

MOOREFIELD STATION
SECTIONS IIA & II B
**COMPREHENSIVE
SIGN
GUIDELINES**



Bowman
CONSULTING
GRAPHIC STUDIO

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1.0

DESIGN PROGRAM INTRODUCTION

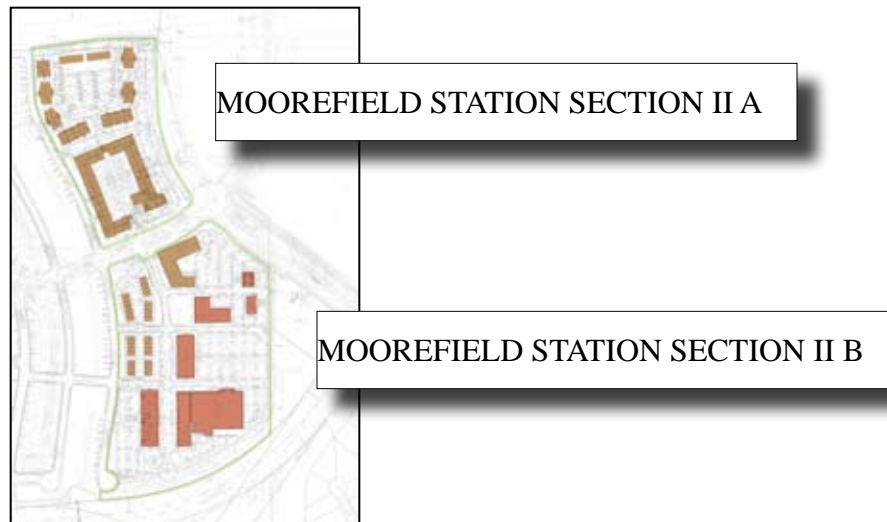
A well- developed comprehensive sign program is integral to successful community development. Signs are necessary to communication and identification, orientation, and public convenience. A properly conceived sign program also reflects the builder, developer, and communities commitment to safety, image, and permanency.

There are often different design goals for different aspects of design within a comprehensive signage program, and Moorefield Station Sections IIA and IIB (which this guide covers) is no exception. The first goal is to help reinforce the sense of community as a part of the larger Moorefield Station project. The second is to help provide the live/ work and retail communities in Sections IIA and B with personal identities that are indicative of their use, users, and location. The third is to provide a framework for sustainable signage in both character and economy.

The program's first goal is developed by practicing continuity of design with the sign plans of others in Moorefield (and the existing Moorefield Station Guidelines and Plans). Use of natural materials, a pedestrian scale, and a design theme sympathetic to adjacent sections, are just some of the design elements considered to help visually unite Sections II A and B with neighbors in Moorefield Station.

This signage programs' second goal is to help provide a unique identity for Sections IIA and B, within the larger development. It is important that Sections II A and B are identified as a commercial and neighborhood center. Again, guided by approved plans and guidelines, careful design and arrangement of signs and way markers will give a warm introduction to the center, guide users to the uses, and remain sensitive to the neighbors surrounding Section II A and B. Size, scale, color, material, rhythm, and balance all play a part in considering the placement of individual elements of the plan. Signage at the edges the development focus on identification and access. Internally, the sign program encourages a system of architecturally compatible signs which give direction, advertisement, and information to both vehicle and pedestrian users, in a scale and form which reinforces the walking experience. It is important to note that careful attention was paid to signs as an architectural detail, and that small scale signs (such as those under canopy or arcade), and temporary banners (first and second story uses) are part of this guideline package.

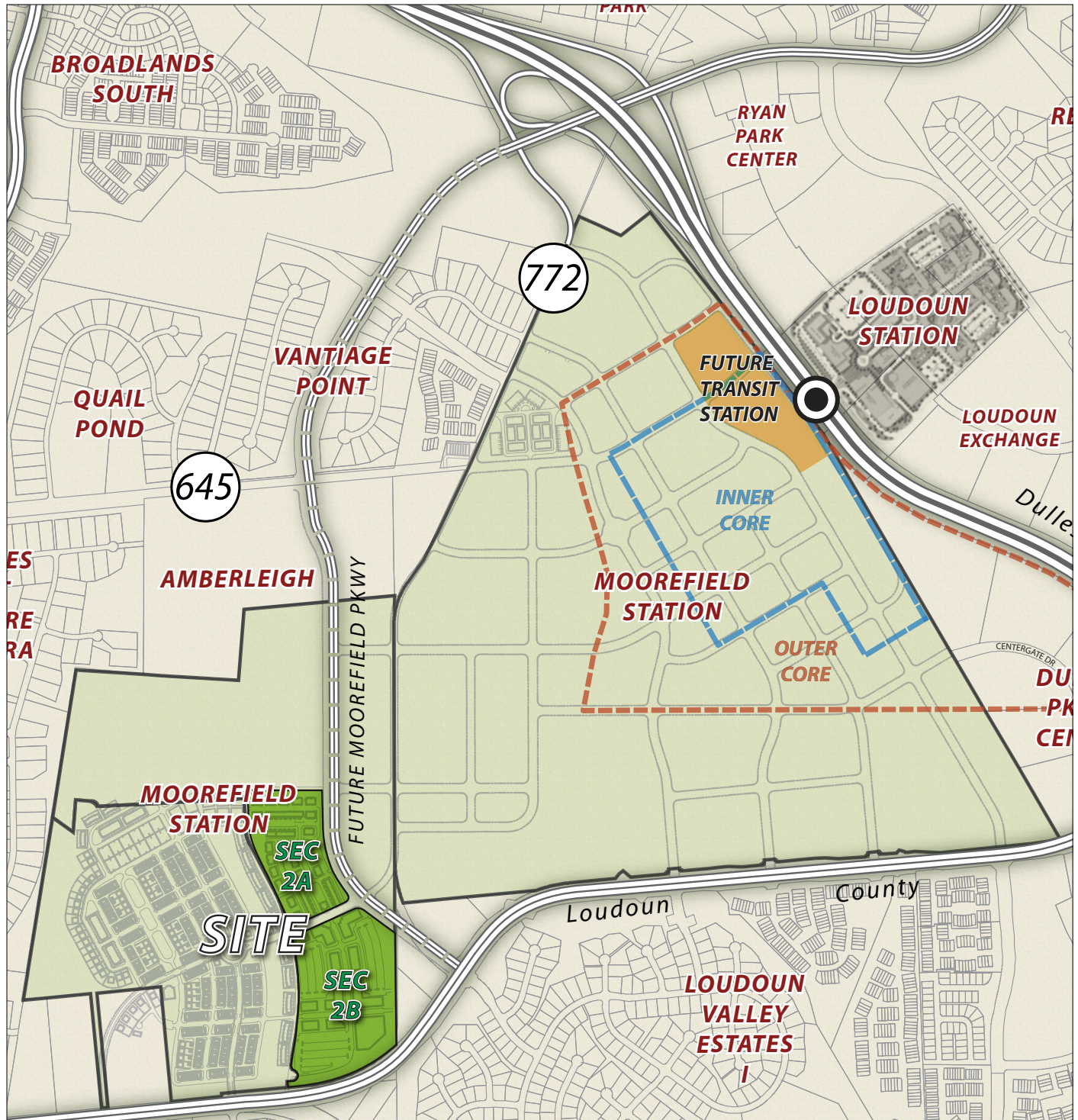
The third goal, that of developing a sustainable program in character and economy, is shown through the open format of these guidelines. These guidelines are intended to establish a framework for approval by local jurisdictions and the projects' owner's association, COA West. They will help ensure a manner of evaluation, repair, and replacement, which will be consistent with Moorefield Station's architecture and uses. These guidelines focus on developing a standard which will support the economic success and unique neighborhood quality of Moorefield Station, Sections IIA and IIB for generations to come.





2.0

REGIONAL LOCATION AND VICINITY



Not to Scale

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Moorefield Station Unified Sign Plan
A CARBON-THOMPSON COMMUNITY



3.0

COMMERCIAL SIGN PROGRAM

Moorefield Station Sections II A and B is separated into two general uses- commercial and residential. Section 3.0 of this package covers the Commercial uses in this development.

The mission of signs in commercial areas can be much different than signs for residential development. Commercial signs have three primary missions- identification, wayfaring, and advertisement. These signs, therefore, vary in number, size and form from other sign types in this development. These guidelines focus on identifying the commercial area as a town center while helping to integrate both internal and adjacent residential areas.

Note that this sign program package applies only to Sections 2A and 2B, and not to the balance of Moorefield Station.



