Stonefield

Comprehensive Sign Plan for ARB
Part 1
Owner granted an amendment request to have the PD-MC signage requirements apply to the project (March 01, 2010).

Codes:
Albemarle County Code - 14.15 Signs
Architectural Review Board - Albemarle County, Virginia

General Notes:
Sign and awning colors and design for the initial tenant build-out of buildings A-I, A-V, and B-I are excluded from this CSP. Submittals for buildings A-I, A-V, and B-I are supplemental parts 2, 3, and 4 respectively. Hotel and cinema signs to be covered under separate applications and are excluded from this CSP.

All signs and awnings fronting Bond Street are excluded from this CSP and not subject to ARB review and approval.
Component Sign Types at Stonefield

Facade Signs
Facade signs are signs mounted to the exterior of the storefront and intended to be viewed from the storefront exterior. Individual letterform signs have a maximum letter height of 30”. Maximum size for logo and graphic signs is per zoning ordinance.

Projecting Signs
Projecting signs are double faced signs along the same scale as facade signs and are mounted so that they project out from the storefront. Projecting signs are intended for tenants with a corner or angled storefront. Tenants desiring a projecting sign must have prior landlord approval. Maximum size for projecting signs is per zoning ordinance.

Canopy Signs
Canopy signs are signs mounted on an architectural canopy. Canopy sign colors to be harmonious with canopy color.

Awnings
Awnings are sign graphics printed on architectural awnings. At Stonefield there are two awning types. Signage is only allowed on Type 1 awnings. Allowable awning colors are Black, Natural, Charcoal Gray, Blue, Green, and Taupe (Sunbrella Black **08, Natural **04, Charcoal Gray **44, Navy Blue **26, Alpine Green **55, and Panorama Taupe **48). Sign graphics to contrast awning color, but must also be harmonious with awning color.

Blade Signs
Every tenant shall be allowed one (1) blade sign, except tenants of a corner store or angled wall front may have one (1) blade sign on each facade. Blade signs will be located in close proximity to storefront entry doors and align with architectural features of the storefront and building facade. Blade sign size to be of an appropriate scale for placement on facade. Depending on the architecture of the individual tenant storefront, it may be necessary to locate a tenant’s blade sign outside of the sign area shown on the various elevations within this document. Blade signs are non illuminated.

Additional Considerations

Sign Colors
Individual letterforms, facade sign panels, and projecting sign bodys to be limited to Black, White, and warm gray colors (including but not limited to Pantone Warm Gray 1 through 11). Logo and graphics may be in tenant’s corporate colors provided the sign colors are harmonious with other signage on tenant’s storefront, architectural materials and colors of the tenant’s storefront, the overall building, and neighboring tenant signs.

Sign color(s) must not clash with architectural materials or neighboring signs.

Use of a tenant’s corporate colors are to be tasteful and constrained to a limited color palette. Color palette to respond to and work with the architectural materials and colors of the tenant’s storefront, the overall building, and neighboring tenant signs.

General Notes
All signs and awnings fronting Bond Street are excluded from this CSP and not subject to ARB review and approval.

Tenants who feel these guidelines will not allow for their brand and identity to be adequately represented and require alternate sign design will submit signage separately for ARB approval.

Sign and awning colors and design for the initial tenant build-out of buildings A-I, A-V, and B-I are excluded from this CSP. Submittals for buildings A-I, A-V, and B-I are supplemental parts 2, 3, and 4 respectively.

Hotel and cinema signs to be covered under separate applications and are excluded from this CSP.

All sign areas and sizes will comply with Albemarle County Code Chapter 18, Section 4.15-Signs and Albemarle County Architectural Review Board (ARB) Sign Guidelines.

SEE CSP APPENDIX FOR ADDITIONAL SIGNAGE SPECIFICATIONS AND REQUIREMENTS.
Facade Sign Diagrams

1. Channel Letters w/ External Illumination
   SCALE: None
   Individual channel letters; letters to have internal, LED based, illumination
   Individual letterform signs have a maximum letter height of 30”.
   Maximum size for logo and graphic signs is per zoning ordinance.

