

EXTERIOR SIGN DESIGN

STORE No. 1876

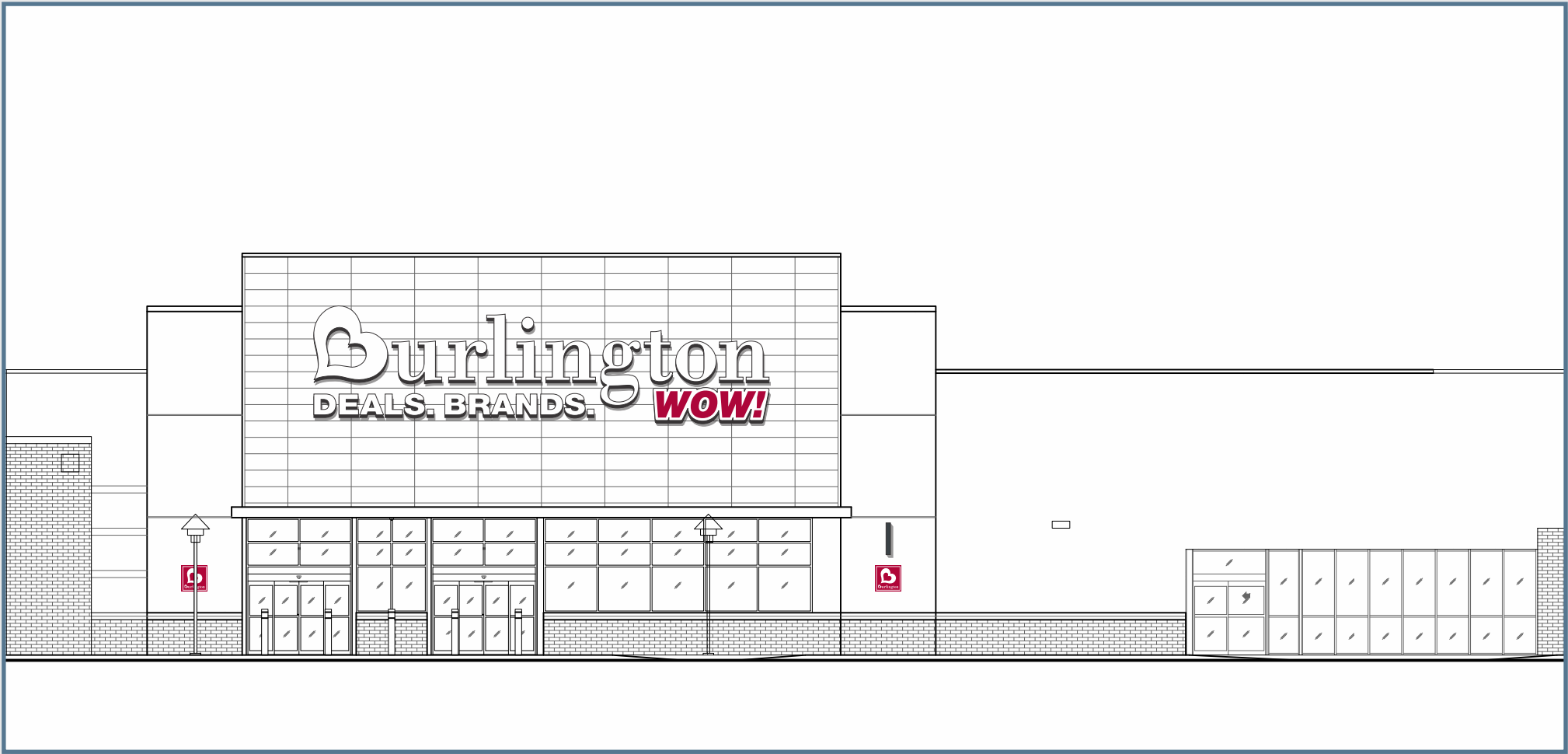
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- Building Signs

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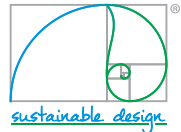
- Executive Summary
- Exhibits



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Retail branding for
the built environment