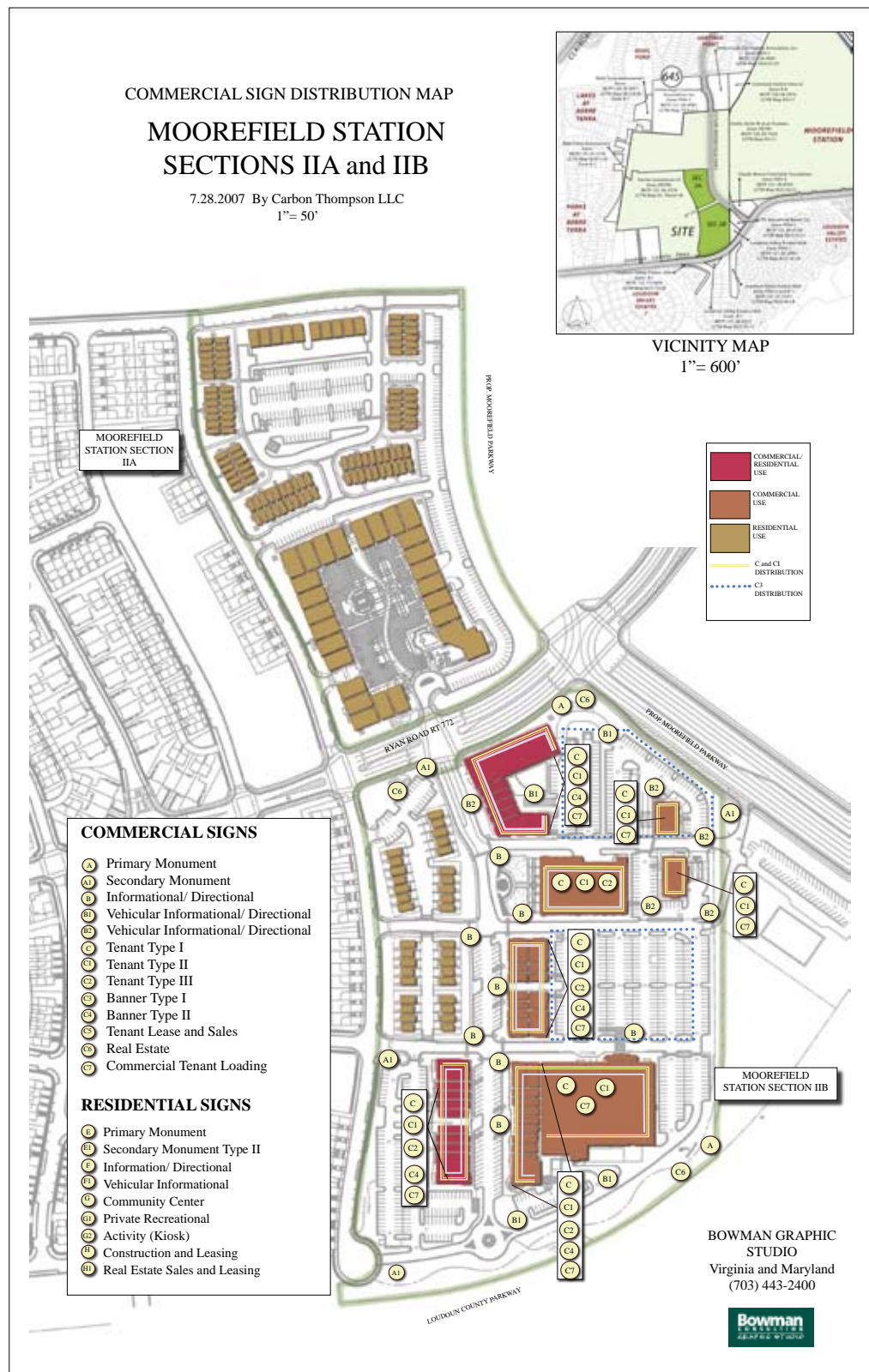
3.0

COMMERCIAL SIGN PROGRAM

KEY	LAND USE/SIGN CATEGORY (or similar) (See Note 6)	Ground Mounted Sign		Ground Mounted Sign		Ground Mounted Sign		Ground Mounted Sign		Additional Requirements	
		Total Aggregate Sign Area Proposed	Number of Signs Proposed	Max Area of Any One Sign Proposed	Bonus Multiplier	Max Proposed Area of Any One Sign	Bonus Multiplier	Max Proposed Area of Any One Sign	Bonus Multiplier		
COMMERCIAL SIGNS											
A	Primary Monument (Business Signs)	100 s.f.	2	25 s.f each side 50 sq ft total	1.5	100 sf	1.5		10 ft.	10' ft	2-sided
A1	Secondary Monument (Entrance Signs)	64 s.f.	4	4 sf each side 16 s.f total	1.5	16 s.f.	1.5	27 sf	8 ft	10'	4-sided
B	Informational/ Directional	81 sf	8	9 s.f						5'	2 sided
B1	Vehicular Information/ Directional	12 s.f.	4	3 s.f.						5'	
B2	Vehicular Information/ Directional	40 sf	5	4 sf each side 16 s.f total	1.5	16 sf	1.5	8 sf	5 ft	10'	2 sided
C	Tenant Type I			96 s.f.						Roofline	
C1	Tenant Type II			24 sf						Roofline	
C2	Tenant Type III	75 sf	50 max.	1.5 s.f.						eaves	2 sided
C3	** Banner Type I	1,560 s.f.	56 max.	28 s.f.(2 signs per pole, double sided)						30'	2 sided
C4	** Banner Type II	180 s.f.	20 max	4.5 s.f. each side						16' max.	
C5	Tenant Lease and Sales	360	30	12 s.f.						eaves	
C6	Real Estate	15 s.f.	3	25 s.f. /side Total 50 s.f.						5'	2 sided
C7	Commercial Tenant Loading			2.5 s.f.						5'	loading areas only



3.0 COMMERCIAL SIGN PROGRAM



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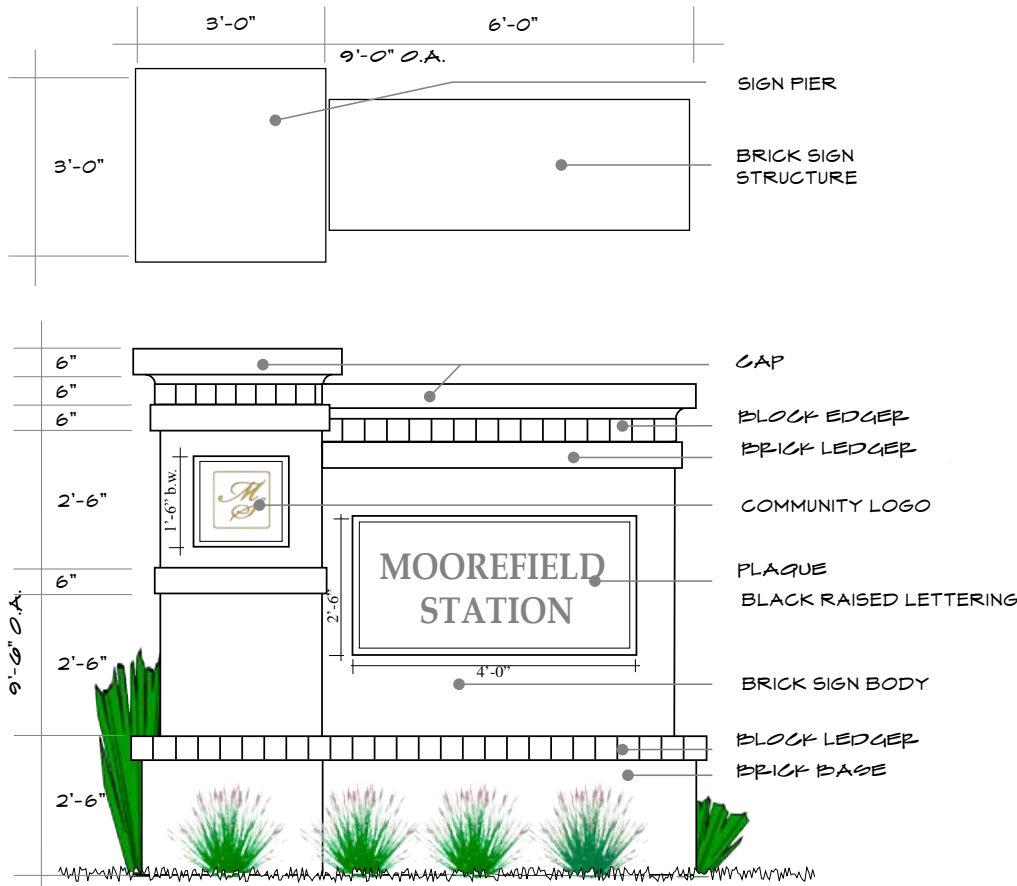


3.0

COMMERCIAL SIGN PROGRAM

A

PRIMARY MONUMENT TYPE I



Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted materials: brick, tile, material, wood, or materials of natural character.
2. Color and materials to be similar to other permanent sign installations and architecture.
3. Installation to be on concrete footing.
4. Graphics on two sides.
5. Sign is to be lighted from below and shielded to prevent glare or broadcast of light.
6. Sign is to be independently landscaped as part of Section II's independent landscape program.
7. Sign to be placed a minimum of 10' from any public R.O.W.
8. Total sign area per installation: 50 s.f. (both sides)
9. Maximum number of installations: 2

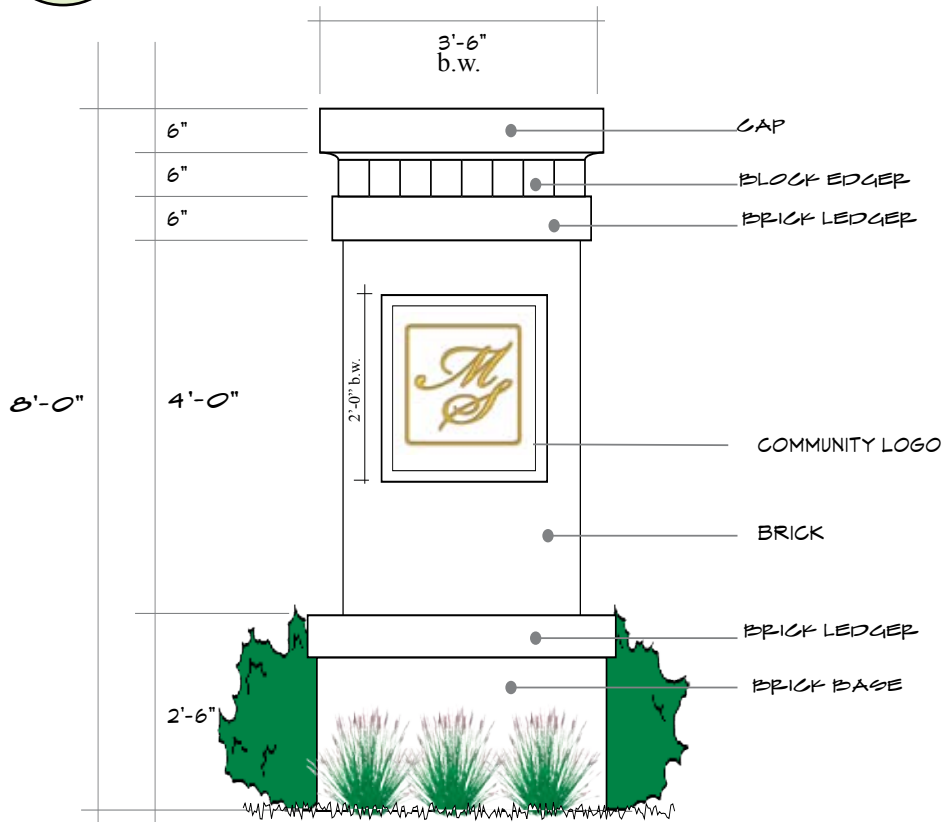
FOR REVIEW ONLY

Moorefield Station Unified Sign Plan

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A1

SECONDARY MONUMENT TYPE I

Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted materials: brick, tile, material, wood, or materials of natural character. Color and materials to be similar to other permanent sign installations and architecture.
2. Installation to be on concrete footing.
3. Graphics on four sides.
4. Sign is to be lighted from below and shielded to prevent glare or broadcast of light.
5. Sign is to be independently landscaped as part of Section II's independent landscape program.
6. Sign to be located a minimum of 10' from any public R.O.W.
7. Total sign area/ installation: 16 s.f. (both sides)
8. Maximum number of installations: 4

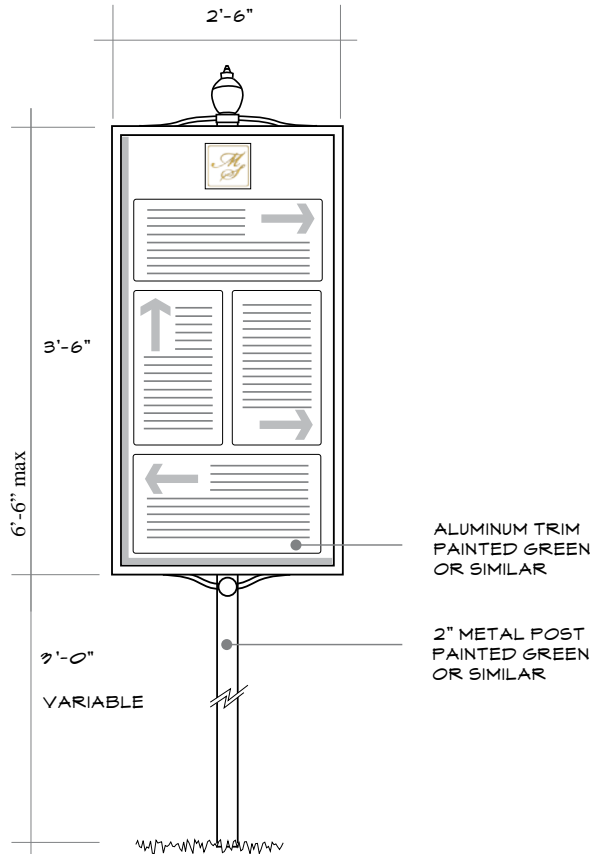


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COMMERCIAL SIGN PROGRAM

B

INFORMATIONAL/ DIRECTIONAL



Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted Materials: painted metal and/or vinyl at the Developer's option.
2. Color and materials to be similar to all other permanent sign installations and architecture.
3. Installation to be on concrete footing and grated if in pavement.
4. Graphics on two sides.
5. Sign is not to be lighted.
6. Total sign area per installation: 9 s.f. (both sides)
7. Maximum number of installations: 10

