

BATTLEFIELD S.C.

Edwards Ferry Rd. NE & Leesburg Bypass, Leesburg, VA 20176



SUBMITTED TO

DEPARTMENT OF COMMUNITY DEVELOPMENT

*Town of Leesburg
25 West Market Street
PO Box 88
Leesburg, VA 20176
703.771.2765*

SUBMITTED BY

CH Realty III / Battlefield, LLC

APPROVED

Date: 03/05/2024

Leesburg VA

Department of Community Development



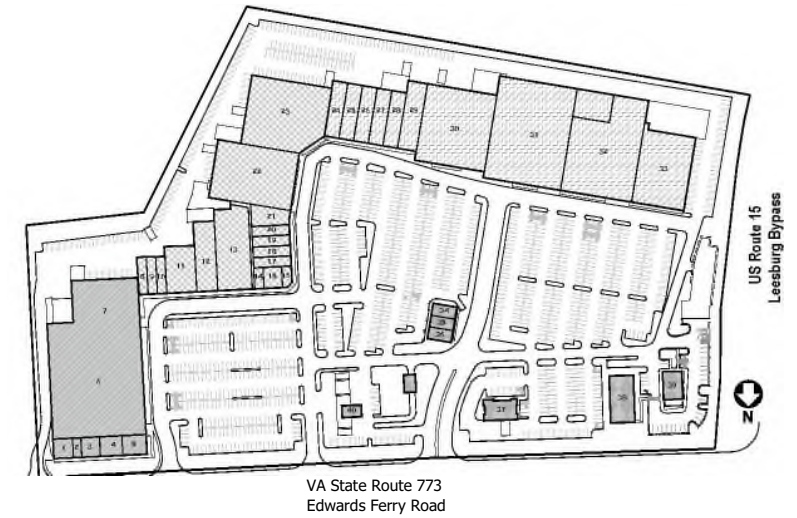
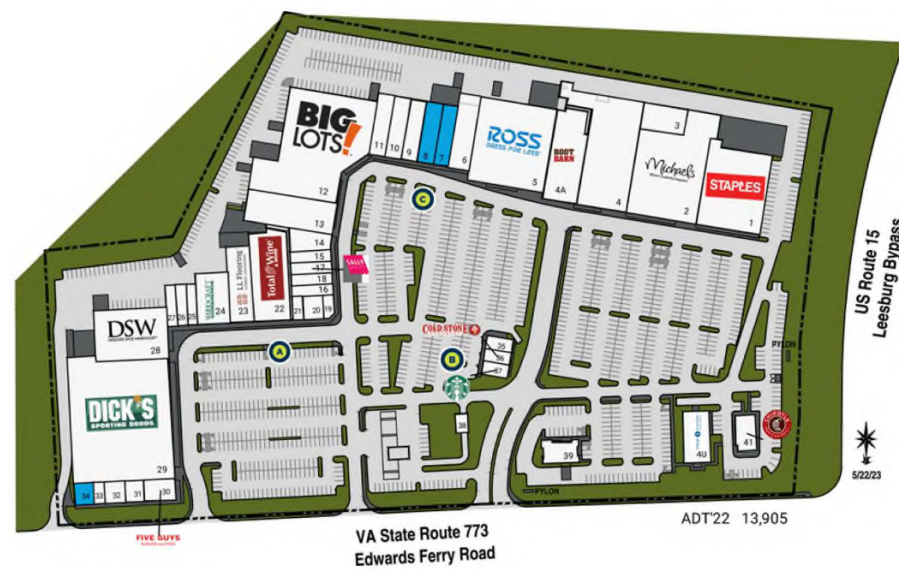
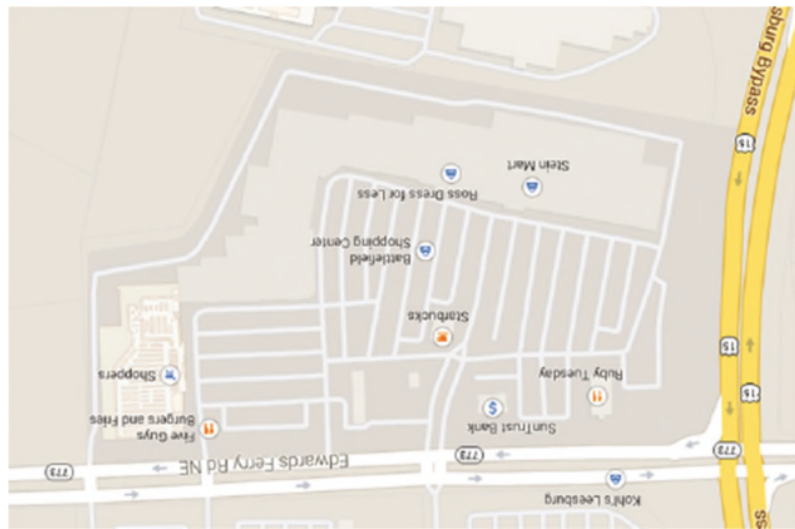
Town of Leesburg
 25 West Market Street
 PO Box 88
 Leesburg, VA 20176

Comprehensive Signage Plan for Battlefield Shopping Center
 Edwards Ferry Rd. NE & Leesburg Bypass
 Leesburg, VA 20176

Zoning: B-3 Community Retail / Commercial

Property Owner of Record,
CH Realty III /Battlefield, LLC

Submitted by:
 Michael Ogden
 Kimco Realty
 2080 York Road, Suite 285
 Timonium, MD 21093
 410-427-4478



SITE INFORMATION

PIN # 147-25-2096
 GLA: 318,794 SF
 Acres: 27.9
 Parking Spaces: 1,392

TABLE OF CONTENTS

1	SITE PLAN
2	ELEVATIONS - A
3	ELEVATIONS - B
3b	ELEVATION - Partial B1
4	ELEVATIONS - B
5	ELEVATIONS - C
5a	ELEVATION - C1
5b	ELEVATION - C3
6	ELEVATIONS - C
7	SIGN TYPE D (TYP. REAR ENTRY SIGNAGE)
8	ELEVATIONS - D (OUTPARCELS)
9	ELEVATIONS - D (OUTPARCELS)
10	ELEVATIONS - D (OUTPARCELS)
11	ELEVATIONS - D (OUTPARCELS)
12	ELEVATIONS - D (OUTPARCELS)
13	MONUMENT SIGNAGE SPECIFICATIONS
14	SIGN MOUNTING DETAILS
15	SIGNAGE SPECIFICATION MATRIX
16	WAYFINDING SIGNS

BUILDING MOUNTED SIGN CRITERIA

- Anchor stores are defined as those with leasable areas of 19,000 square feet and larger (the "Anchors"). In 2015, the seven Anchors were: Dick's Sporting Goods, DSW Shoes, Big Lots, Ross, Stein Mart, Michaels, and Staples. The number and location of Anchors may change during the life of this sign plan; the square footage requirement is a constant. In 2024 Steinmart is to be replaced as an Anchor by Sprouts.
- Jr. Anchors are defined as those with leasable areas of 10,000 square feet and larger up to 18,999 square feet (the Jr. Anchors"). In 2024 the Jr. Anchors are: Total Wine & More, Boot Barn, Petco, and Sola Salon Studios. The number and location of Jr Anchors may change during the life of this sign plan; the square footage requirement is a constant.
- Anchors and Jr. Anchors may use their trademarked corporate logo/mark of any color as their Wall sign. This includes stand alone images or text, or a combination. If the logo is not trademarked, or if the store is smaller than 10,000 square feet of GLA ("Non-Anchors"), only red letters are permitted for Wall signs.
- Except for the exceptions herein, Anchors are afforded 1.25 square feet of Wall sign per 1 linear foot of building frontage for a maximum of 200 square feet of total Wall signage. Recognizing the amount of unused space in the DSW sign, DSW is permitted a maximum size of 210 square feet of Wall sign, independent of its building frontage. Any replacement tenant is limited to the 1.25 multiplier and 200 square foot maximum for its future Wall sign. Jr. Anchors are afforded 1.25 square feet of Wall sign per 1 linear foot of building frontage for a maximum of 100 square feet of total Wall signage. There is no maximum height for individual letters for anchor or jr. anchor stores.
- Trademarked corporate logos/marks of any color are permitted as Wall signs on all outparcel/pad sites regardless of the size of the store. This includes stand alone images or text, or a combination.
- All Non-Anchors are afforded 1 square foot of Wall sign per 1 linear foot of building frontage, for a maximum of 100 square feet of total Wall signage. Individual letters can be up to four feet (4') in height.
- All stores, regardless of their location or size, are permitted up to two (2) projecting signs computed at a rate of one (1) sign per 100 linear feet of building to which the sign will be attached. The bottom of the sign shall be no less than eight feet (8') from ground level directly beneath the sign. A projecting sign shall not extend more than three (3) feet from the façade, or cornice of the building where mounted. The projecting signs for Units 1 thru 4 are existing and are permitted as installed.
- Stores, regardless of their location or size, are permitted a trademarked logo/mark to accompany their Wall sign. The height of the logo/mark cannot exceed 75 percent of the height of the Wall sign and its size shall be included within the permitted sign size per the tenant. These logos/marks can be placed anywhere within the sign band and can consist of text or an image and be any color. Logos/marks are not permitted to be used in place of a red-lettered Wall sign; when used, they must accompany the red-lettered signs.
- Wall signs shall only be located within the sign bands as shown on Sheets 2 through 6 of this Comprehensive Sign Plan. Pedestrian Wall signs shall be located as specified below.
- All stores, regardless of their size or location, shall be permitted up to two (2) Pedestrian Wall Signs affixed to the building between four (4) feet above finished grade and eight (8) feet above finished grade. Each Pedestrian Wall sign shall be a maximum of six (6) square feet and shall be in addition to the allowable area of Wall signage. Pedestrian Wall Signs may be of any color and contain text, images and/or logos. Pedestrian Wall Signs may project a maximum of two (2) feet from the building.
- Neon Signs. Neon Signs or LED signs intended to look like neon. One (1) neon sign is permitted for each tenant and shall not exceed four (4) square feet. An Open/Closed neon sign is permitted for each tenant and shall not exceed two (2) square feet continuously lit.
- All stores, regardless of their size or location, shall be permitted a Rear Entry Wall sign as shown on Sheet 7 of this Comprehensive Sign Plan.
- Awning signs are only permitted for outparcel/pad sites and the text or logo can only be located on the apron part of the awning.
- All font types are permitted.
- Sign types should be Channel Letters, refer to page 14 for details and specifications.
- The existing Vehicular Wayfinding Sign and a Pedestrian Wayfinding Sign are permitted given the unique locations of Units 1 thru 5. Refer to Page 16 for locations, existing photos, and specifications.

MONUMENT SIGN CRITERIA

- The Shopping Center has three (3) existing Monument Signs, each as shown on Sheet 13 of this Comprehensive Sign Plan. The Shopping Center shall be limited to three (3) Monument signs at or smaller than the dimensions shown on Sheet 13. All font types are permitted on the Monument Signs.

SIGN SIZE TABLE			
	Stores 9,999 SF and Under (Non-Anchors)	Stores Over 10,000 SF and 18,999 SF or Under (Jr. Anchors)	Stores 19,000 SF and Over (Anchors)
Wall Signs	1.0 SF/1 LF; cap of 100 SF	1.25 SF/1 LF; cap of 100 SF	1.25 SF/1 LF; cap of 200 SF*
Pedestrian Wall Signs	6 SF each; total of 2 along front facade	6 SF each; total of 2 along front facade	6 SF each; total of 2 along front facade
Rear Entry Wall Signs	3 SF each, total of 1 at rear entrance	3 SF each, total of 1 at rear entrance	3 SF each, total of 1 at rear entrance
Awning Signs (Pad Sites Only)	1 SF/1 LF for a maximum of 20 SF per awning apron		
Window Signs	25% of window	25% of window	25% of window
Projecting Signs	6 SF each	12 SF each	12 SF each