2. Reverse Channel Letters w/ Halo Illumination
   SCALE: None
   Individual channel letters; letters to have internal, LED based, illumination
   Individual letterform signs have a maximum letter height of 30”.
   Maximum size for logo and graphic signs is per zoning ordinance.

3. Panel Sign w/Push-Through Text and/or Graphics
   SCALE: None
   Push-through text and graphics with opaque face
   Fabricated opaque panel with internal, LED based, illumination
   Individual letterform signs have a maximum letter height of 30”.
   Maximum size for logo and graphic signs is per zoning ordinance.

General Notes:
1) Diagrams are shown for reference only. Actual tenant sign will reflect individual tenant identity through shape, font, etc.
2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.
3) Refer to Sign Specifications for additional information.
4) Refer to Color section under Sign Specifications for color limitations.
5) The level of illumination provided by the LED lights will not exceed the illumination produced by a single stroke of 30 milliamp (ma) neon.
6) External lighting is assumed to be new and installed as part of the tenant sign. Several facade areas contain existing architectural lighting intended to illuminate specific tenant sign areas. Tenant to coordinate external illumination with landlord and utilize existing architectural lighting where appropriate. Lamps used for external illumination shall not emit more than 3000 lumens each.
Channel Letters w/ Halo Illumination

Note: Sign may also have push-through graphics with internal illumination similar to Facade Sign, Illustration 3. Maximum size per zoning ordinance. No sign to project above or below sign area limits as shown on building elevations in this document.

General Notes:

1) Diagrams are shown for reference only. Actual tenant sign will reflect individual tenant identity through shape, font, etc.

2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.

3) Refer to Sign Specifications for additional information.

4) Refer to Color section under Sign Specifications for color limitations.

5) The level of illumination provided by the LED lights will not exceed the illumination produced by a single stroke of 30 milliamp (ma) neon.

Fabricated sign body
Individual channel letters; letters to have internal, LED based, illumination

End View

Front View

Front View w/Illumination shown
**General Notes:**

1) Diagrams are shown for reference only. Actual tenant sign will reflect individual tenant identity through shape, font, etc.

2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.

3) Refer to Sign Specifications for additional information.

4) Refer to Color section under Sign Specifications for color limitations.

5) Blade Signs are non-illuminated.

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**Awning Colors**

- Black
- Natural
- Charcoal
- Gray
- Green
- Blue
- Taupe
Exterior Signage Notes:
1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.
2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.
3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.
4) Sign and awning colors and design the initial tenant build-out of A-I are excluded from this CSP. See Part 2 for the initial tenant build-out specifications.
Exterior Signage Notes:

1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.

2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.

3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.

4) Sign and awning colors and design the initial tenant build-out of A-I are excluded from this CSP. See Part 2 for the initial tenant build-out specifications.
Exterior Signage Notes:

1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.

2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.

3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.
Exterior Signage Notes:
1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.
2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.
3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.
Exterior Signage Notes:

1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.
2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.
3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.
4) Sign and awning colors and design the initial tenant build-out of A-V are excluded from this CSP. See Part 3 for the initial tenant build-out specifications.
Exterior Signage Notes:
1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.
2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.
3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.
4) Sign and awning colors and design the initial tenant build-out of B-I are excluded from this CSP. See Part 4 for the initial tenant build-out specifications.
**Exterior Signage Notes:**

1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.

2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.

3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.

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North Elevation

SCALE: 1/16" = 1'
Exterior Signage Notes:

1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.

2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.

3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.
Exterior Signage Notes:

1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.

2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.

3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.
Exterior Signage Notes:

1) All sign areas are shown for location reference only. All signage will conform to the approved sign criteria.

2) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.

3) Tenants who wish to alter the existing building storefront and require alternate sign placement will submit signage separately for ARB approval.

West Elevation
SCALE: 1/16”=1’

Partial South Elevation
SCALE: 1/16”=1’
General Sign Notes

1) Signs may have internal (halo) or external illumination. External illumination shall be well integrated into storefront design. A projecting facade sign is an option for tenants with corner locations.