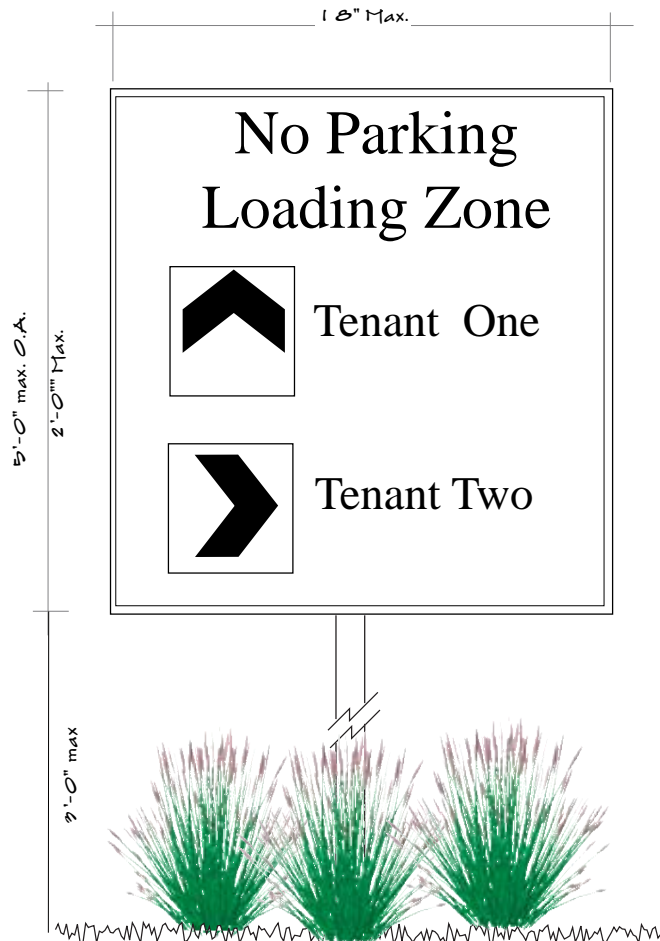


3.0

COMMERCIAL SIGN PROGRAM

B1

VEHICULAR INFORMATIONAL/ DIRECTIONAL



Note: Guideline drawing only. Not to scale

SIGN GUIDELINES AND NOTES:

1. Permitted materials: brick, tile, concrete material, metal, wood, or materials of natural character at the Developer's option.
2. Color and materials to be similar to other permanent sign installations and architecture.
3. Installation to be on concrete footing and grouted if in pavement.
4. Graphics on one side.
5. Sign is not to be lighted.
6. Total sign area per installation: 3 s.f.
7. Maximum number of installations: 6

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A CARBON-THOMPSON COMMUNITY

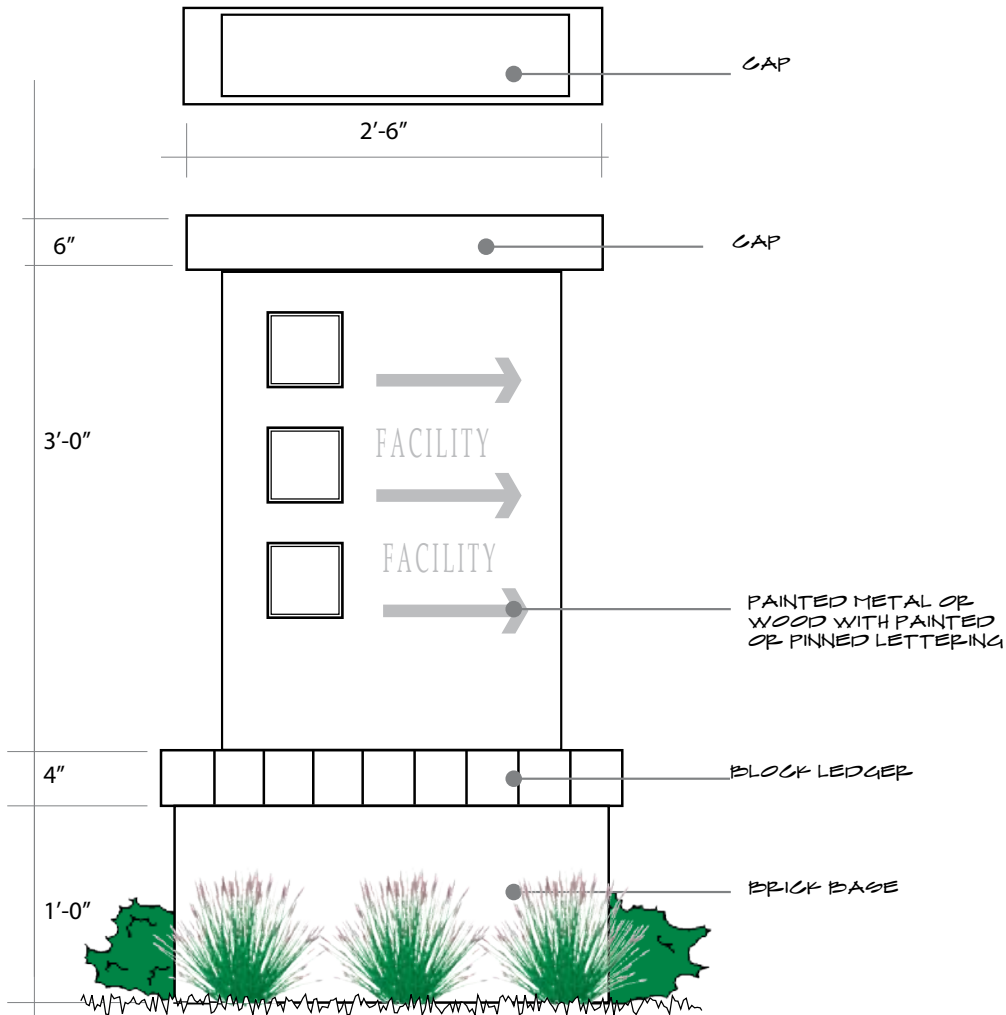


3.0

COMMERCIAL SIGN PROGRAM

B2

VEHICULAR INFORMATIONAL/ DIRECTIONAL



SIGN GUIDELINES AND NOTES:

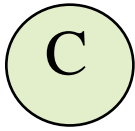
1. Permitted materials: brick, tile, concrete material, metal, wood, or materials of natural character at the Developer's option.
2. Color and materials to be similar to other permanent sign installations and architecture.
3. Installation to be on concrete footing and grated if in pavement.
4. Graphics on one side.
5. Sign is not to be lighted.
6. Total sign area per installation: 3 s.f.
7. Maximum number of installations: 6

FOR REVIEW ONLY
Moorefield Station Unified Sign Plan
A CARBON-THOMPSON COMMUNITY

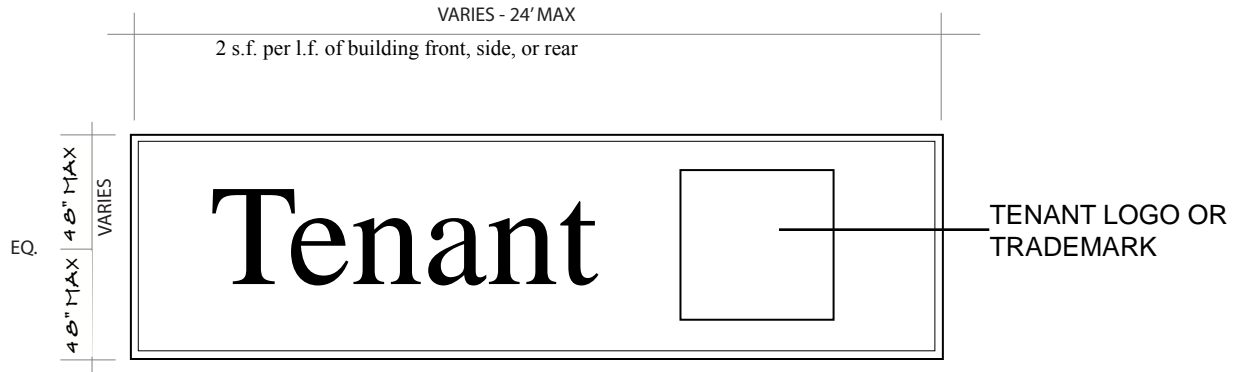


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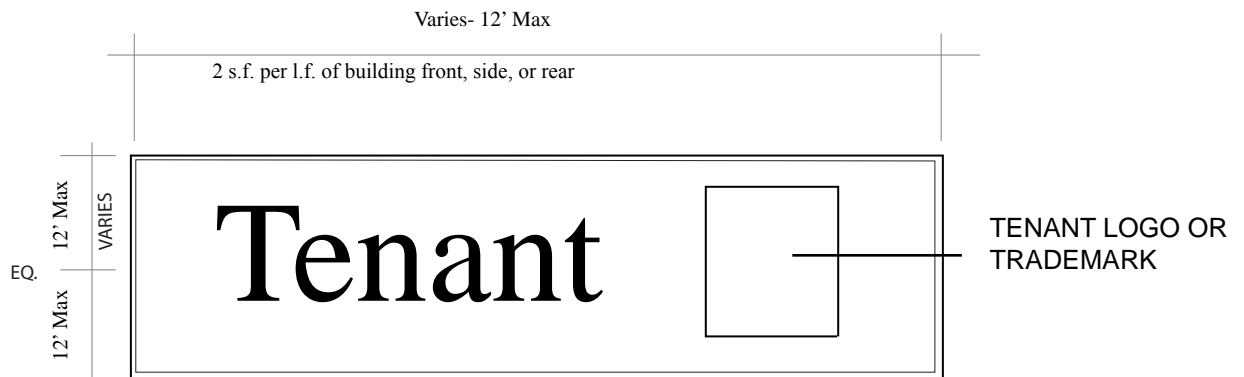
COMMERCIAL SIGN PROGRAM



TENANT TYPE I



TENANT TYPE II



Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted materials: painted wood, metal and/or vinyl at the Tenant's option.
2. Sign may be lighted from below, above or internally. If sign is lighted internally, only lettering, graphics and logos may be so.
3. Tenant graphics, fonts, trademarks, and logos are permitted on the sign and may be incorporated within the tenant name or shown separately within sign area criteria.
4. Graphics on one side.
5. If sign is lighted internally, only lettering, graphics and logos may be so.
6. Sign background panels, if used, are to be painted (or unfinished metal) in the proposed unified color scheme selected by the developer .
7. These examples are guidelines only. Tenant arrangement and graphics should differ.
8. Maximum sign area per installation: C- 192 s.f., C-1- 24 s.f.
9. Maximum installations: C- 53, C-1- 49

FOR REVIEW ONLY
Moorefield Station Unified Sign Plan



3.0

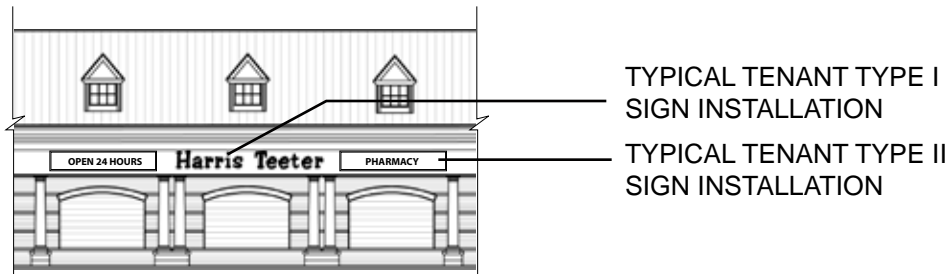
COMMERCIAL SIGN PROGRAM

C

TENANT TYPE I (cont.)