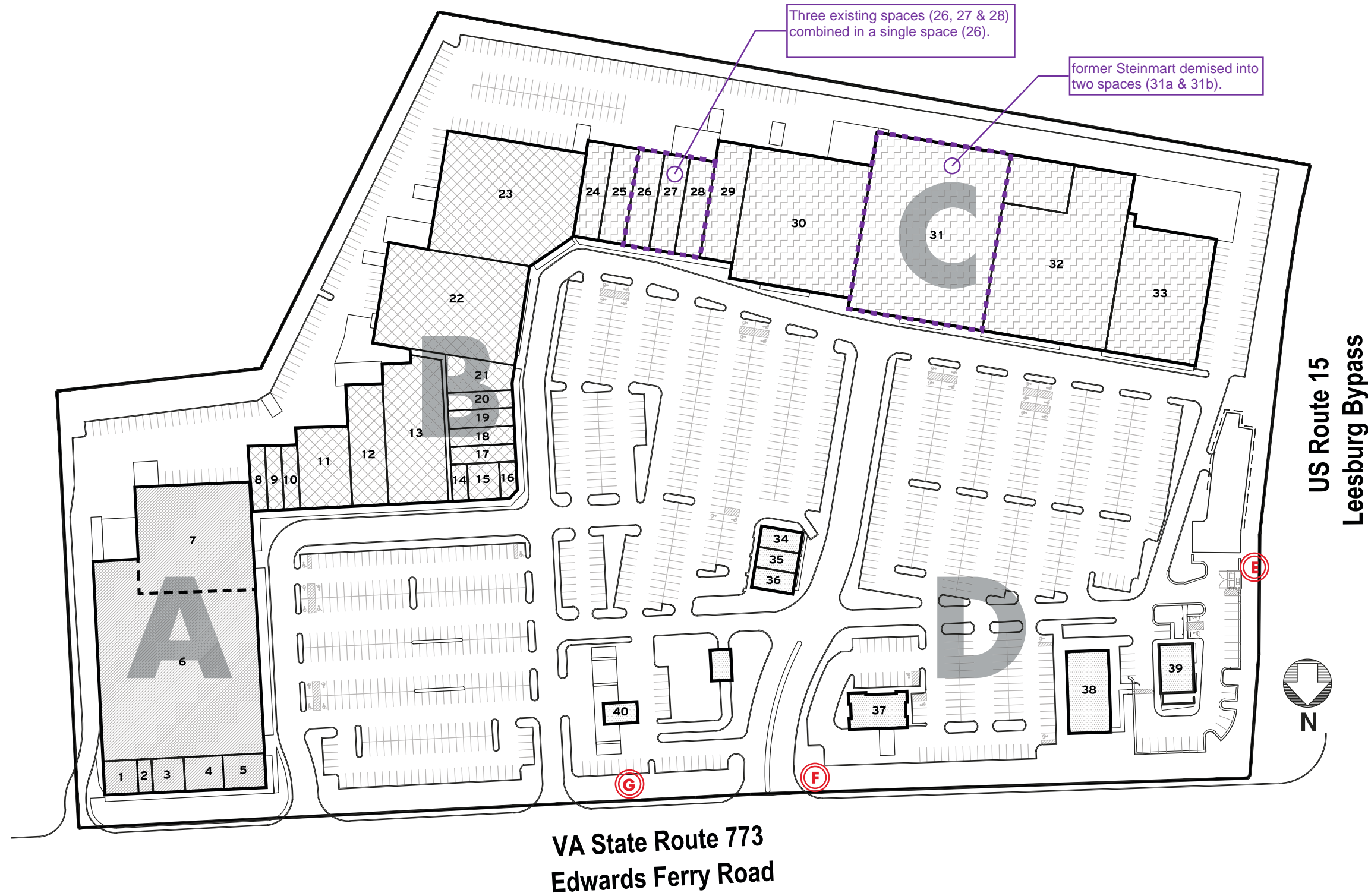
*DSW is permitted a Wall sign up to 210 square feet, independent of its leasable area. In addition to its Wall sign on the front of the store, Dick's Sporting Goods is allowed one rear Wall sign of up to 100 square feet as shown in the Comprehensive Sign Plan.

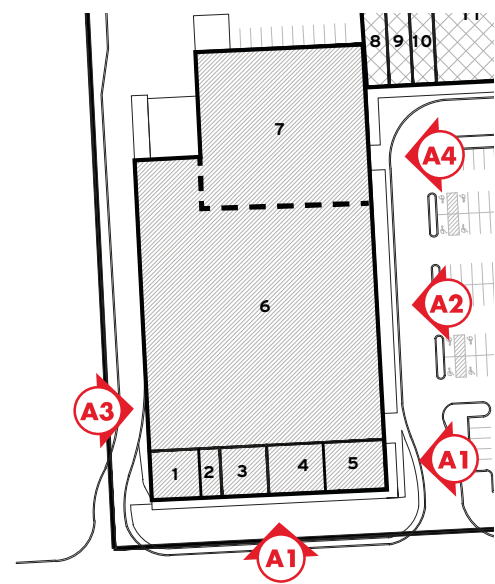
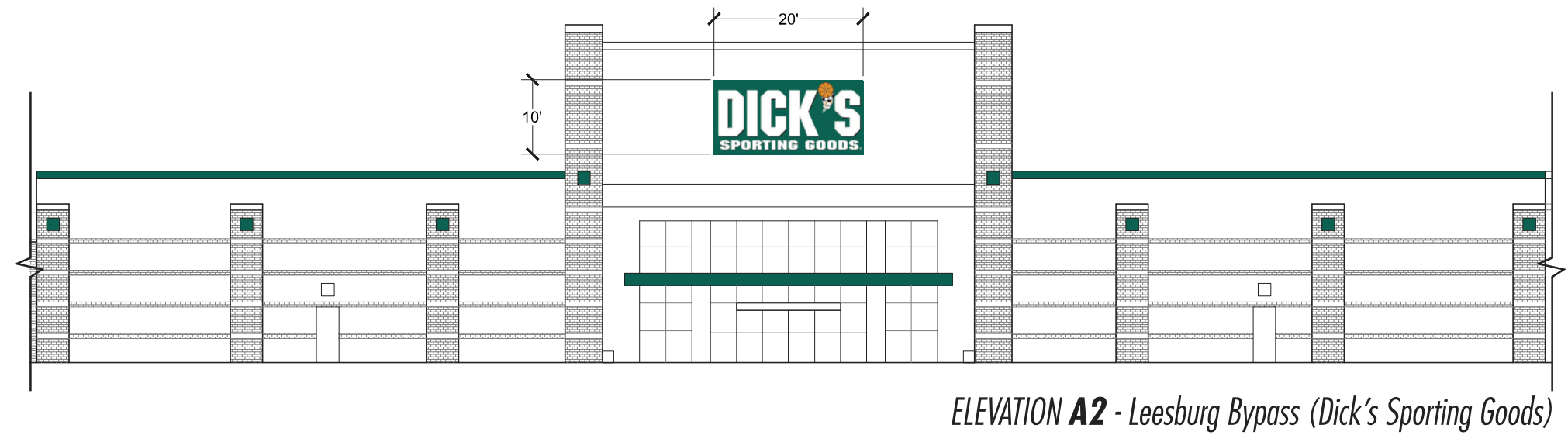
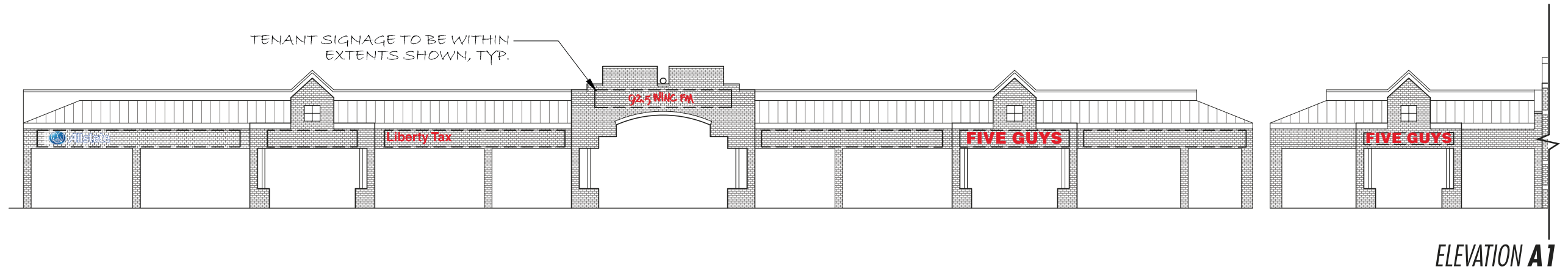
NUMBER OF SIGNS PERMITTED		
Unit Numbers (from Site Plan on Page 1)	Sign Type	Number of Signs Permitted
1-5, 6*, 7-32, 35	Wall	1
33, 34, 36-40	Wall	2

* Dick's Sporting Goods was permitted an extra wall sign on the rear of the building.

ALL SIGNS INCLUDED IN THIS COMPREHENSIVE SIGN PLAN ARE SUBJECT TO THE TOWN OF LEESBURG SIGN PERMIT APPROVAL PROCESS.

BATTLEFIELD SHOPPING CENTER
LEESBURG, VIRGINIA



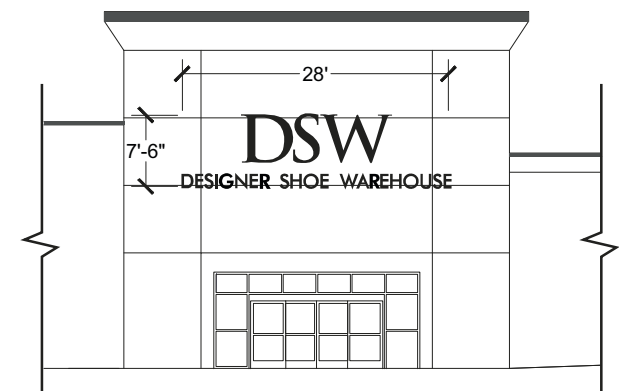
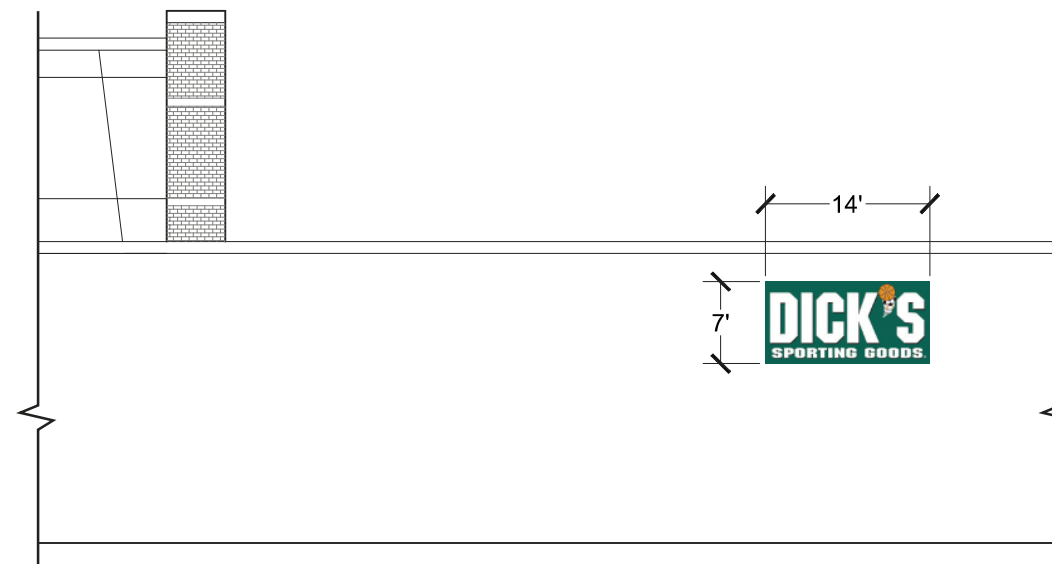