JUNE 08, 2026 | REV. 1

COLUMBIA CROSSING
6161 Columbia Crossing Cir
Columbia, MD 21045

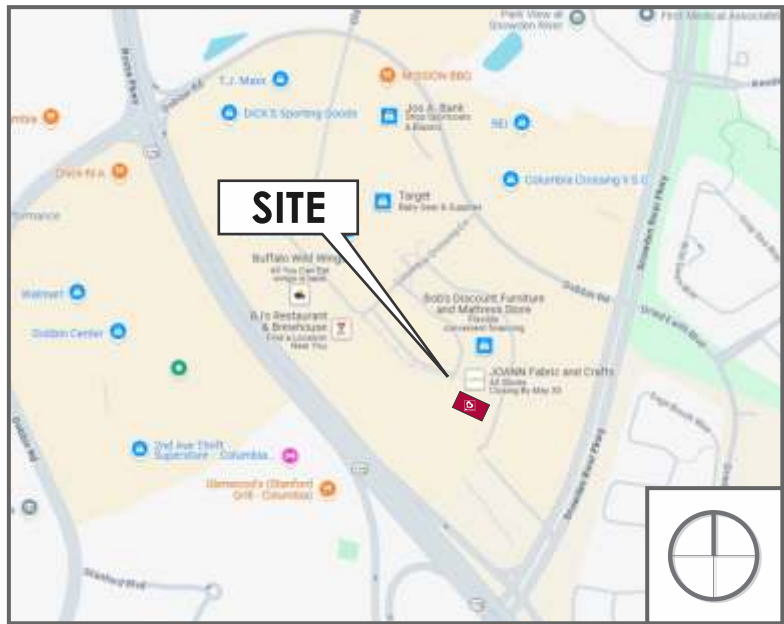
**SECTION I:
PLANNING SUBMITTAL**

- Site Plan
- Building Signs



SITE PLAN

| KEY | | | |
|----------------------------|------------------|--------------------|--------------------|
| SIGN TYPE | SIGN DESCRIPTION | ALLOWED | PROPOSED |
| A | Channel Letters | 200 Sq. Ft. | 467 Sq. Ft. |
| B.1, B.2 | Wall Plaques | N/A | N/A |
| C | Blade Sign | N/A | N/A |
| BUILDING SIGN TOTAL | | 200 Sq. Ft. | 467 Sq. Ft. |



