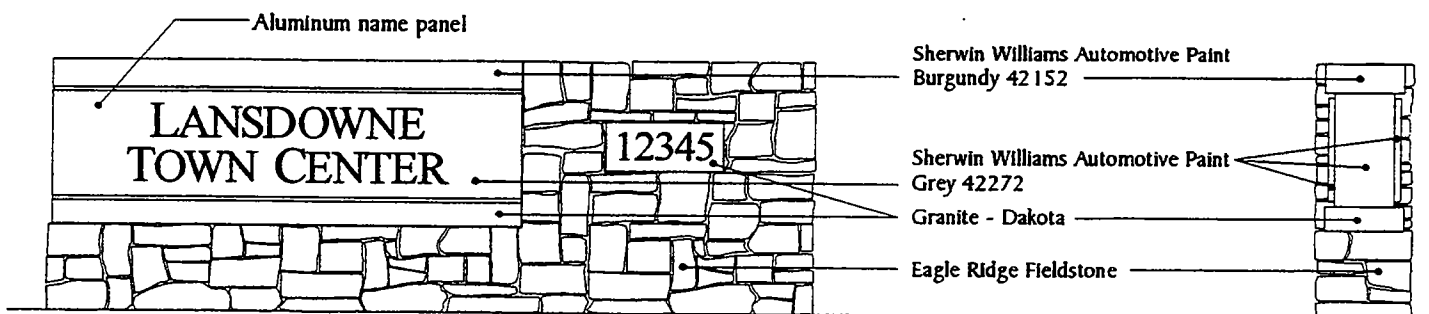
Alternate colors for lettering or use of logotype require approval of Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing

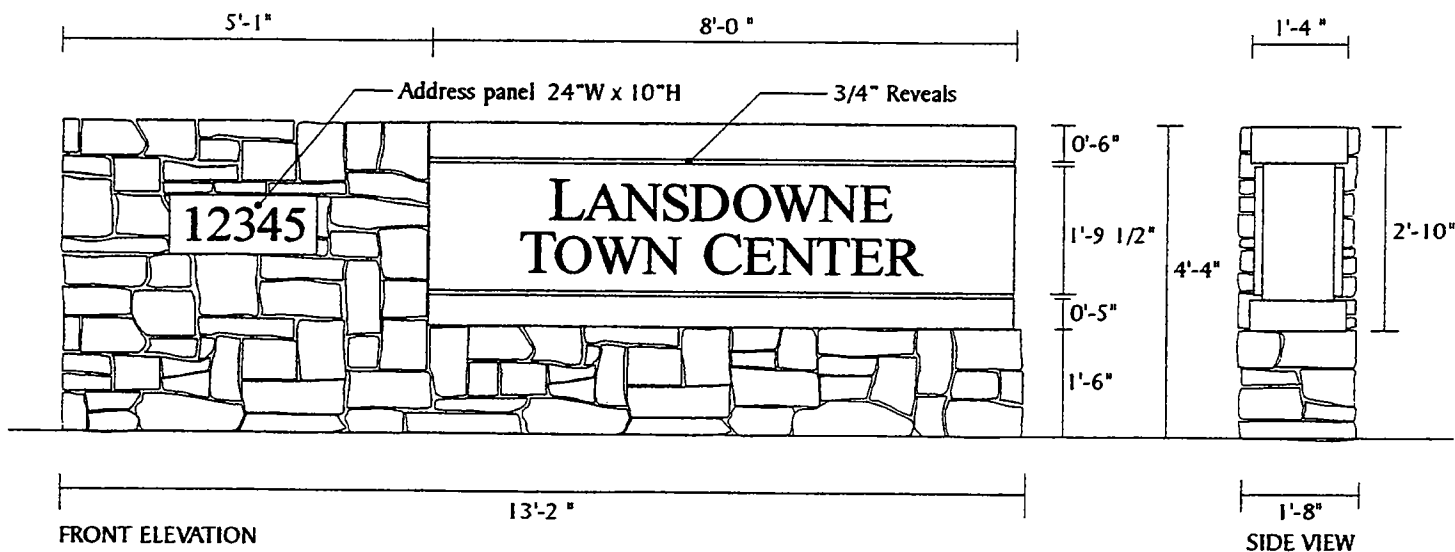
Typically Installed Perpendicular to Road at vehicular entrance

See Page 55 for Non-Illuminated Sign Option



REAR ELEVATION
NOT TO SCALE

SIDE VIEW



FRONT ELEVATION
SCALE: 3/8" = 1'-0"

SIDE VIEW

RETAIL CENTER SIGN - HORIZONTAL OPTION - NON-ILLUMINATED

GUIDELINES:

Ground Mounted Retail Center Sign - Horizontal Option

- Maximum of 1 sign per entrance
- Maximum of 57 square feet
- Graphics on 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panel

Painted Burgundy and Grey

3/4" Reveals

GRAPHICS / LETTERING:

1/4" thick water-cut aluminum or acrylic letters

Faces and returns painted white

Font: Times New Roman and/or logotype

Letters non-illuminated

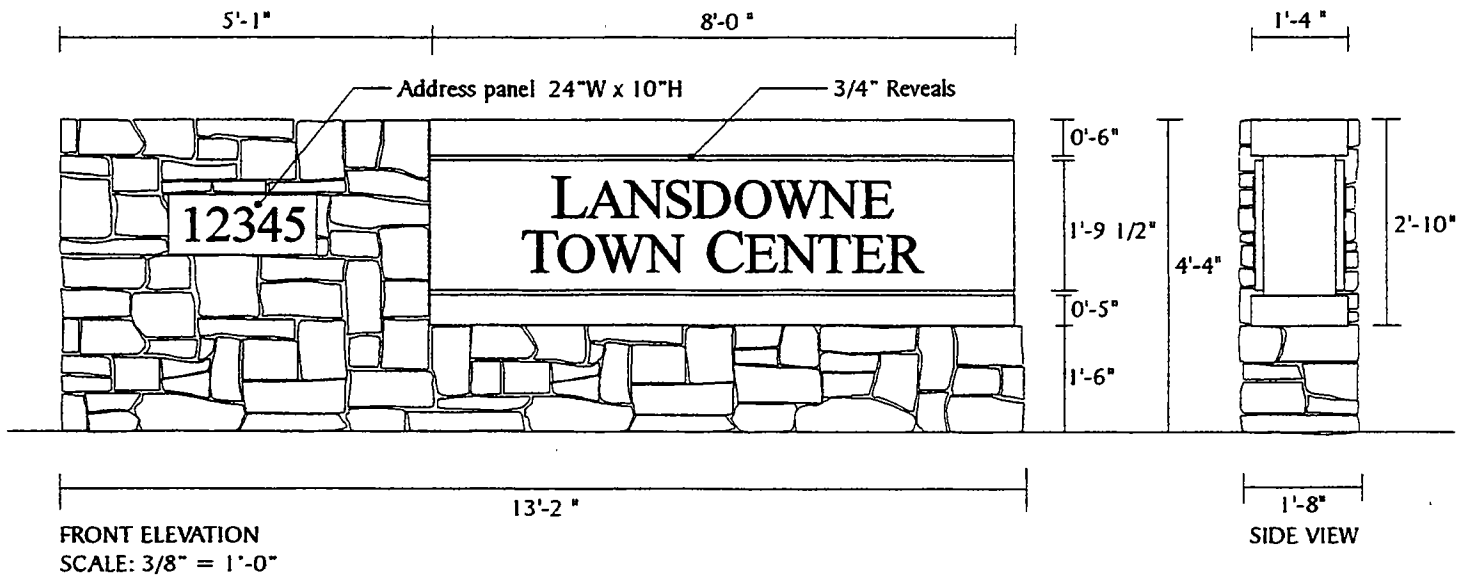
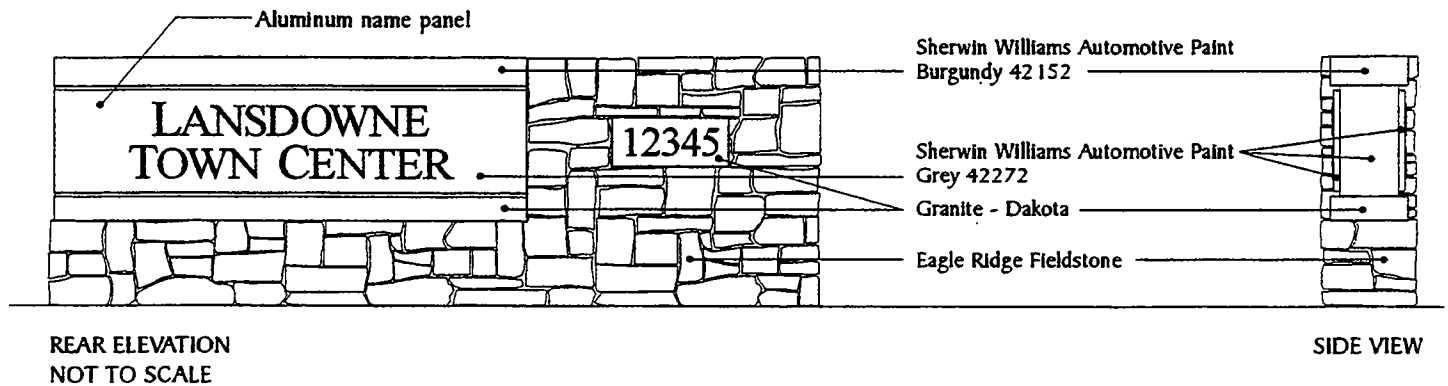
Alternate colors for lettering / logotype require approval of Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing

Typically installed perpendicular to road at vehicular entrance

See Page 54 for Illuminated Sign Option



RETAIL CENTER SIGN - HORIZONTAL OPTION WITH PRIMARY TENANT

GUIDELINES:

Retail Center Sign - Horizontal Option with Primary Tenant

- Maximum of 1 sign per entrance
- Maximum of 57 square feet
- Graphics on 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panel

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

Address Panel: Granite (Dakota)

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman

Address Panel: 1/4" thick water-cut aluminum numbers, faces and returns painted gold metallic, 5-3/4" High Numbers

Copy centered on Name Panel and Address Panel

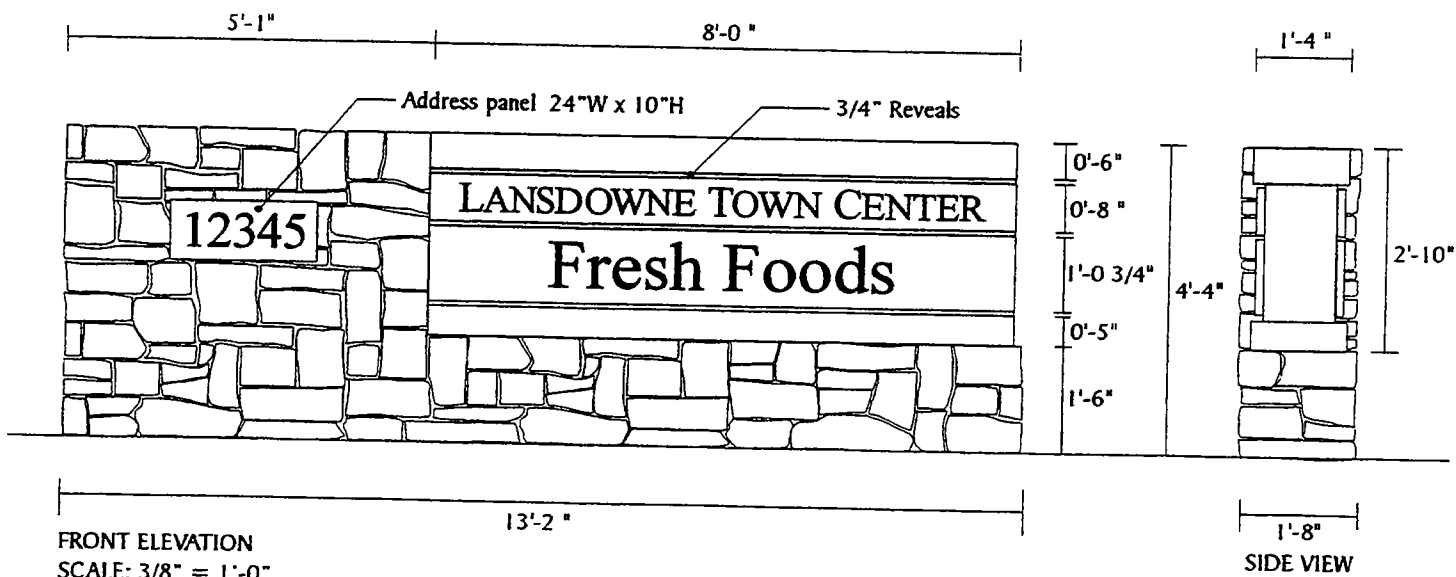
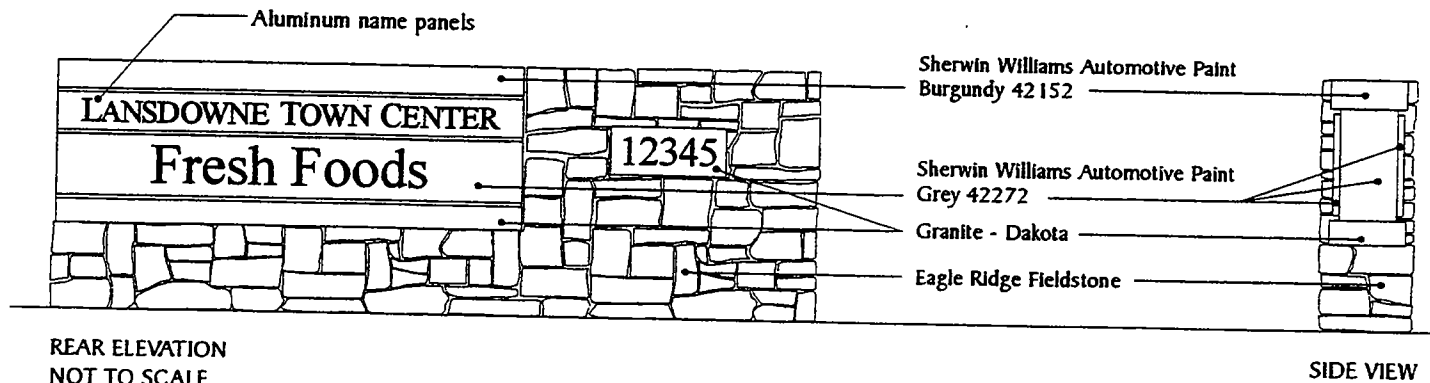
Alternate colors for lettering or use of logotype require approval of Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing

Typically Installed Perpendicular to Road at vehicular entrance

See Page 57 for Non-Illuminated Sign Option



RETAIL CENTER SIGN - HORIZONTAL OPTION WITH PRIMARY TENANT - NON-ILLUMINATED

GUIDELINES:

Retail Center Sign - Horizontal Option with Primary Tenant

- Maximum of 1 sign per entrance
- Maximum of 57 square feet
- Graphics on 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top
 Sign: Fiberglass box with aluminum name panel
 Painted Burgundy and Grey
 Address Panel: Granite (Dakota)
 3/4" Reveals

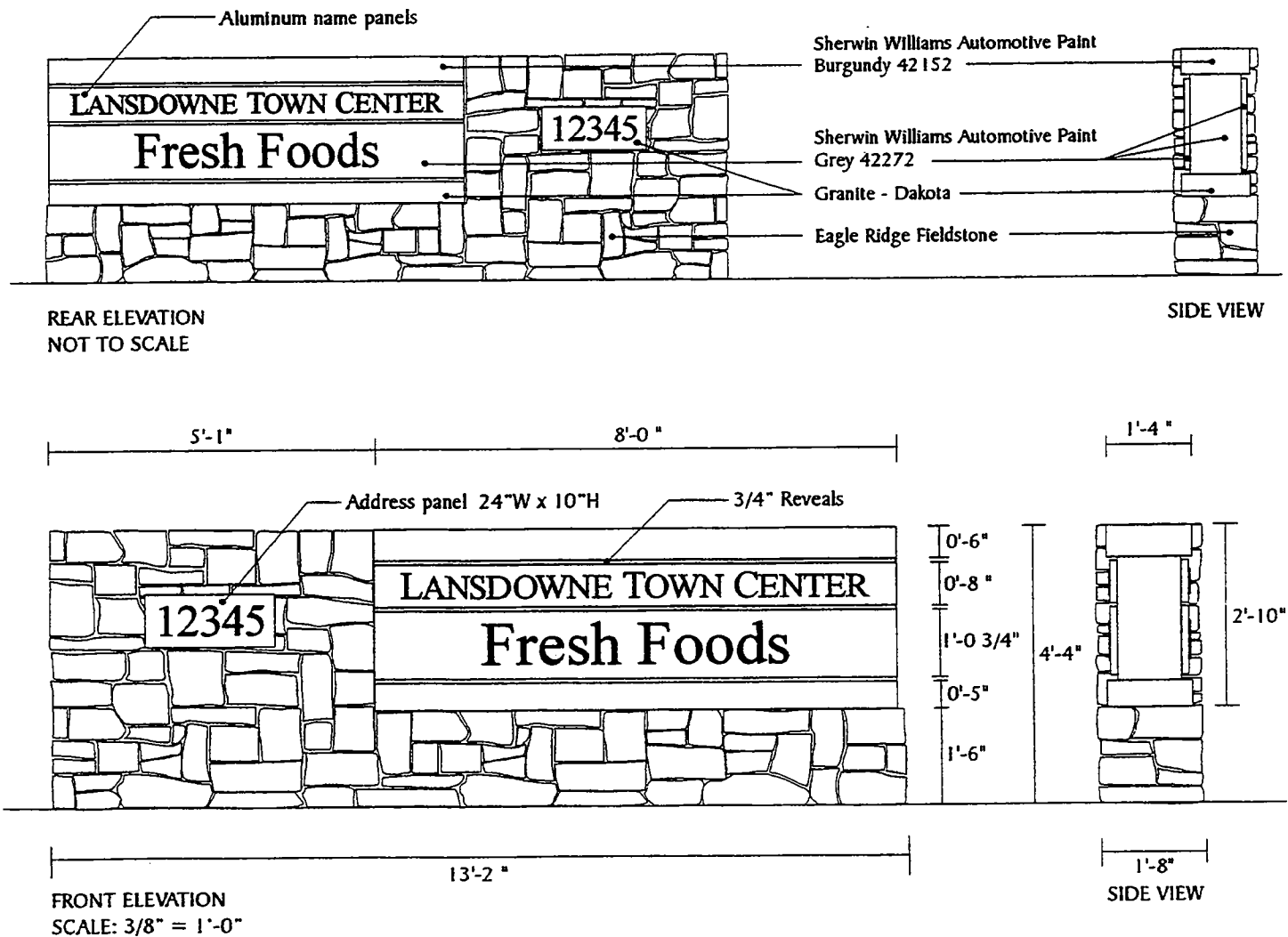
GRAPHICS / LETTERING:

1/4" thick water-cut aluminum or acrylic letters
 Faces and returns painted white
 Font: Times New Roman
 Copy centered on name panels
 Address Panel: 1/4" thick water-cut aluminum numbers, faces
 and returns painted gold metallic, 5-3/4" High Numbers
 Letters non-illuminated
 Alternate colors for lettering or use of logotype require approval
 of Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing
 Typically installed perpendicular to road at vehicular entrance

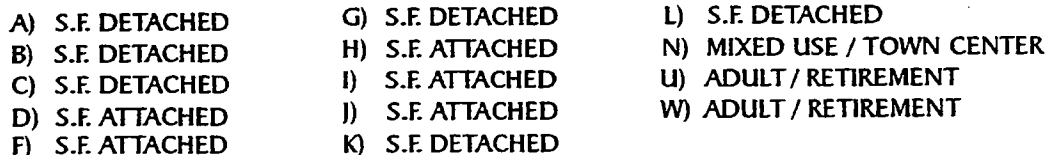
See Page 56 for Illuminated Sign Option



SUPPORTING DEVELOPMENT

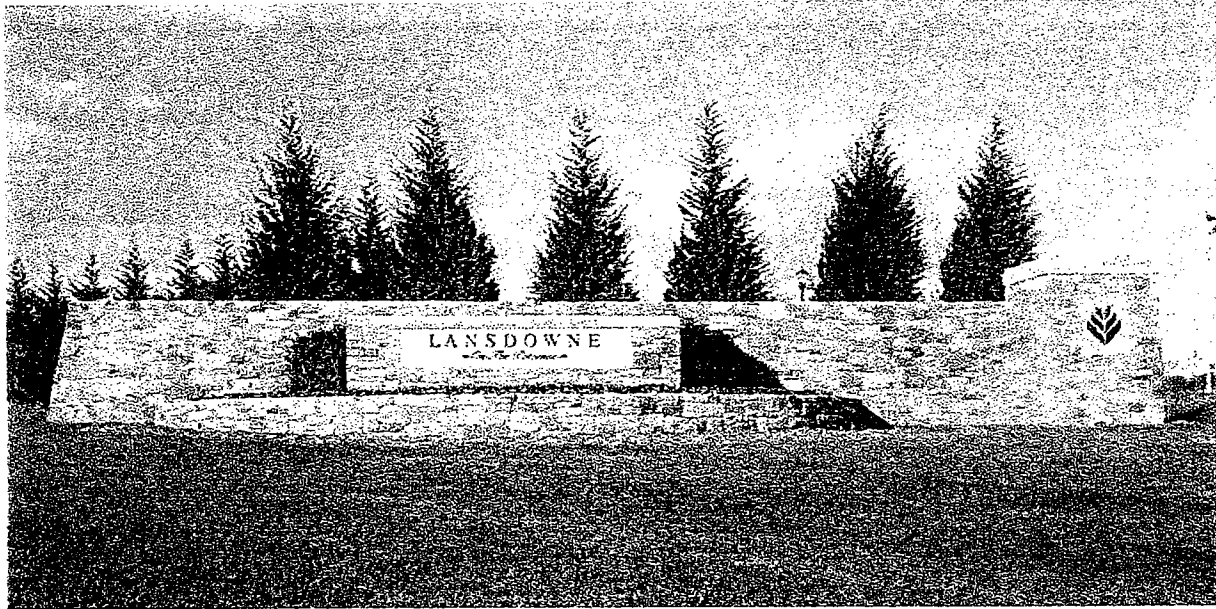
- RESIDENTIAL

-  SINGLE FAMILY DETACHED
 SINGLE FAMILY ATTACHED
 ADULT / RETIREMENT HOUSING
MIXED USE
 COMMERCIAL & MULTI-FAMILY



DESIGNS ARE FOR ILLUSTRATIVE PURPOSES ONLY AND ARE SUBJECT TO CHANGE

RESIDENTIAL SECTION MAIN ENTRANCE SIGN



EXISTING MAIN ENTRANCE SIGN, ILLUMINATED WITH SPOTLIGHTS (SEE DETAIL, P. 90)

LOCATION: LANSDOWNE BLVD. & RIVERPOINT DR.

ZMOD 2002-0004

GATEWAY / ENTRY PIER SIGNS

GUIDELINES:

Ground Mounted Entry Pier Signs

- Maximum of 36 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

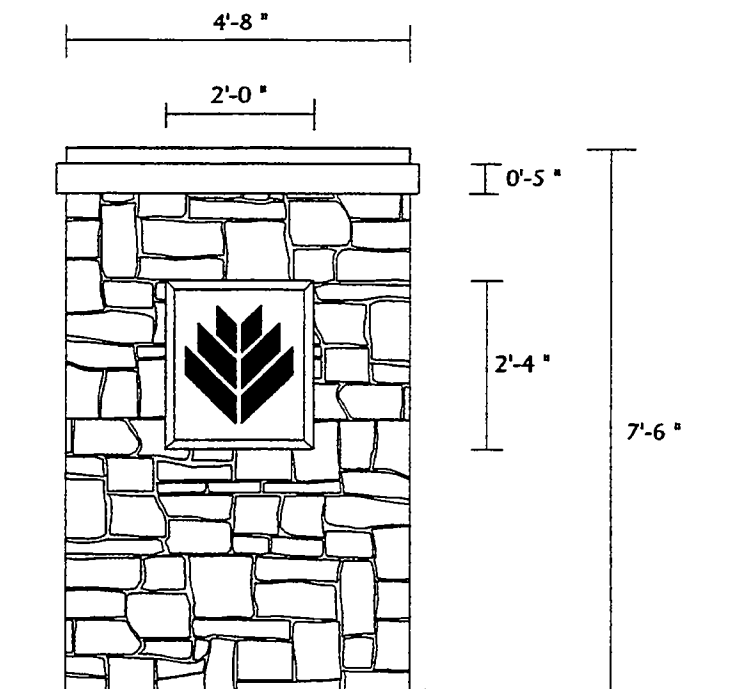
DESCRIPTION:

Eagle Ridge Fieldstone with Pre-Cast Cap

2' x 2'-4" Pre-Cast Panel with Cast Metal Logomark painted Black

LOCATIONS ALONG RIVERSIDE PKWY:

- All 4 corners of Upper Meadow Dr.
- 2 corners of Rocky Creek Dr.
- 2 corners of westernmost entrance to Cotton Commons
- 4 corners of Kipheart Dr.



FRONT ELEVATION

SCALE: 3/8" = 1'-0"

LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

RESIDENTIAL WALL ENTRANCE MONUMENT - LANDSDOWNE ON THE POTOMAC

GUIDELINES:

Ground Mounted Entry Walls

DESCRIPTION:

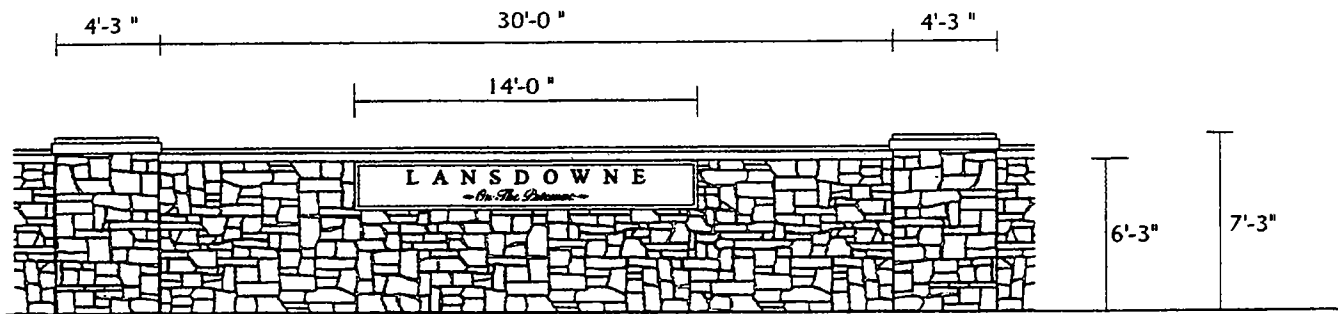
Eagle Ridge Fieldstone with Pre-Cast Wall Cap

2' x 14' Pre-Cast Sign Panel with Cast Metal Letters / Logo painted Black

May be illuminated with ground mounted spotlights (see detail p. 90)

LOCATIONS:

- Northwest corner of Riverside Pkwy. & Belmont Ridge Rd.
- West side of Slatestone Ct.



FRONT ELEVATION

SCALE: 1/8" = 1'-0"

LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

NEIGHBORHOOD ENTRANCE WALLS

GUIDELINES:

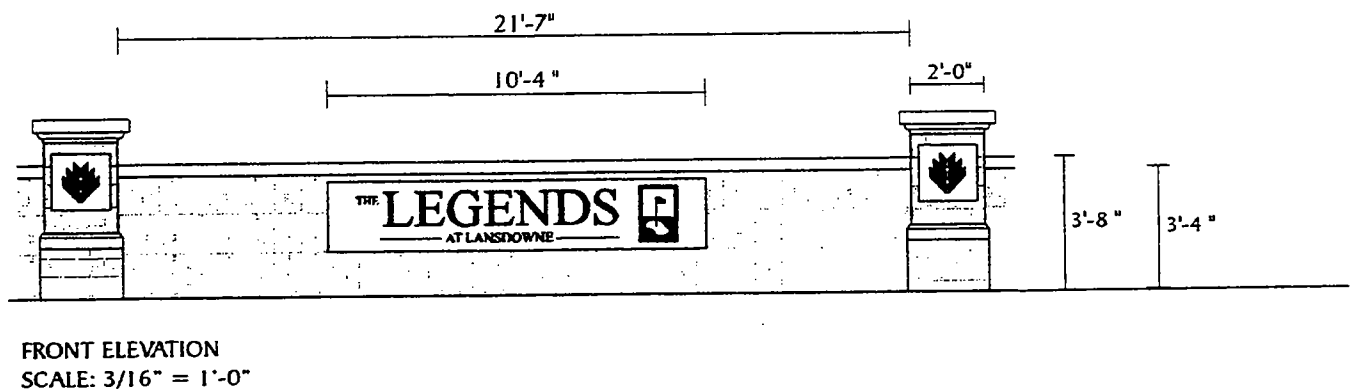
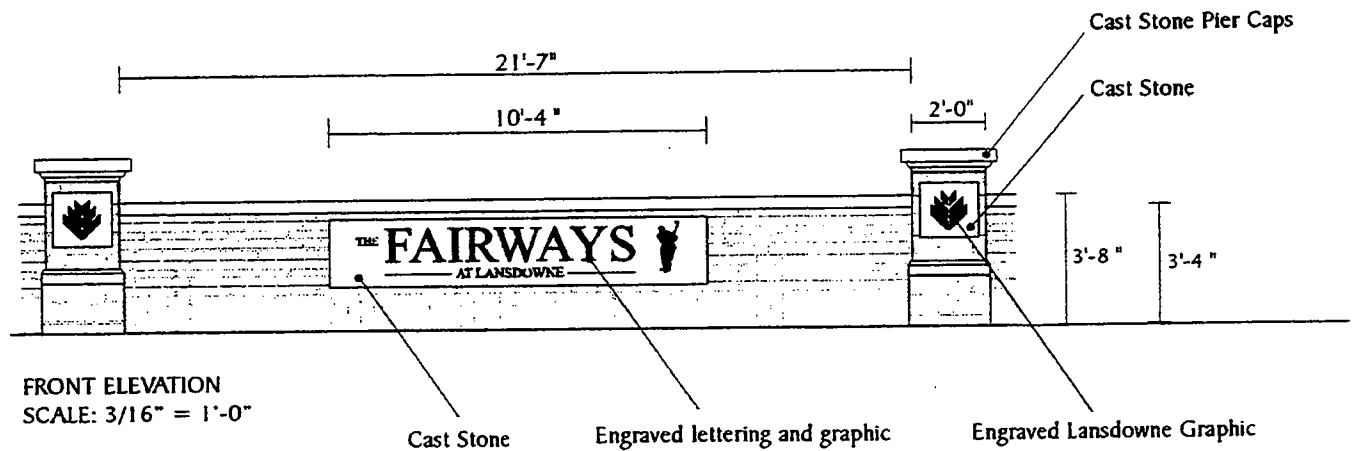
Ground Mounted Entry Walls

DESCRIPTION:

Brick wall (brick to match buildings) with Pre-Cast Wall Cap

1'-11" x 10'-4" Long Pre-Cast Sign Panel

May be illuminated with ground mounted spotlights (see detail, p.90)



ZMOD 2002-0004

LEISURE WORLD ENTRANCE SIGN

GUIDELINES:

Ground Mounted Entry Sign

DESCRIPTION:

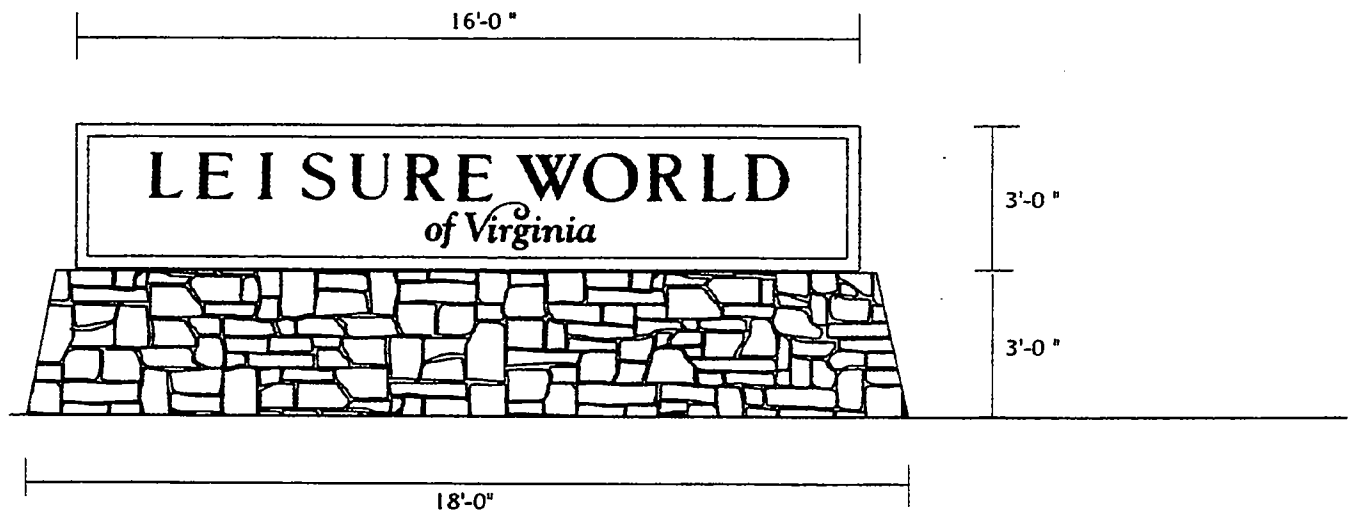
Eagle Ridge Fieldstone base

3' x 16' Pre-Cast Sign Panel with Cast Metal Letters or Engraved letters

May be illuminated with ground mounted spotlights (see detail, p. 90)

LOCATIONS:

- Entrance to Leisure World



FRONT ELEVATION

SCALE: 1/4" = 1'-0"

RESIDENTIAL INFORMATION CENTER SIGNS

GUIDELINES:

Residential Information Center Signs - Ground Mounted

- Maximum of 20 square feet
- Graphics on 1 or 2 sides (depending on location)
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Aluminum Cap
Sign: Aluminum, Lustreboard or Fiberglass Sign Box
Logo Panel: Painted with Custom Hammered Automotive Finish (Beige)
Logo Mark: Double-Faced Solid Aluminum with routed raised graphic (Black & Bronze) Logo Mark attached to sign with Silicone
3/4" Raised Aluminum Band around sign between the panels (Bronze)
Name Panel: Painted with Sherwin Williams Automotive (Black)