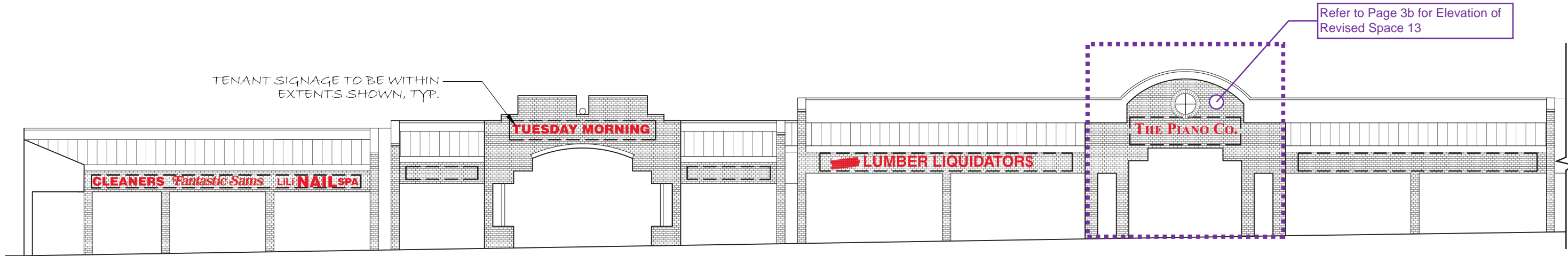
ELEVATION KEY



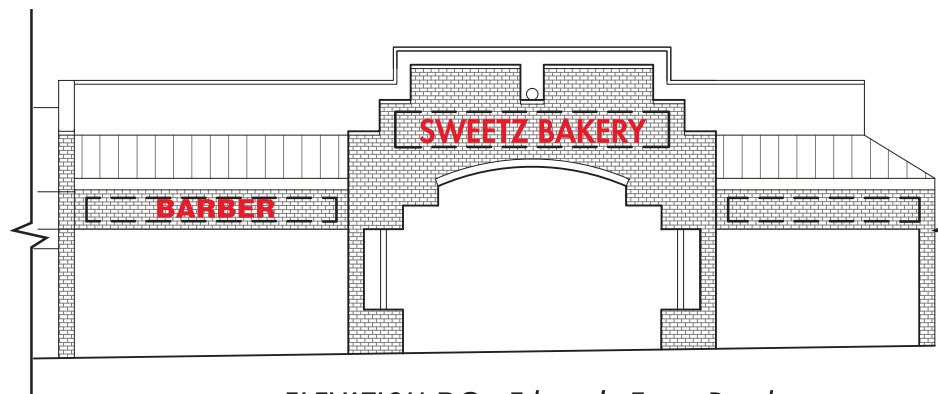
EXTENT OF SIGNAGE PLACEMENT

SPECIFIC SIZE TO BE A PRODUCT OF FRONTAGE & MODIFIER AS OUTLINED ON PG.15





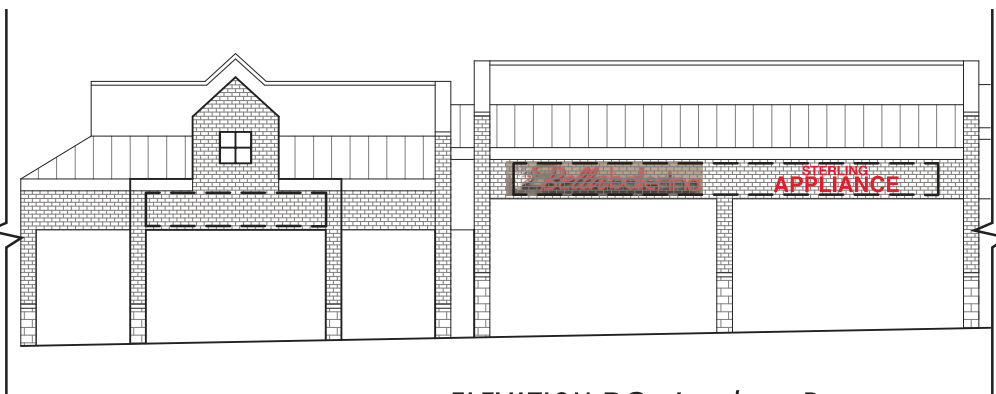
ELEVATION **B1** - Edwards Ferry Road



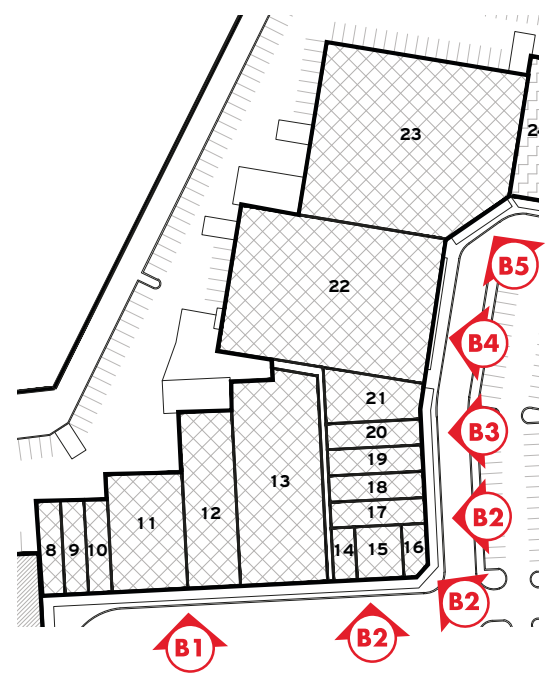
ELEVATION **B2** - Edwards Ferry Road



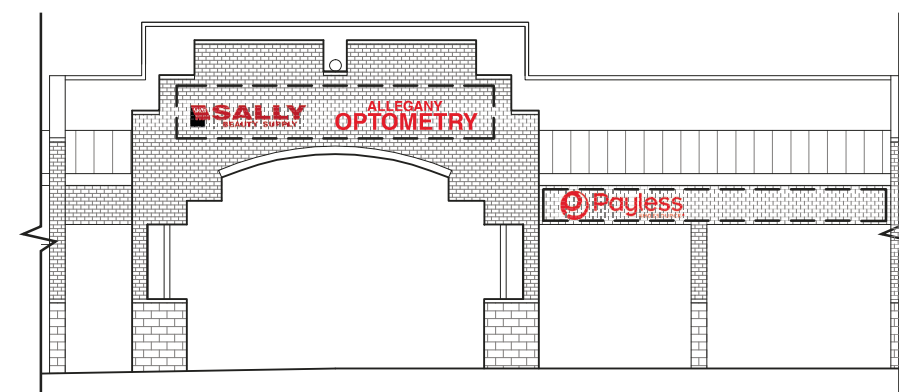
ELEVATION **B2** - Chiropractor



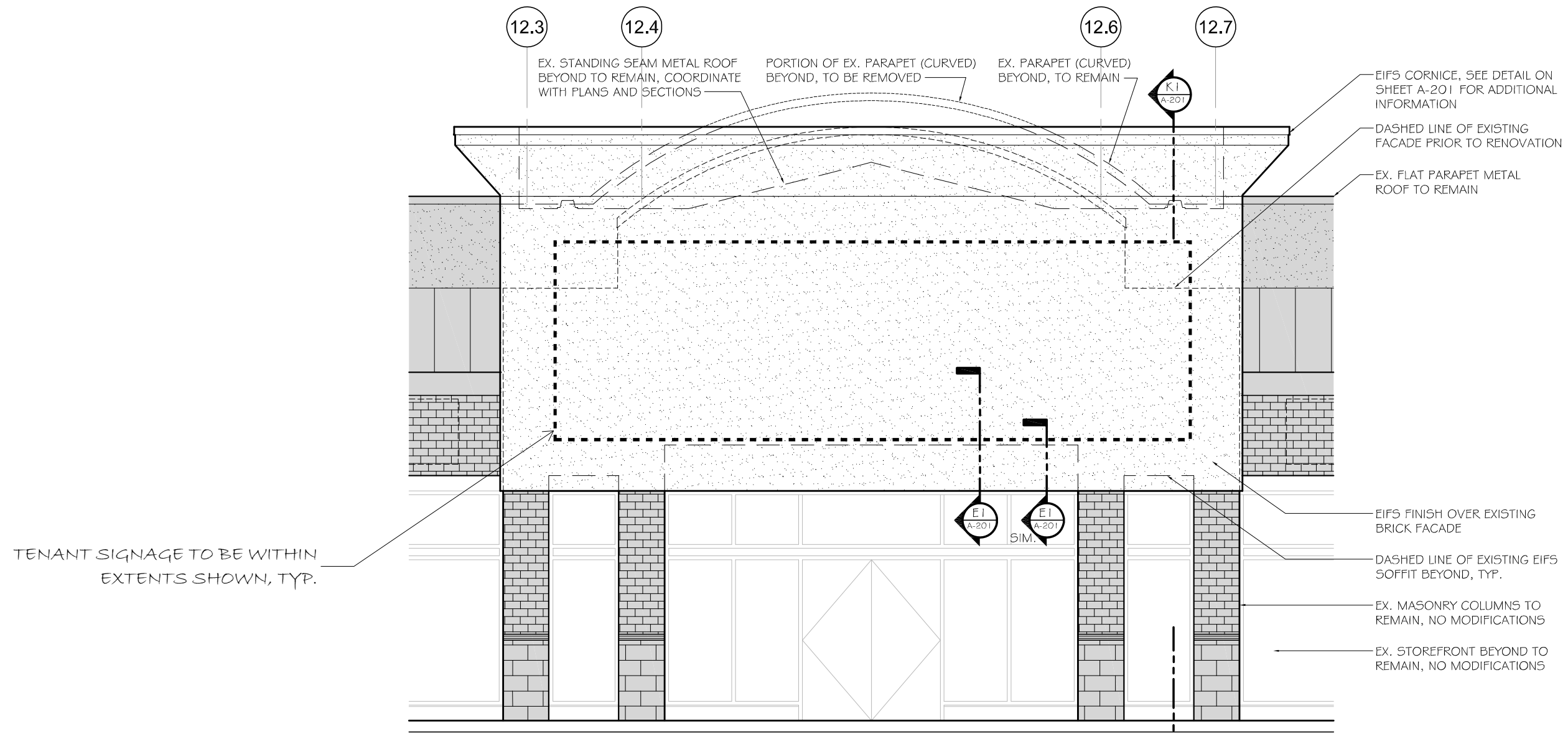
ELEVATION **B2** - Leesburg Bypass



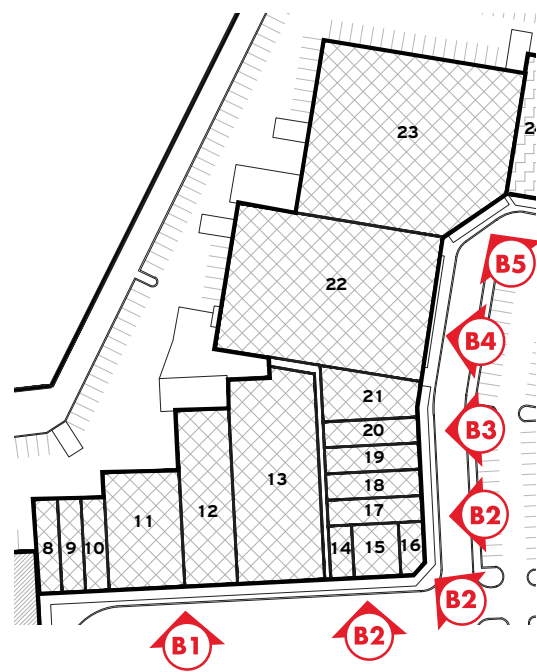
ELEVATION KEY
 [Dashed Box] EXTENT OF SIGNAGE PLACEMENT
 [Red Circle with Letter] SPECIFIC SIZE TO BE A PRODUCT OF FRONTAGE & MODIFIER AS OUTLINED ON PG.15



ELEVATION **B3** - Leesburg Bypass



○ EXTERIOR CANOPY - FRONT ELEVATION
 SCALE: 1/4" = 1'-0"