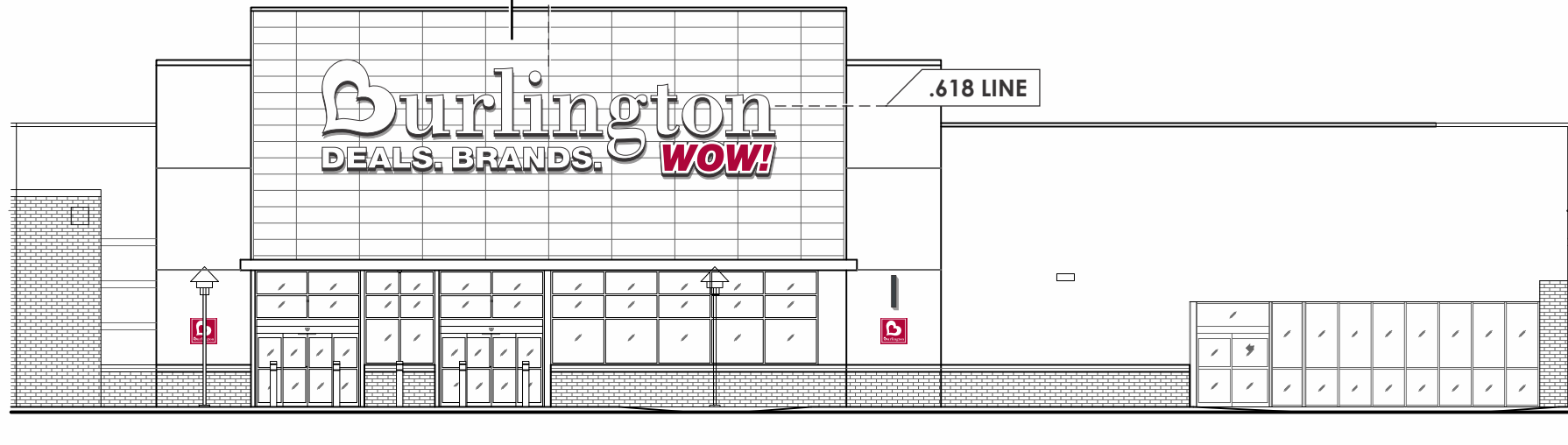
VICINITY MAP



A

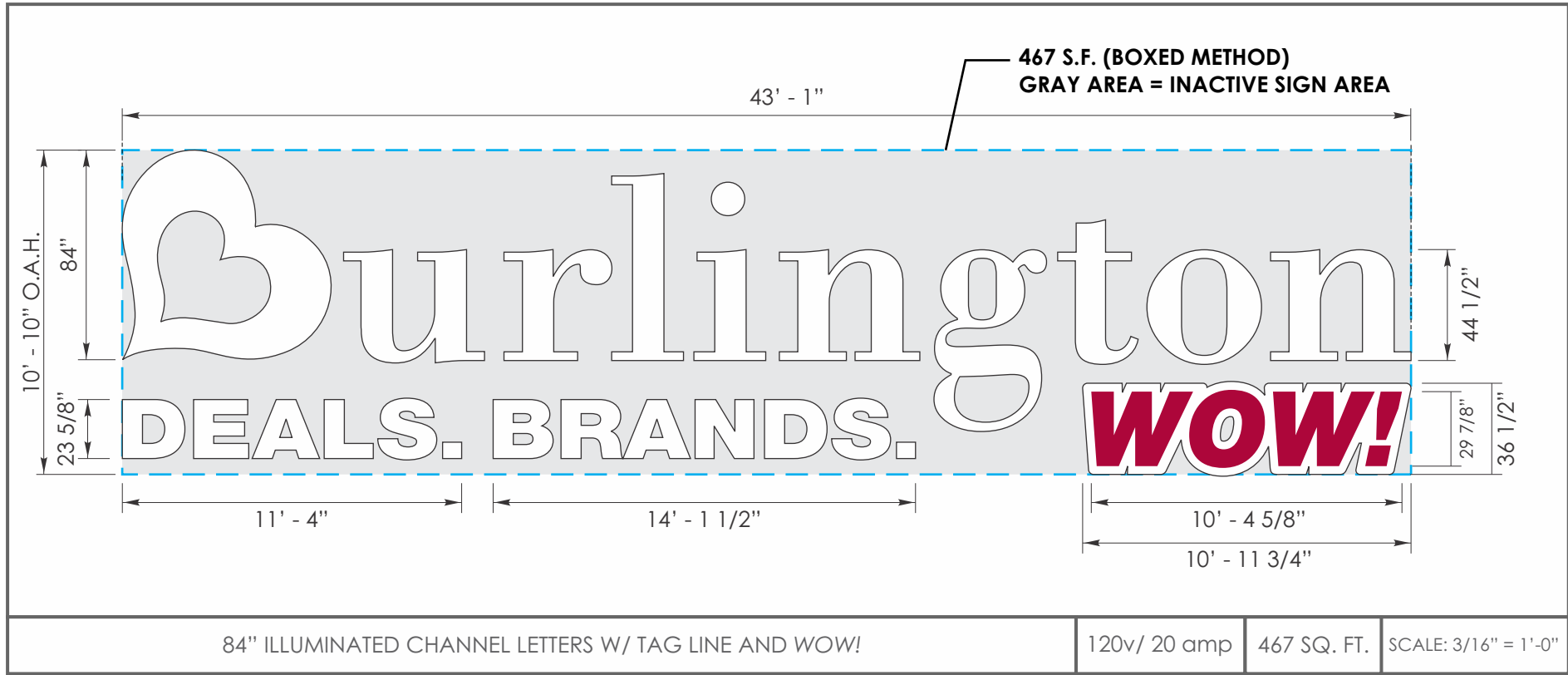
☿ ON FACADE

.618 LINE



WEST ELEVATION

SCALE: 1/16" = 1'-0"



84" ILLUMINATED CHANNEL LETTERS W/ TAG LINE AND WOW!

120v/ 20 amp

467 SQ. FT.

SCALE: 3/16" = 1'-0"

SCOPE OF WORK

Scope:

Manufacture and install internally illuminated, face-lit channel letters and face-lit, halo-lit WOW! letters as shown.

"Burlington, DEALS. BRANDS." ID letters:

Body-

5" deep, fabricated aluminum with .040" returns and backs. Interior metal surfaces to be white, reflective finish. Exterior metal surfaces to be black, matte finish.

Faces-

3/16", translucent white Lexan. Heart B to be attached with 2" black trim-cap. All other faces to be attached with 1" black trim-cap.

Illumination-

Illumination to be provided by 7200K, white LED's with remote power supplies with hook-up to incoming power supplied by others.

WOW!:

Body-

3" deep, fabricated aluminum with .090" returns and 3/16" clear Lexan backs. Interior metal surfaces to be mill finish. Exterior returns to be black, matte finish.

Face-

3/16" White Lexan face w/ 3/4" aluminum retainer painted black, matte finish.

WOW! Letters-

1/2", thick clear acrylic w/ frosted edges w/ translucent red vinyl (custom color, PMS 207c) applied 1st surface.

Illumination-

Illumination to be face-lit and halo-lit provided by 7200K, white LED's with remote power supplies.