C1

TENANT TYPE II (cont.)



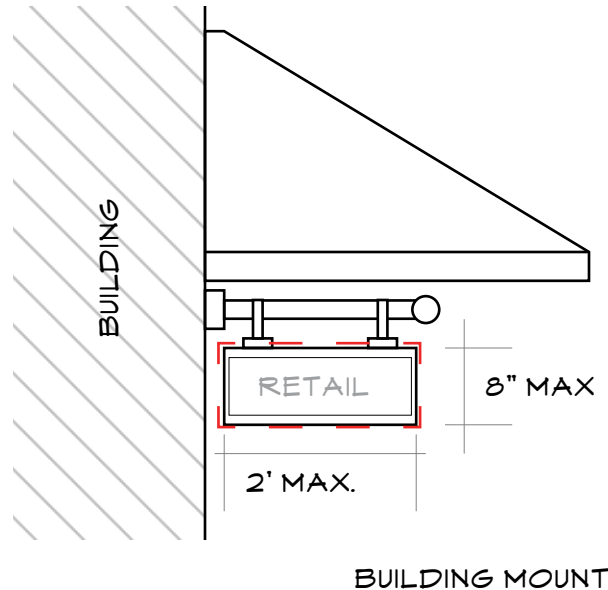
Note: Guideline drawing only. Not to scale

DESIGN NOTES:

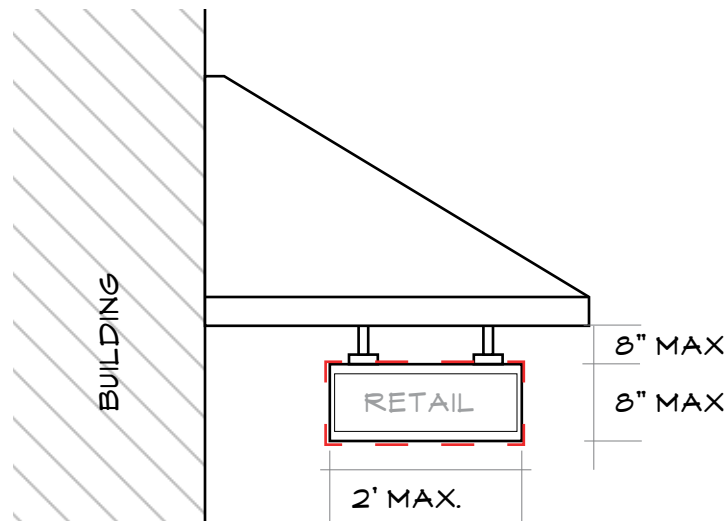
1. No sign shall be located above the building eaves. Where a sign board has been provided by the developer, it must be used for both Type I and Type II Tenant sign installation.



C2 TENANT TYPE III (under canopy)



Note: Guideline drawing only. Not to scale



DESIGN NOTES:

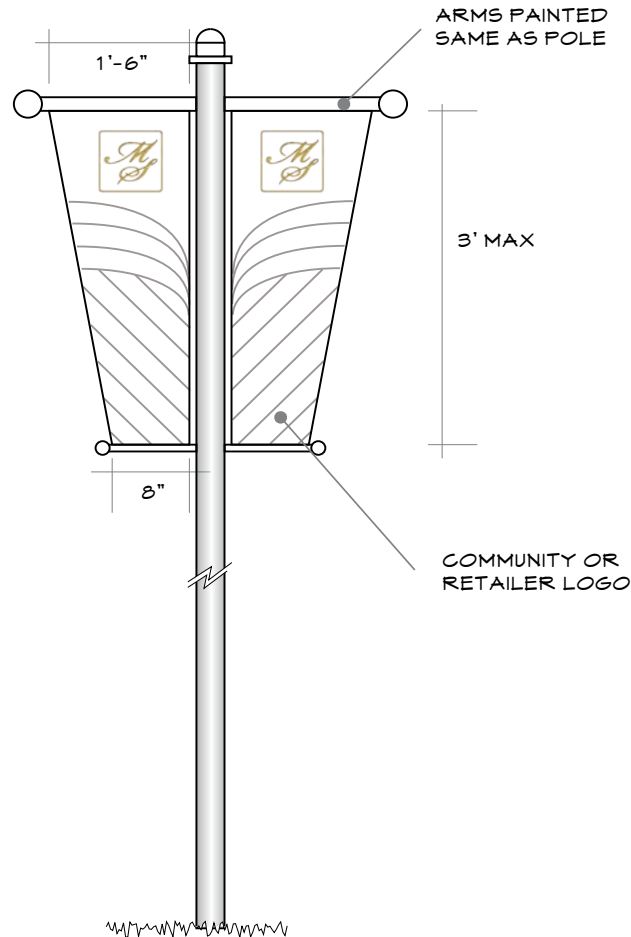
1. Permitted materials: wood and/or vinyl at the tenant's option.
2. Sign may be lighted externally from low wattage spotlight sources not visible to the street.
3. Sign may include tenant logos, graphics, and theme colors
4. Graphics on two sides.
5. Maximum sign area per installation: 3 s.f. (both sides)
6. Maximum number of installations: 38
7. Signs shall not project above the first floor canopy or window enclosures.



3.0

COMMERCIAL SIGN PROGRAM

C3 BANNER TYPE I



Note: Guideline drawing only. Not to scale

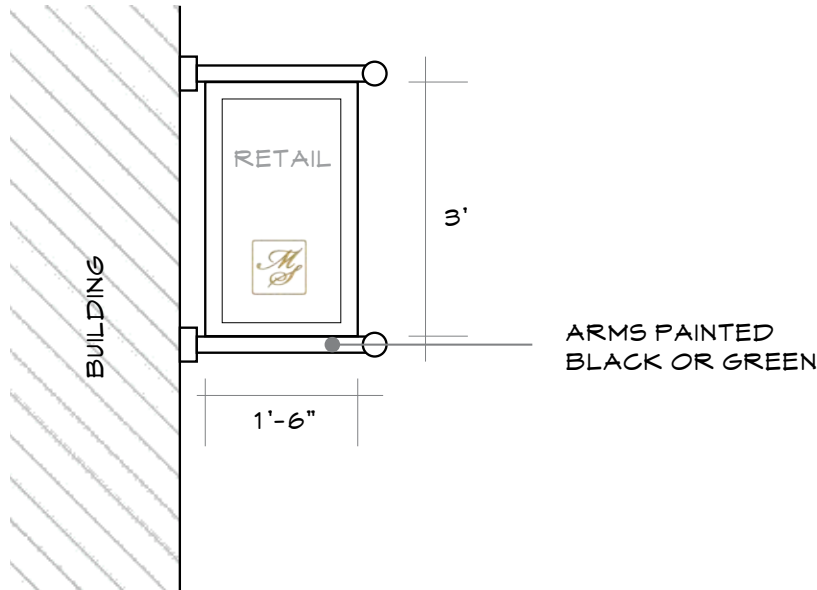
SIGN GUIDELINES AND NOTES:

1. Permitted materials: sign of fabric with metal supports.
2. Sign is not to be lighted.
3. Developer or Tenant graphics, fonts, trademarks, and logos are permitted.
4. Graphics on two sides.
5. Sign may only be located on existing lamp post as proposed by the final landscape and construction drawings.
6. Sign is subject to COA review, approval, and maintenance.
7. Sign shall be located no closer than eight inches to a source of illumination and no higher than 24' or lower than 12', as measured to the bottom of the banner. No banner shall obstruct tenant, vehicle, or pedestrian visibility.
8. Maximum sign area per installation: 9 s.f. (both sides)
9. Maximum number of installations: 40

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C4

BANNER TYPE II

Note: Guideline drawing only. Not to scale

SIGN GUIDELINES AND NOTES:

1. Permitted materials: fabric with metal support.
2. Sign is not to be lighted.
3. Center graphics, fonts, trademarks, and logos are permitted.
4. Graphics on two sides.
5. Sign may only be located on the second floor or permanently occupied structures and shall only advertise the uses therein. The signs shall be located a minimum of two feet below the eave structure of a building. No more than one banner per business shall be allocated to a maximum of twenty banners project wide, as determined by the developer.
6. Signs shall only be located on the exterior of a second floor. Signs shall not be located lower than the second floor window sills nor closer than 3' to a canopy. Signs shall not be higher than the second floor windows or the eaves of the building, whichever is lower.
7. Maximum sign area per installation: 9 s.f (both sides)
8. Maximum number of installations: 20



3.0

COMMERCIAL SIGN PROGRAM



TENANT LEASE



Note: Guideline drawing only. Not to scale

SIGN GUIDELINES AND NOTES:

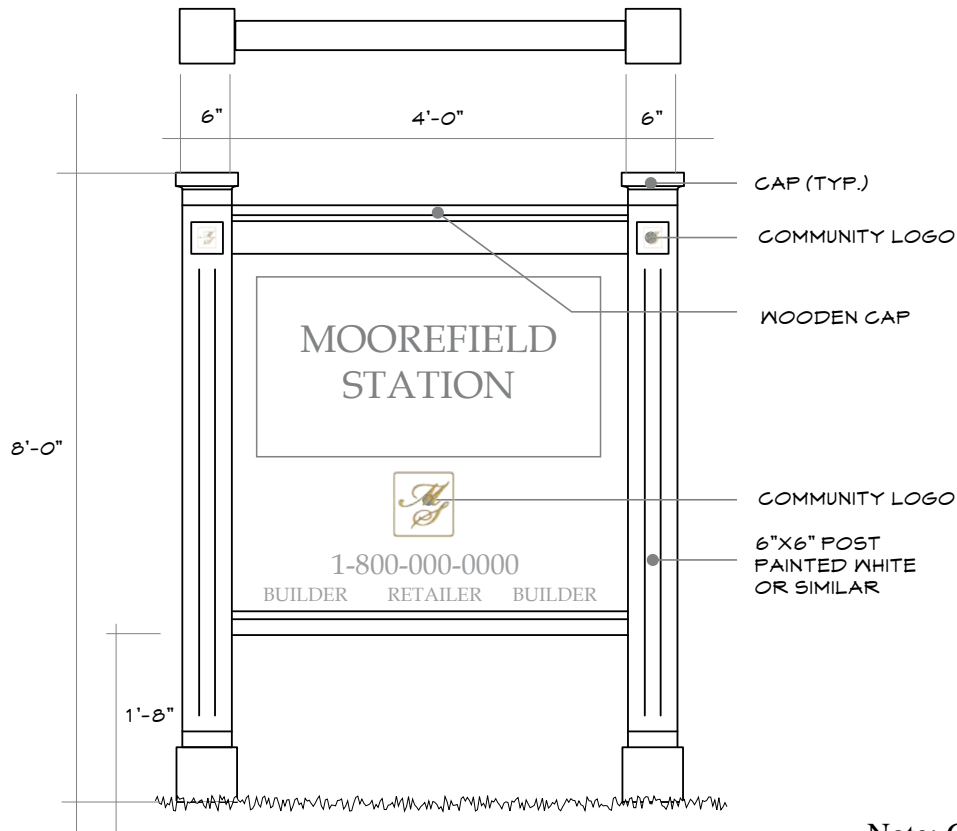
1. Permitted Materials: Paper, vinyl, or wood.
2. Sign is not to be lighted.
3. Center and broker graphics, fonts, trademarks, and logos are permitted.
4. Graphics on one side.
5. Sign may only be located in the window of the unit for lease or sale. Only one sign is permitted per building side fronting per business. Sign may be part of a background decal of window cover which may enclose the entire window frame.
6. Fifteen signs maximum site wide, one per tenant space Sign may be part of a window cover but may not occupy more than the size shown above within the cover.
7. Maximum sign area per installation: 12 s.f.
8. Maximum installations: 20



3.0

COMMERCIAL SIGN PROGRAM

C6 REAL ESTATE ADVERTISEMENT



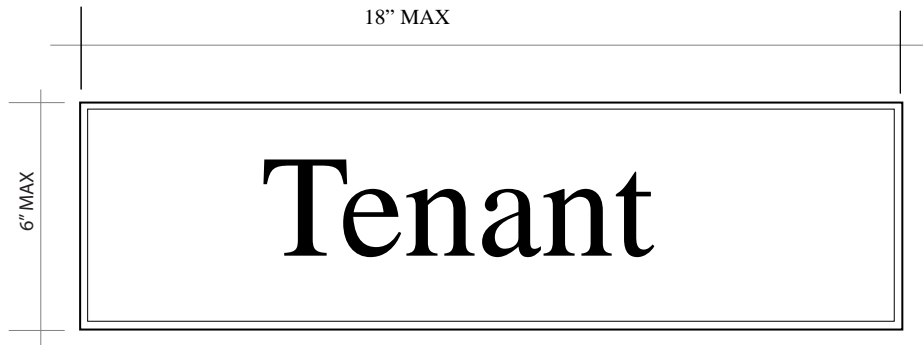
Note: Guideline drawing only. Not to scale

SIGN GUIDELINES AND NOTES:

1. Permitted materials: painted wood.
2. Sign to be painted white or similar with black lettering and logo.
3. Installation to be on concrete footing.
4. Graphics on two sides.
5. Sign is not to be lighted
6. Maximum sign area per installation: 50 s.f (both sides)
7. Maximum number of installations: 3



C7

COMMERCIAL TENANT LOADING

Mounted or pinned sign on metal or wood



Decal sign directly on door surface

Note: Guideline drawing only. Not to scale

SIGN GUIDELINES AND NOTES:

1. Permitted materials: wood, metal, painted stencil, or decal.
2. If mounted or pinned lettering, signs are to be in white or other project color as determined by the developer.
3. If decal, signs are to be white.
4. Signs are to be placed on or at the main or secondary door of the loading area.
5. Sign is not to be lighted
6. Signs not subject to county review and approval.



4.0 RESIDENTIAL SIGN PROGRAM

Moorefield Station Sections II A and B is separated into two main uses- commercial and residential. Section 4.0 of this package covers the residential portions of the development.

The goal of signs for residential development include four primary missions- identification, wayfaring, privacy, and activity. These goals do not always coincide with the goals of other uses in the community, so they may vary in number, size and form from those sign types. These guidelines focus on identifying the residential elements as an integral part of a town center, while still defining areas as private residential uses.

Note that this sign program package does not include major community development signs, as they are part of the Community developer's Comprehensive Sign Guidelines.



4.0

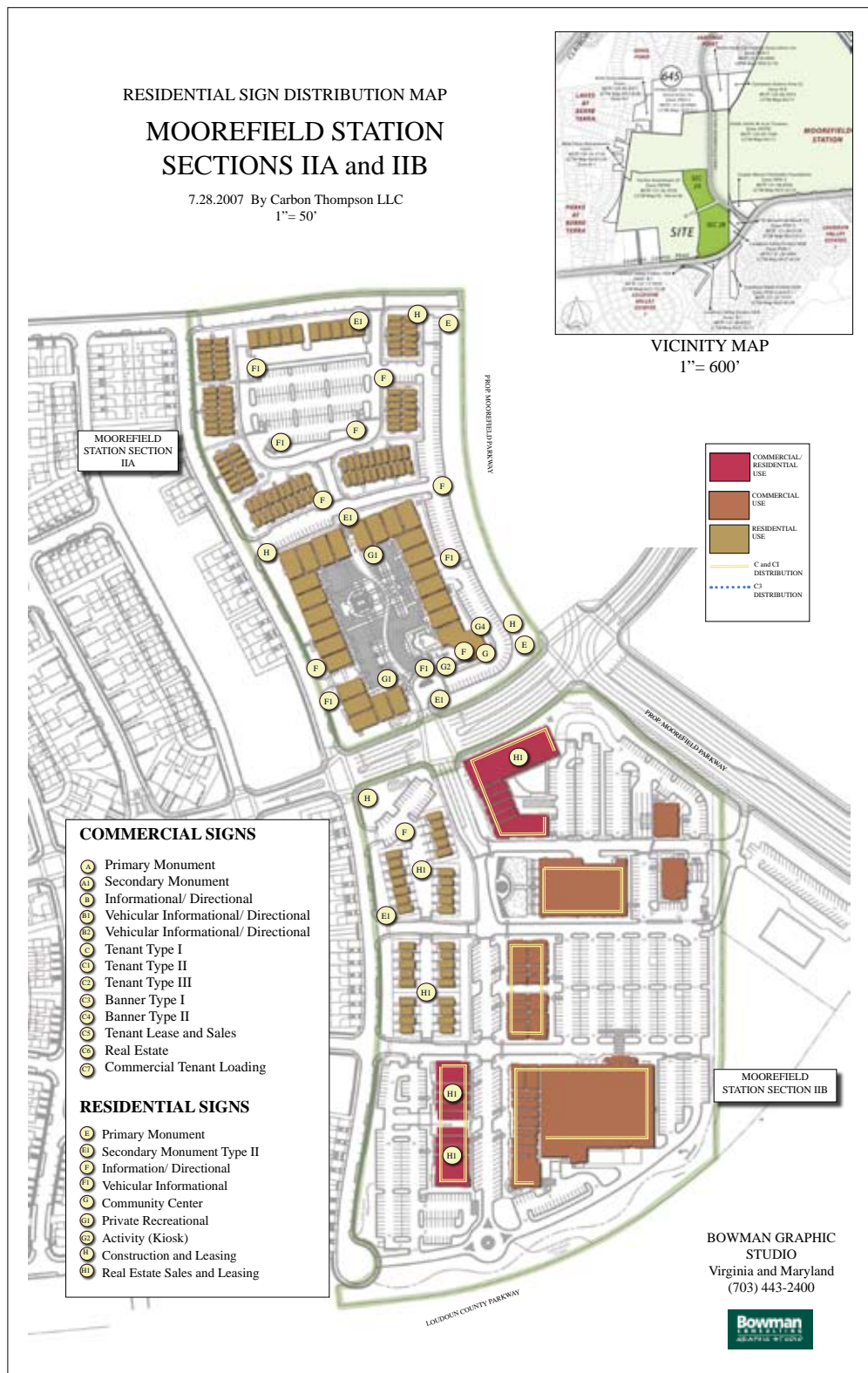
RESIDENTIAL SIGN PROGRAM

RESIDENTIAL SIGN TABULATIONS

KEY	LAND USE/SIGN CATEGORY (OR SIMILAR)	Ground Mounted Signs			Ground Mounted Background Structures			Additional Requirements					
		Total Aggregate Sign Area Proposed	Max Number of Signs Proposed	Max Area of Any One Sign Proposed	Bonus Multiplier	Max Area of Any One Sign Proposed	Bonus Multiplier	Max Area of Background Structure Proposed	Max Height of Background Structure Proposed	Illumination Proposed	Setback From R.O.W. Proposed	Max Height Proposed	
RESIDENTIAL SIGNS													
E	Primary Monument Type II	16 s.f.	2	4 s.f. ea. side 8 sf total	1.5	64 sf	2	30 sf	9'	Y	10'	9'	2-sided
E1	Secondary Monument Type II	24 s.f.	3	4 s.f. ea. side 8 s.f. total	1.5	22 sf	2	28 sf	8'	Y	10'	8'	2-sided
F	Informational/ Directional	42 s.f.	7	3 sf each side 6 s.f. total						Y	5'	3'	2-sided
F1	Vehicular Information	15 s.f.	5	3 s.f.						N	5'	3'	
G	Community Center	21 s.f.	1	7 sf ea side 21 s.f. total	1.5	21 s.f.	1.5	16 sf	4'	Y		4'	3-sided
G1	Private Recreational	3 s.f.	2	1.5 s.f.						N		3'	Lighting inside cabinet
G2	Activity (Kiosk)	10 s.f.	1	10 s.f.						Y	5'	8'	
H	Construction & Leasing	200 s.f.	4	25/side,50 s.f. total						N	10'	8'	2-sided
H1	Real Estate and Lease Sales	150 s.f.	25	6 sf						N		6'	



