

**STONEFIELD TOWN CENTER BLOCK G SIGN CRITERIA (ARB-2014-140)**

<b>SIGN TYPE</b>	<b>Façade Signs</b> (*numbers correspond to illumination details) 1. Channel letters 2. Reverse channel letters 3. Panel with push-through letters/graphics	<b>Projecting Signs</b> Panel with push-through letters/graphics	<b>Canopy Signs</b>	<b>Awning Signs</b>
<b>LOCATION GENERALLY</b>	<ul style="list-style-type: none"> <li>Signs shall not overlap architectural features.</li> <li>Where possible, sign shall align with neighboring tenant signs for visual consistency.</li> <li>Minimum 10" clearance to top/bottom of mounting area, and 8" around architectural features.</li> <li>Signs must be in proportion with other signs and the overall building.</li> </ul>			
<b>SIGN LOCATION</b>	As noted on elevations. Panel signs (façade sign type 3) limited to west elevation of each building which does not front the Rt. 29 EC. Sign placement to be considered part of the overall storefront design. Sign placement shall align with or center on architectural features where possible.	As noted on elevations. No sign to project above or below sign area limits as shown on building elevations. Sign placement to be considered part of the overall storefront design. Sign placement shall align with or center on architectural features where possible.	On any canopy	On valance of type 1 awnings only.
<b>SIZE LIMITATIONS</b>	Letter height max 30". Size is subject to ARB review for appropriate scale and proportion.		Signs must be in proportion with canopy face, other signs, and the overall building. Sign elements cannot extend above or below canopy edges. Sign size must be appropriate to canopy size.	Signs may not extend beyond the limits of the vertical valance.
<b>PROJECTION LIMITATIONS</b>	N/A	36" Max projection from face of wall. 9'-0" min clearance from grade level	Sign elements cannot extend above or below canopy edges.	Signs may not extend beyond the limits of the vertical valance.
<b>COLORS GENERALLY</b>	<ul style="list-style-type: none"> <li>Sign colors must not clash with architectural materials or neighboring tenant signs.</li> <li>Letterform color to contrast background.</li> <li>Use of corporate colors 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.</li> <li>Subject to ARB review for compatibility.</li> </ul>			
<b>LETTER COLOR</b>	Black, White, Warm Grays (Pantone Warm Gray 1 – 11)	Black, White, Warm Grays (Pantone Warm Gray 1 – 11)	Black, White, Warm Gray. Match/harmonize with canopy color/material.	Sign color to contrast awning color. Sign color to be harmonious with awning color.
<b>TRIM CAP/RETURN COLOR</b>	Trim cap color to match return color. Return colors are Black, White, Warm Grays.	N/A	N/A	N/A
<b>BACKGROUND/PANEL/BODY COLOR</b>	Black, White, Warm Grays (Pantone Warm Gray 1 – 11)	Black, White, Warm Grays (Pantone Warm Gray 1 – 11) Projecting sign bodies limited to black, white and warm gray colors.	N/A	Awning colors: Sunbrella Black 08, Natural 04, Charcoal Gray 44, Navy Blue 26, Alpine Green 55, Panorama Taupe 48
<b>MOUNTING DETAILS</b>	Mounted to exterior wall	Mounted to exterior wall	Mounted to canopy face. Sign elements cannot extend above or below canopy edges.	Printed on awning valance
<b>GRAPHICS GENERALLY</b>	<ul style="list-style-type: none"> <li>Colors and illumination are subject to ARB review.</li> <li>May be in tenant's corporate colors provided sign, materials and colors of storefront and building, and neighboring signs are harmonious.</li> </ul>			
<b>ILLUMINATION GENERALLY</b>	External illumination shall be well integrated into the storefront design.			
<b>ILLUMINATION DETAILS</b>	<i>*Numbers correspond to sign type</i> 1. External building-mounted lights. External illumination shall be well integrated into storefront design. 2. Internal LED halo illumination 3. Internal LED halo-illuminated push-through text with opaque faces  Lamps used for external illumination shall not emit more than 3000 lumens each. The level of illumination provided by the LED lights will not exceed the illumination produced by a single stroke of 30 milliamp neon.	Internal LED halo-illuminated push-through. The level of illumination provided by the LED lights will not exceed the illumination produced by a single stroke of 30 milliamp neon.	Non-illuminated	Non-illuminated
<b>LETTER TYPE/FONT</b>	Unlimited	Unlimited	Unlimited	Unlimited
<b>MATERIALS</b>	Unlimited	Unlimited	Unlimited	Fabric