Installation:

Install as shown and as per specifications provided by this document.

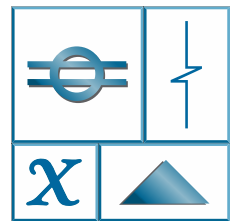
Incoming Power/Access:

Incoming "house" power to be provided by others with reasonable access within 6 feet of planned.

Notes:

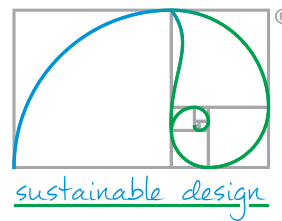
All dimensions, site and installation conditions, including access and attachment methods, etc. to be verified by field survey and approved by Burlington prior to installation.

Actual colors may vary from colors shown on your monitor or printed materials.



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CLIENT:

Burlington

PROJECT:

Store #1876
Exterior Sign Design

ADDRESS:

6161 Columbia Crossing Cir
Columbia, MD 21045

DATE/ REVISIONS:

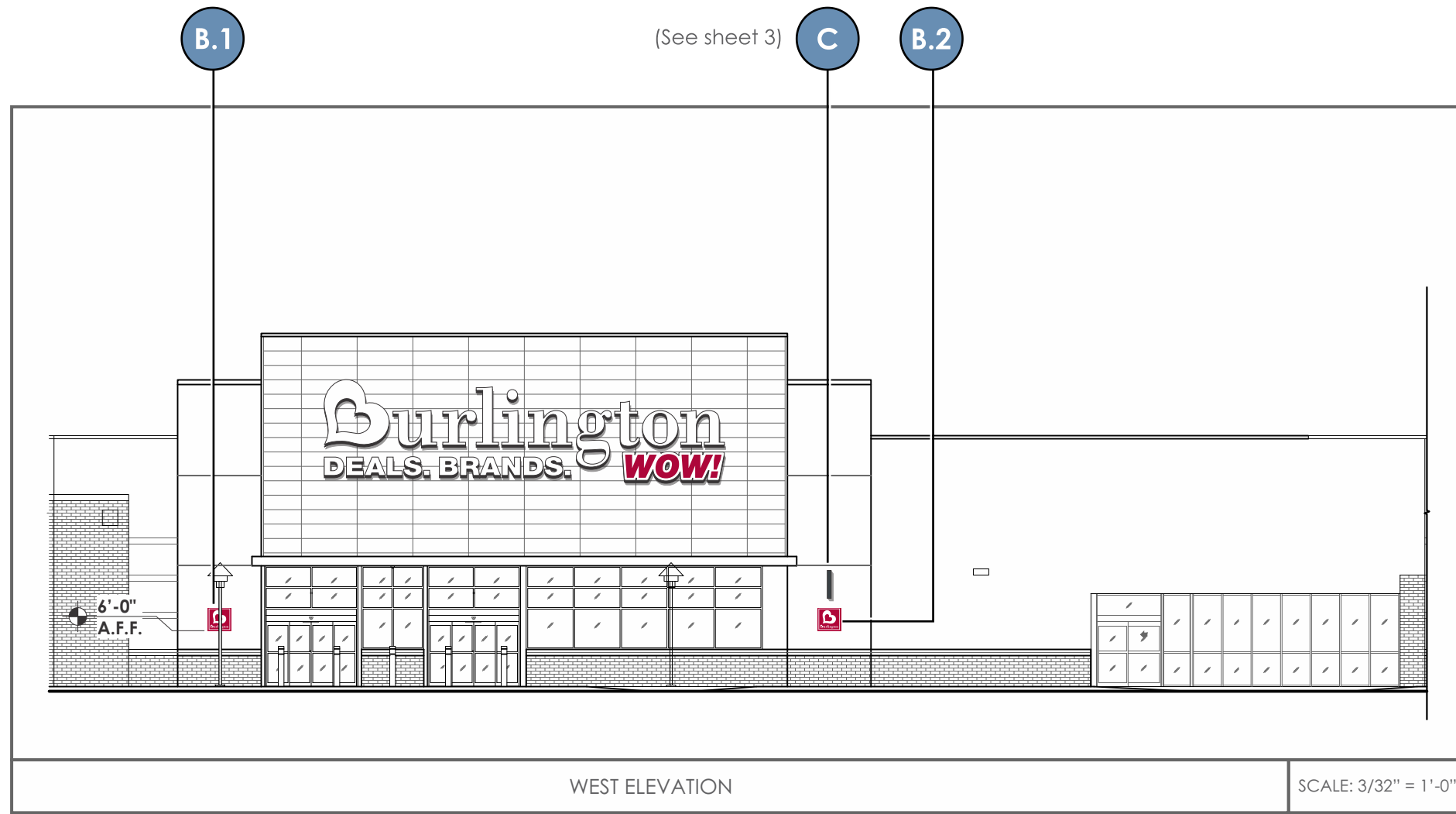
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SIGN(S) TYPE: A

SECTION I
SHEET 1

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SCOPE OF WORK

Scope:
Manufacture and install two (2) non-illuminated wall plaques as shown.