4.0 RESIDENTIAL SIGN PROGRAM



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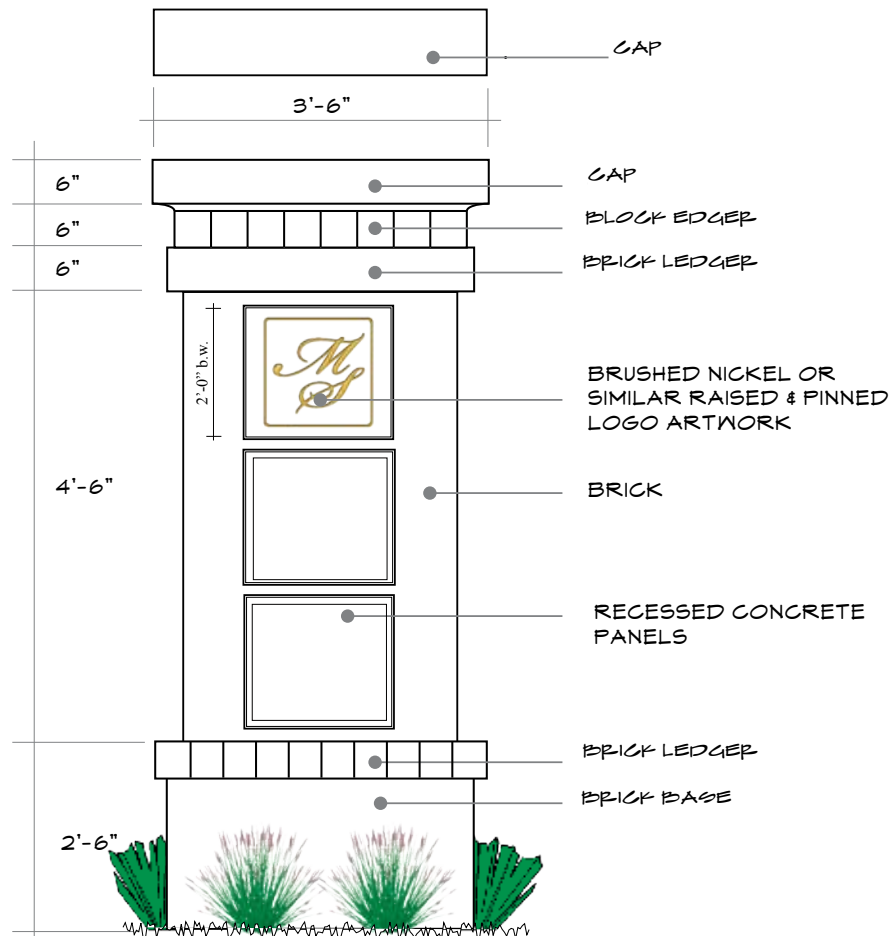


4.0

RESIDENTIAL SIGN PROGRAM

E

PRIMARY MONUMENT TYPE II



Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. General description: ground mounted permanent sign of brick, tile, concrete, stucco and/or wood at COA approval.
2. Color and materials to be similar to all other permanent sign installations and architecture.
3. Installation to be on concrete footing.
4. Graphics on 2 sides.
5. Sign is to be lighted from below and shielded to prevent glare or broadcast of light.
6. Sign is to be independently landscaped as part of Section II's landscape program.
8. Sign to be located a minimum of 10' from any public R.O.W.
9. Total sign area per installation: 8 s.f (both sides)
10. Maximum number of installations: 2

FOR REVIEW ONLY
Moorefield Station Unified Sign Plan
A CARBON-THOMPSON COMMUNITY

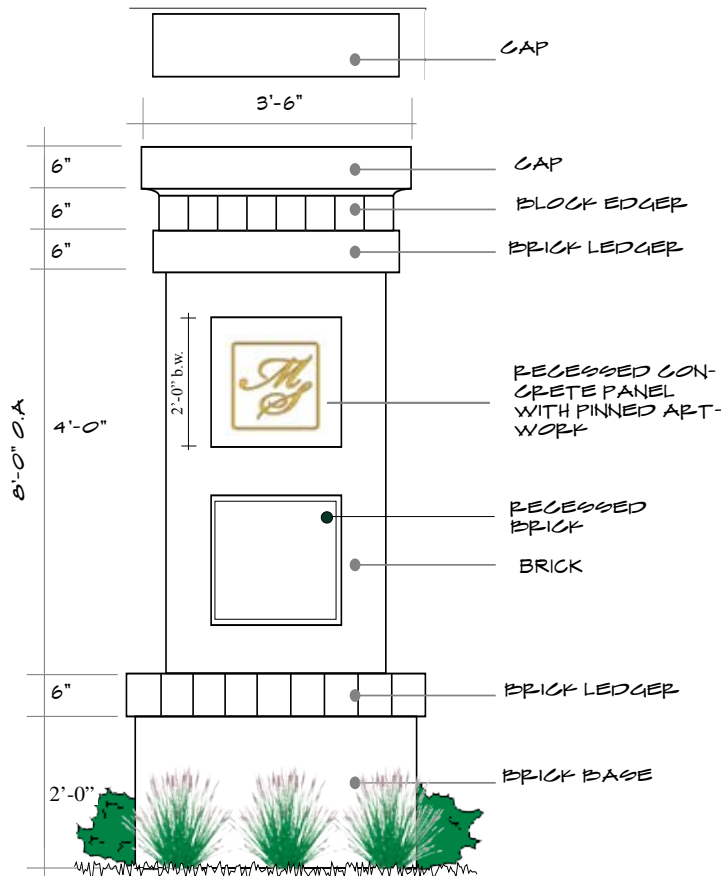


4.0

RESIDENTIAL SIGN PROGRAM

E1

SECONDARY MONUMENT TYPE II



Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted materials: brick, concretionary materials, metal and/or wood. Color and materials to be similar to all other permanent sign installations and architecture.
2. Installation to be on concrete footing.
3. Graphics on two sides.
4. Sign is to be lighted from below and shielded to prevent glare or broadcast of light.
5. Sign is to be independently landscaped as part of Section II's landscape program.
6. Sign to be located a minimum of 10' from any public R.O.W.
7. Total sign area per installation: 8 s.f. (both sides)

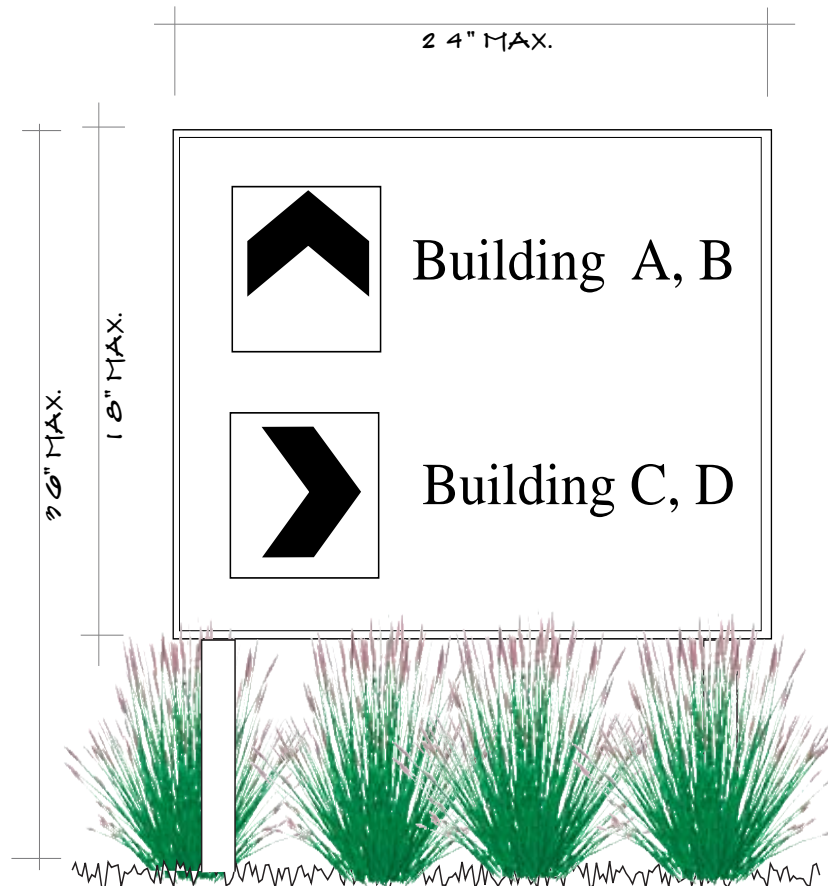


4.0

RESIDENTIAL SIGN PROGRAM

F

RESIDENTIAL INFORMATIONAL/ DIRECTIONAL



Note: Guideline
drawing only. Not
to scale

DESIGN NOTES:

1. Permitted materials: painted metal and/or wood.
2. Color and materials to be similar in color to all other permanent sign installations.
3. Installation to be on concrete footing.
4. Graphics on two sides.
5. Sign is to be lighted. from below and shielded to prevent glare or broadcast of light.
6. Sign is to be independently landscaped as part of Section II's landscape program.
8. Sign to be located a minimum of 10' from any public R.O.W.
9. Total sign area per installation: 6 s.f. (both sides)
9. Maximum number of installations: 8

FOR REVIEW ONLY
Moorefield Station Unified Sign Plan
A CARBON-THOMPSON COMMUNITY

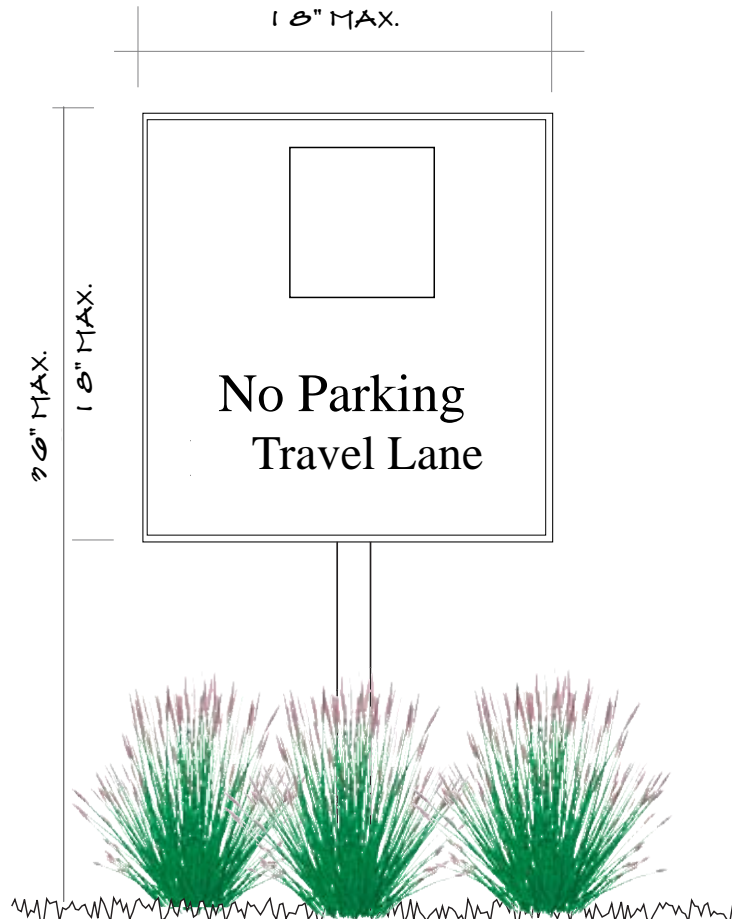


4.0

RESIDENTIAL SIGN PROGRAM

F1

VEHICLE INFORMATIONAL/ DIRECTIONAL



Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted materials: painted metal and/or wood. Color and materials to be similar to all other permanent sign installations.
2. Installation to be on concrete footing.
3. Graphics on one side.
4. Sign is not to be lighted.
5. Sign is to be independently landscaped as part of Section II's landscape program.
6. This sign type is not intended to replace any required standard traffic or public safety signs.
7. Total sign area per installation: 3 s.f.
8. Maximum installations: 3