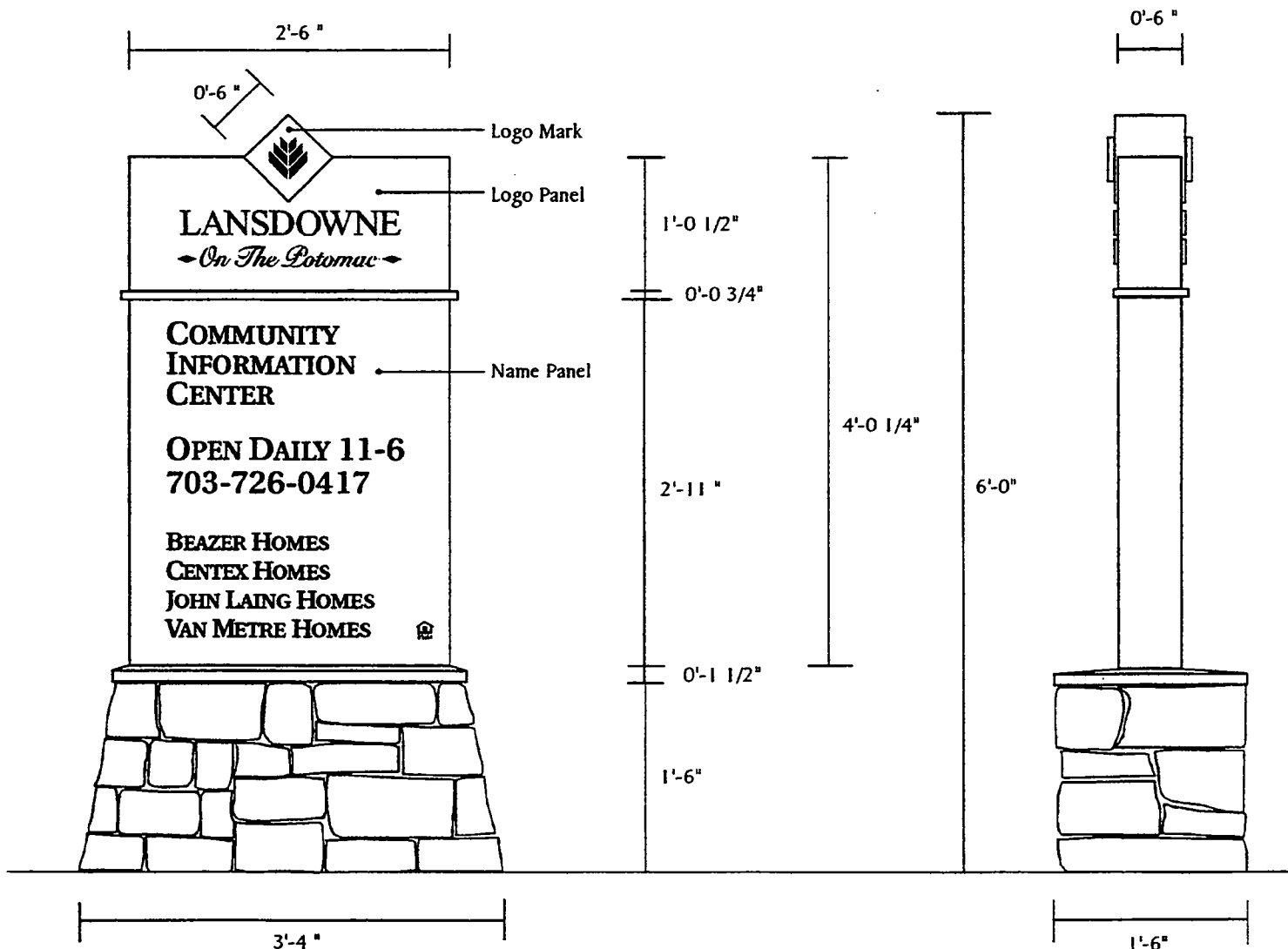
GRAPHICS / LETTERING:

Logo Mark: Raised Logo Graphic Painted Bronze
Logo: 1/4" thick Aluminum (or Acrylic) Raised Letters
Painted black (bronze accents)
Name Panel: White Vinyl Copy
Name Panel Font: Utopia Bold
Logo at top: Centered
Copy Left Justified on Name Panel

INSTALLATION:

Concrete block core wall and concrete footing

For Color Specifications see page 65



FRONT ELEVATION
SCALE: 3/4" = 1'-0"

SIDE VIEW

LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

RESIDENTIAL INFORMATION CENTER SIGNS

Color Specifications

Sherwin Williams
Automotive Paint
54435 Bronze Metallic
(Logo Mark)

Sherwin Williams
Automotive Paint
32668 Black
(3-d letters)

Sherwin Williams
Automotive Paint
54435 Bronze Metallic
(Small Logo Diamonds)

White vinyl copy

Sherwin Williams
Automotive Paint
42154 Black Metallic
(Logo Diamond)

Custom Automotive
Hammered Finish
Beige* (Logo Panel)

Sherwin Williams
Automotive Paint
54435 Bronze Metallic

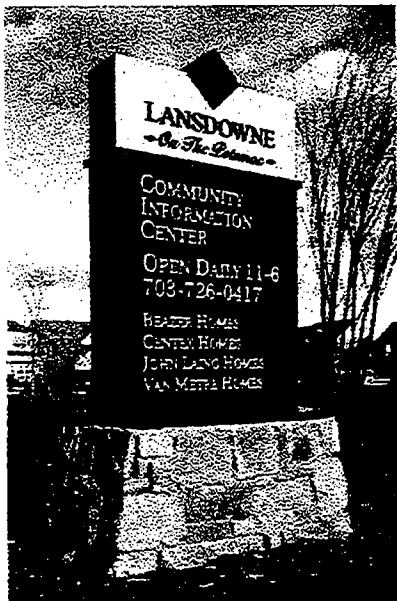
Sherwin Williams
Automotive Paint
42154 Black Metallic
(Name Panel)

Sherwin Williams
Automotive Paint
54435 Bronze Metallic

Eagle Ridge Fieldstone

FRONT ELEVATION
NOT TO SCALE

SIDE VIEW



* Custom Beige Hammered Automotive Finish Provided by IK&F, Inc. in Chantilly, VA
If Custom finish can not be done, use Sherwin Williams Automotive 42074 Beige

RESIDENTIAL BUILDER SIGNS

GUIDELINES:

Residential Builder Signs - Freestanding

- Maximum of 2.5 square feet
- Graphics on 1 side only

DESCRIPTION:

Post: 4" x 4" PVC or Aluminum Posts painted Black

Sign: Aluminum or Lustreboard Sign 1" Thick with 1/2" Raised Band around sign between panels

Logo Mark: 1.5" Thick with routed raised graphic Painted Black, Bronze and Beige

GRAPHICS / LETTERING:

Logo Mark: Raised Logo Graphic painted Bronze

Name Panel: White Vinyl Copy

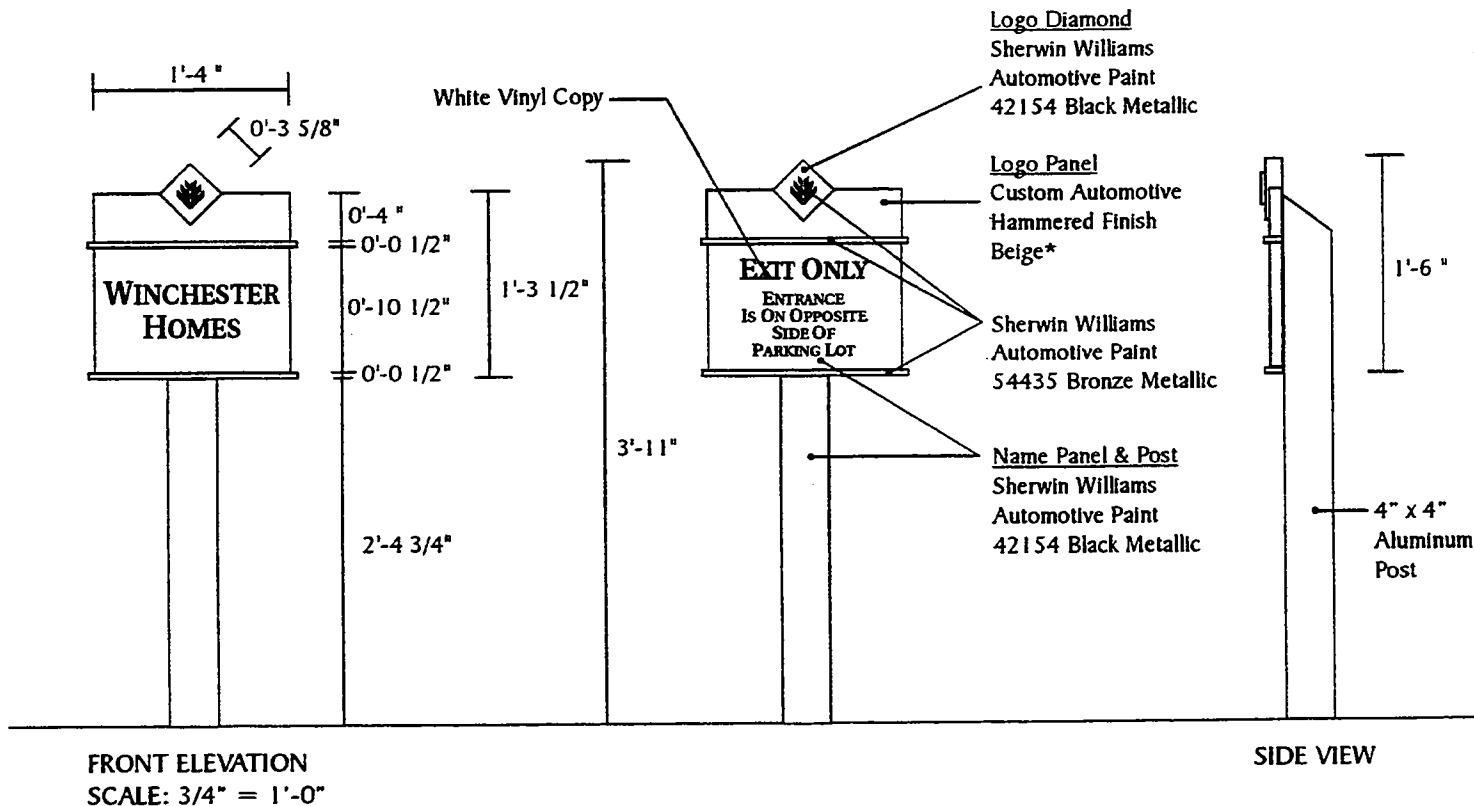
Font: Utopia Bold

Logo at top: Centered

Copy Centered on Name Panel

INSTALLATION:

Concrete footing



* Custom Beige Hammered Automotive Finish Provided by IK&F, Inc. in Chantilly, VA
If Custom finish can not be done, use Sherwin Williams Automotive 42074 Beige

ZMOD 2002-0004

RESIDENTIAL MODEL SIGNS

GUIDELINES:

- Residential Model Signs - Freestanding
- Maximum of 2.5 square feet
 - Graphics on 1 side only

DESCRIPTION:

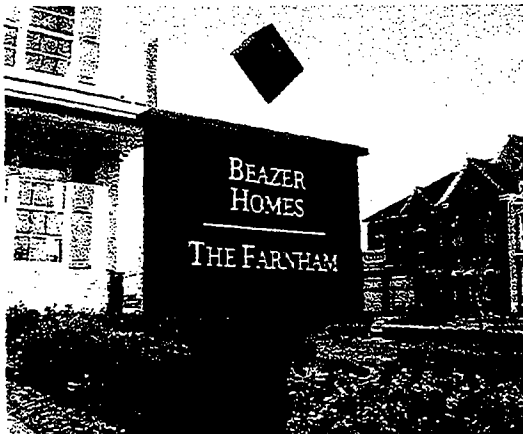
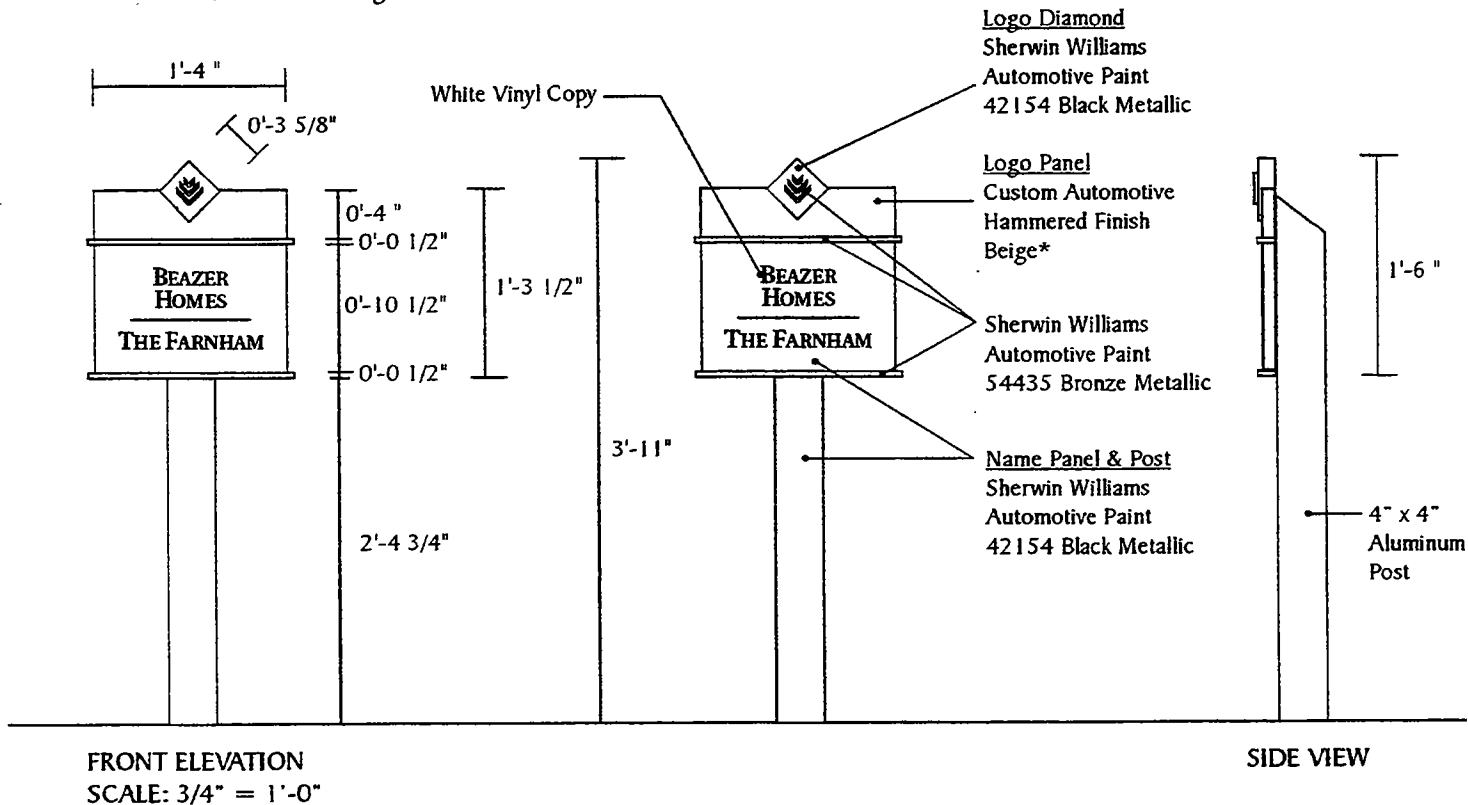
Post: 4" x 4" PVC or Aluminum Posts painted Black
 Sign: Aluminum or Lustreboard Sign 1" Thick with
 1/2" Raised Band around sign between panels
 Logo Mark: 1.5" Thick with routed raised graphic
 Painted Black, Bronze and Beige

GRAPHICS / LETTERING:

Logo Mark: Raised Logo Graphic painted Bronze
 Name Panel: White Vinyl Copy
 Font: Utopia Bold
 Logo at top: Centered
 Copy Centered on Name Panel

INSTALLATION:

Concrete footing



* Custom Beige Hammered Automotive Finish Provided by IK&F, Inc. in Chantilly, VA
 If Custom finish can not be done, use Sherwin Williams Automotive 42074 Beige

GUIDELINES:

- Maximum of 13.5 square feet
- Graphics on 1 or 2 sides (depending on location)
- Must be set back at least 5' from road

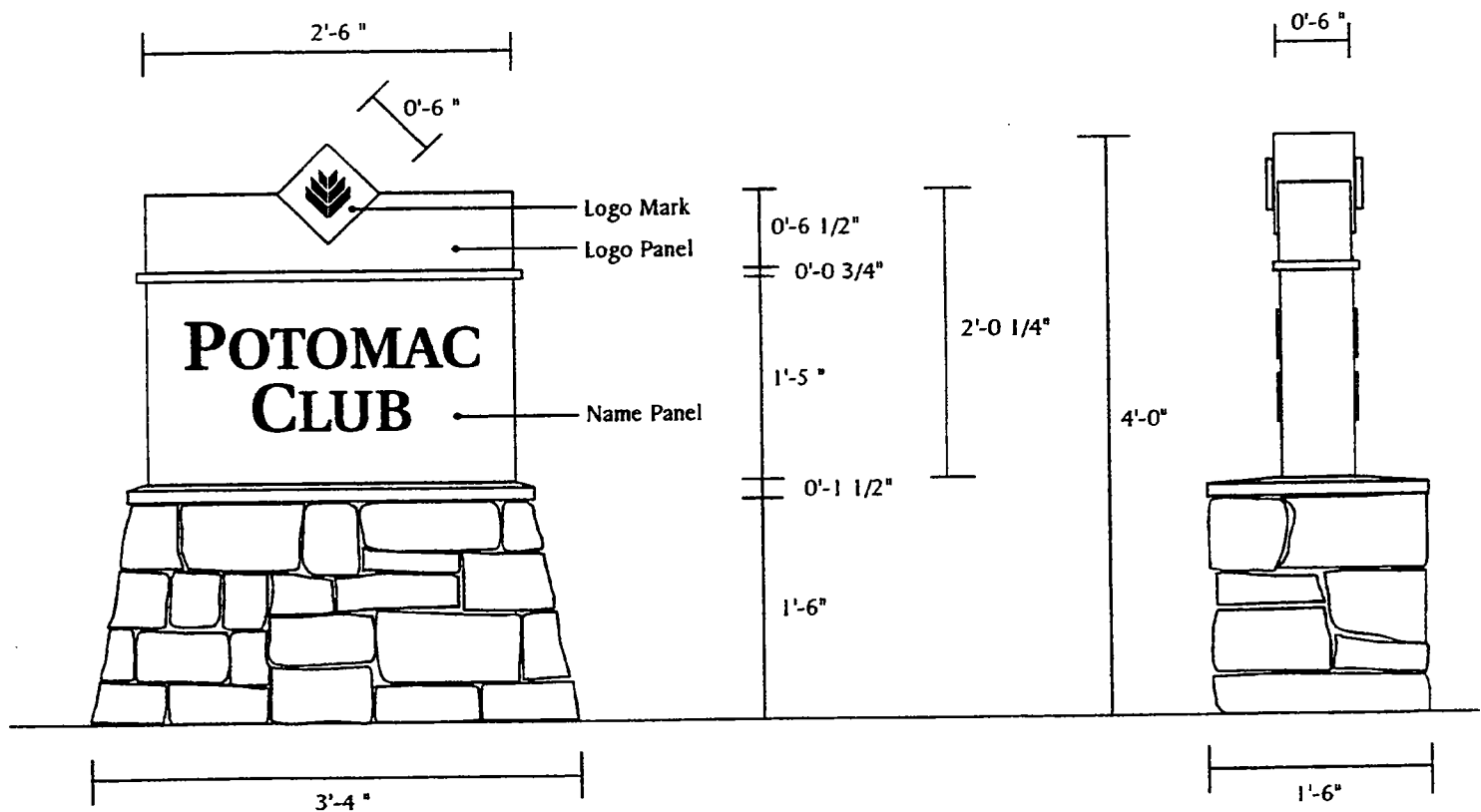
DESCRIPTION:

Base: Eagle Ridge Fieldstone with Aluminum Cap
Sign: .125 Aluminum Sign Box
Logo Panel: Painted with Custom Hammered Automotive Finish (Beige)
Logo Mark: Double-Faced Solid Aluminum with routed raised graphic (Black & Bronze)
3/4" Raised Aluminum Band around sign between the panels (Bronze)
Name Panel: Painted with Sherwin Williams Automotive (Black)

Logo Mark: Raised Logo Graphic Painted Bronze
Name Panel: Baked 1/4" Thick Aluminum Letters - White
Font: Utopia Bold
Logo at top: Centered
Copy Centered on Name Panel

INSTALLATION:

For Color Specifications see page 69



FRONT ELEVATION
SCALE: 3/4" = 1'-0"

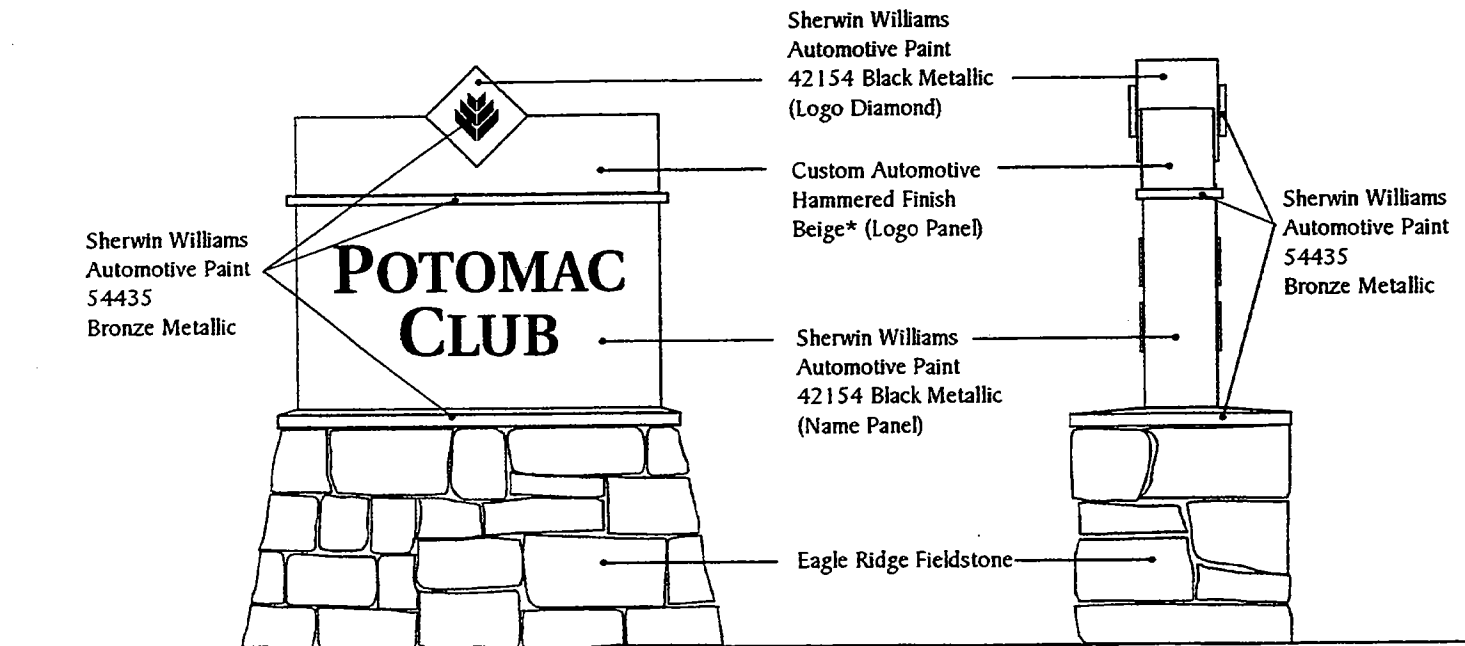
SIDE VIEW

LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

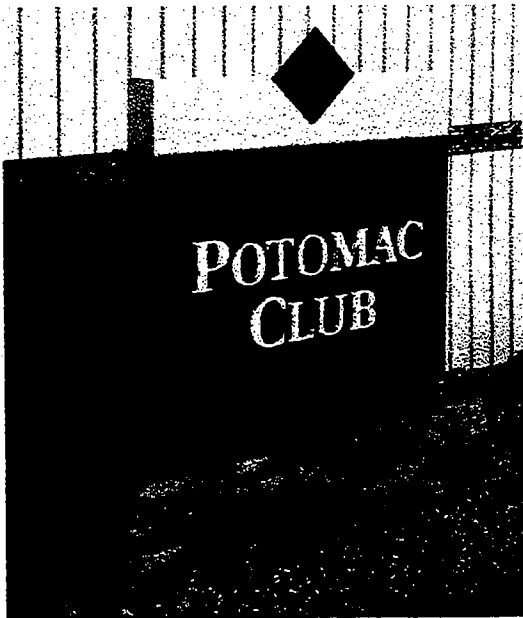
RESIDENTIAL AMENITY / RECREATIONAL SIGNS

Color Specifications



FRONT ELEVATION
SCALE: 3/4" = 1'-0"

SIDE VIEW



* Custom Beige Hammered Automotive Finish Provided by IK&F, Inc. in Chantilly, VA
If Custom finish can not be done, use Sherwin Williams Automotive 42074 Beige

LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

BUILDER LOT SIGNS - RESIDENTIAL

GUIDELINES:

- Freestanding Builder Lot Signs
- Maximum of 4 square feet
- Graphics on 1 side

DESCRIPTION:

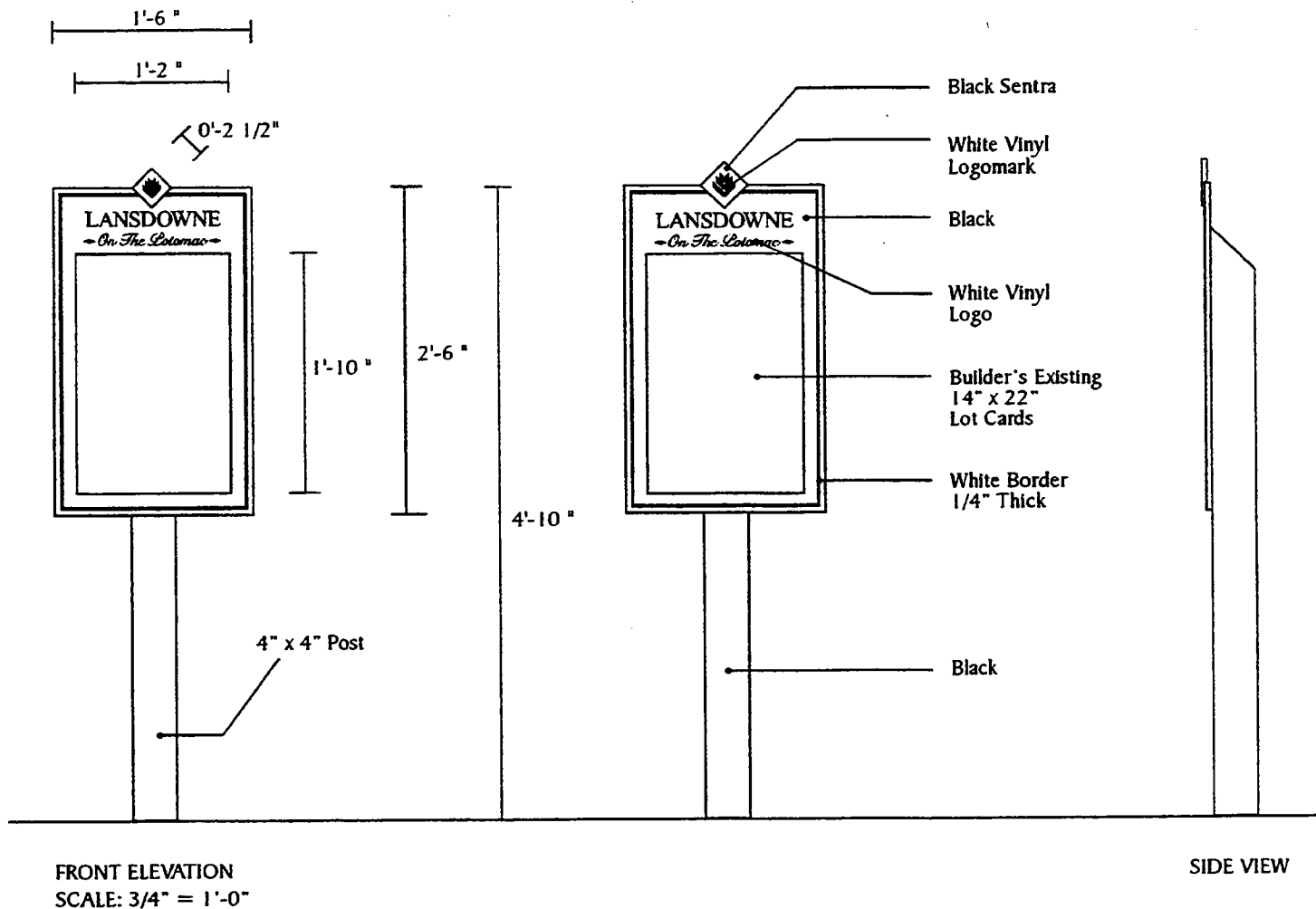
Post: 4" x 4" PVC post painted Black
Sign: 1/2" Thick Lusterboard sign face painted Black
Logo Diamond: 1/2" Thick Black Sentra
Lot Cards: 14" x 22" Builder Lot Card attached to signface
(with Lot Number and Builder Name)

GRAPHICS / LETTERING:

White vinyl copy, border and logo mark
Font: Logo (Times New Roman)
Copy centered on sign

INSTALLATION:

Concrete footing



ZMOD 2002-0004

DIRECTIONAL SIGN - RESIDENTIAL - 2 PANELS

GUIDELINES:

Ground Mounted Residential Directional Sign 2 panels

- Maximum of 42 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics

backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman 5" high lettering

Copy Left Justified on Name Panels

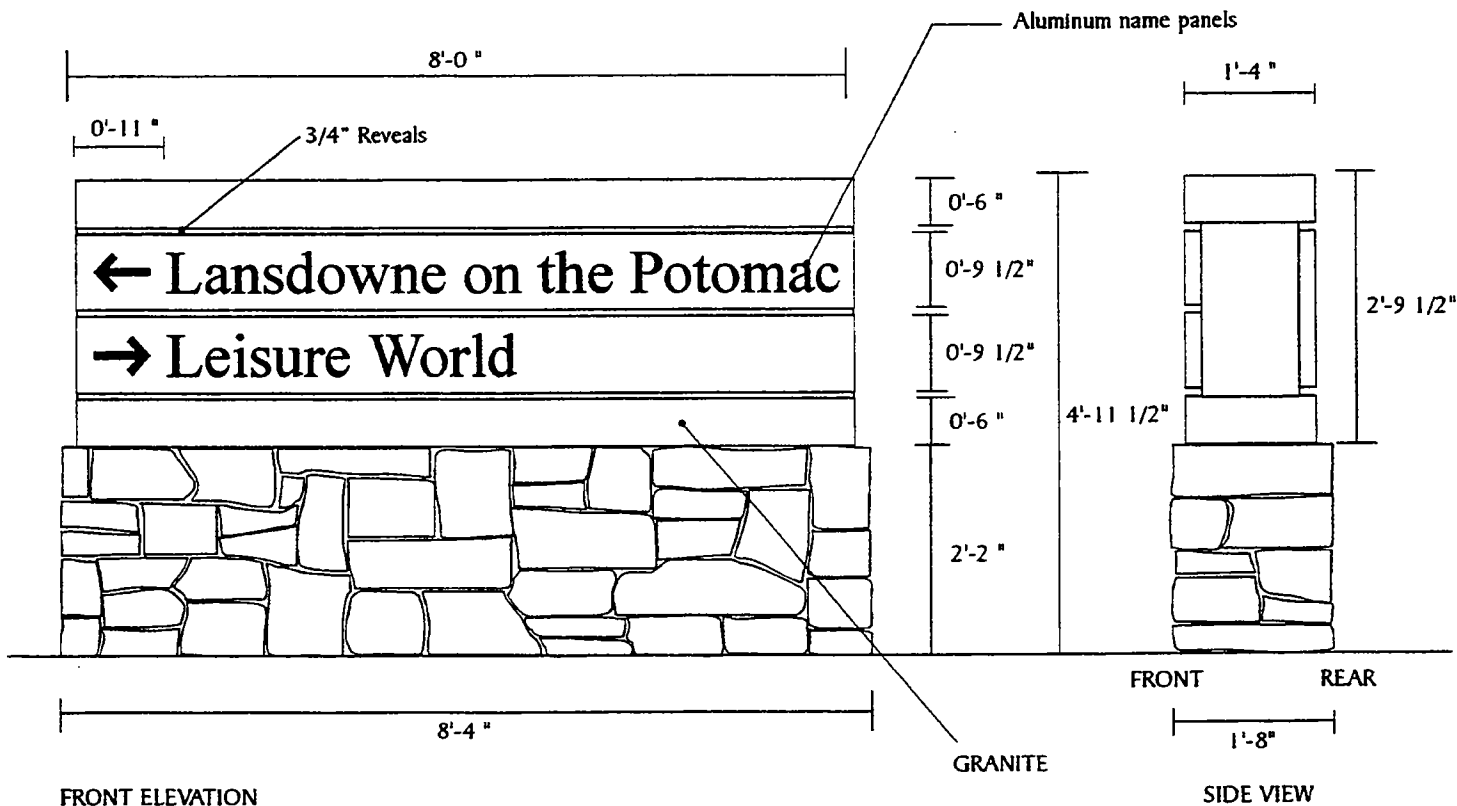
INSTALLATION:

Concrete block core wall and concrete footing

Typically Installed Perpendicular to Road

See Page 76 for color specifications

See Page 77 for non-illuminated sign option



LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

DIRECTIONAL SIGN - RESIDENTIAL - 3 PANELS

GUIDELINES:

Ground Mounted Residential Directional Sign 3 panels

- Maximum of 50 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman 5" high lettering