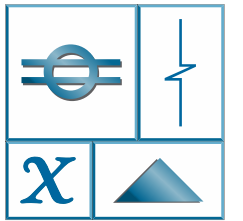
Wall Plaque:

Body-
1" deep .125" aluminum panel, face painted to match PMS 207c red, satin finish.

Message-
3M 7725-10 opaque white vinyl

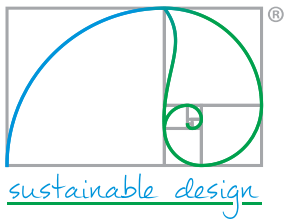
Anti-graffiti-
Clear-coat spray finish applied to all exterior surfaces, satin finish.

Installation-
Install as shown and as per specifications provided by this document.



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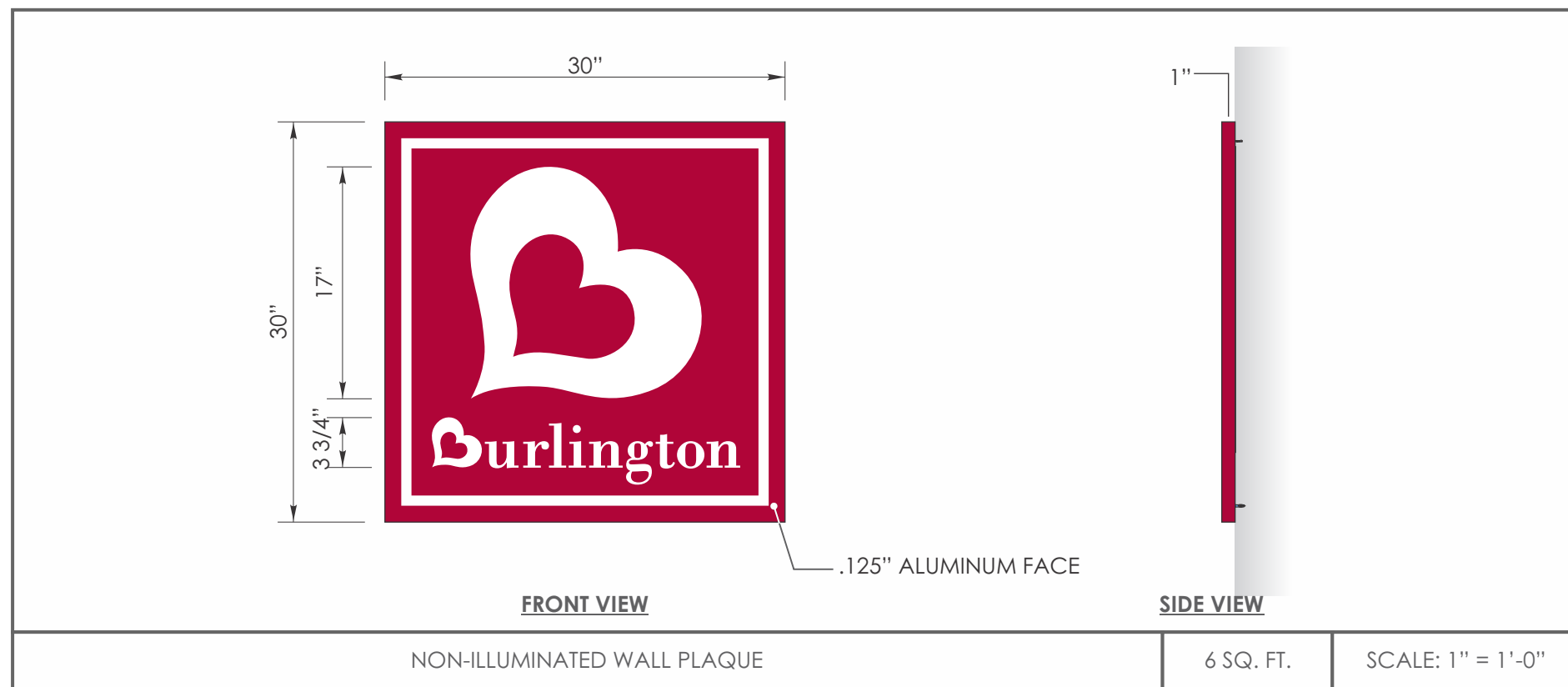
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SIGN(S) TYPE: B.1, B.2

**SECTION I
SHEET 2**

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Notes:
All dimensions, site and installation conditions, including access and attachment methods, etc. to be verified by field survey and approved by Burlington prior to installation.