FOR REVIEW ONLY
Moorefield Station Unified Sign Plan
A CARBON-THOMPSON COMMUNITY

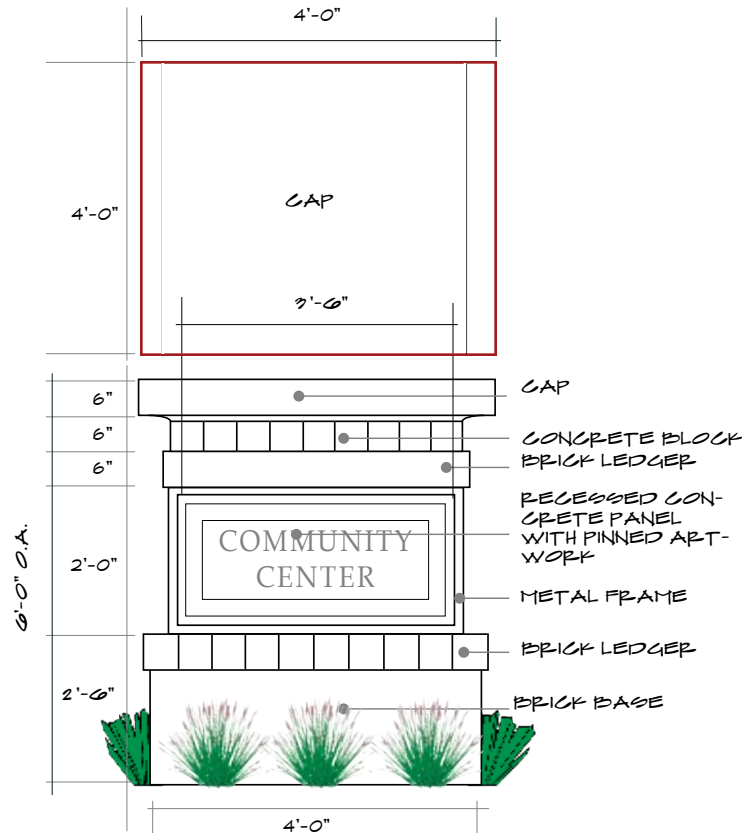


4.0

RESIDENTIAL SIGN PROGRAM



COMMUNITY CENTER



Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted materials: brick, concretionary material, metal and/or tile. Color and materials to be similar to all other permanent sign installations and architecture.
2. Installation to be on concrete footing.
3. Graphics on three sides.
4. Sign is to be lighted from below on three sides and shielded to prevent glare or broadcast of light.
5. Sign is to be independently landscaped as part of Section II's landscape program.
6. Total sign area per installation: 21 s.f. (three sides)
7. Total installations: 1

FOR REVIEW ONLY
Moorefield Station Unified Sign Plan
A CARBON-THOMPSON COMMUNITY

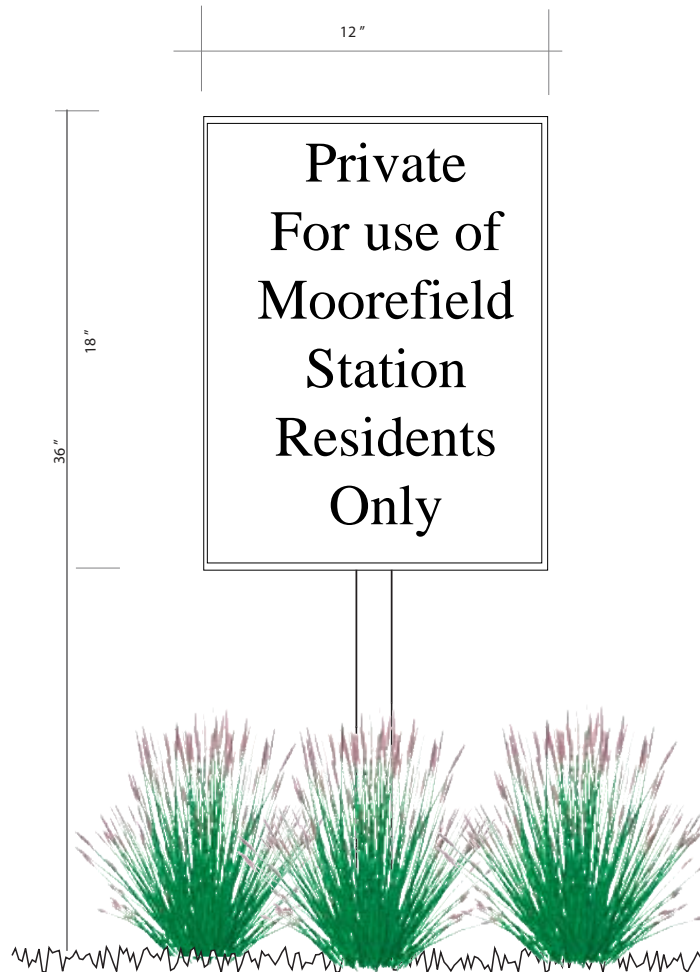


4.0

RESIDENTIAL SIGN PROGRAM

G1

PRIVATE RECREATIONAL



Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted material: painted metal and/or wood. Color and materials to be similar to all other permanent sign installations.
2. Installation to be on concrete footing. May also be building mounted.
3. Graphics on one side.
4. Sign is not to be lighted.
5. Sign is to be independently landscaped as part of Section II's landscape program if ground mounted.
6. Total sign area per installation: 1.5 s.f.
7. Total installations: 2

FOR REVIEW ONLY

Moorefield Station Unified Sign Plan

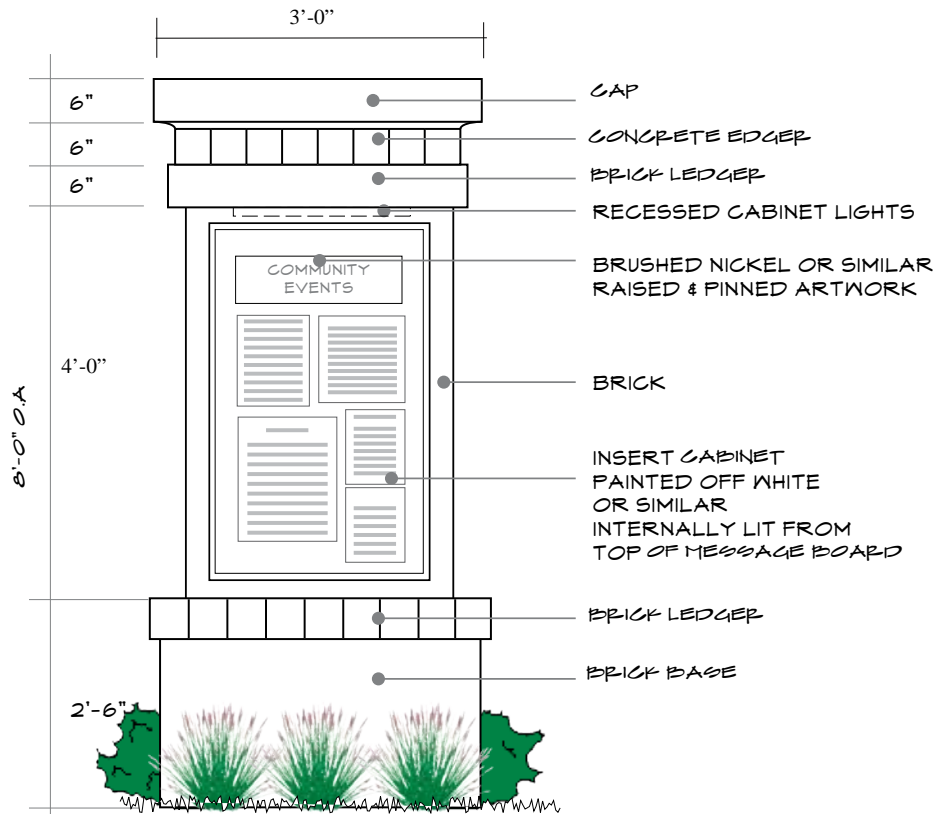


4.0

RESIDENTIAL SIGN PROGRAM

G2

ACTIVITY KIOSK



Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted materials: brick, concretionous material, metal, vinyl, and/or wood. Color and materials to be similar to all other permanent sign installations and architecture.
2. Installation to be on concrete footing.
3. Graphics on one side.
4. Sign is to be lighted from inside the cabinet.
5. Sign is to be independently landscaped as part of Section II's landscape program.
6. Total sign area per installation: 10 s.f.
7. Total installations: 1

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Moorefield Station Unified Sign Plan

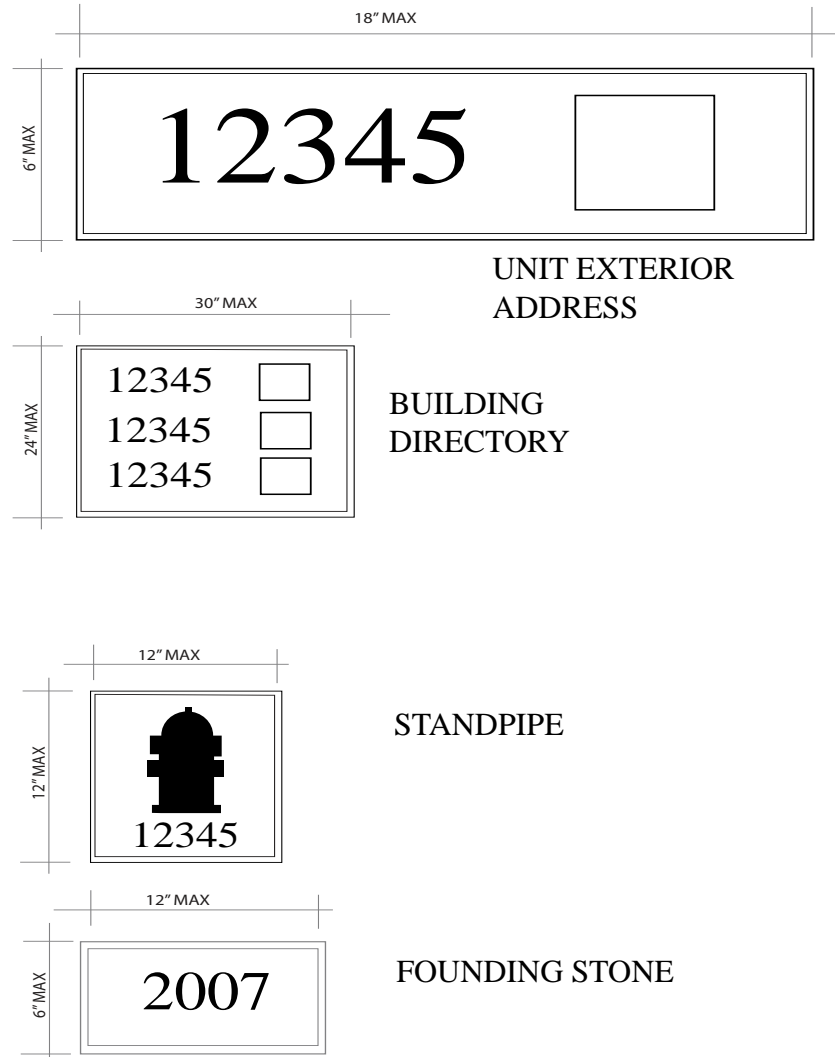
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4.0

RESIDENTIAL SIGN PROGRAM

G3 BUILDING ADDRESSING



Note: Guideline drawing only. Not to scale

SIGN GUIDELINES AND NOTES:

1. Permitted material: metal and/or wood at the developer's option. Color and materials to be similar to all other permanent sign installations.
2. Installation to be wall mounted.
3. Graphics on one side.
5. Signs are not to be lighted.
6. Sign are not subject to county approval.
7. Public safety regulations may override these sign guidelines. All signs to be visible from a public R.O.W. or other street.