**Facade Sign Diagrams**



1 Channel Letters w/ External Illumination  
SCALE: None



2 Reverse Channel Letters w/ Halo Illumination  
SCALE: None



3 Panel Sign w/ Push-Through Text and Graphics  
SCALE: None

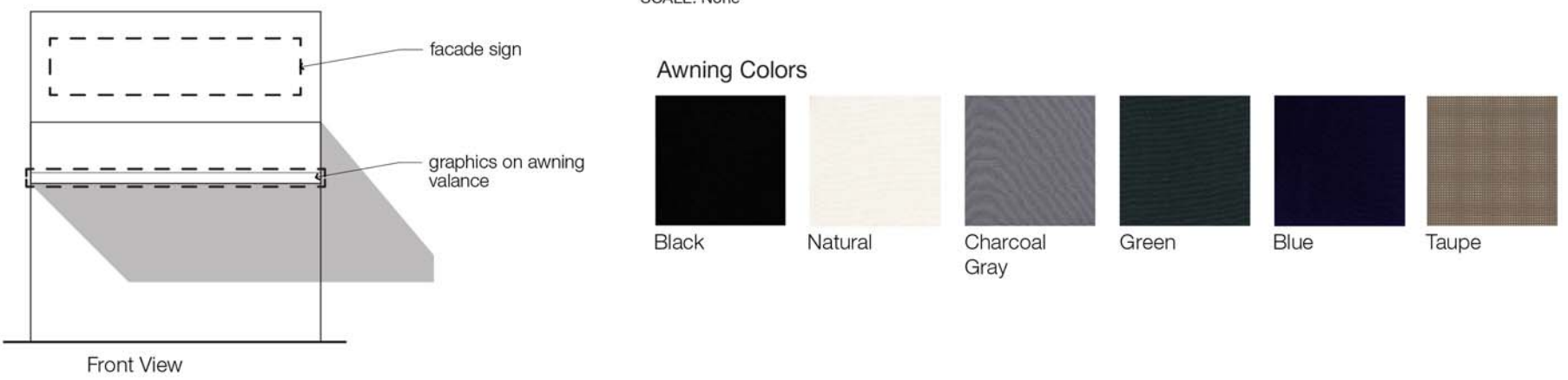
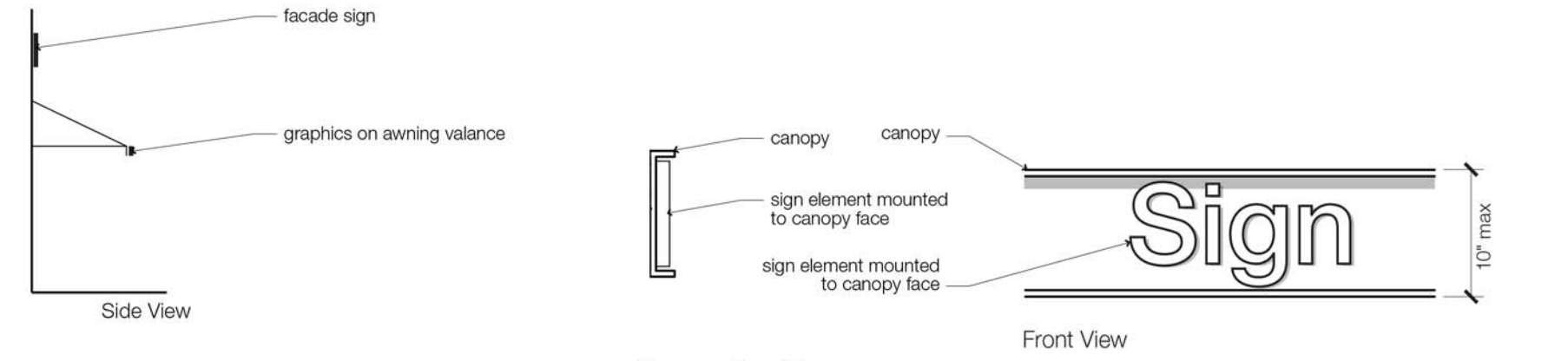
- 1) Diagrams are shown for reference only. Actual tenant sign will reflect individual tenant identity through color, shape, font, etc.
- 2) Maximum letter height is 30 inches.

- 3) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.
- 4) Refer to Sign Specifications for additional information.

- 5) Refer to Color section under Sign Specifications for color limitations.
- 6) The level of illumination provided by the LED lights will not exceed the illumination produced by a single stroke of 30 millamp (ma) neon.

- 7) External lighting is assumed to be new and installed as part of the tenant sign. Several facade areas contain existing architectural lighting intended 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.

**Awning and Canopy Sign Diagrams**



Awning Sign Diagram  
SCALE: None

**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 8" 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) Not Used.
- 8) Logo/graphics colors and illumination are subject to review by the ARB.
- 9) Sign size is subject to ARB review for appropriate scale and proportion for each building prior to final approval.
- 10) Sign colors are subject to ARB review for compatibility.
- 11) 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.

- 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.
- Facade Signs**
- 1) 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.
  - 2) Facade Sign Type 3 (Panel Sign) is only permitted on the west elevation of each building which does not front the entrance corridor (Route 29).