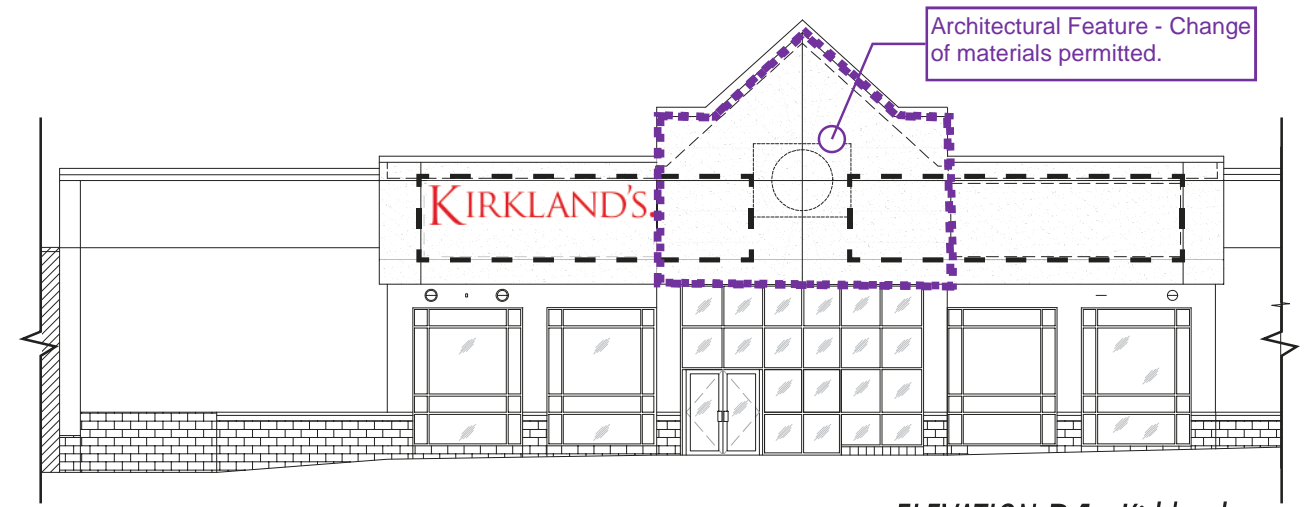


ELEVATION KEY



EXTENT OF SIGNAGE PLACEMENT

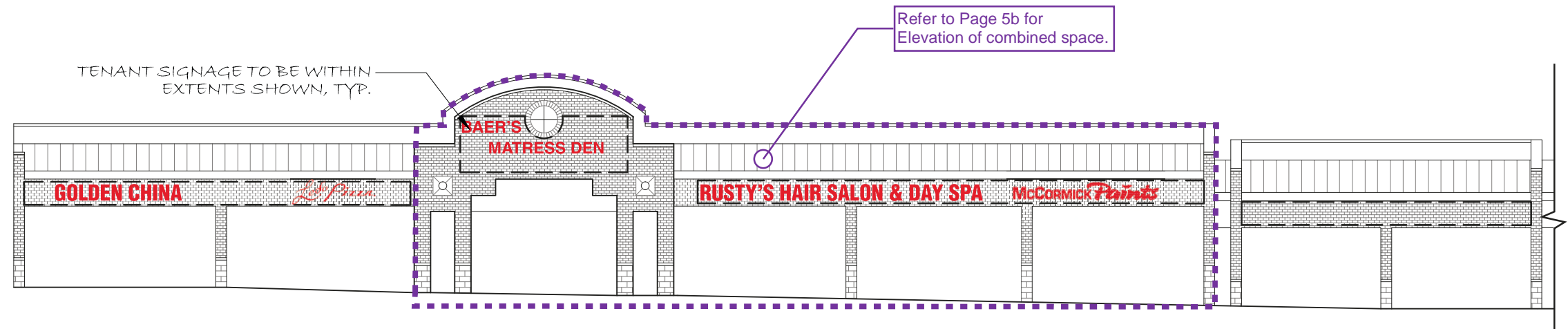
SPECIFIC SIZE TO BE A PRODUCT OF FRONTAGE & MODIFIER AS OUTLINED ON PG. 15



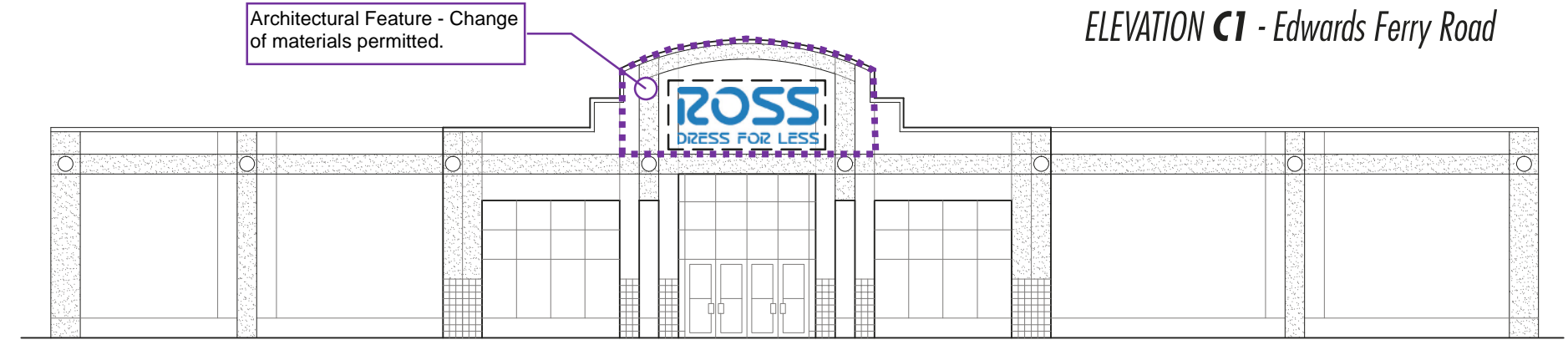
ELEVATION B4 - Kirklands



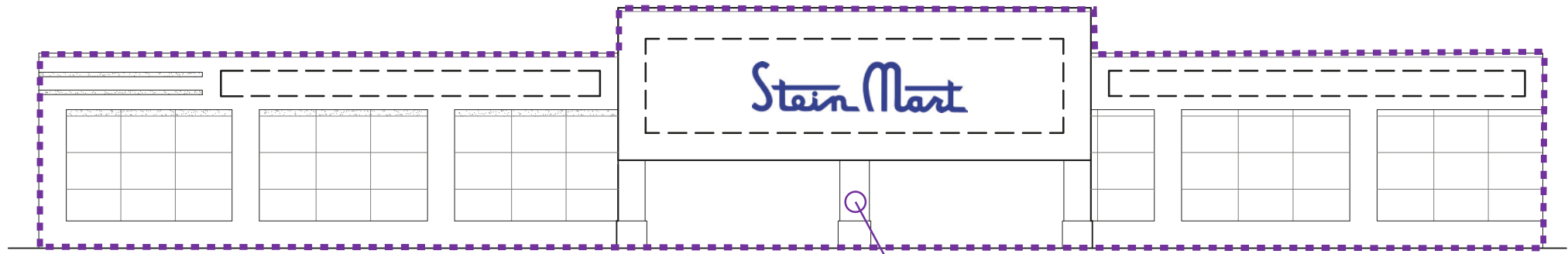
ELEVATION B5 - Big Lots



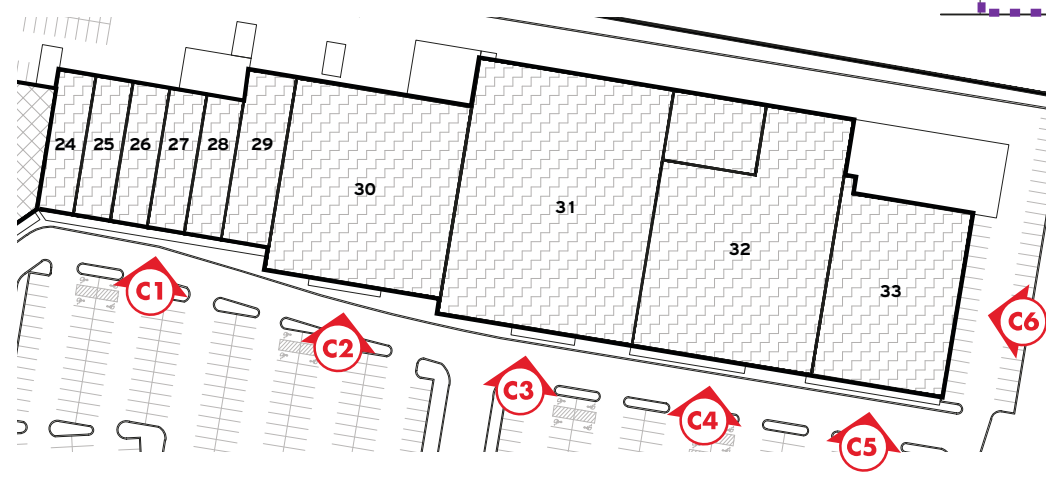
ELEVATION C1 - Edwards Ferry Road



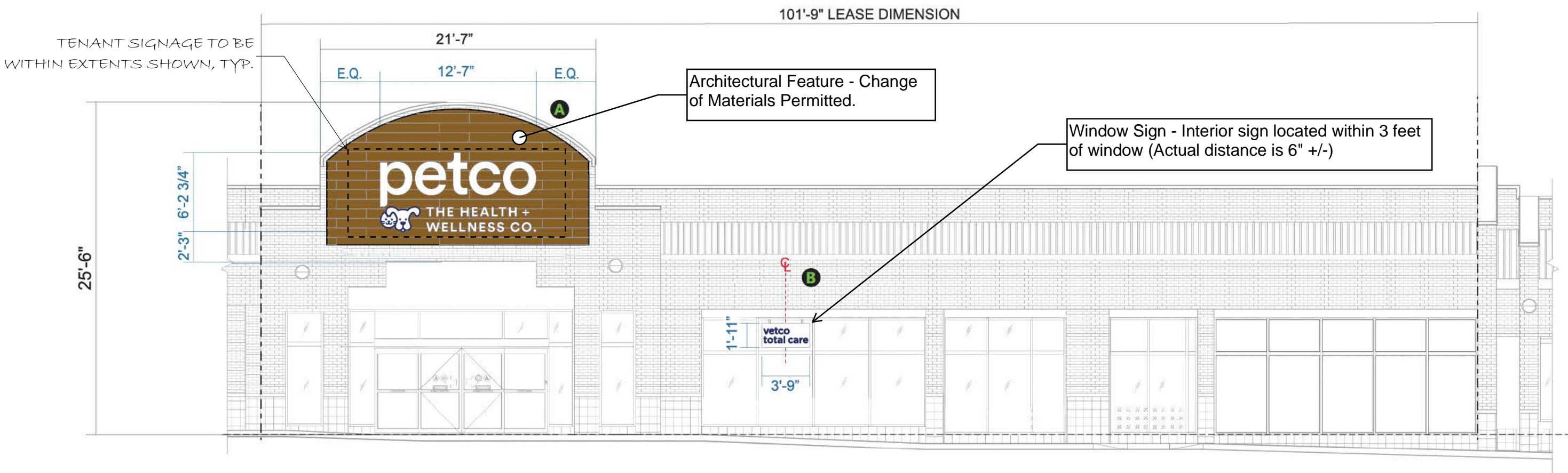
ELEVATION C2 - Ross



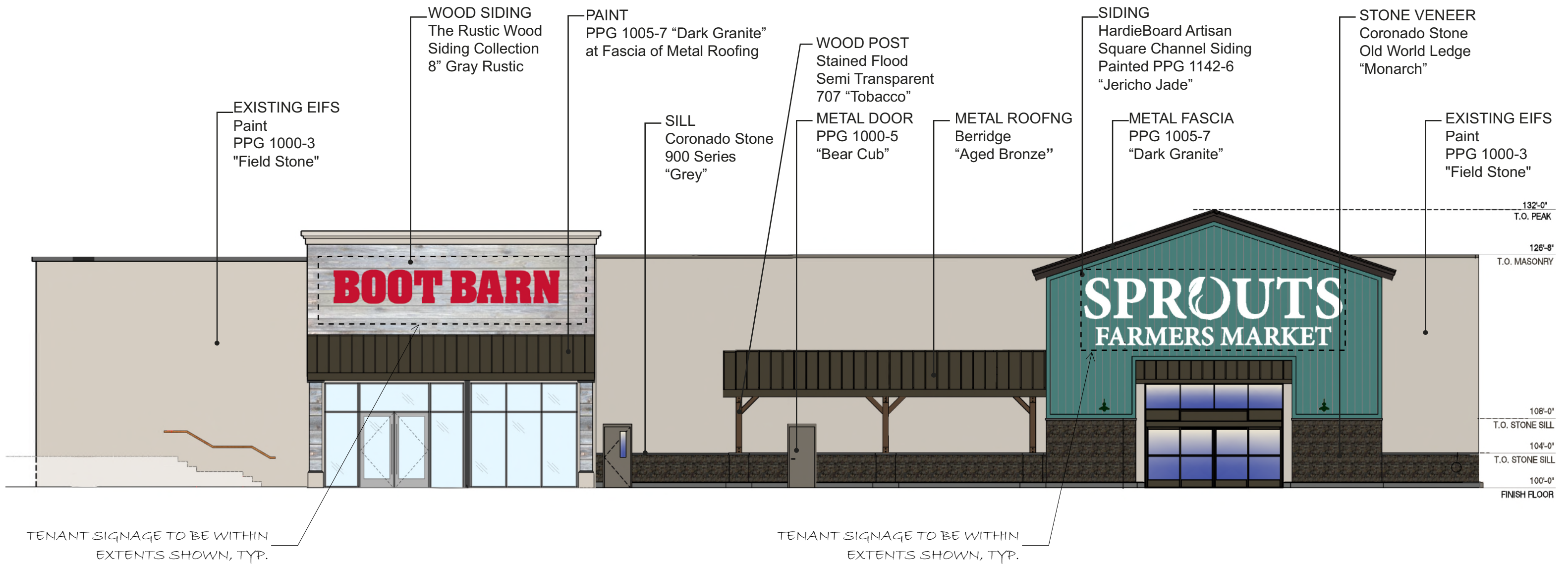
ELEVATION C3 - Stein Mart



ELEVATION KEY
 [Dashed Box] EXTENT OF SIGNAGE PLACEMENT
 [Callout] SPECIFIC SIZE TO BE A PRODUCT OF FRONTAGE & MODIFIER AS OUTLINED ON PG.15

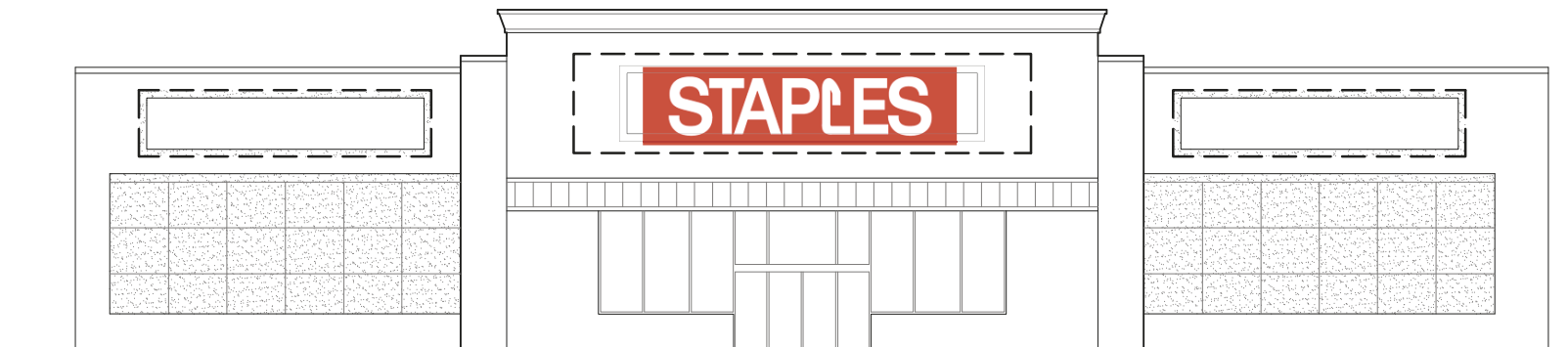


Allowable Square Footage	
100 SQ.FT.	(Wall Sign Permitted Area)
Actual Square Footage-Signage	
A	78.38 Sq. Ft. (Wall Sign Actual Area)
B	7.19 Sq. Ft. (Window Sign Actual Area)