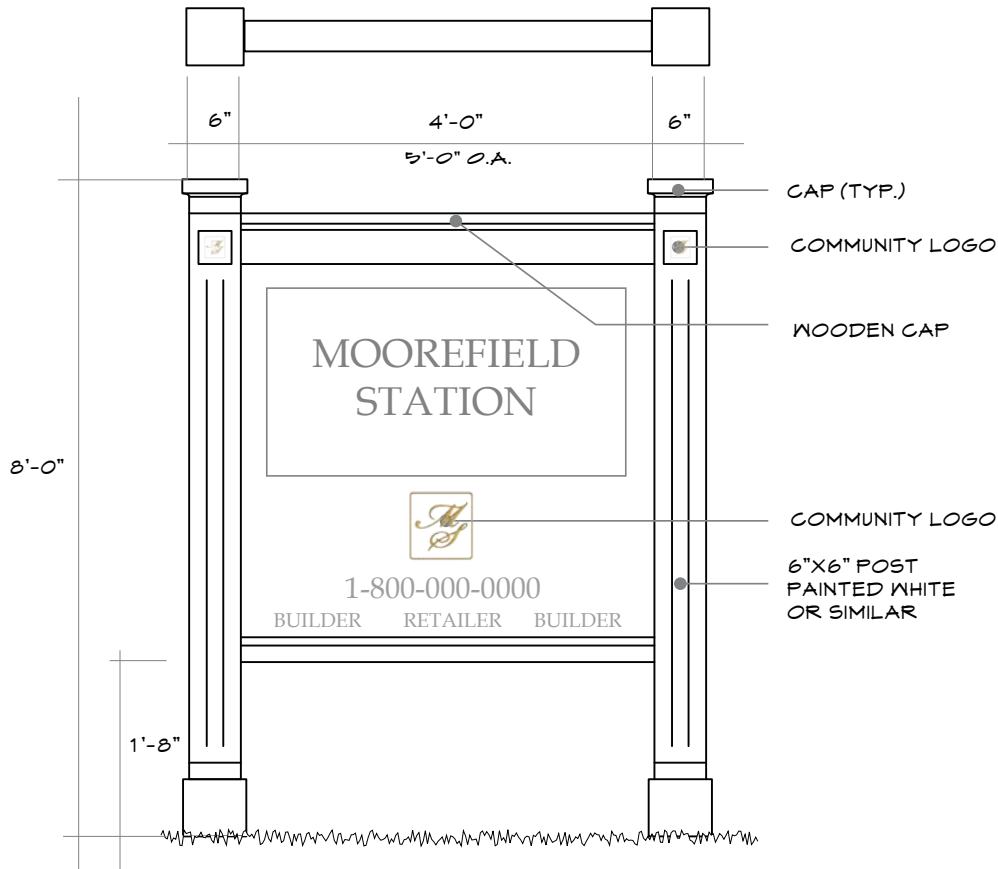


4.0

RESIDENTIAL SIGN PROGRAM

H

CONSTRUCTION AND LEASING



Note: Guideline drawing only. Not to scale

SIGN GUIDELINES AND NOTES:

1. Permitted material: painted wood. Color and materials to be as indicated.
2. Installation to be on concrete footing.
3. Graphics on two sides.
4. Sign is not to be lighted.
5. Sign shall be installed when sign permit is issued and removed upon 80% occupancy of residential units.
6. Maximum sign area per installation: 50 s.f. (both sides)
7. Maximum number of installations: 2



4.0

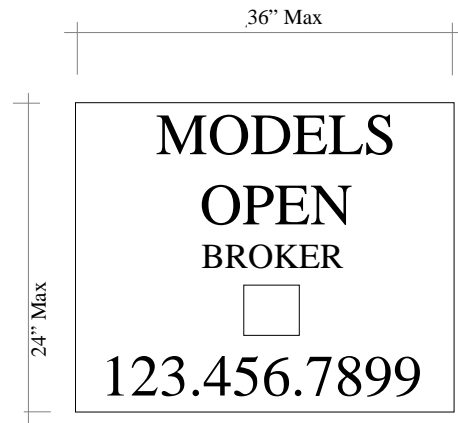
RESIDENTIAL SIGN PROGRAM



INDIVIDUAL FOR SALE/ LEASE



Standard Broker Sign



Model Unit Sign

Note: Guideline drawing only. Not to scale

DESIGN NOTES:

1. Permitted material: wood or wood composite. Color and materials to be similar to all other permanent sign installations. Brokers signs may carry the company's logo and colors.
2. Installation to be freestanding.
3. Graphics on one side.
4. Signs are not to be lighted.
5. Sign is to be no higher than 6' from ground or floor to the top of the sign.
6. A maximum of twelve broker signs and two model unit signs may be on the residential portion of the development at any one time. Location will vary site wide.
7. Model unit signs shall only be used by brokers or the developer during sale of new units.



5.0

GENERAL PROGRAM NOTES

FONTS

All fonts will be subject to the following guidelines:

- Commercial fonts for all tenant types will be in accordance to the guidelines for size and area but may be rendered in the colors and styles of the lessee or owner.
- Tenant logos and fonts are permitted within a sign but should fit within the stated guidelines sign size per the approved matrix.
- The overall community font shall be derived from the standard American Times New Roman family, American Book Antiqua, or similar, unless approved by the COA. Typical examples are:

ABCdefgHIJKLMNOpqrstUVWXYZ,1234
ABCdefgHIJKLMNOpqrstUVWXYZ,1234
ABCdefgHIJKLMNOpqrstUVWXYZ, 1234
ABCdefgHIJKLMNOpqrstUVWXYZ, 1234
ABCdefgHIJKLMNOpqrstUVWXYZ, 1234
ABCdefgHIJKLMNOpqrstUVWXYZ, 1234

LOGOS AND TRADEMARKS

- Logos and trademarks may be displayed on the exterior of buildings and on sign boards.
- Logos and trademarks shall be displayed within the sign area and shall be included in the matrix parameters.
- Logos and Trademarks including founding dates, cornerstones, and other unique building structural elements shall be permitted if shown in a stone or metal material, on a permanent ground-mounted structure.



5.0

DESIGN PROGRAM NOTES

COLORS AND MATERIALS

Where signs are painted, backgrounds shall be similar to a manufacturer's designation of white/ off-white, forest green, burnt sienna, or black as selected by the developer. Typical colors shall center upon Dron CW030W (Apple Peel White), 8916 N (Purple Vignette Black), 8126N (Racing Green), and 7776N (Galena Gold), may vary on those charts at the discretion of the developer.

Lettering, where not indicated, may be embossed, raised and pinned, or painted. Where not embossed, the lettering shall be painted in the color range discussed above.

Where a natural material or concrete sign is indicated, lettering may be embossed or raised and pinned. Raised lettering may be either natural metal or painted in black or forest green. Signs constructed of natural materials or concrete shall be similar in materials and colors to the architecture planned for the site. Concrete may be colored to match the building's architectural materials.

Logos, trademarks, and flags shall be in the colors selected by the developer or tenants as may apply.



5.0 GENERAL NOTES

1. All signs within Moorefield Station, Sections 2A and B shall be erected and constructed in substantial conformance with the designs illustrated herein and materials submitted in this Comprehensive Sign Plan. Moorefield Station, Sections 2A and B retains the right to change the specified materials, to the extent that the alternatives are consistent visually and in terms of performance with materials specified in the Sign Plan. Moorefield Station, Sections 2A and B will establish and maintain a consistent color scheme which will complement the architecture. Further, Moorefield Station, Sections 2A and B retains the right to change the color schemes and/or typestyle as it deems necessary to maintain the upscale image of the community as long as a consistent color scheme is maintained. These changes may be made with the concurrence of the Zoning Administrator that a consistent color scheme will be maintained or that alternative materials are consistent visually and in terms of performance with materials specified in the Sign Plan.
2. Illustrations in this Comprehensive Sign Plan are intended to indicate the character of the signs proposed for Moorefield Station, Sections 2A and B. Sign copy and design shown in this document are for illustrative purposes only. Sign size specified provides maximum square footage and may be reduced, provided sign is substantially similar to the sign depicted. All signs are subject to final design and engineering and approval by the Moorefield Station, Sections 2A and B Commercial Association.
3. Notwithstanding the number of signs shown in this Comprehensive Sign Plan manual, the applicant shall have no obligation to construct every sign shown.
4. Unless modified by this Comprehensive Sign Plan, Section 5-1200 of the "Sign Regulations of the Revised 1993 Zoning Ordinance shall apply to signs at Moorefield Station, Sections 2A and B.
5. The design of the streetscape, both landscape and hardscape elements, provides aesthetically pleasing views, and plant material focuses on trees, shrubbery, sod and flowers for year round color and texture. While signage may be located within landscaped areas it is important to maintain clear visibility of the sign face to enhance readability by, and thus safety of, passing motorists.
6. All signs shall comply with the applicable requirements of the Zoning Ordinance visibility clearance at intersections. Refer to Section 5-300, Revised 1993 Zoning Ordinance.
7. All signs approved as part of the Moorefield Station, Sections 2A and B Comprehensive Sign Plan and Guidelines shall be required to obtain a sign permit to ensure conformance with the sign plan.
8. Loudoun County must approve the location of all signs. The location of signs may be changed only to accommodate engineering constraints, location of utilities and roadway design. Signs may be relocated within an intersection to ensure that the most useful directional information is provided to the traveling public.
9. All temporary signs shall be removed within 30 days of the cessation of the use to which such signs are related.
10. The effective date of these standards and guidelines is the date of approval by the Loudoun County Board of Supervisors.



5.0 GENERAL NOTES

11. No animation, neon or moving lights shall be permitted. Sign illumination shall be directional to illuminate the surface of the sign only or internally illuminated and shall not spill upward or reflect or cast glare onto adjacent properties or roadways. Lighting may be external illumination including ground mounted up-lights and sign mounted down lights. Ground-mounted light fixtures will be shielded and will use focused optic lenses to direct illumination only at the intended sign elements. Ground-mounted lighting shall be located within the landscaped base. [language taken from Conditions approved in April, 2007 for Loudoun Valley Villages Sign Plan]

FOR REVIEW ONLY

Moorefield Station Unified Sign Plan

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7-24-2007

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