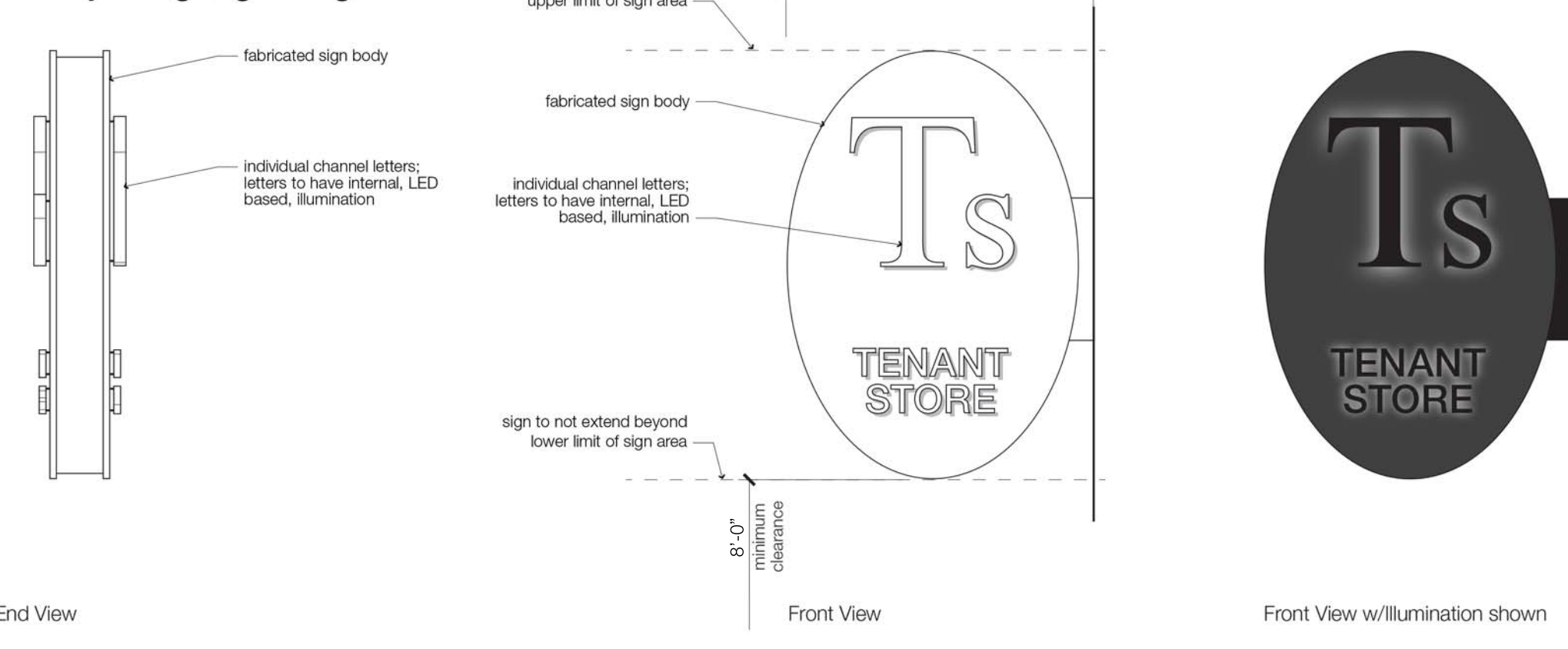
- Awnings**
- 1) Awning sign locations are restricted to the vertical, front valance on the awning and may not be placed on the angled face or side faces. Signs may not extend beyond the limits of the vertical valance.
  - 2) Allowable awning colors are Black, Natural, Charcoal Gray, Blue, Green, and Taupe (Sunbrella Black \*\*08, Natural \*\*04, Charcoal Gray \*\*44, Navy Blue \*\*26, Alpine Green \*\*55, and Panorama Taupe \*\*48).
  - 3) Awning signage color(s) to contrast awning color. Signage color(s) to be harmonious with awning color. Color(s) must not clash with architectural materials or neighboring signs. See Color section for color limitations.

- 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.

- Projecting Signs**
- 1) Projecting signs shall not obstruct any pedestrian way. Signs shall maintain a minimum clearance of 9'-0" AFF. Maximum size for projecting signs is per zoning ordinance.
  - 2) Projecting signs shall not obstruct view of neighboring tenant signage.
- Canopy Signs**
- 1) Canopy sign elements cannot extend above or below canopy edges. Sign size to be appropriate to canopy size.
  - 2) Canopy signage color(s) to be harmonious with canopy color. Color(s) must not clash with architectural materials or neighboring signs. See Color section for color limitations.

- Colors**
- 1) Individual letterforms, facade sign panels, and projecting sign bodies 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.

**Projecting Sign Diagrams**



1 Channel Letters w/ External 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 color, shape, font, etc.
  - 2) Not used
  - 3) Sign placement to be considered part of the overall storefront design. Sign placement to align with or center on architectural features where possible.
  - 4) Refer to Sign Specifications for additional information.
  - 5) Refer to Color section under Sign Specifications for color limitations.
  - 6) The level of illumination provided by the LED lights will not exceed the illumination produced by a single stroke of 30 millamp (ma) neon.