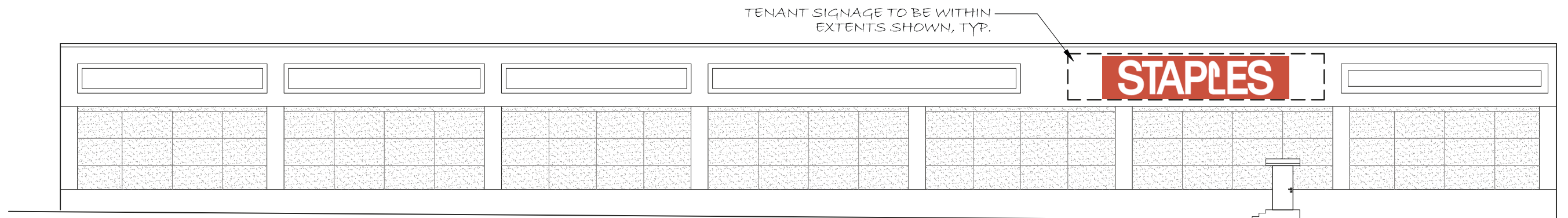




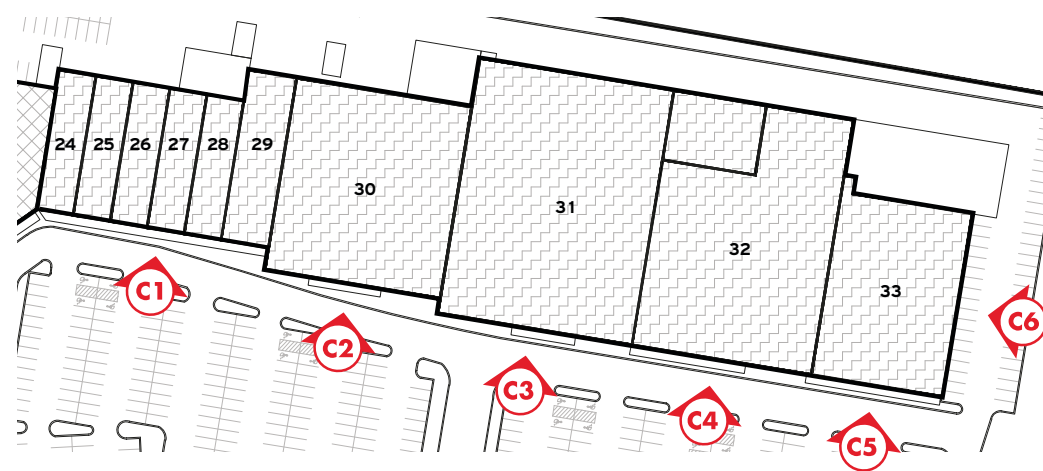
ELEVATION C4 - Michaels



ELEVATION C5 - Staples (Edwards Ferry Road)



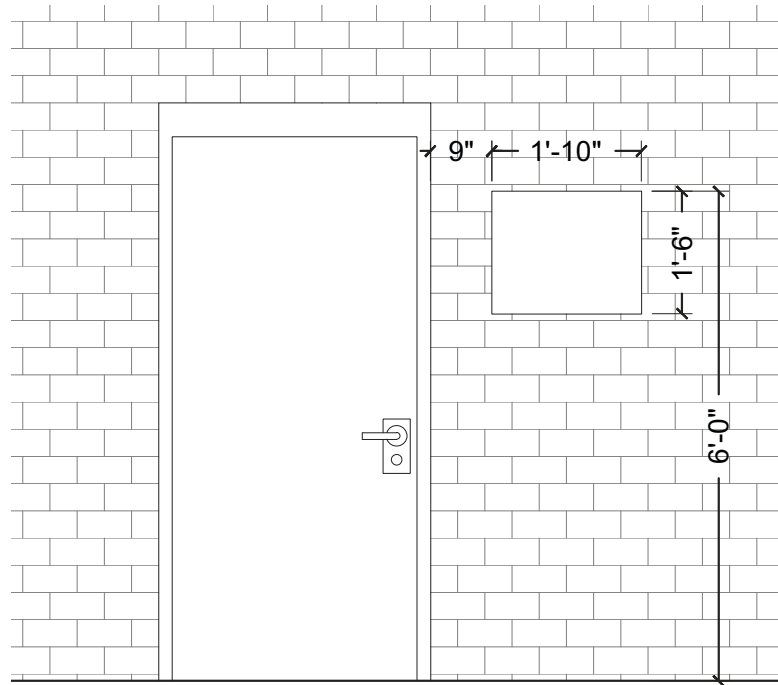
ELEVATION C6 - Staples (Leesburg Bypass)



ELEVATION KEY

 EXTENT OF SIGNAGE PLACEMENT

SPECIFIC SIZE TO BE A PRODUCT OF FRONTAGE & MODIFIER AS OUTLINED ON PG.15



TENANT REAR ENTRY - TYPICAL



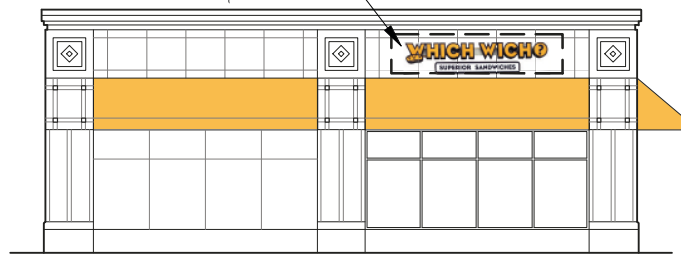
TENANT REAR ENTRY - TYPICAL

**SIGN TYPE D -
NON ILLUMINATED TENANT
REAR ID SIGNS (SECONDARY)**

QTY: 1 PER TENANT.

MAY CONTAIN STORE NAME, ADDRESS AND / OR
PHONE NUMBER

TENANT SIGNAGE TO BE WITHIN EXTENTS SHOWN, TYP.



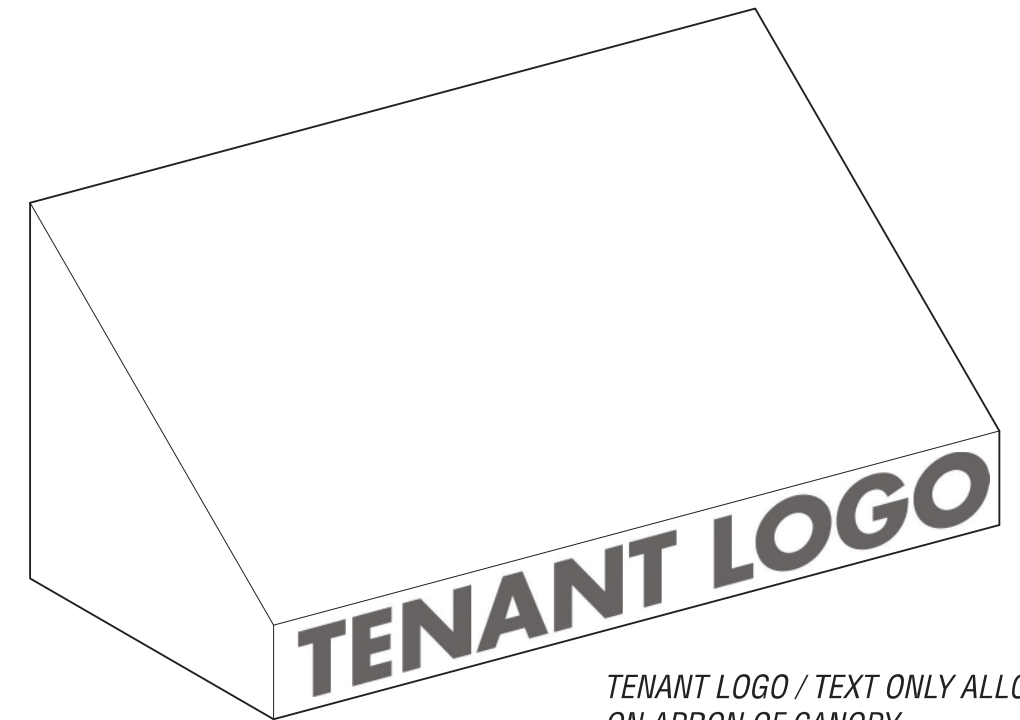
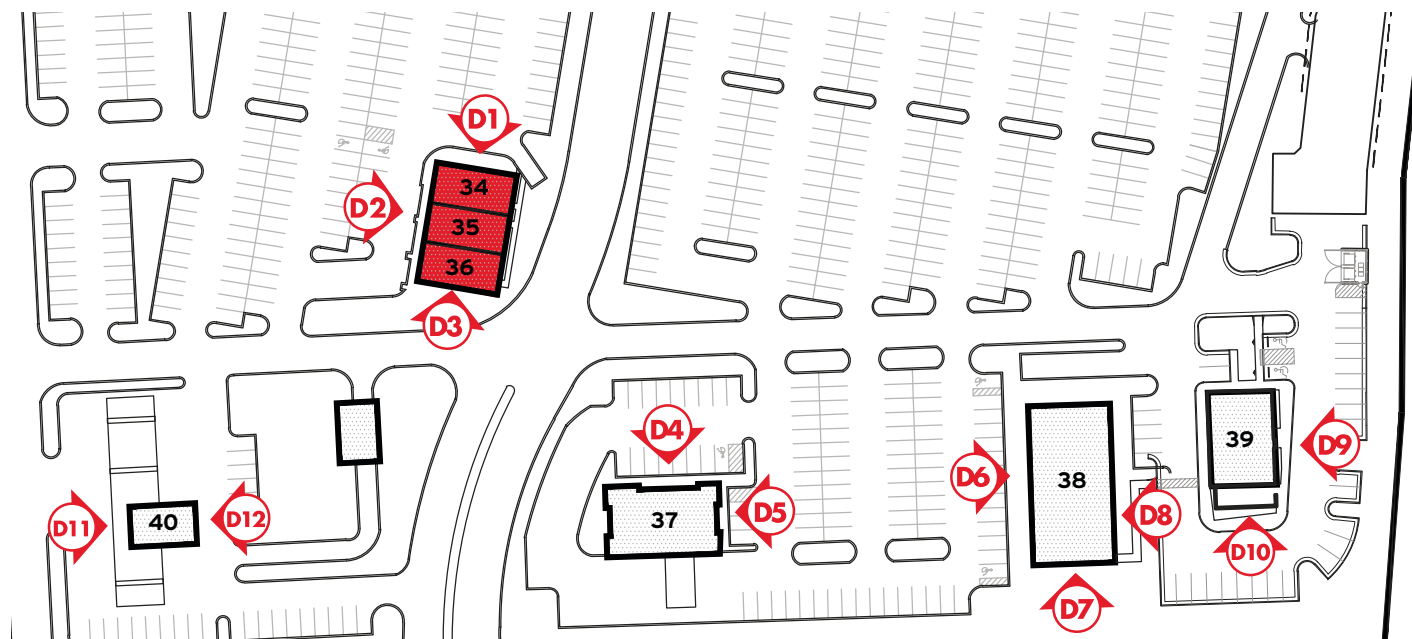
ELEVATION **D1** - WHICH WICH



ELEVATION **D2** - WHICH WICH / COLD STONE / STARBUCKS



ELEVATION **D3** - STARBUCKS



TENANT LOGO / TEXT ONLY ALLOWED ON APRON OF CANOPY

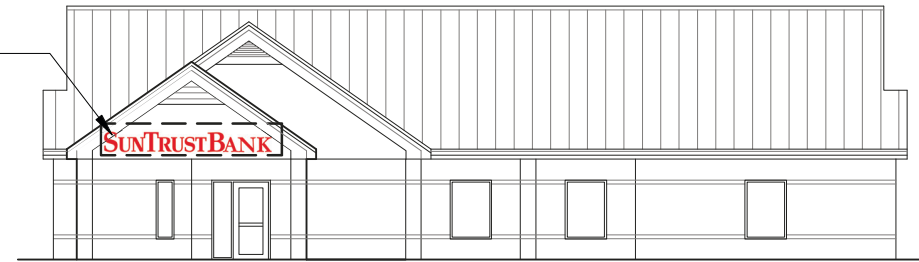
ELEVATION KEY



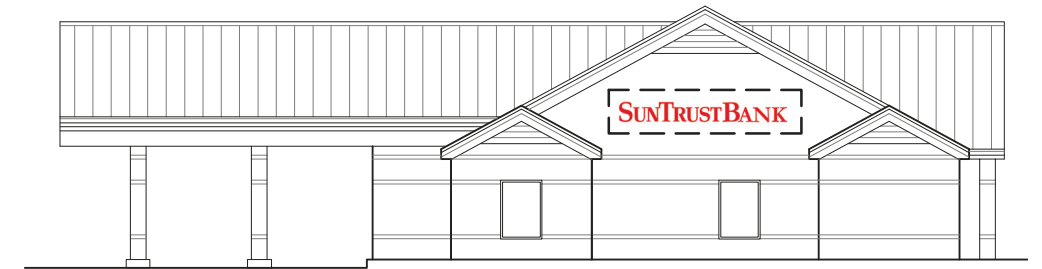
EXTENT OF SIGNAGE PLACEMENT

SPECIFIC SIZE TO BE A PRODUCT OF FRONTAGE & MODIFIER AS OUTLINED ON PG.15

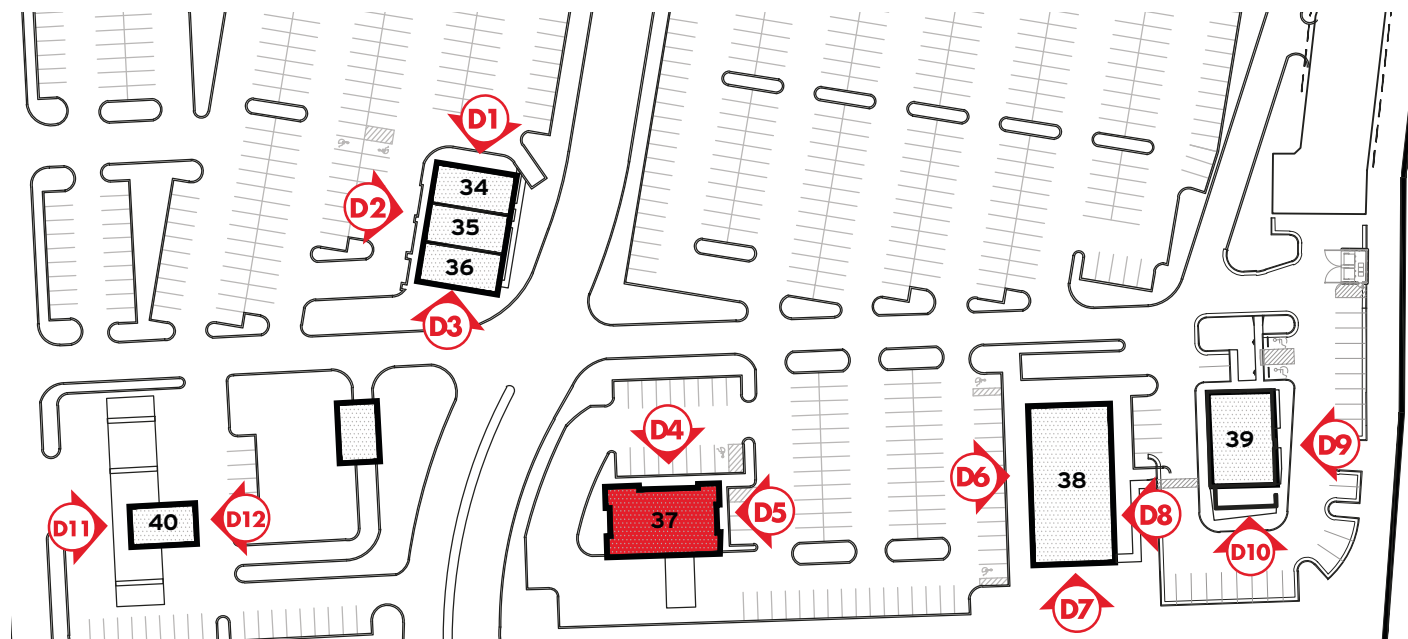
TENANT SIGNAGE TO BE WITHIN EXTENTS SHOWN, TYP.



ELEVATION **D4** - SUNTRUST



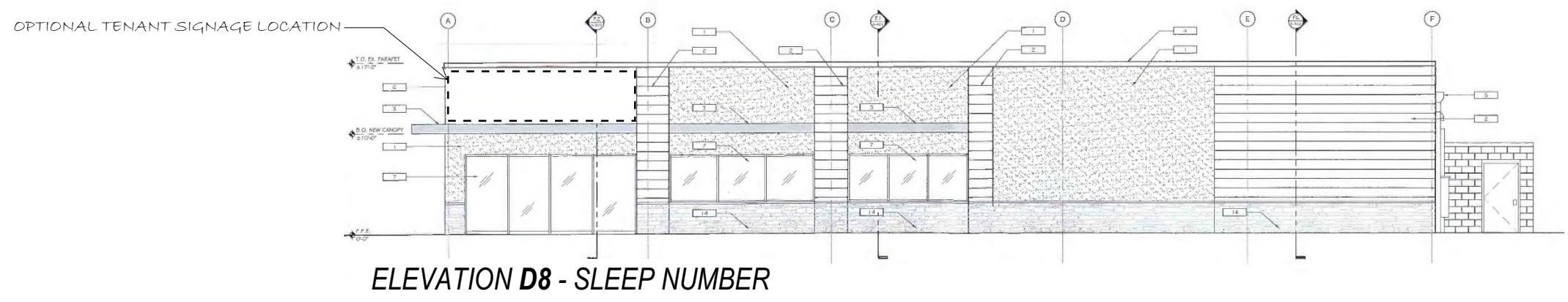
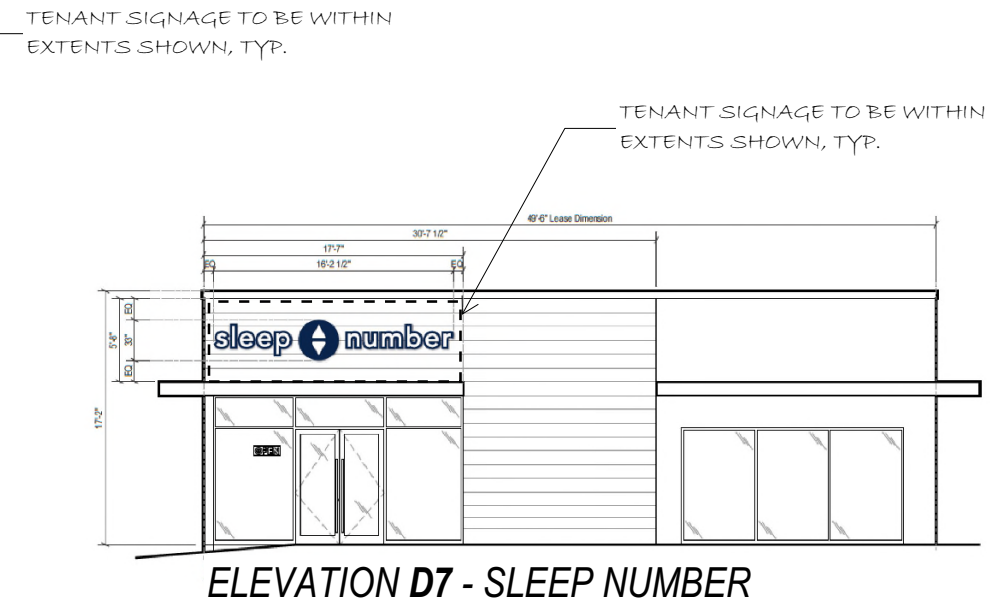
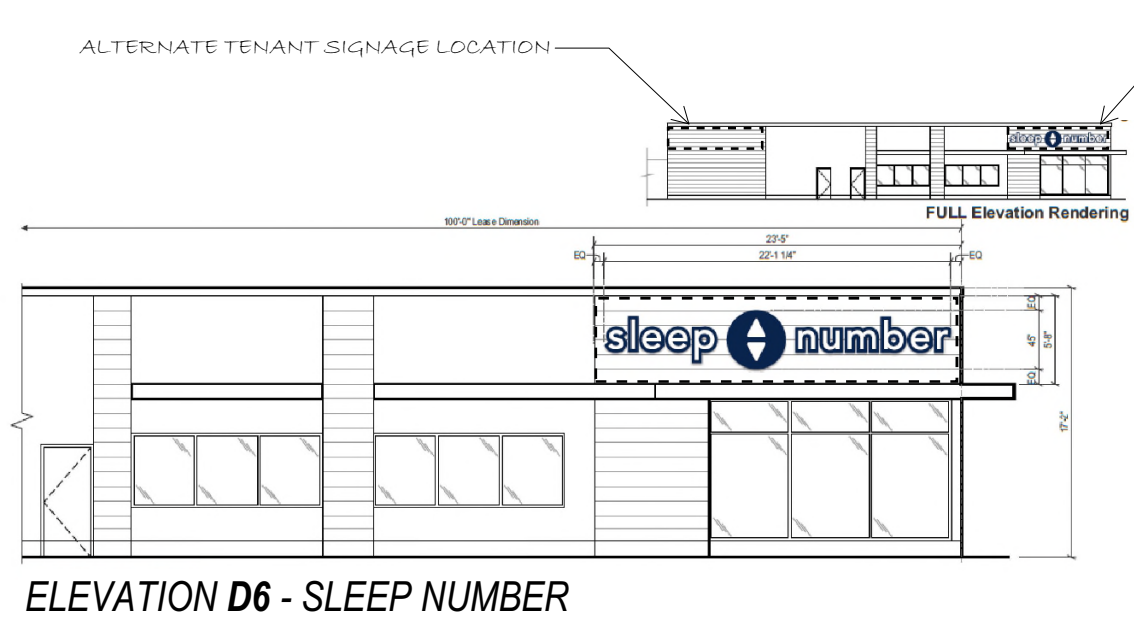
ELEVATION **D5** - SUNTRUST



ELEVATION KEY


EXTENT OF SIGNAGE PLACEMENT

SPECIFIC SIZE TO BE A PRODUCT OF FRONTAGE & MODIFIER AS OUTLINED ON PG.15

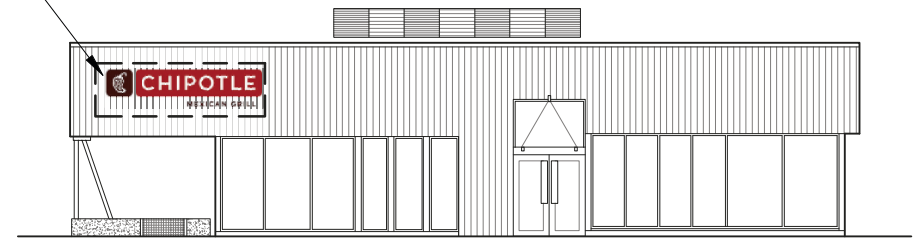


ELEVATION KEY

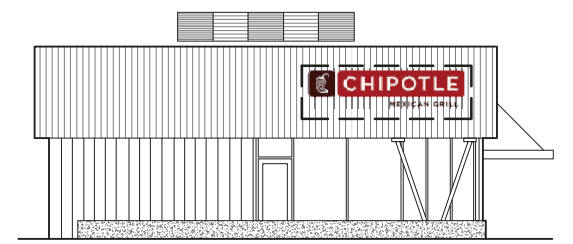
EXTENT OF SIGNAGE PLACEMENT

SPECIFIC SIZE TO BE A PRODUCT OF FRONTAGE & MODIFIER AS OUTLINED ON PG.15

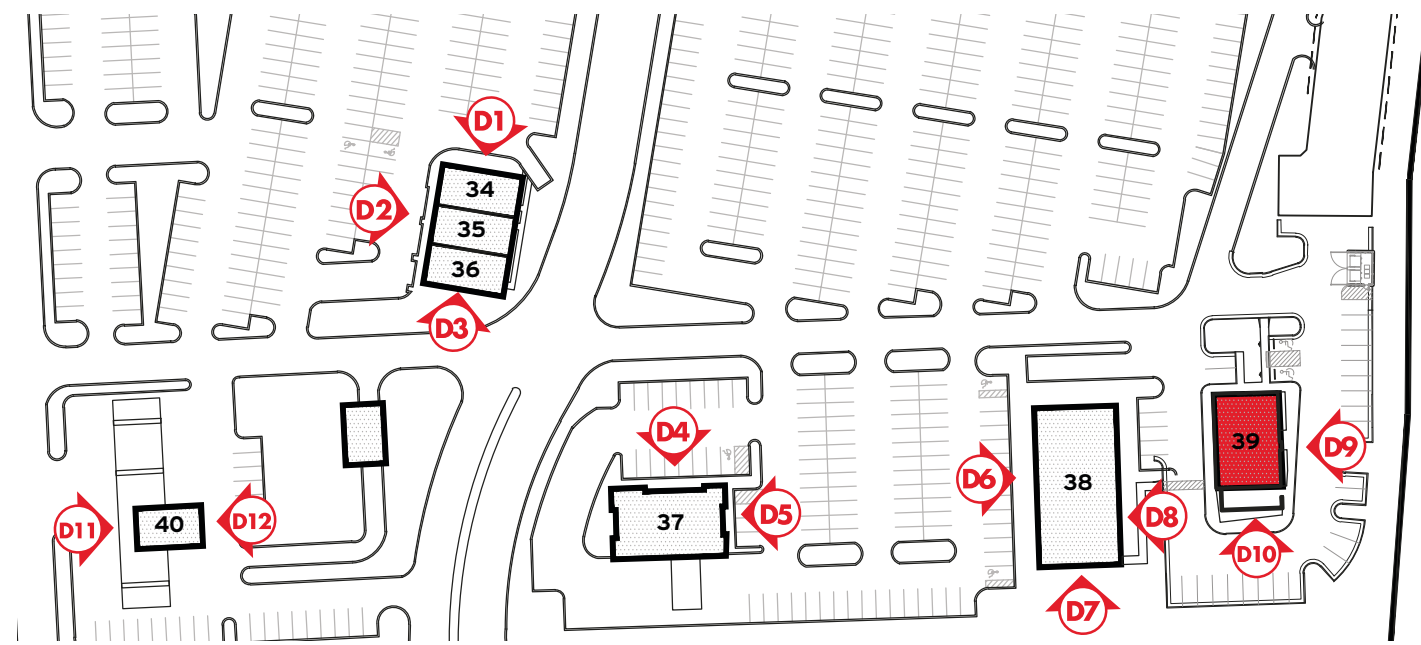
TENANT SIGNAGE TO BE WITHIN EXTENTS SHOWN, TYP.



