

Bellewood Commons Shopping Center

Comprehensive Sign Plan

Dated April 26, 2024

APPROVED
Date: 05/10/2024
Leesburg VA
Department of Community Development

1. Submission Process & Approvals

- In sequence, all requests for new signs must first be submitted in writing to the Owner or Property Management Company.
- The Owner or Property Management Company shall provide the tenant with an approval and/or consent form/letter.
- The approval or consent form/letter is required to submit any required Sign Permits to the Town of Leesburg for approval.
- For illuminated signage a separate Electrical Permit application must be submitted to Loudoun County.

Under no circumstances are any signs to be installed without first receiving the proper approvals from both the Owner/Management Company and The Town of Leesburg.

Any sign installed without the proper approvals may be required to be removed at the tenant/sign owner sole cost and expense, and possible civil penalties.

Landlord reserves the right to reject signs that meet the criteria but are disproportionate to location and surroundings.

2. Types of Commercial Signs. The following is a list of permissible sign types:

- A-Frame Sign
- Monument Sign
- Neon Sign
- Wall Sign
- Secondary Wall Sign
- Window Sign

3. Maximum Number of Signs. The Number of signs per commercial establishment may vary according to the site location: **A** – *Interior Units*, **B** – *End Cap & Pad sites* (See site plan).

Group A (Interior Units):

- Total number of signs: Two (2)
- Maximum number of Wall Signs: One (1)
- Maximum number of Secondary Wall Signs: One (1) per establishment having a separate entrance and are exempt from the maximum number of permitted signs.
- Window Signage is based on sign area.
- A-Frame signs are limited to one (1) per establishment and are exempt from the maximum number of permitted signs.

Group B (End Cap and Pad Sites):

- Total number of signs: Three (3)
- Maximum number of Wall Signs for *End Cap*: Two (2). Businesses that occupy a corner location are permitted one (1) sign on the building front and one (1) sign on the building side elevation.
- Maximum number of Wall Signs for *Pad Sites*: Two (2) signs may be installed on the premises. For Bank Signs, refer to TOL Zoning Ordinance Sec.15.8.10.
- Maximum number of Secondary Wall Signs: One (1) per establishment having a separate entrance and are exempt from the maximum number of permitted signs.
- Window Signage is based on sign area.
- A-Frame signs are limited to one (1) per establishment and are exempt from the maximum number of permitted signs.

4. Maximum Size of Signs. The following criteria establishes the maximum size of signs by type:

Wall Sign

- The maximum size of wall signage is calculated by the linear feet of building frontage occupied by the individual commercial establishment on which the sign will be affixed. No single sign shall exceed 100 square feet.
- The cumulative Wall Sign area (front and side) for any *End Cap* tenant shall not exceed 100 square feet.
- Logos shall not exceed 35% of a total sign area.

- Group **A** - *Interior Units* have a ratio 1:1.25 (1.25 square foot per linear foot of building frontage of the establishment)
- Group **B** - *Pad Sites* and *End Units* have a ratio of 1:1.50 (1.50 square foot per linear foot of building frontage of the establishment)

Secondary Wall Sign. Secondary Wall Signs shall not exceed 12 square feet per

Window Signs. Window Signs shall conform with the size limitations per TOL Zoning Ordinance Section 15.8.3.C.11.

A-frame Signs. A-frame sign or Sandwich boards shall be no larger than twenty-four (24) inches in width and thirty-six (36) inches in height.

5. Location. The following location criteria apply:

- Signs shall not obscure architectural embellishments and should be sized to be compatible with the overall design and scale of the building.
- Secondary Wall Signs shall be attached to the rear wall of a building having an entrance to a private travelway.
- Window Signs shall be attached or applied directly onto the surface of the window.
- A-frame Signs shall be located within five (5) of the tenant entrance and maintain an unobstructed path in front of the business to meet ADA requirements.

6. Wall Sign Maximum Height. The maximum Wall Sign's sign face shall not exceed 36", including logos.

7. General Sign Requirements

- Wall Signs shall be attached to a wall or other vertical surface of a building intended for signage.
- Wall Signs should be centered above the tenant store front, located within the green sign field above the covered walkway and below the mansard roof.
- In no event shall any sign(s) extend beyond the frontage of the tenant's established lease area (footprint).

- Wall Signs shall be raceway mounted (raceway to be green metal matching building green), have green or black returns, and be internally lit with UL approved LED lighting.
- Wall Signs shall be tied into house electric so that the signs turn on and off with the building lights.
- Wall Signs shall consist of white channel letters and may include a color logo.
- No blinking, flashing, or color changing signs will be allowed.
- Signage may be unique but work together in a way that enhances the aesthetic nature of the building and the neighboring tenants.