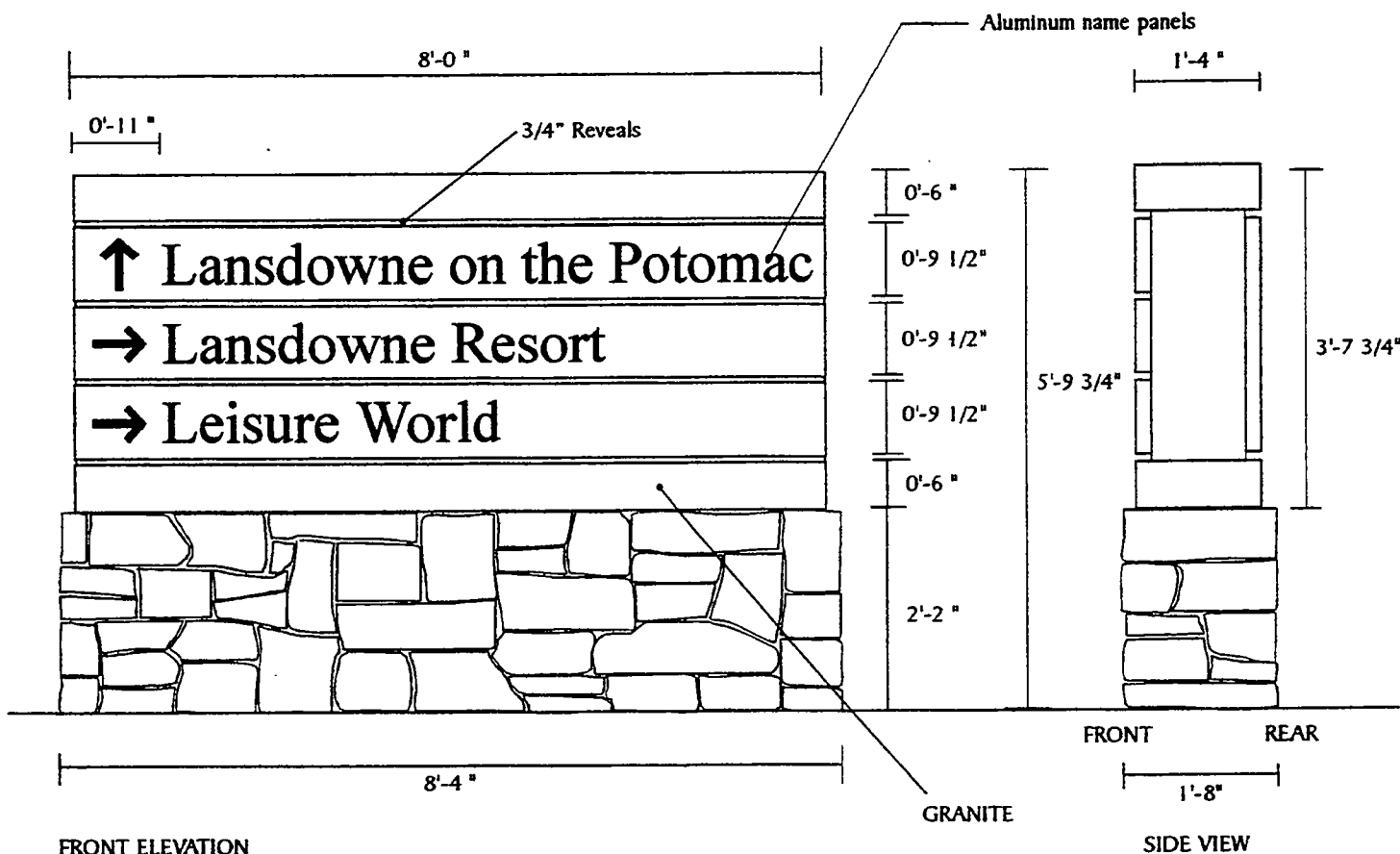
Copy Left Justified on Name Panels

INSTALLATION:

Concrete block core wall and concrete footing
Typically Installed Perpendicular to Road

See Page 76 for color specifications

See Page 77 for non-illuminated sign option



LANSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

DIRECTIONAL SIGN - RESIDENTIAL - 4 PANELS

GUIDELINES:

Ground Mounted Residential Directional Sign 4 panels

- Maximum of 56 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind

aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman 5" high lettering

Copy Left Justified on Name Panels

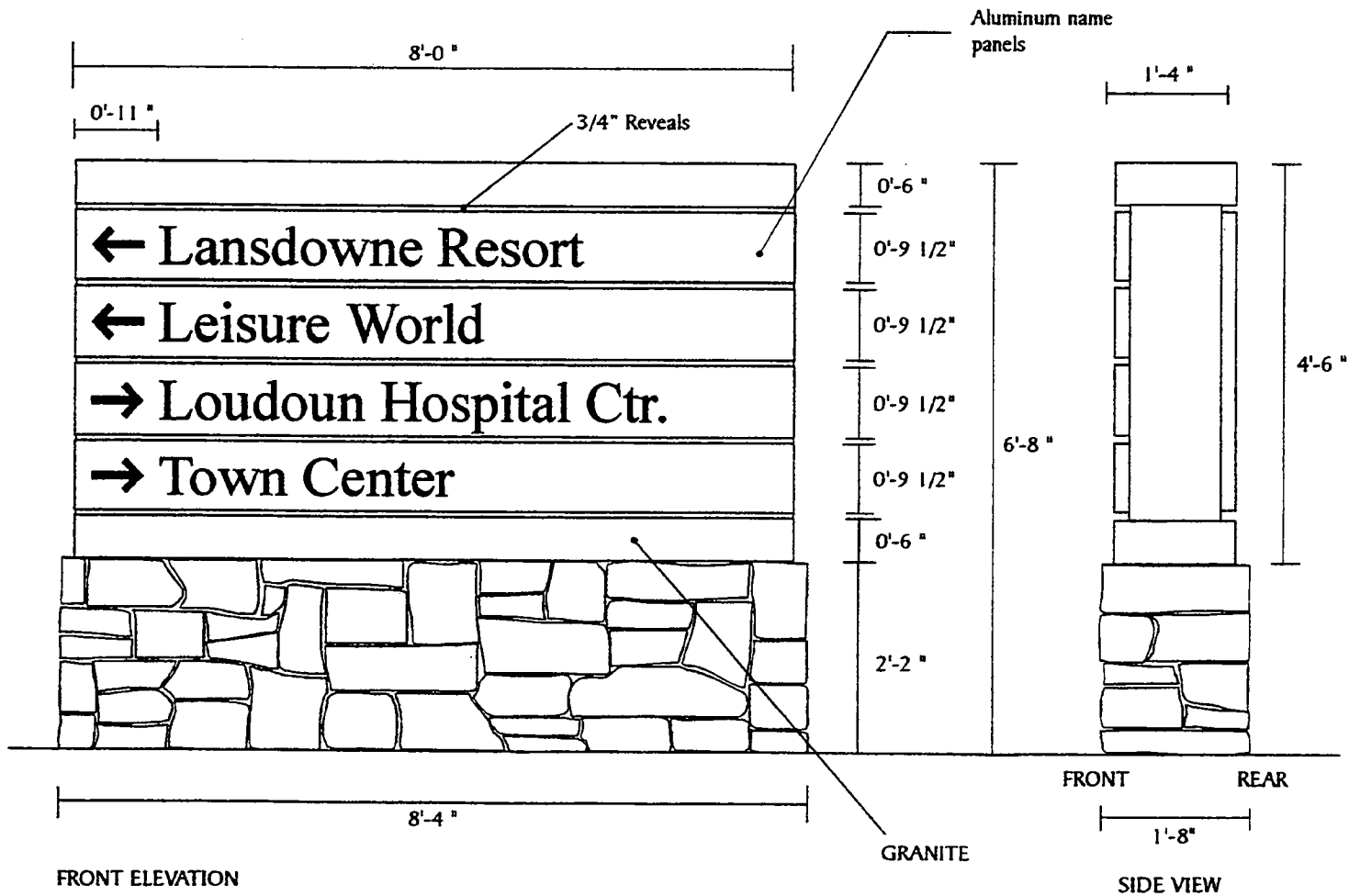
INSTALLATION:

Concrete block core wall and concrete footing

Typically Installed Perpendicular to Road

See Page 76 for color specifications

See Page 77 for non-illuminated sign option



LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

DIRECTIONAL SIGN - RESIDENTIAL - 5 PANELS

GUIDELINES:

Ground Mounted Residential Directional Sign 5 panels

- Maximum of 58 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics

backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman 5" high lettering

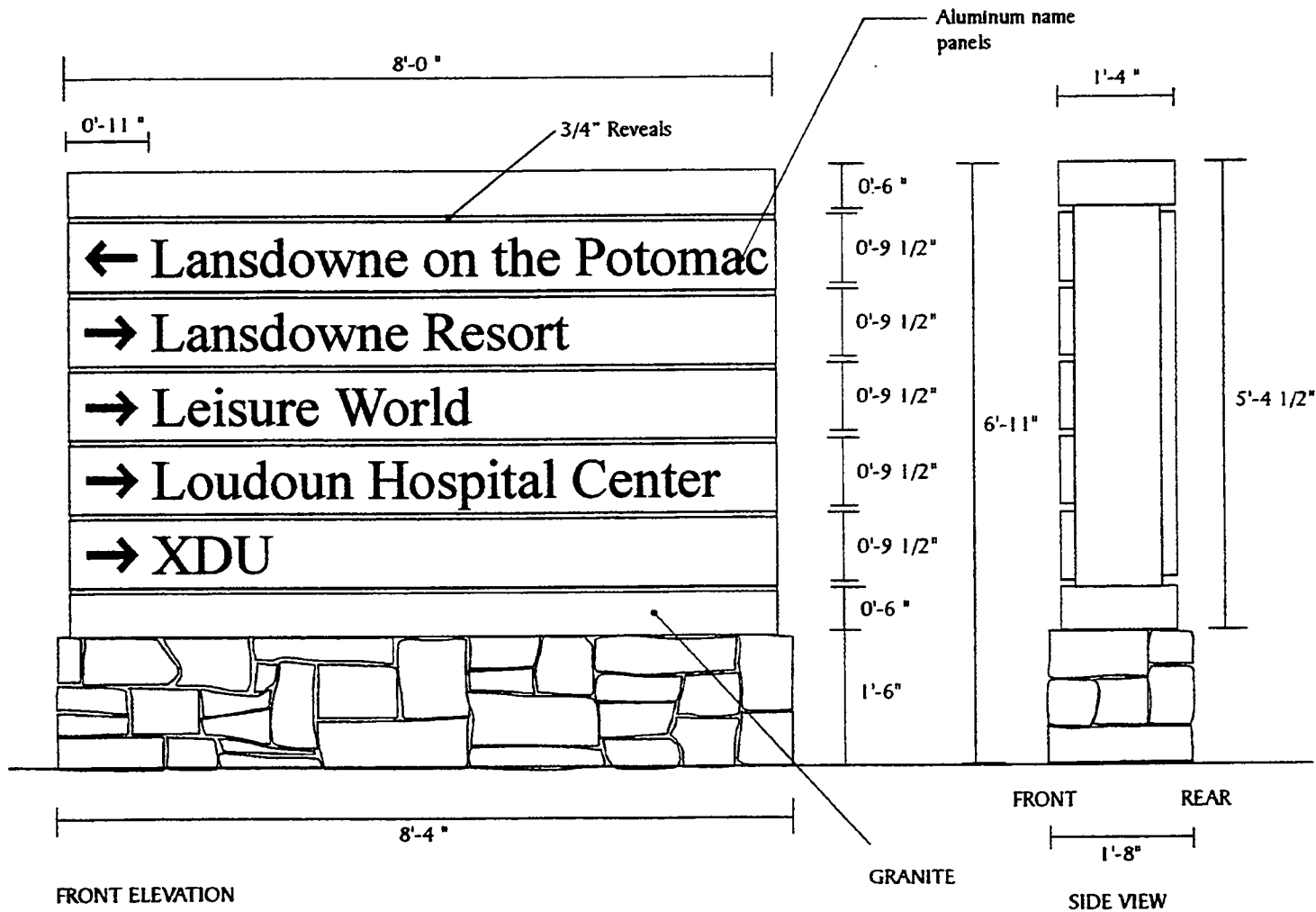
Copy Left Justified on Name Panels

INSTALLATION:

Concrete block core wall and concrete footing
Typically Installed Perpendicular to Road

See Page 76 for color specifications

See Page 77 for non-illuminated sign option



LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

DIRECTIONAL SIGN - RESIDENTIAL - 6 PANELS

GUIDELINES:

Ground Mounted Residential Directional Sign 6 panels

- Maximum of 66 square feet
- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics

backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman 5" high lettering

Copy Left Justified on Name Panels

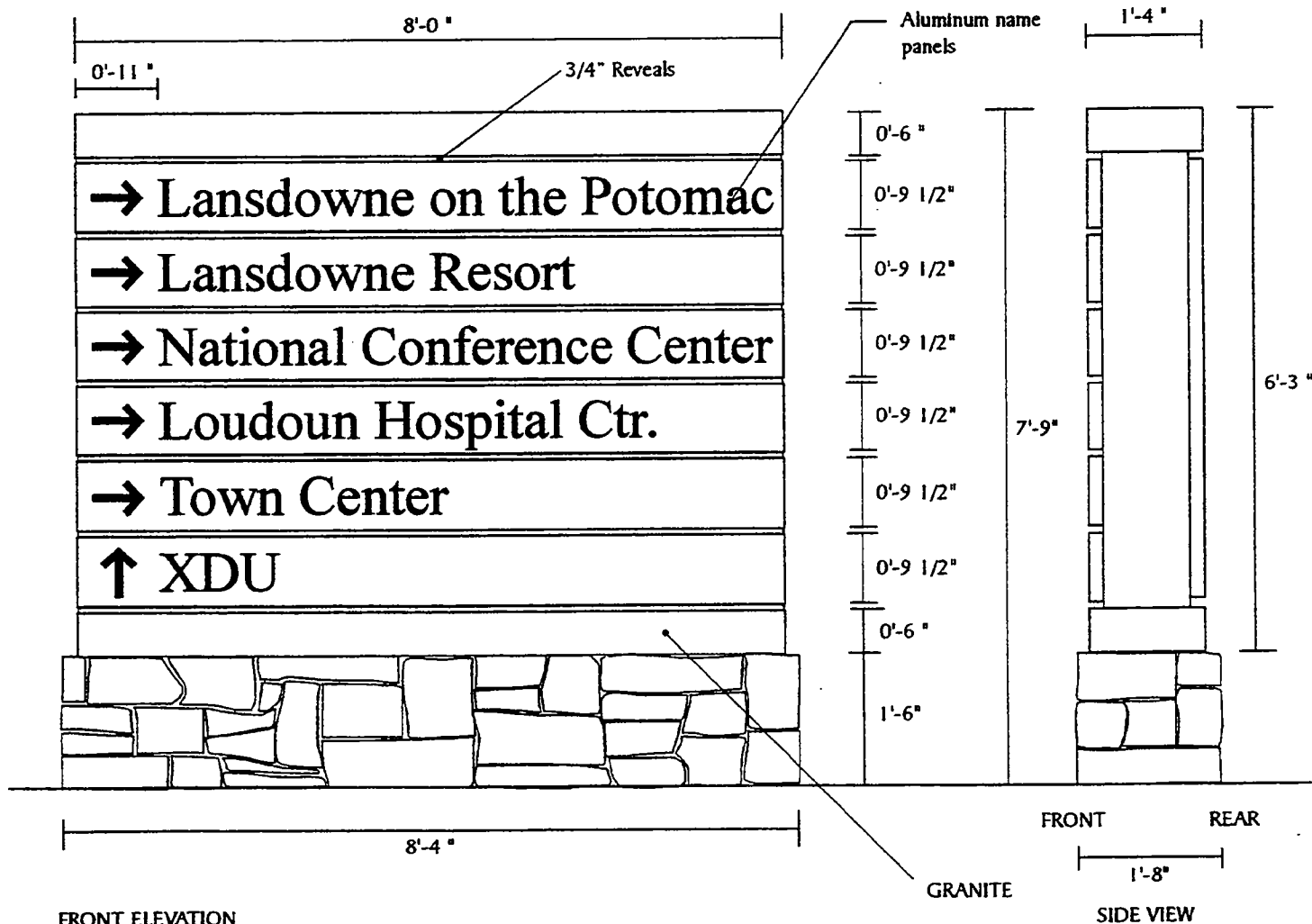
INSTALLATION:

Concrete block core wall and concrete footing

Typically Installed Perpendicular to Road

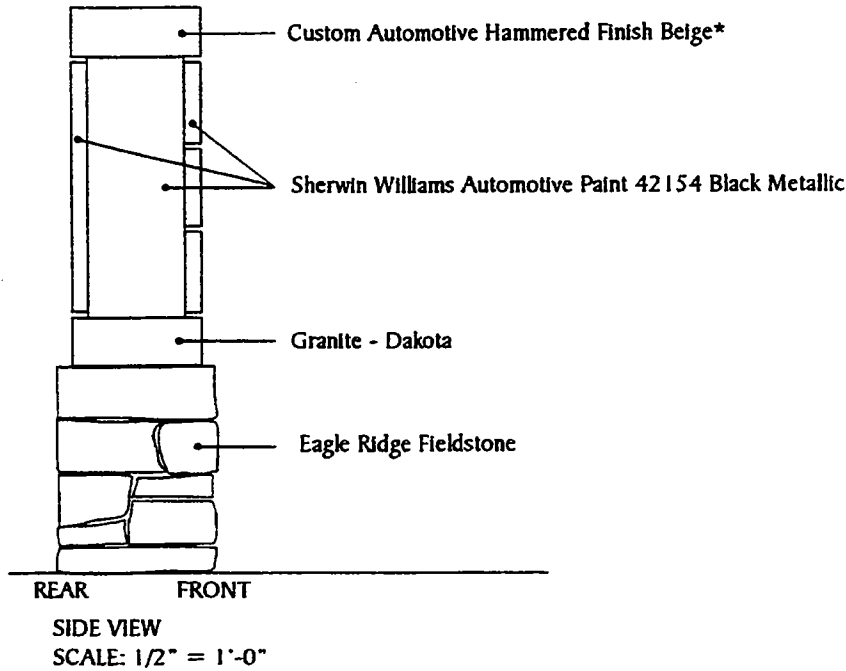
See Page 76 for color specifications

See Page 77 for non-illuminated sign option



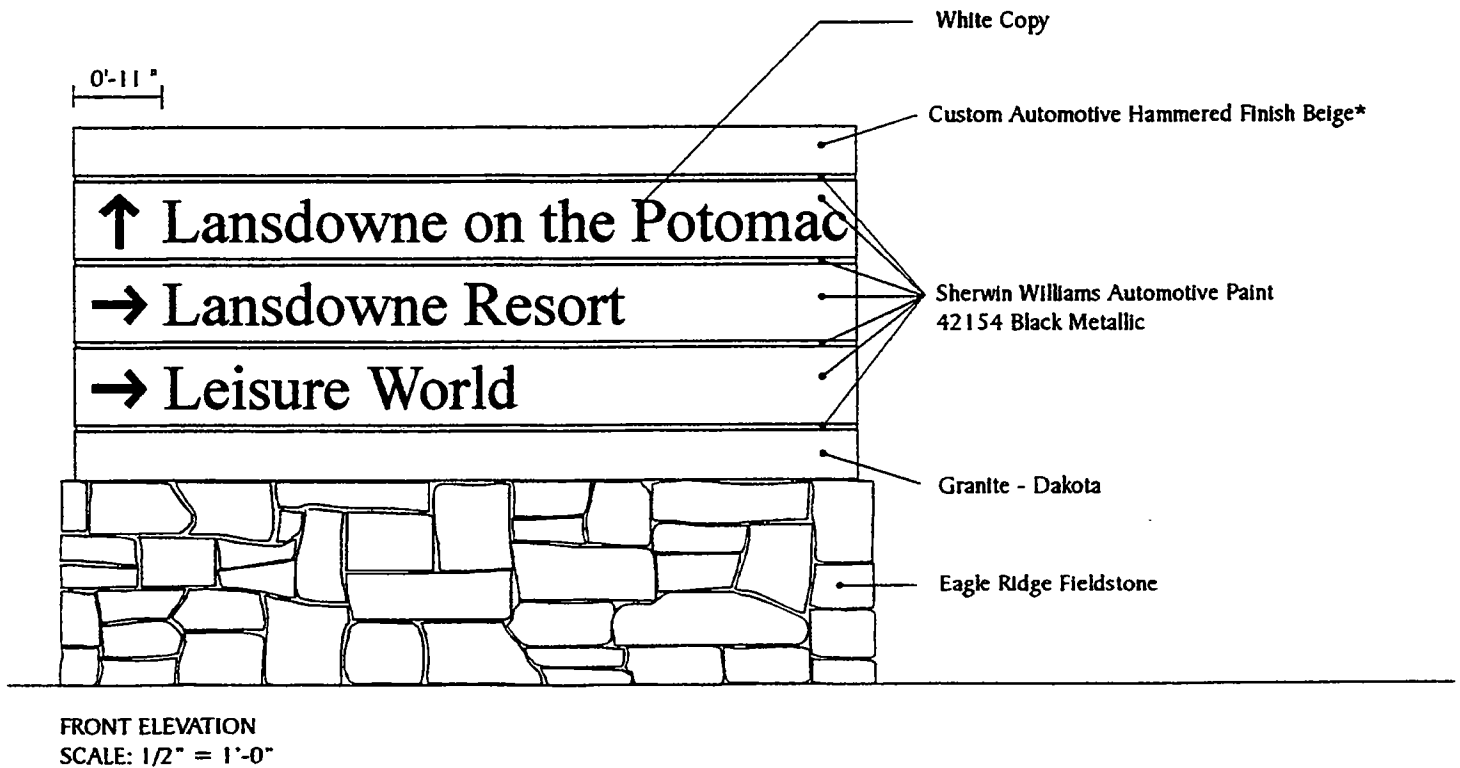
DIRECTIONAL SIGNS - RESIDENTIAL

Color Specifications



OPTIONS:

- 2 Panel Residential Directional Sign - Page 69
- 3 Panel Residential Directional Sign - Page 70
- 4 Panel Residential Directional Sign - Page 71
- 5 Panel Residential Directional Sign - Page 72
- 6 Panel Residential Directional Sign - Page 73



* Custom Beige Hammered Automotive Finish Provided by IK&F, Inc. in Chantilly, VA
If Custom finish can not be done, use Sherwin Williams Automotive 42074 Beige

ZMOD 2002-0004

DIRECTIONAL SIGNS - RESIDENTIAL - NON-ILLUMINATED

GUIDELINES:

Ground Mounted Non-Illuminated Residential Directional Signs
(2 - 6 Panels)

- Graphics on 1 side
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panels

Painted Black and Beige

3/4" Reveals

GRAPHICS / LETTERING:

1/4" thick water-cut aluminum or acrylic letters

Faces and returns painted white

Font: Times New Roman 5" high lettering

Letters non-illuminated

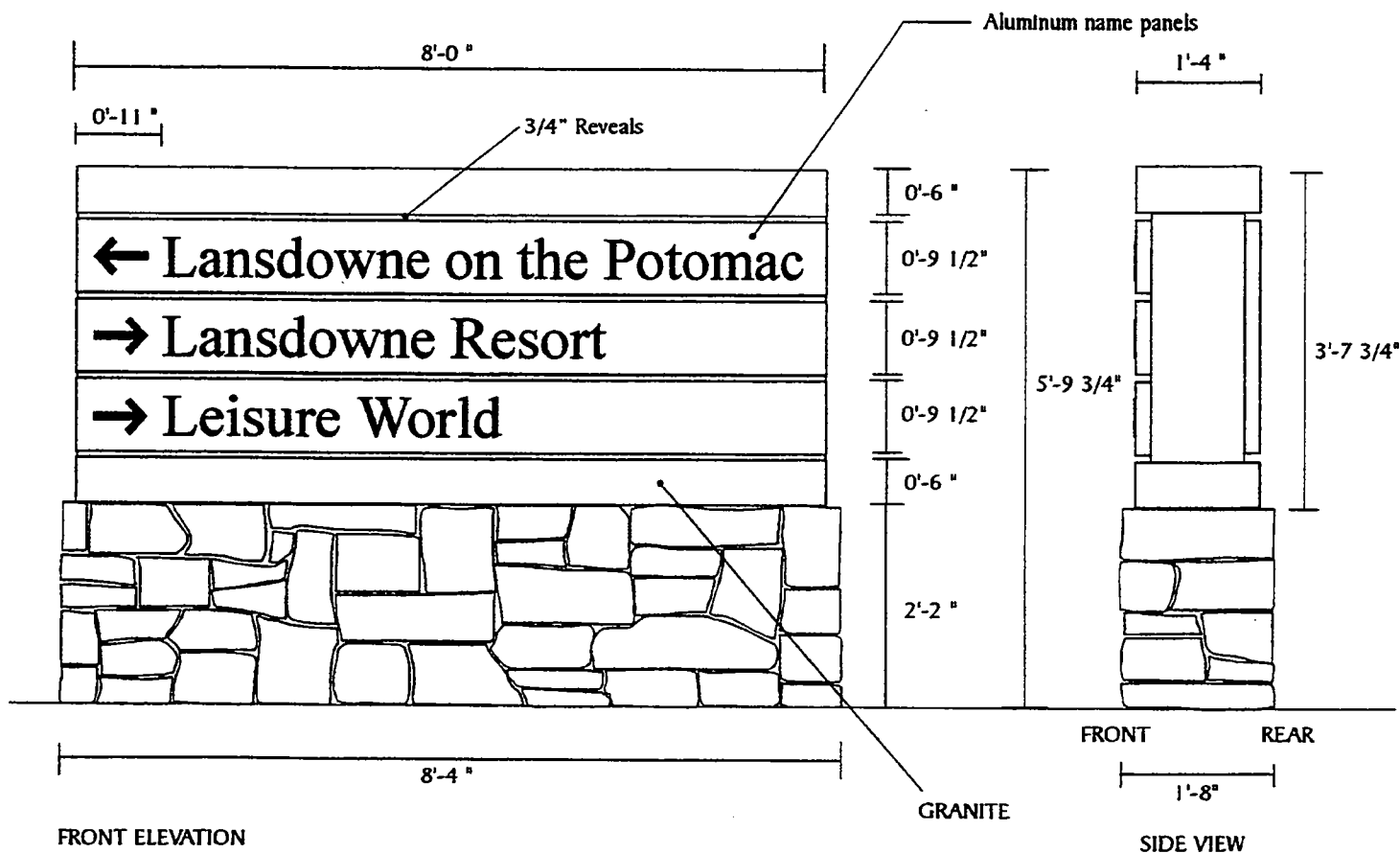
INSTALLATION:

Concrete block core wall and concrete footing

OPTIONS:

- 2 Panel Residential Directional Sign - Page 71
- 3 Panel Residential Directional Sign - Page 72
- 4 Panel Residential Directional Sign - Page 73
- 5 Panel Residential Directional Sign - Page 74
- 6 Panel Residential Directional Sign - Page 75

See Page 76 for Color Specifications



RESIDENTIAL HOUSEKEEPING SIGNS - SMALL

GUIDELINES:

- Freestanding Residential Housekeeping Signs - Small
- Maximum of 3 square feet
 - Graphics on 1 side

DESCRIPTION:

Post: 4" x 4" PVC posts painted Black
 Sign: 1/2" Thick Lustreboard sign face
 Painted Black and Beige

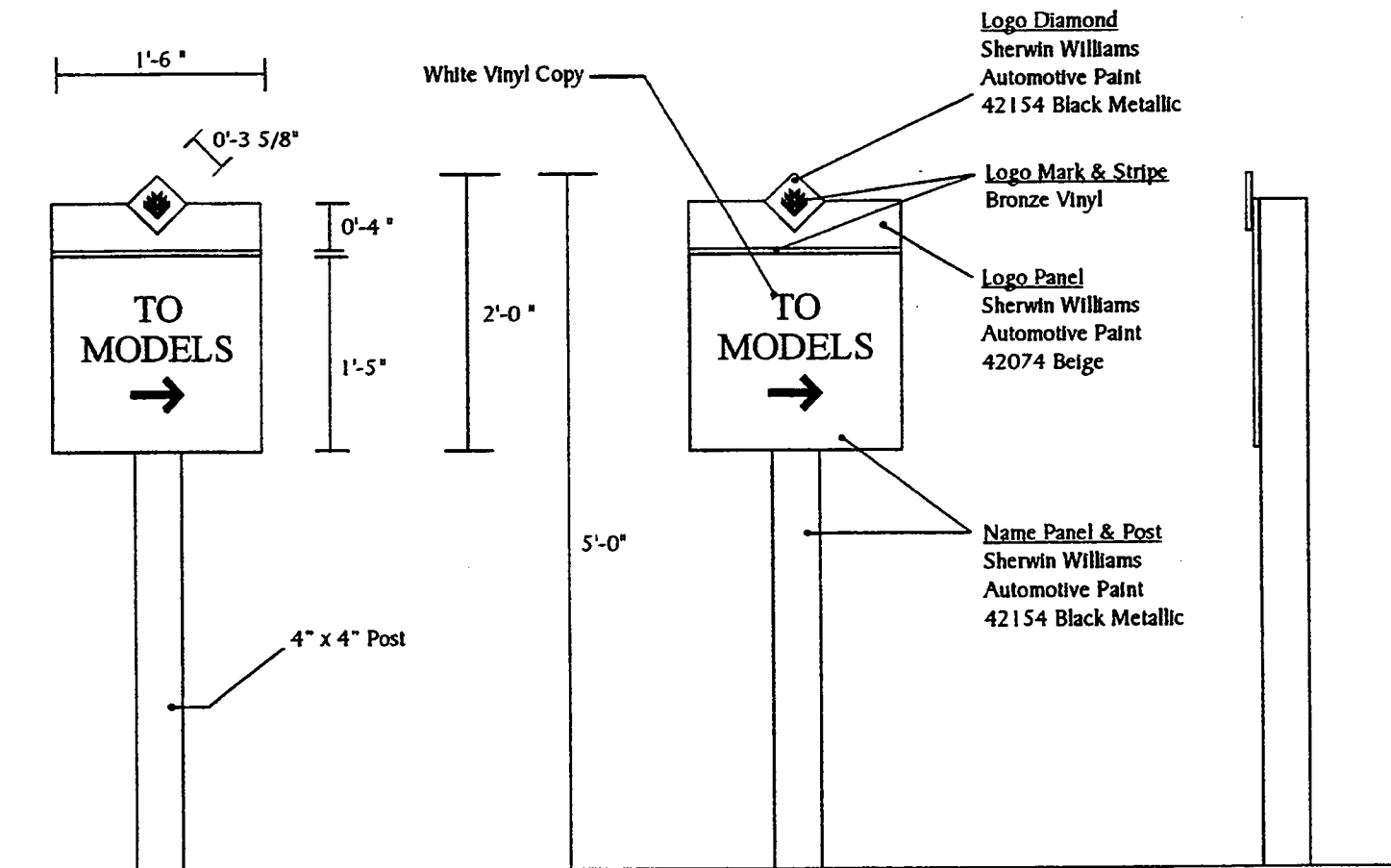
GRAPHICS / LETTERING:

Logo Mark: Bronze Vinyl
 Accent Stripe: Bronze Vinyl
 Name Panel: White vinyl copy
 Font: Utopia Bold (All Uppercase)
 Copy centered on name panel

INSTALLATION:

Concrete footing

See Page 79 for large housekeeping signs



FRONT ELEVATION
 SCALE: 3/4" = 1'-0"

SIDE VIEW

RESIDENTIAL HOUSEKEEPING SIGNS - LARGE

GUIDELINES:

- Freestanding Residential Housekeeping Signs - Large**
 - Maximum of 12 square feet
 - Graphics on 1 side

DESCRIPTION:

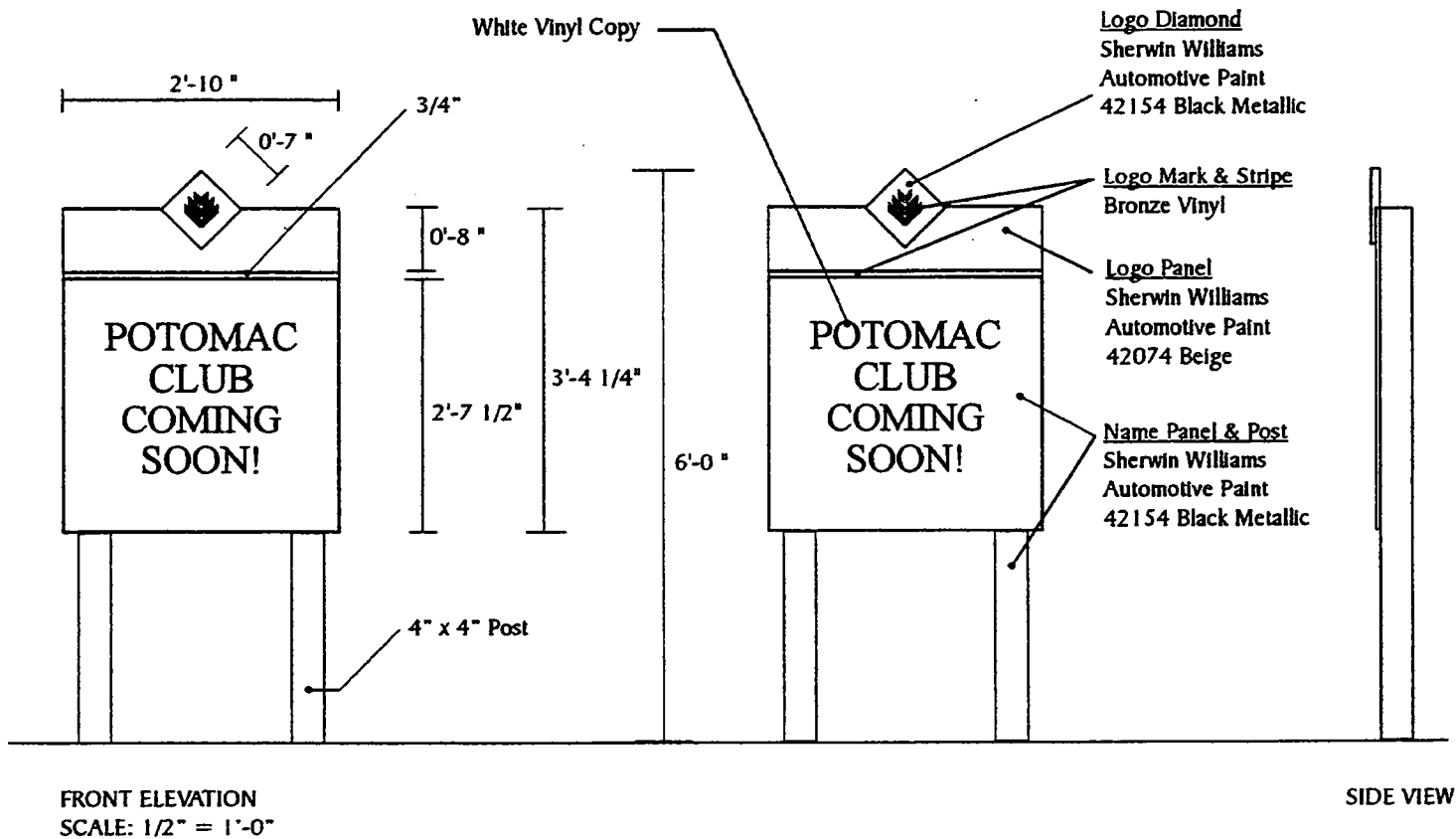
Posts: 4" x 4" PVC posts painted Black
 Sign: 1/2" Thick Lustreboard sign face
 Painted Black and Beige

GRAPHICS / LETTERING:

Logo Mark: Bronze Vinyl
 Accent Stripe: Bronze Vinyl
 Name Panel: White vinyl copy
 Font: Utopia Bold (All Uppercase)
 Copy centered on name panel

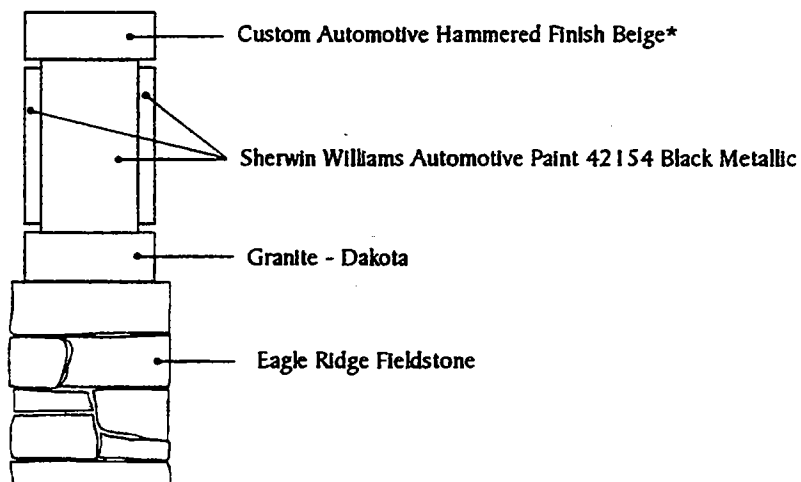
INSTALLATION:

Concrete footing

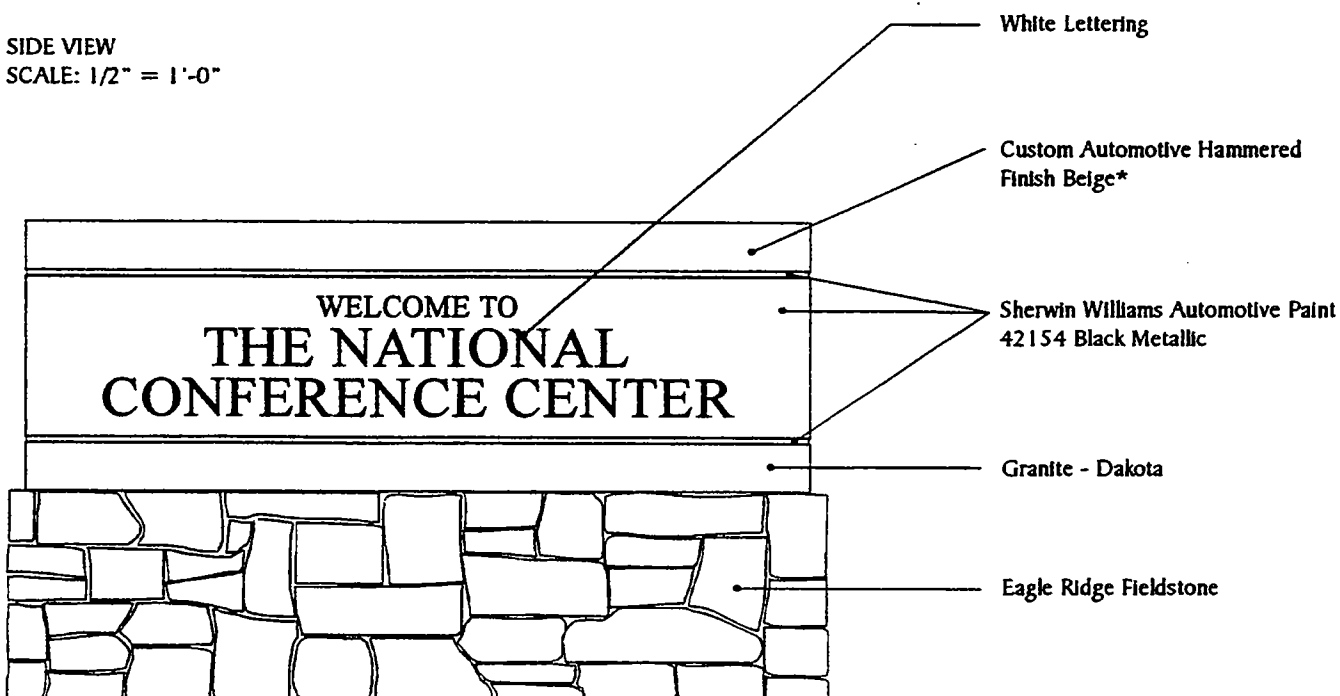


CONFERENCE CENTER IDENTIFICATION SIGN

Color Specifications



SIDE VIEW
SCALE: 1/2" = 1'-0"



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

* Custom Beige Hammered Automotive Finish Provided by IK&F, Inc. in Chantilly, VA
If Custom finish can not be done, use Sherwin Williams Automotive 42074 Beige

LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

CONFERENCE CENTER IDENTIFICATION SIGN - NON-ILLUMINATED

GUIDELINES:

Ground Mounted Non-Illuminated Identification Sign

- Maximum of 1 sign per entrance
- Graphics on 1 or 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panel

Painted Black, Beige and Bronze

3/4" Reveals

GRAPHICS / LETTERING:

1/4" thick water-cut aluminum or acrylic letters

Faces and returns painted white

Font: Times New Roman

Letters non-illuminated

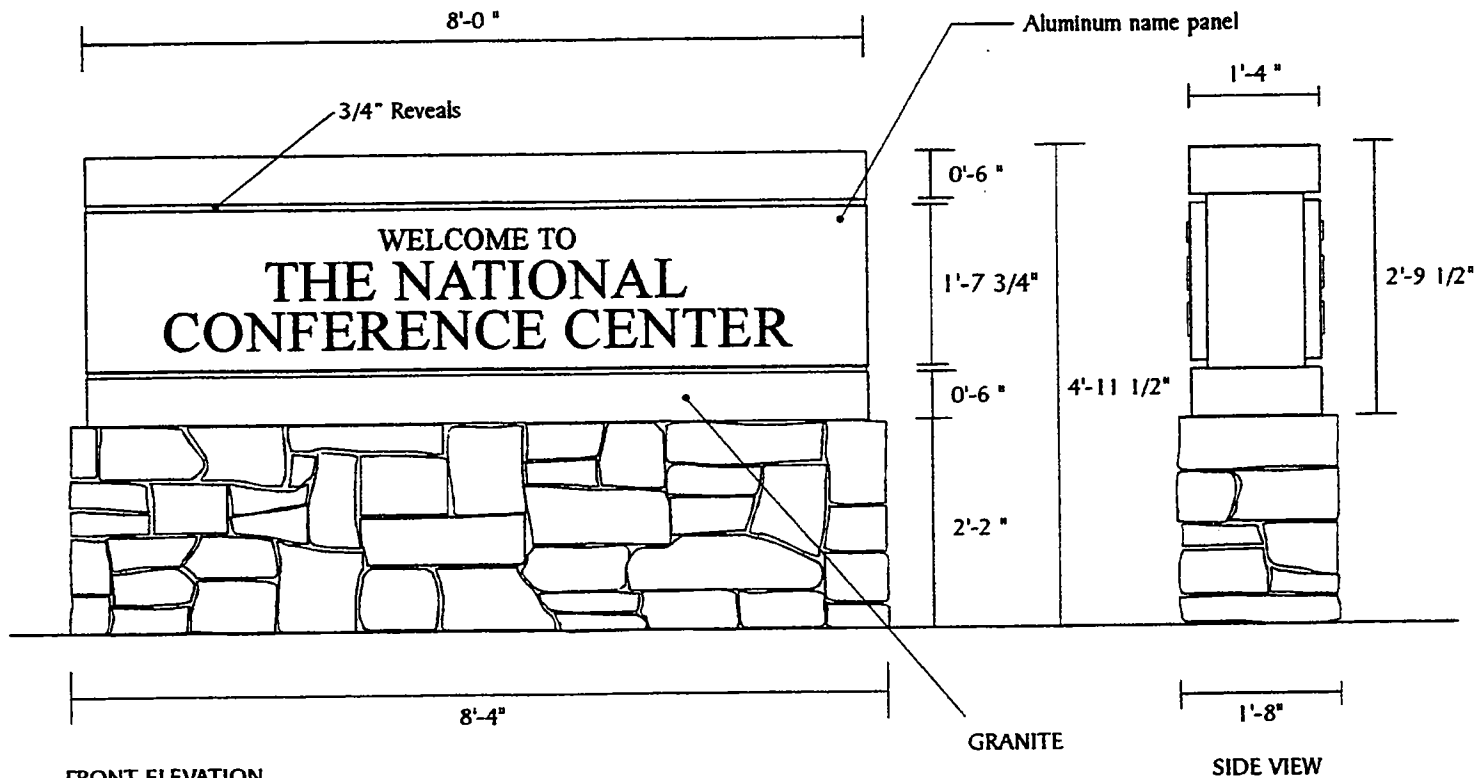
Alternate Colors or use of Logotype require approval of Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing

See Page 81 for Color Specifications

See Page 80 for Illuminated Sign Option



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

SIDE VIEW

CONFERENCE CENTER IDENTIFICATION SIGN - 2 PANEL

GUIDELINES:

Ground Mounted Identification Sign - 2 Panels

- Maximum of 1 sign per entrance
- Graphics on 1 or 2 sides
- Must be set back at least 5' from road

DESCRIPTION:

Base: Eagle Ridge Fieldstone with Granite (Dakota) top

Sign: Fiberglass box with aluminum name panel

Name panels attached to sign box with stainless steel screws in all 4 corners and every 2' of sign panel

Aluminum name panels with stencil-cut graphics backed by a sheet of white transparent plexiglass

Internal Fluorescent lamp illumination

3/4" Reveals

GRAPHICS / LETTERING:

Name Panel: White Transparent Plexiglass behind aluminum name panel with stencil-cut graphics

Graphics will illuminate white

Font: Times New Roman

Copy centered on Name Panel

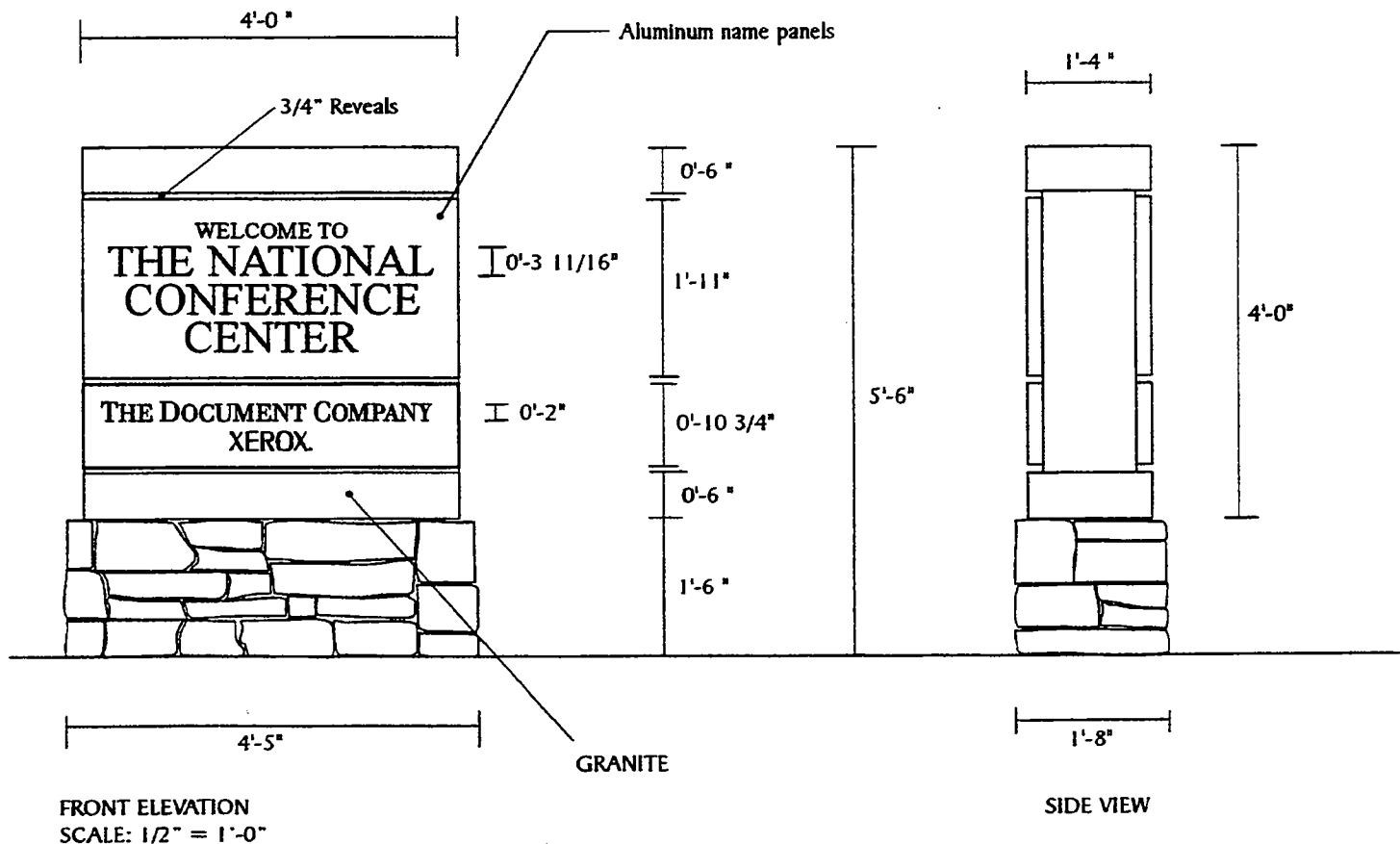
Alternate colors for lettering or use of logotype require approval of Lansdowne Conservancy

INSTALLATION:

Concrete block core wall and concrete footing

See page 84 for Color Specifications

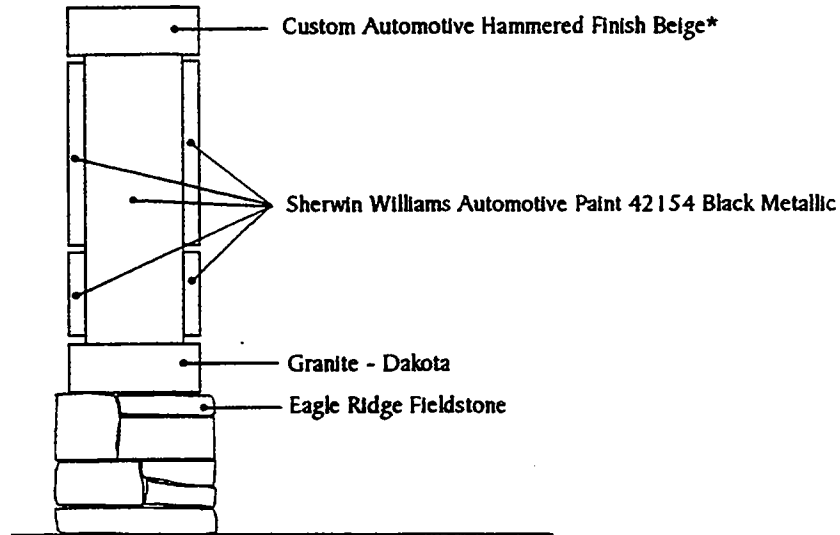
See page 85 for Non-Illuminated Sign Option



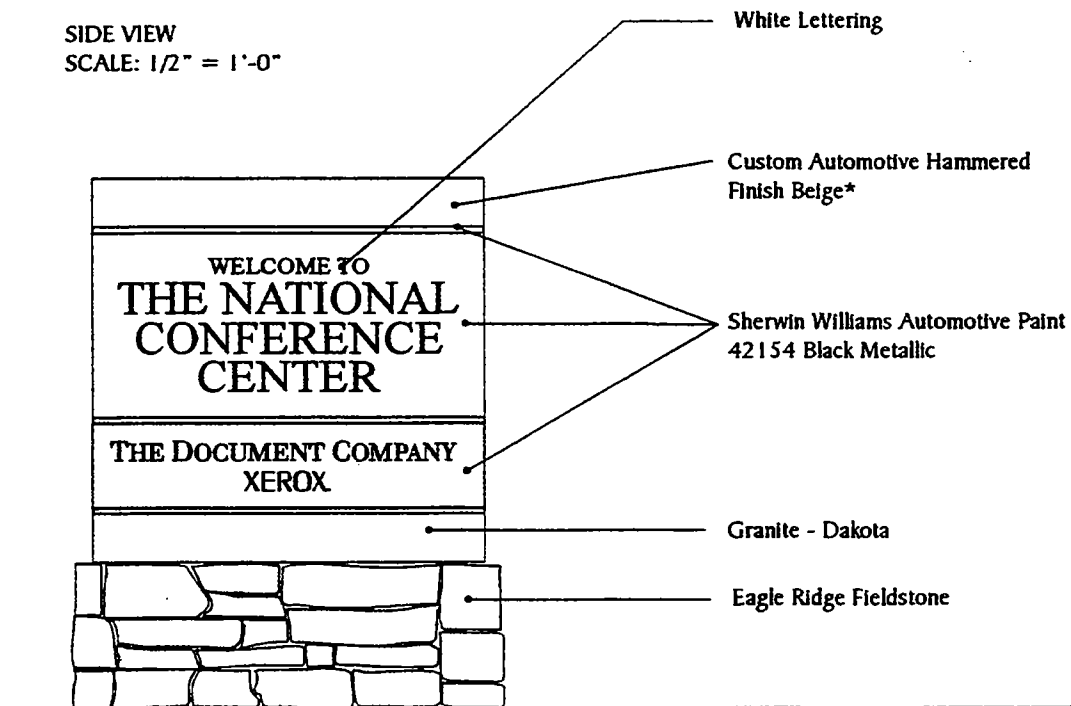
ZMOD 2002-0004

CONFERENCE CENTER IDENTIFICATION SIGN - 2 PANEL

Color Specifications



SIDE VIEW
SCALE: 1/2" = 1'-0"



FRONT ELEVATION
SCALE: 1/2" = 1'-0"

* Custom Beige Hammered Automotive Finish Provided by IK&F, Inc. in Chantilly, VA
If Custom finish can not be done, use Sherwin Williams Automotive 42074 Beige

GUIDELINES:

- Maximum of 1 sign per entrance
- Graphics on 1 or 2 sides
- Must be set back at least 5' from road

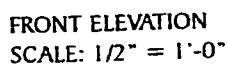
DESCRIPTION:

3/4" Reveals

Letters non-illuminated

INSTALLATION:

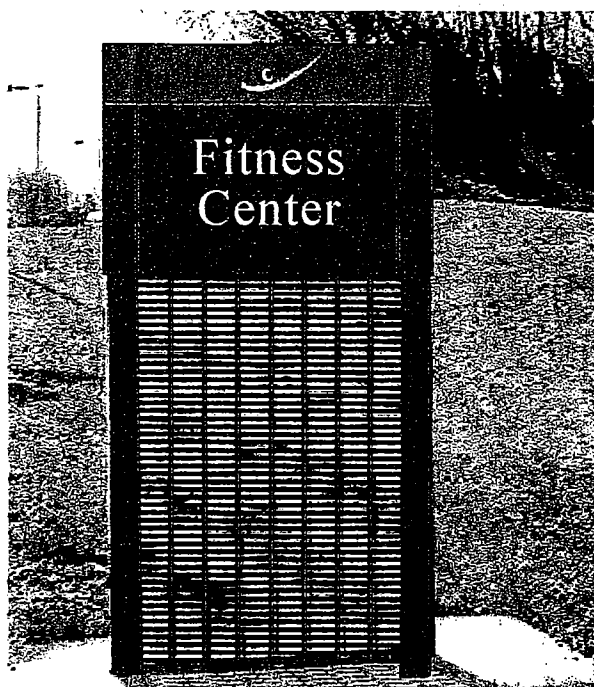
See Page 83 for Illuminated Sign Option



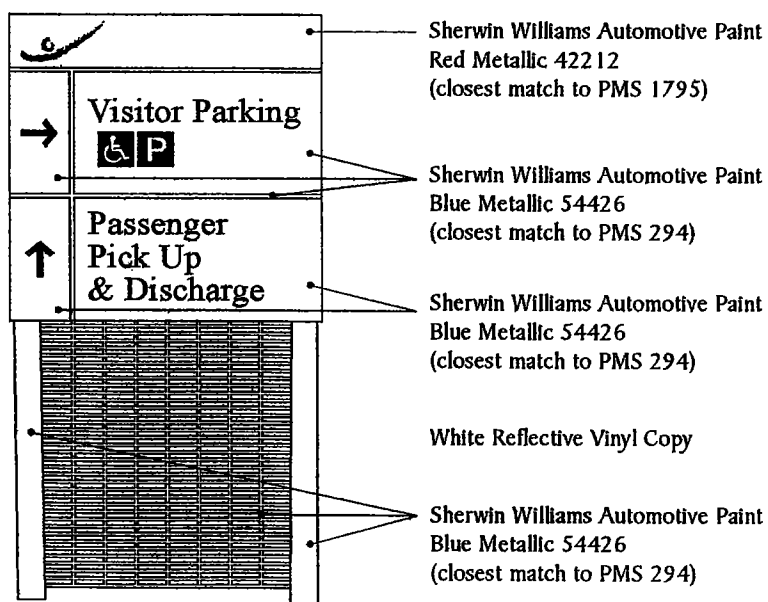
DIRECTIONAL SIGNS AND AMENITY SIGNS - CONFERENCE CENTER



TYPICAL DIRECTIONAL SIGNS FOR
THE NATIONAL CONFERENCE CENTER



TYPICAL AMENITY SIGNS FOR
THE NATIONAL CONFERENCE CENTER



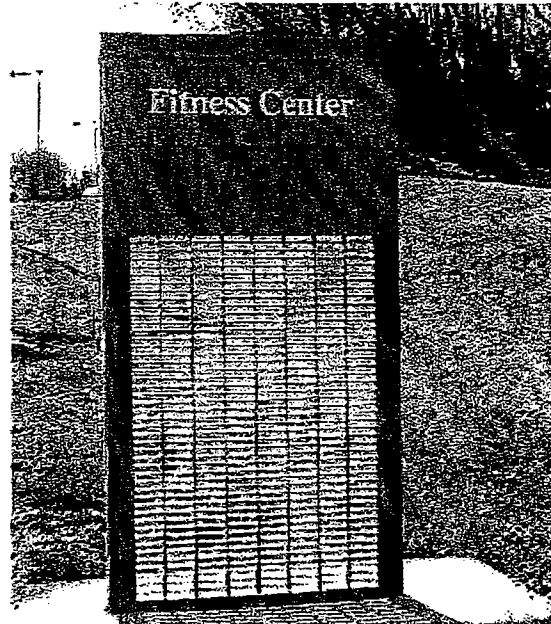
ZMOD 2002-0004

DIRECTIONAL SIGNS AND AMENITY SIGNS - CONFERENCE CENTER (EXISTING)

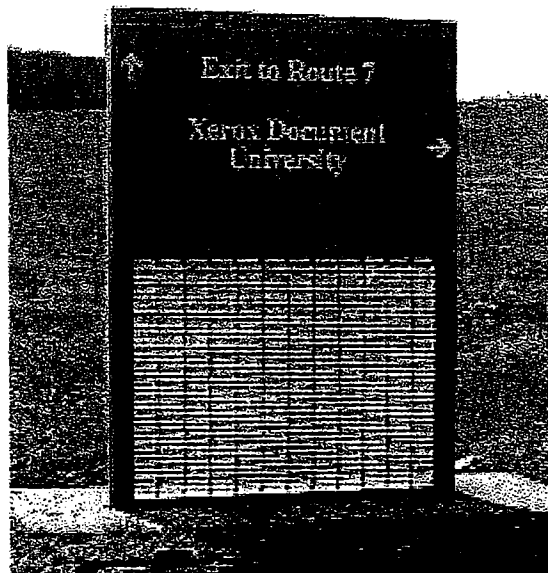
TO BE RE-PAINTED AS INDICATED ON PAGE 87



TYPICAL 2 PANEL DIRECTIONAL SIGN FOR
THE NATIONAL CONFERENCE CENTER
TO BE RE-PAINTED



TYPICAL 2 PANEL AMENITY SIGNS FOR
THE NATIONAL CONFERENCE CENTER
TO BE RE-PAINTED



TYPICAL 3 PANEL DIRECTIONAL SIGN FOR
THE NATIONAL CONFERENCE CENTER
TO BE RE-PAINTED

LANDSDOWNE SIGNAGE GUIDELINES

ZMOD 2002-0004

MISCELLANEOUS SIGNS (EXISTING)

TO BE REPLACED WITH HOUSEKEEPING SIGNS ON PAGE 89



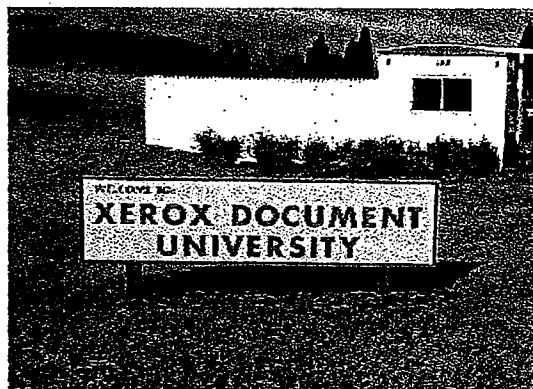
TO BE REMOVED AND REPLACED
LOCATION: RIVERSIDE PKWY., JUST SOUTH OF
UPPER BELMONT PL.



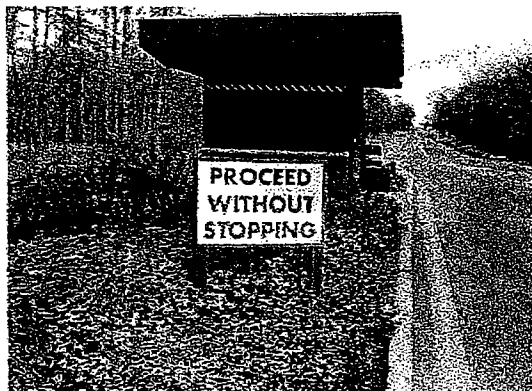
TO BE REMOVED AND REPLACED
LOCATION: XEROX DRIVE, NORTH OF RT. 7



TO BE REMOVED AND REPLACED
LOCATION: 19112 XEROX DR.



TO BE REMOVED AND REPLACED
LOCATION: XEROX DR.



TO BE REMOVED AND REPLACED
LOCATION: XEROX DR., NORTH OF RT. 7



TO BE REMOVED AND REPLACED
LOCATION: XEROX DRIVE, NORTH OF RT. 7

CONFERENCE CENTER HOUSEKEEPING SIGNS

GUIDELINES:

- Freestanding Housekeeping Signs
 - Maximum of 12 square feet
 - Graphics on 1 side

DESCRIPTION:

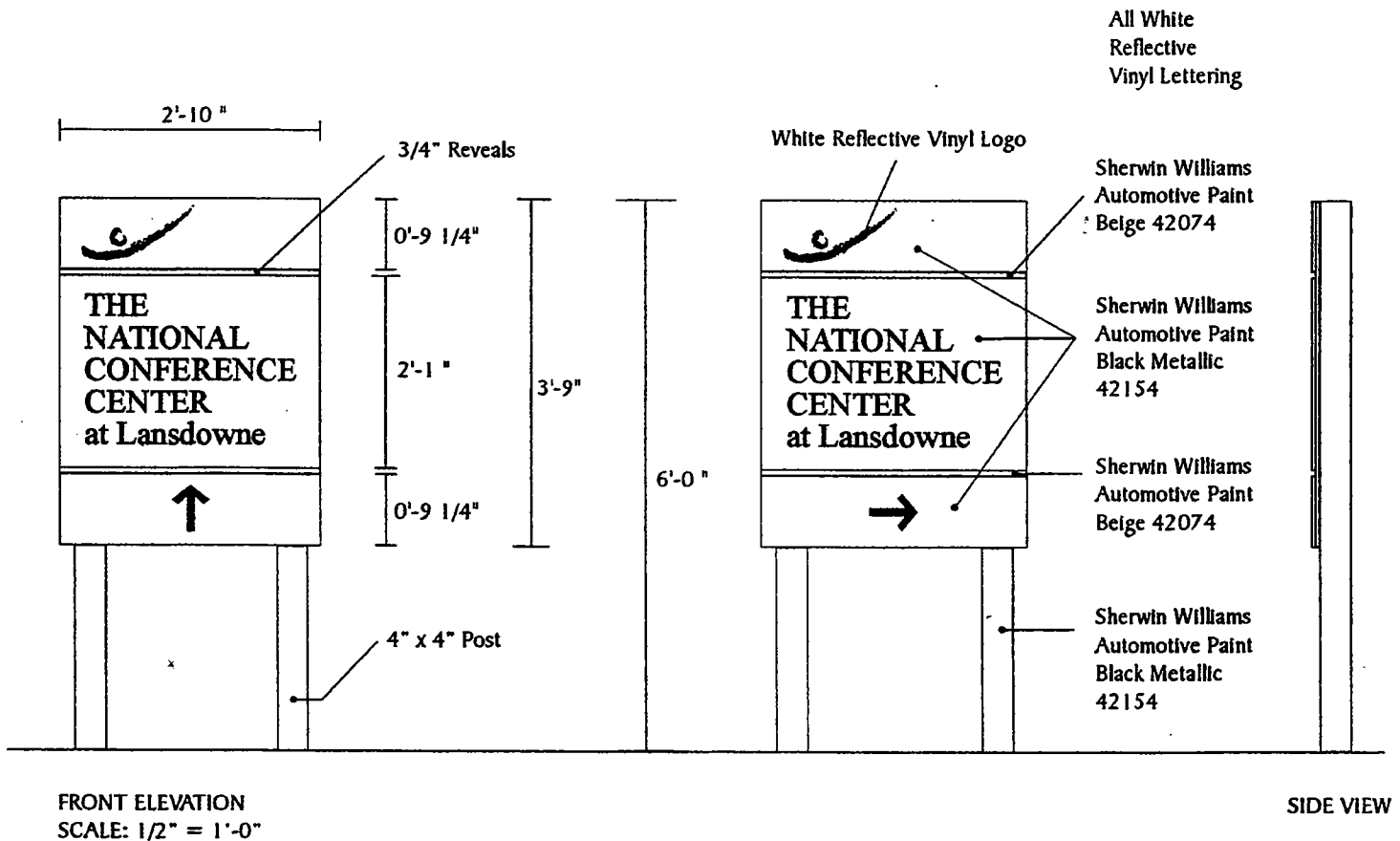
- Post: 4" x 4" PVC posts painted Black
 Sign: 1/4" Thick Lustreboard sign face (3 pieces)
 Painted Black
 1/4" Thick Lustreboard backer painted Beige
 3/4" Reveals (Beige)

GRAPHICS / LETTERING:

- All White Reflective vinyl copy
 Font: Times New Roman

INSTALLATION:

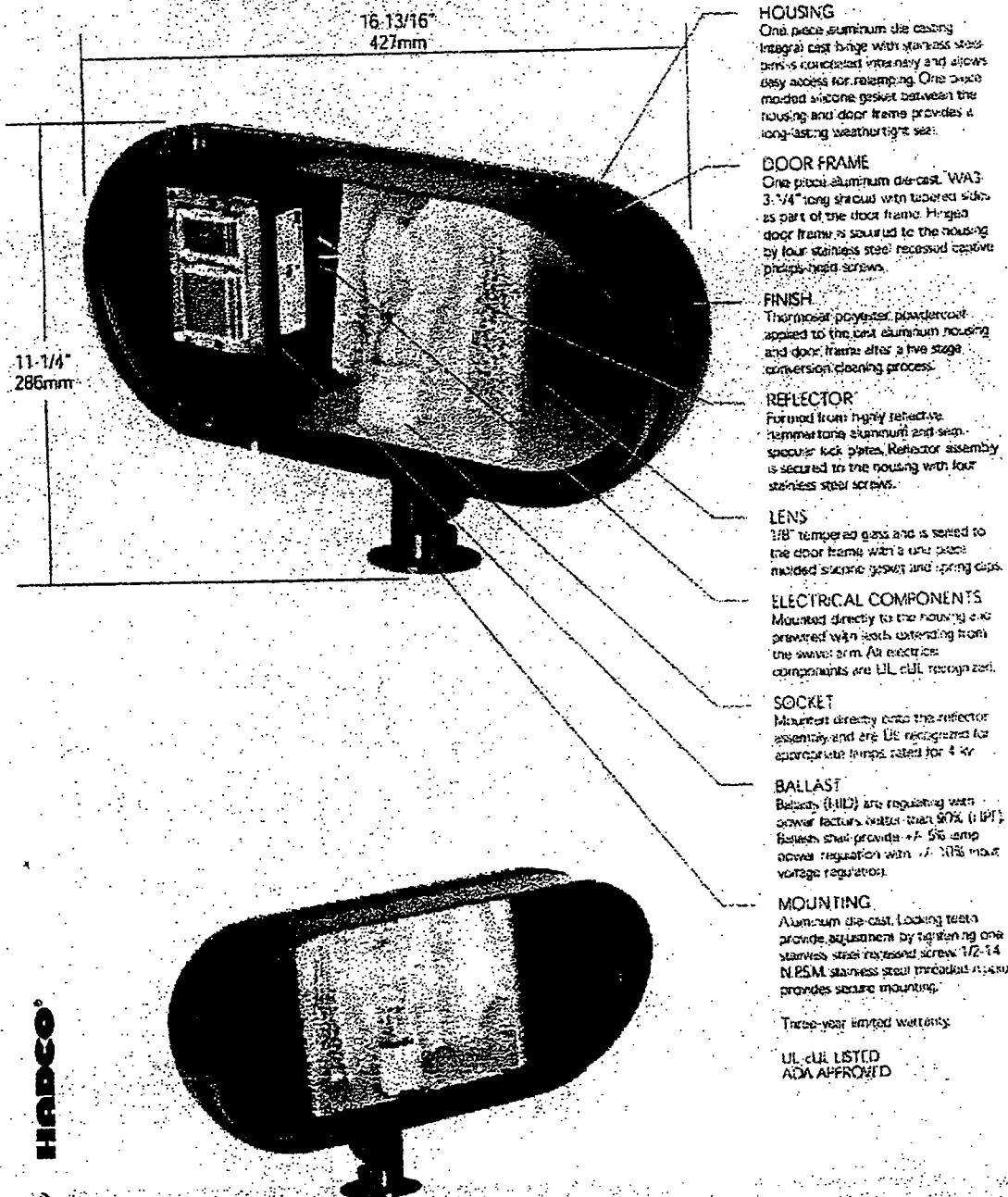
- Concrete footing



CONFERENCE CENTER HOUSEKEEPING SIGNS

WA3-HF, WB3-HF
FLOODLYTE

WA3 and WB3 Horizontal Floods produce a wide horizontal beam pattern for exceptional light distribution. The fixtures are ideal for ground mounted upright applications including aisle walls, building facades, signs and trees with wide canopies. A hemispheric reflector is incorporated for maximum light output.



HOUSING

One piece aluminum die casting. Integral cast hinge with stainless steel pins is concealed internally and allows easy access for reamping. One piece molded silicone gasket between the housing and door frame provides a long-lasting weathertight seal.

DOOR FRAME

One piece aluminum die-cast. WA3 3 1/4" long shroud with tapered sides as part of the door frame. Hinged door frame is secured to the housing by four stainless steel recessed cap Phillips-head screws.

FINISH

Thermoseal polyester powdercoat applied to the cast aluminum housing and door frame after a five stage conversion cleaning process.

REFLECTOR

Formed from highly reflective hemispherical aluminum and semi-spherical lock plates. Reflector assembly is secured to the housing with four stainless steel screws.

LENS

1/8" tempered glass and is sealed to the door frame with a one piece molded silicone gasket and spring clips.

ELECTRICAL COMPONENTS

Mounted directly to the housing and protected with leads extending from the swivel arm. All electrical components are UL listed, recognized.

SOCKET

Mounted directly onto the reflector assembly and are UL recognized for appropriate lamps rated for 4 kv.

BALLAST

Ballasts (HID) are regulating with power factors better than 90% (LPI). Ballast shall provide +A 5% amp power regulation with +A 10% more voltage regulation.

MOUNTING

Aluminum die-cast. Locking teeth provide adjustment by tightening one stainless steel recessed screw. 1/2-14 N.F.S.M. stainless steel threaded insert provides secure mounting.

Three-year limited warranty.

UL LISTED
ADA APPROVED