ELEVATION **D9** - CHIPOTLE



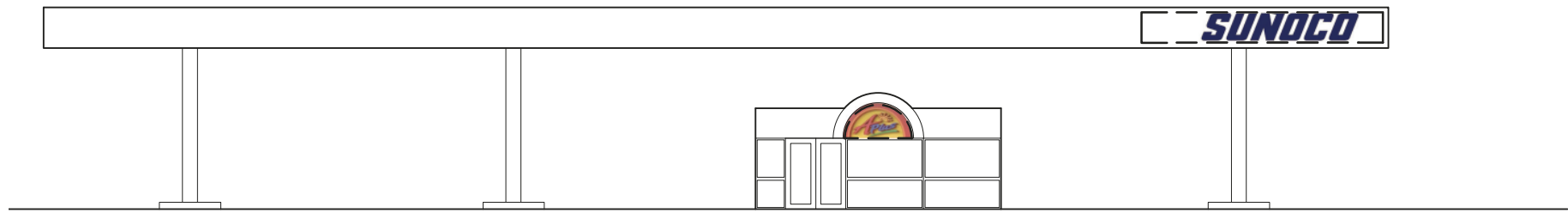
ELEVATION **D10** - CHIPOTLE



ELEVATION KEY

 EXTENT OF SIGNAGE PLACEMENT

SPECIFIC SIZE TO BE A PRODUCT OF FRONTAGE & MODIFIER AS OUTLINED ON PG.15

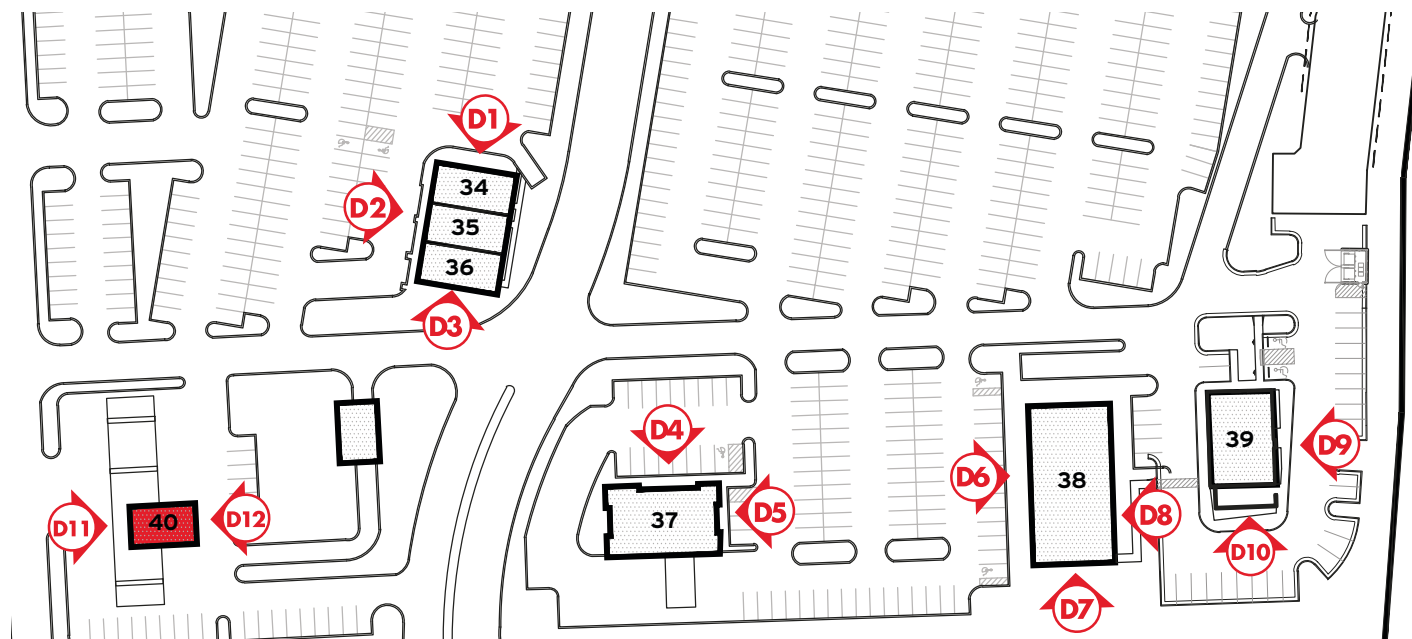


ELEVATION **D11** - SUNOCO

TENANT SIGNAGE TO BE WITHIN EXTENTS SHOWN, TYP.