Actual colors may vary from colors shown on your monitor or printed materials.

Executive Summary:

This section is respectfully submitted in support of the designs presented by this document. Illustrations, photographs and exhibits are included to demonstrate the specific hardship conditions affecting the proposed design. These hardships are listed below for the readers reference. The exhibits appear on the following pages.

• **Hardship One: Proportionate to Area and Typography**
(Sheet 1, Exhibits 1-2)

Hardship:

The primary display (Sign Type A) shown with a limitation of 200 square feet is not proportionate to the facade upon which it will be placed. Additionally, the tenant's brand logo primarily utilizes lowercase letters, which creates a significant amount of unused active sign area.

As a result, a larger overall sign area is required to achieve proportional visibility and legibility equivalent to that of tenants with more compact or uppercase logos.

Relief:

An approval of the design, as proposed and that is proportionate to the facade, has correct use of negative space and achieves aesthetic balance.

• **Hardship Two: Equal and Competitive Presence**
(Sheet 2, Exhibits 3-6)

Hardship:

The sign area limitation of 200 square feet for this tenant space creates a lack of competitive presence for "Burlington" compared to other major tenants in Columbia Crossing.

The tenant space has a modest lease frontage, which, when used in the formula, severely limits the maximum allowable sign area. Although neighboring tenants may fall within their permitted square footage limits, their signage appears appropriately scaled and proportionate to their own facades.

Relief:

An approval of the design, as proposed, will provide retail identity and branding that is equal and competitive with the other major tenants. The additional square footage does not seek to create visual clutter but rather to achieve fair and functional visibility comparable to neighboring tenants.

• **Hardship Three: Lack of Visibility and Opportunity**
(Sheets 3-5, Exhibits 7-11)

Hardship:

The sign area limitation of 200 square feet for this tenant space creates a practical hardship due to several site conditions that significantly reduce visibility and presence from the public right-of-way.

The tenant space is located in the far corner of a large shopping center that is largely concealed by dense tree coverage, resulting in no visibility from the primary roadway, Dobbin Road. In addition, there are no available ground sign or wayfinding sign opportunities to identify or direct customers to the tenant's location.

The tenant's building frontage is set-back approximately 600 feet from Columbia Crossing Circle, the main traffic circle within the center, creating a substantial viewing distance that naturally diminishes legibility for passing motorists. Additionally, the building frontage is fully or partially obstructed by mature landscaping throughout the center.

As a result, the business cannot achieve adequate identification or visibility to passing traffic, creating a substantial disadvantage compared to other tenants in more visible locations within the same shopping center.

Relief:

The additional square footage, as proposed, would allow for a reasonably sized sign that improves visibility, strengthens the presence of Burlington at this location, and provides clearer customer identification and wayfinding within a shopping center that is otherwise largely concealed by dense tree coverage and significant setback distances.

Conclusion:

Approval of the submittal as shown in Section 1 will not constitute a grant of special privilege nor will it establish a precedent, but will acknowledge the need for a specific remedy for the hardships presented on the following pages. It is believed that approval of the design submitted with this document will be mutually beneficial to Columbia Crossing, Burlington and to the community of Columbia, Maryland.