2) Signs to maintain a minimum clearance of 10” from top and bottom edges of sign mounting area and 1’-0” from demising wall center line.

3) Signs to not overlap architectural features like columns, pilasters, window lintels, canopy support anchor plates and cables, coping, etc. Signs will maintain a minimum clearance of 9” around architectural features.

4) Where possible, sign placement to visually align with neighboring tenant signs to ensure visual consistency.

5) Channel letter returns are to be painted black or other appropriate color (white or warm gray) that reinforces tenant identity.

6) Tenants who feel these guidelines will not allow for their brand and identity to be adequately represented and require alternate sign design will submit signage separately for ARB review and approval.

7) All signs and awnings fronting Bond Street are excluded from this CSP and not subject to ARB review and approval.

8) Sign and awning colors and design for the initial buildout of buildings A-I, A-V, B-I are supplemental parts 2, 3, and 4 respectively.

9) Hotel and cinema signs to be covered under separate applications and are excluded from this CSP.

10) All sign areas and sizes will comply with Albemarle County Code Chapter 18, Section 4.15-Signs and zoning ordinance.

Awnings

1) There are two types of awnings specified in this project. Awnings type 1 has a vertical valance in addition to its angled face. Awnings type 2 has only a single angled face. Signage is only permitted on Type 1 awnings. Non-standard awning type may be used with Landlord approval. Non-standard awning type may be used with Landlord approval.

2) For type 1 awnings, secondary signage may be applied to awning valance only and may cover 100% of awning valance area. Signage is not permitted on both awning face and valance.

3) For type 2 awnings, no signage is permitted.

4) Allowable awning colors are Black, Natural, Charcoal Gray, Blue, Green, and Taupe (Sunbrella Black **08, Natural **04, Charcoal Gray **44, Navy Blue **26, Alpine Green **55, and Panorama Taupe **48).

5) Awnings shall maintain a minimum clearance of 9'-0” AFF.

Blade Signs

1) Every tenant shall be allowed one (1) blade sign except, tenants of a corner store or angled wall front may have one (1) blade sign on each facade provided the arrangement is within the restrictions of the local sign code.

2) Blade signs will be located in close proximity to storefront entry doors and align with architectural features of the storefront and building facade.

3) Blade signs may be either suspended (from canopy) or projecting from facade. Suspended signs are preferred.

4) Blade signs shall not obstruct any pedestrian way. Signs shall maintain a minimum clearance of 9'-0” AFF.

5) Blade sign size to be of an appropriate scale for placement on facade. Over-scale signs are not permitted.

6) Blade signs are non-illuminated.

Colors

1) Individual letterforms, facade sign panels, and projecting sign bodys to be limited to Black, White, and warm gray colors (including but not limited to Pantone Warm Gray 1 through 11). Letterform color to contrast background.

2) Logo and graphics may be in tenant’s corporate colors provided the sign colors are harmonious with other signage on tenant’s storefront, architectural materials and colors of the tenant’s storefront, the overall building, and neighboring tenant signs.

3) Sign color(s) must not clash with architectural materials or neighboring tenant signs.

4) Use of a tenant’s corporate colors are to be tasteful and constrained to a limited color palette. Color palette to respond to and work with the architectural materials and colors of the tenant’s storefront, the overall building, and neighboring tenant signs.

Prohibited Signs:

1) Signs of a garish nature.

2) Signs of an inappropriate scale to sign area, storefront, building, and neighboring signs.

3) Flashing lights.

4) Trim caps that are over scale to letterform and/or in a color other than the color of the letterform return.

5) Cabinet signs with illuminated, translucent background and silhouette letters.

6) Vacuum-formed plastic letters.

7) Paper, cardboard, stickers, or decals applied to or located behind the storefront glazing.

8) Sandblasted wood signs in natural wood finish with painted, raised letters and/or logos.

9) Cabinet/box signs with flat, plastic faces.

10) Exposed raceways. Electrical components to be hidden within sign, canopy and/or behind storefront. No exposed raceways are permitted.