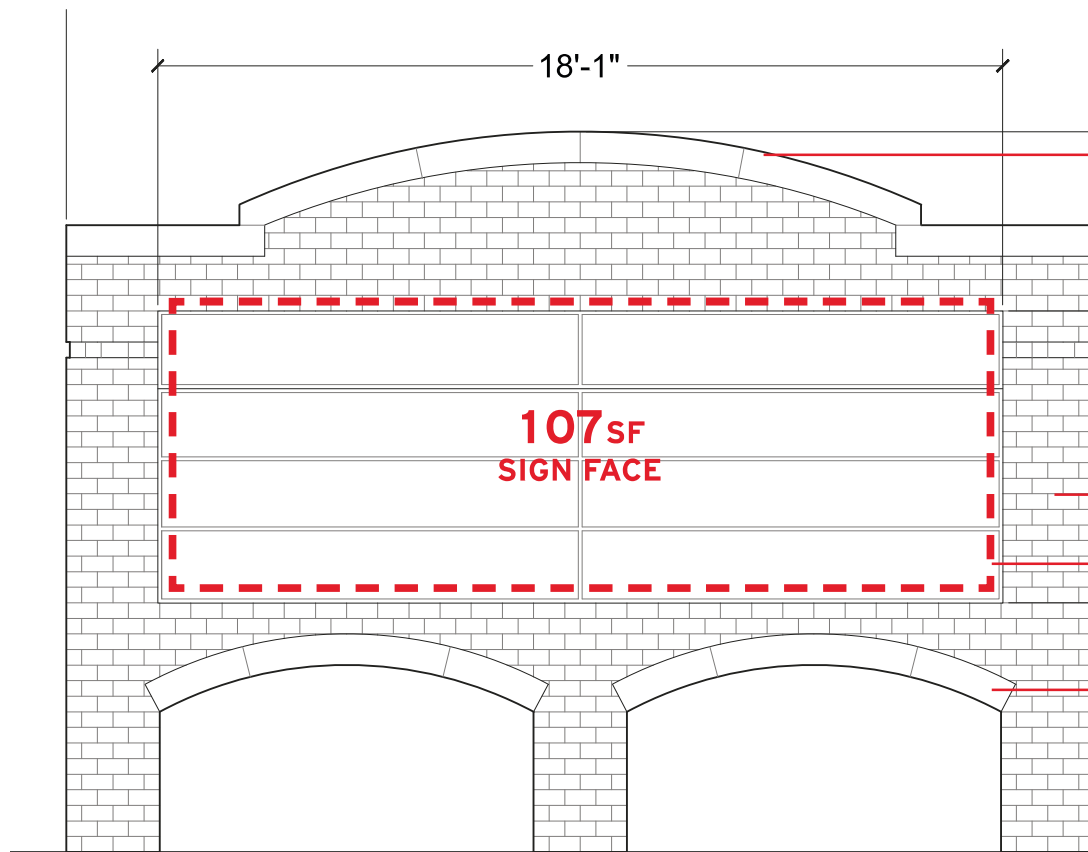
ELEVATION **D12** - SUNOCO



ELEVATION KEY

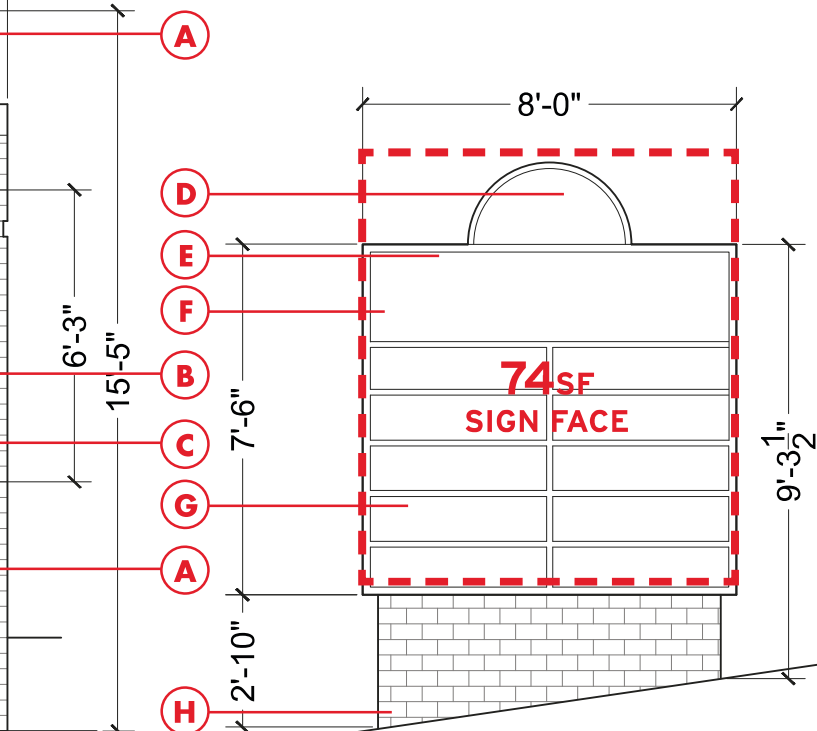

 EXTENT OF SIGNAGE PLACEMENT

SPECIFIC SIZE TO BE A PRODUCT OF
 FRONTAGE & MODIFIER AS OUTLINED
 ON PG.15



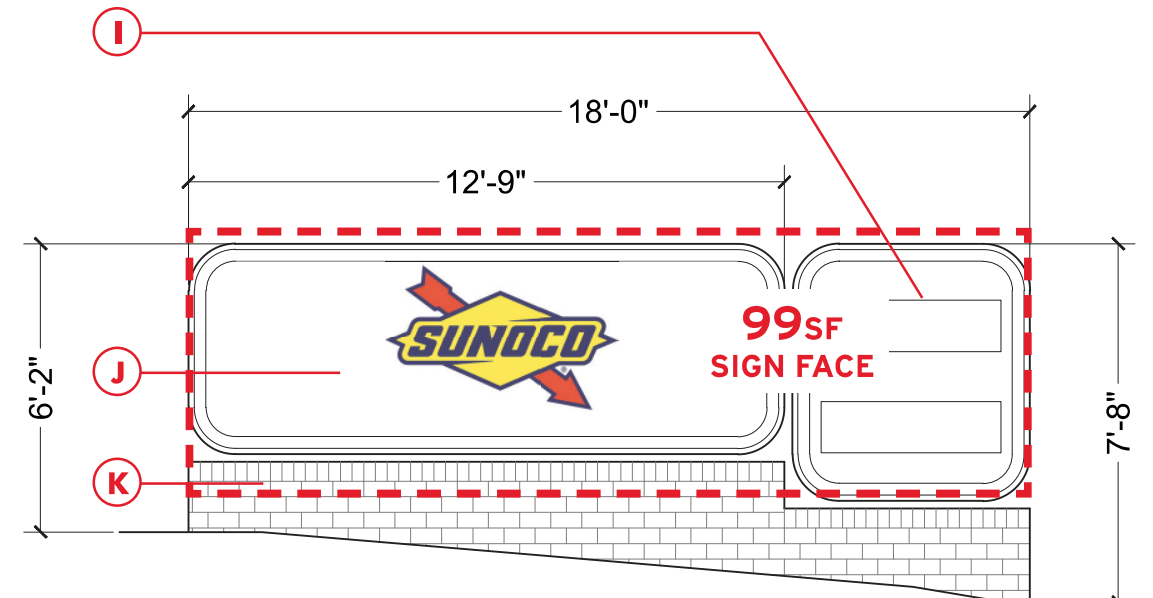
SIGN TYPE E - MONUMENT SIGN

- A.** CAP STONE 1
- B.** BRICK
- C.** TENANT CABINET



SIGN TYPE F - MONUMENT SIGN

- D.** SHOPPING CENTER SIGNAGE
- E.** TENANT SIGN 3
- F.** TENANT CABINET 2
- G.** TENANT SIGN 3
- H.** BRICK

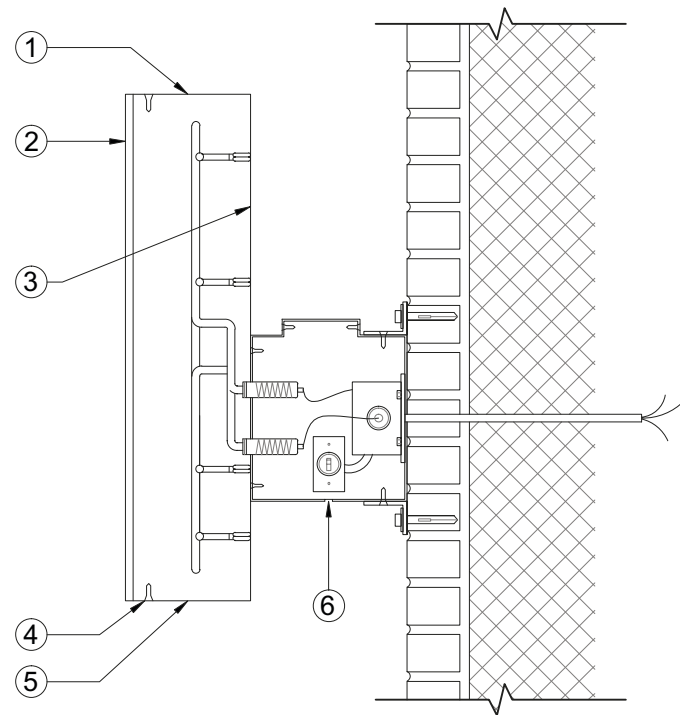


SIGN TYPE G - GAS STATION

- I.** DIGITAL DISPLAY
- J.** SIGNAGE
- K.** BRICK

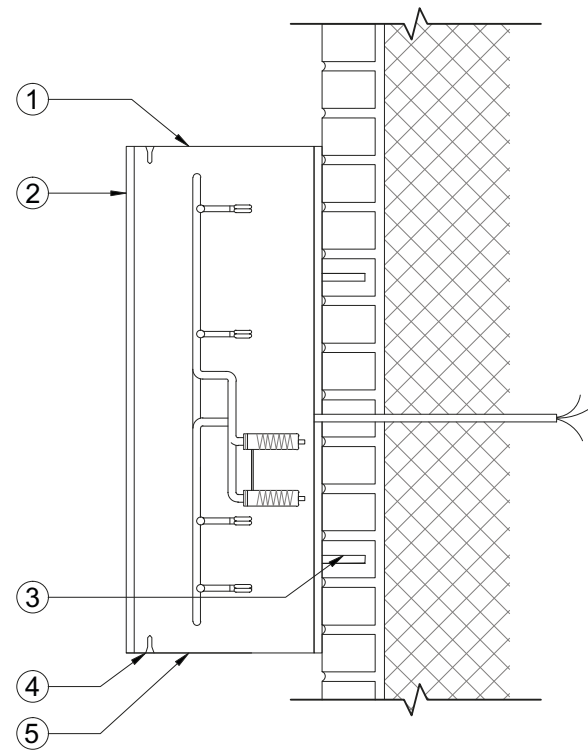


SIGN TYPE A -
RACEWAY MOUNTED ILLUMINATED LETTERS



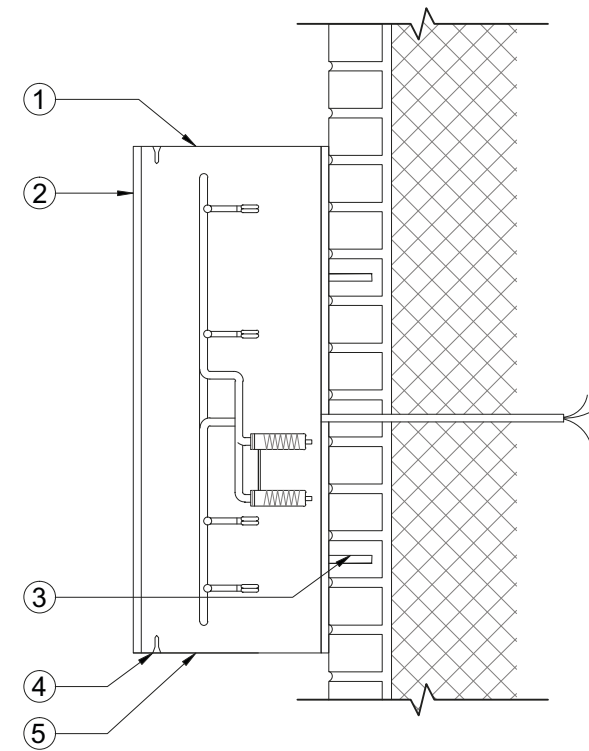
- 1. Return Materials: .063" thick aluminum (4'-0" - 3'-0")
.040" thick aluminum (under 3'-0")
Return Finish: GGP Anodic Black
Return Depth: Varies (3" - 5")
- 2. Face Material: 3/16" thick acrylic
Face Finish: Corporate Colors
Graphics: Corporate Graphics
- 3. Letter Back Material: 3/16" thick Alupalite® (4'-0")
.063" thick aluminum (under 4'-0" - 3'-0")
.040" thick aluminum (under 3'-0")
- 4. 1/4" Dia. Drain Holes
- 5. Trim Cap: 1" Black Vinyl Trim Cap
- 6. Raceway Material: Fabricated .063" thick aluminum
Raceway Finish: Finish to match mounting facade area

SIGN TYPE B -
CABINET MOUNTED ILLUMINATED



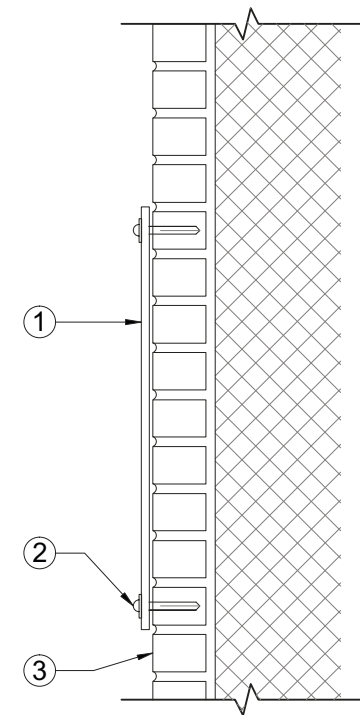
- 1. Return Materials: .063" thick aluminum (4'-0" - 3'-0")
.040" thick aluminum (under 3'-0")
Return Finish: GGP Anodic Black
Return Depth: Varies (3" - 5")
- 2. Face Material: 3/16" thick acrylic
Face Finish: Corporate Colors
Graphics: Corporate Graphics
- 3. Mounting Bolts
- 4. Trim Cap:
- 5. 1/4" Dia. Drain Holes

SIGN TYPE C -
INTERNALLY ILLUMINATED LETTERS



- 1. Return Materials: .063" thick aluminum (4'-0" - 3'-0")
.040" thick aluminum (under 3'-0")
Return Finish: GGP Anodic Black
Return Depth: Varies (3" - 5")
- 2. Face Material: 3/16" thick acrylic
Face Finish: Corporate Colors
Graphics: Corporate Graphics
- 3. Mounting Bolts
- 4. Trim Cap:
- 5. 1/4" Dia. Drain Holes

SIGN TYPE D -
NON-ILLUMINATED EMPLOYEE ENTRANCE
ALUMINUM SIGN PLAQUES



- 1. Face Materials: .080" thick aluminum
Face Finish: (See finish spec. call-outs)
Graphics: Applied vinyl graphics
(see graphic spec. call-outs)
- 2. Install Method: Plastic Wall Tap-Ins®
- 3. Mounting Surface: Existing brick over CMU wall

NOTE:
All signs are to be reviewed and approved by landlord prior to procurement and installation.

UNIT #	Current Tenant	GLA	Linear Frontage	Anchors & Jr Anchors** Allowable Sign SF (1.25) (Cap = 200 or 100 SF)	All Other Tenants** Allowable Sign SF (1.0) (100 SF Cap)	Sign Size (Actual)	Sign Type (Actual)	Font
1	Allstate Insurance	1,500	60		60	18 sf	A	Logo
2	AVAILABLE	810	40		40	N/A	N/A	N/A
3	Liberty Tax	800	40		40	21 sf	A	Helvetica
4	WINC-FM	1,600	31.3		31.3	18 sf	A	Logo
5	Five Guys	3,200	131		100	30 sf	A	Logo
6	Dick's Sporting Goods	43,202	203	200		282.14	A	Logo
	Dick's Sport... (Rear)		203	98				
7	DSW	19,470	100	210		150 sf	B	Logo
8	Battlefield Cleaners	1,660	20		20	16.5 sf	A	Helvetica
9	Fantastic Sam's	1,600	20		20	21 sf	A	Helvetica
10	LiLi Nail Spa	1,600	20		20	28 sf	A	Helvetica (various sizes)
11	Tuesday Morning	6,500	65		65	31.5 sf	A	Helvetica
12	Lumber Liquidators	6,949	45		45	60 sf	A	Logo w/ Icon
13	The Piano Co.	13,050	75		75	36 sf	A	Logo
14	Mary's Barber	900	20		20	28 sf	A	Helvetica w/ Icon
15	Sweetz Bakery	1,800	40		40	29 sf	A	Logo
16	Di Lorenzo Chiropractor	854	60		60	24.75 sf	A	Helvetica
17	Bella Ballerina	1,601	22		22	18.9 sf	A	Logo w/ Icon
18	Sterling Appliance	2,000	22.5		22.5	33 sf	A	Helvetica (various sizes)
19	Sally Beauty Supply	1,800	22.5		22.5	24 sf	A	Logo w/ Icon
20	Allegany Optometry	1,800	22		22	20 sf	A	Helvetica (various sizes)
21	Payless Shoesource	3,154	31.5		31.5	36 sf	A	Logo w/ Icon
22	Kirklands	10,000	125		100	36 sf	C	Logo
23	Big Lots	36,958	66	82.5		54 sf	C	Logo
24	Golden China	3,371	32		32	29 sf	A	Helvetica
25	Ledo Pizza	3,240	32		32	67.5 sf	A	Logo
26	Petco	12,199	101.75	100		78.4	C	Logo
29	Topkick Martial Arts	5,062	41		41	Temporary	A	Temporary
30	Ross	25,994	151.5	189.375		126 sf	C	Logo
31a	Boot Barn	12,022	67.7	100		100 sf	C	Logo
31b	Sprouts	24,770	101.8	127.4		127 sf	C	Logo
32	Michael's	23,753	155	193.75		100 sf	C	Logo
33	Staples	20,388	113	141.25		72 sf	B	Logo
34	Which Wich	1,200	76		76	42 sf	B	Logo
	Which Wich (2)		76		76	42 sf	A	Logo
35	Cold Stone	1,150	25		75	20 sf	A	Logo
36	Starbucks	1,400	75		75	16 sf	B	Logo
	Starbucks (2)		75		75	16 sf	B	Logo
37	SunTrust Bank	4,892	185		100	23 sf	A	Logo
	SunTrust Bank (2)		185		100	23 sf	A	Logo
38	Ruby Tuesday	7,200	250		100	26.25 sf	C	Logo
	Ruby Tuesday (2)		250		100	26.25 sf	C	Logo
39	Chipotle Mexican Grill	2,500	214		100	37 sf	C	Logo
	Chipotle Mexican Grill (2)		214		100	37 sf	C	
40	Sunoco	1,872	320		100	20 sf	C	Logo
	Sunoco (2)		320		100	20 sf	C	Logo

** Note: By 2023, The Piano Co. had been replaced by Total Wine & More, and Kirklands had been replaced by Sola Salon Studios.

VEHICULAR WAYFINDING SIGN

LOCATION: _____



EXISTING CONDITION TO REMAIN: _____



COLORS: _____

WHITE sign with RED lettering, non-illuminated

PEDESTRIAN WAYFINDING SIGN

LOCATION: _____



EXISTING CONDITION TO REMAIN: _____



COLORS: _____

WHITE sign with RED lettering, non-illuminated