EXHIBIT 3 DICK'S SPORTING GOODS @ COLUMBIA CROSSING



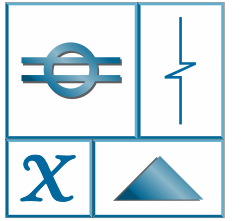
EXHIBIT 4 ROSS @ COLUMBIA CROSSING



EXHIBIT 5 BOB'S DISCOUNT FURNITURE @ COLUMBIA CROSSING

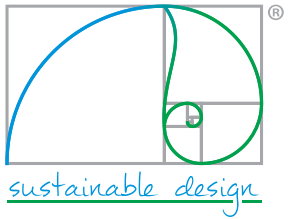


EXHIBIT 6 OLD NAVY @ COLUMBIA CROSSING



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HARDSHIP: TWO

**SECTION II
SHEET 2**

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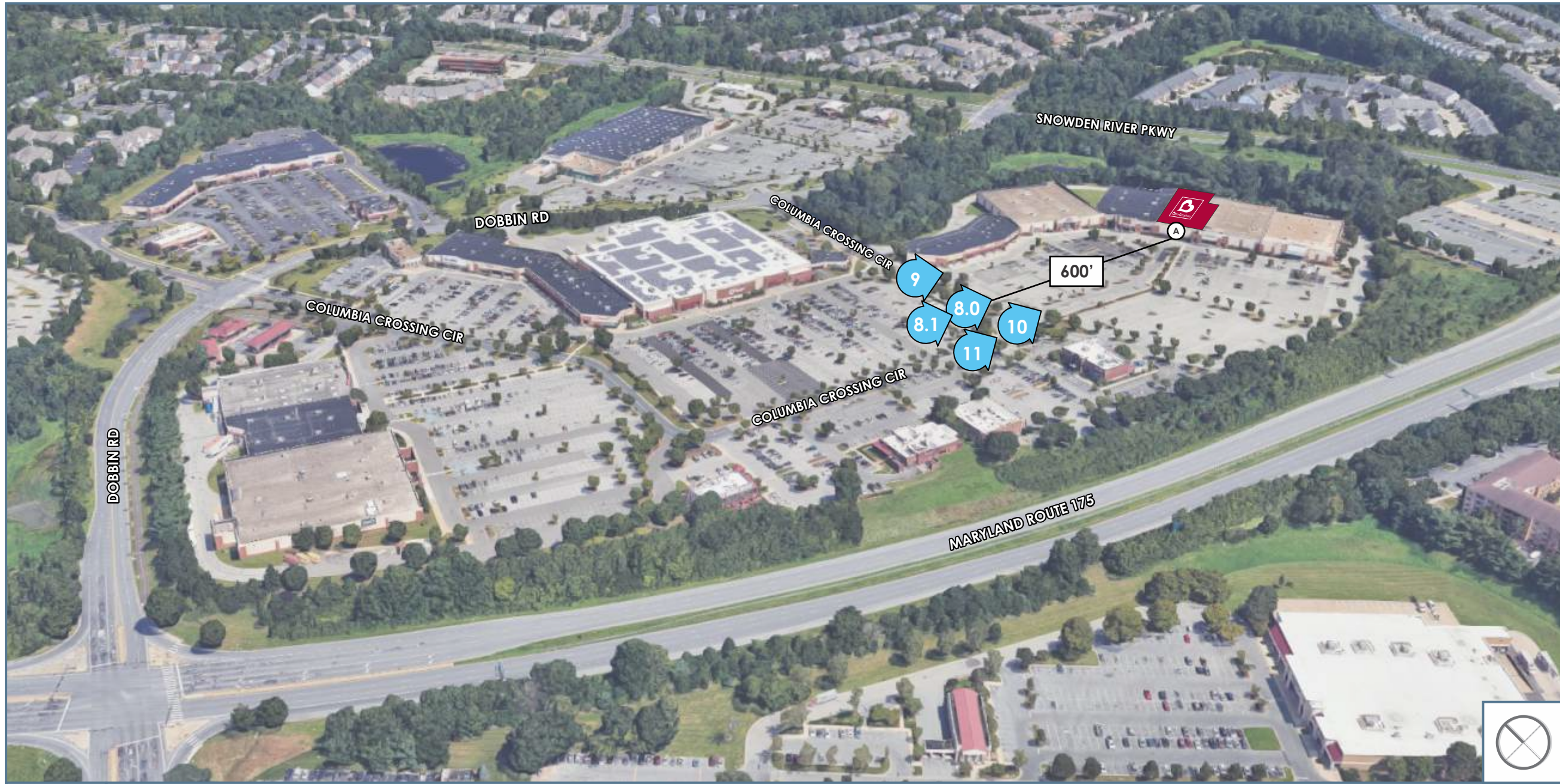
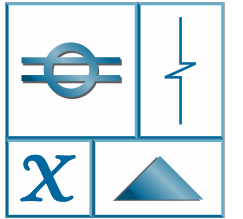
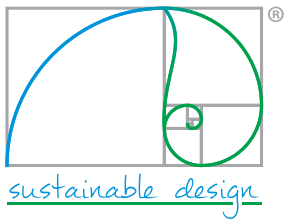


EXHIBIT 7 AERIAL VIEW



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HARDSHIP: THREE

**SECTION II
SHEET 3**

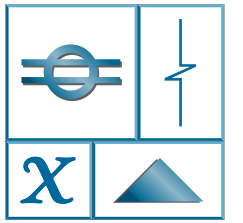
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EXHIBIT 8.0 TRAVELING ON COLUMBIA CROSSING CIR / SIGN A: PROPOSED SIGNAGE AT **467 SQUARE FEET**

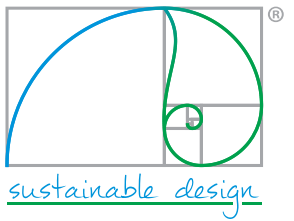


EXHIBIT 8.1 TRAVELING ON COLUMBIA CROSSING CIR / SIGN A: SIGNAGE SHOWN AT **193 SQUARE FEET**



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HARDSHIP: THREE

**SECTION II
SHEET 4**

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EXHIBIT 9 TRAVELING ON COLUMBIA CROSSING CIR

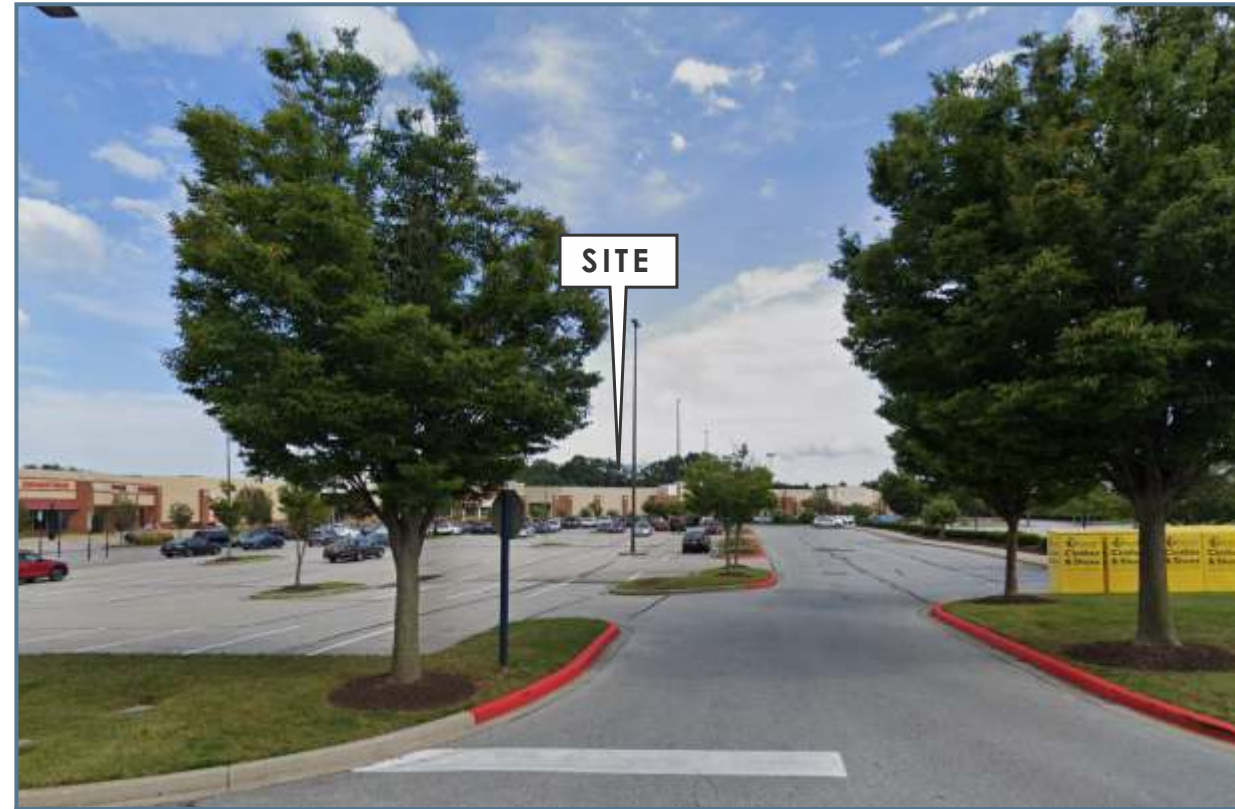
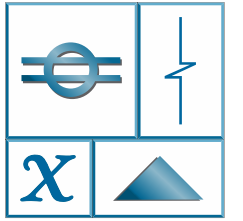


EXHIBIT 10 TRAVELING ON COLUMBIA CROSSING CIR

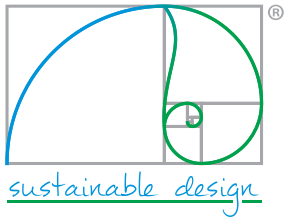


EXHIBIT 11 TRAVELING ON COLUMBIA CROSSING CIR



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HARDSHIP: THREE

**SECTION II
SHEET 5**

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