8. Monument Signs. There are two Monument signs subject to Sign Permits TLSP-2022-0165 & TLSP-2022-0166.

- The Changeable Panel dimensions shall be maintained as 38" X 7". With prior approval by the Zoning Administrator, the size can be adjusted.
- The Changeable Panels shall be uniform in color with a dark background and white lettering.
- Any physical change to Monument Signs, other than replacement of changeable Panels, shall require additional Zoning and/or Sign Permits.



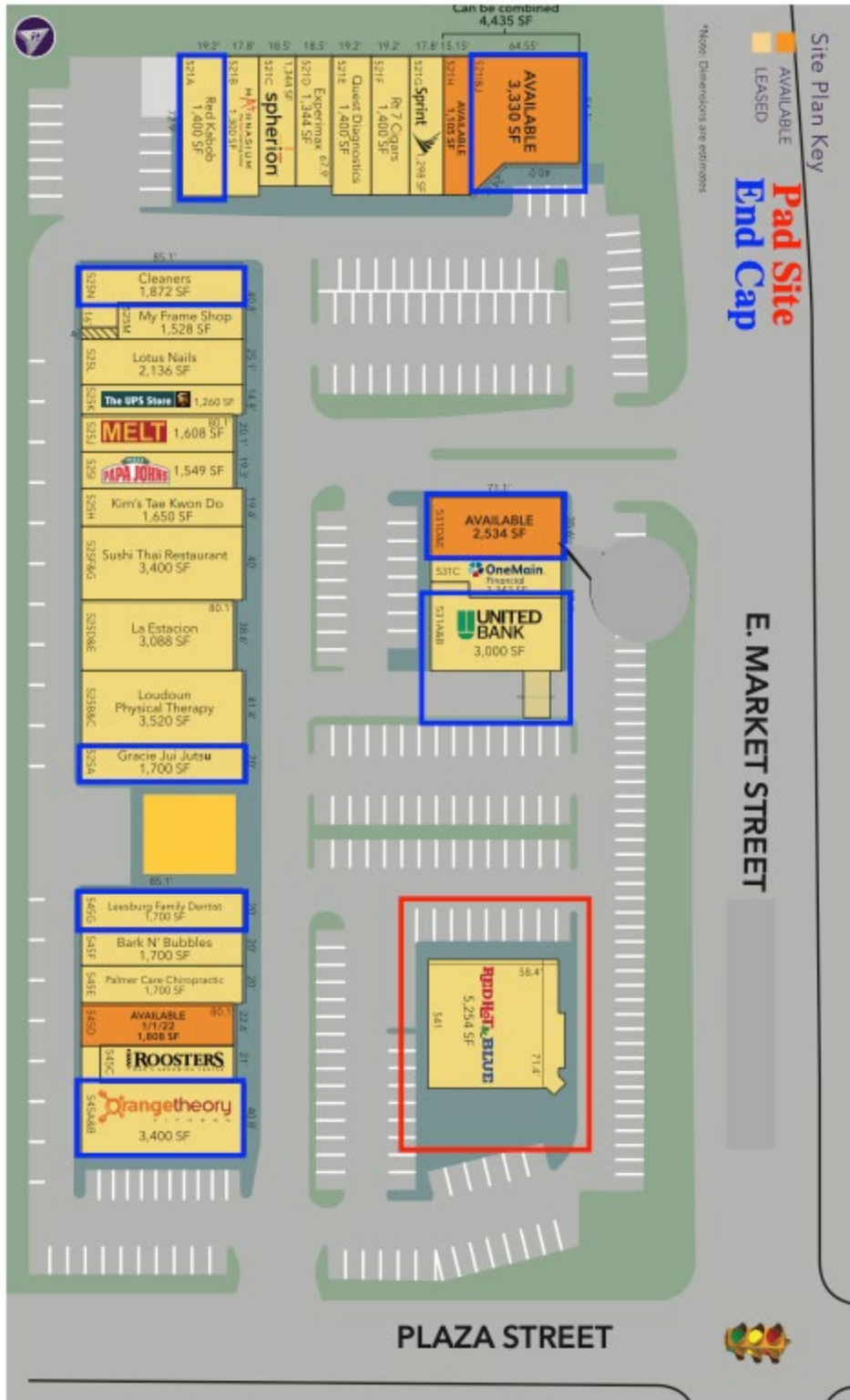
TLSP-2022-0165 Monument Sign

9. Exempt Signs: The following signs are exempt from a sign permit from the Town of Leesburg, but are subject to the criteria listed below:

- One neon/led “OPEN” sign per business shall be allowed provided the signs are not flashing and do not exceed two (2) sq. ft.
- Minor Signs: Tenants may include signage that lists hours of operation, not to exceed two (2) sq. ft.

Basic Raceway Sign Schematic:

Site Plan Showing Pad Site, End Caps, and Interior Spaces:



Signage examples of creating individuality while maintaining an overall cohesive design element:



