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20 January 2012

Kevin Ash A&W Leesburg Central 1300 Piccard Drive Rockville, Maryland 20850

AND 104 Harrison St. SE

Re: Notice of BAR Action; TLHP-2012-0001; 2003 Loudoun Street SE, H-1 Overlay District

Dear Mr. Ash,

This letter serves as your official notification of the action taken by the Leesburg Board of Architectural Review (BAR) at the 18 January 2012 public hearing on BAR Case TLHP-2012-0001 for a comprehensive sign plan for the Leesburg Central office complex at 203 Loudoun Street SE.

Based on the findings that:

- The materials and colors for the sign plan are consistent with the sign guidelines as well as prior BAR approvals of signs in the Old and Historic District; and
- The number of projecting signs is the same as the number of exterior entrances along Loudoun and Harrison Streets into the two buildings; and
- The directory signs are sized to fit the projected number of tenants in each building, sized to fit the
 available space, and located interior to the site and will have only limited impact t on the character
 of the Old and Historic District; and
- The address signs will be located interior to the site, with the HDU arches finished black and located flush with the building surface; and
- The monument sign is designed in a manner consistent with the overall character of the building, but will be reduced to a height not greater than 7 feet to meet the Zoning Ordinance standards in Article 15.

The BAR approved TLHP-2012-0001 with the following modifications and conditions:

- 1. The monument sign is designed in a manner consistent with the overall character of the building, but will be reduced to a height of 7 feet to meet the Zoning Ordinance standards in Article 15.
- 2. A revised design will be submitted to staff for final review and approval prior to installation.
- 3. Any and all signs designed in accordance with this comprehensive sign plan will need to first obtain sign permits prior to installation. Any signs that do not meet the standards of this comprehensive sign plan will need BAR approval and sign permits prior to installation.

Enclosed is the Certificate of Appropriateness and approved sign plan documents; you should keep this material for your file on this project. The COA and BAR approval is void unless work on the approved project has begun within 24 months of the date of approval. Any deviation from or modification to the approved plans and specifications requires, in all circumstances, prior submission to staff for review and may require further approvals from the Board of Architectural Review. If it is necessary to make any modifications to your BAR-approved project, please contact me to determine what action, if any, is required to gain approval of those changes. I may be reached at 703.771.2773 or amcdonald@leesburgva.gov if you have any questions or need any additional assistance.

AL

Sincerely,

Annie McDonald Preservation Planner

enclosures:

Certificate of Appropriateness

Approved sign plan

Comprehensive Sign Plan Narrative

TO: The City of Leesburg and all parties who may be concerned

RE: Narrative for the Comprehensive Sign Plan for the Leesburg Central Offices.

To all that may be concerned:

The following is a brief narrative for the sign plan that we are submitting for the Leesburg Central offices project. Per the

(1)

The following signs will be placed on or in the vicinity of **Building A** with frontage along Loudoun Street.

- A Monument Sign will be placed on the corner of Harrison and Loudon Street facing the intersection. Please see the sign package attached for colors and Layout of this sign.
- 3 Blade Signs will be placed at each of the Loudon street entrances that will display the tenant's name. Please see the sign package for colors and layout of sign.
- 1 Oval Address Sign will be placed over the rear entrance to the elevator Lobby. An archway will accompany this sign and will terminate into the building within the existing entrance location. Please see the sign package for colors and layout of sign.
- 1 Directory Sign will be placed directly to the right hand side of the address sign and archway. It will be placed on the existing brick pillar. Please see sign package for colors and layout of sign.

(2)

The following signs will be placed on or in the vicinity of <u>Building B</u> with frontage along Harrison Street.

- 1 Blade Sign will be placed at the Harrison Street entrances that will display the tenant's name. Please see the sign package for colors and layout of sign.
- 1 Oval Address Sign will be placed over the covered parking entrance. An archway will accompany this sign and will terminate into the building within the existing entrance location. Please see the sign package for colors and layout of sign.
- 1 Directory Sign will be placed directly to the right hand side of the walk up entrance to the
 covered parking area. It will be placed on the existing brick pillar. Please see sign package for
 colors and layout of sign.

All colors and designs have been coordinated between the individual signs. Any sign that has an oval as a portion of the design will have the same design. All lettering will be Silver with a black background. All materials will be the same throughout. Material lists are shown on the sign package illustrations.

All Tenant placements on the monument sind will be given in precedence to the highest percentage of floor area that has been represented to a particular tenant.

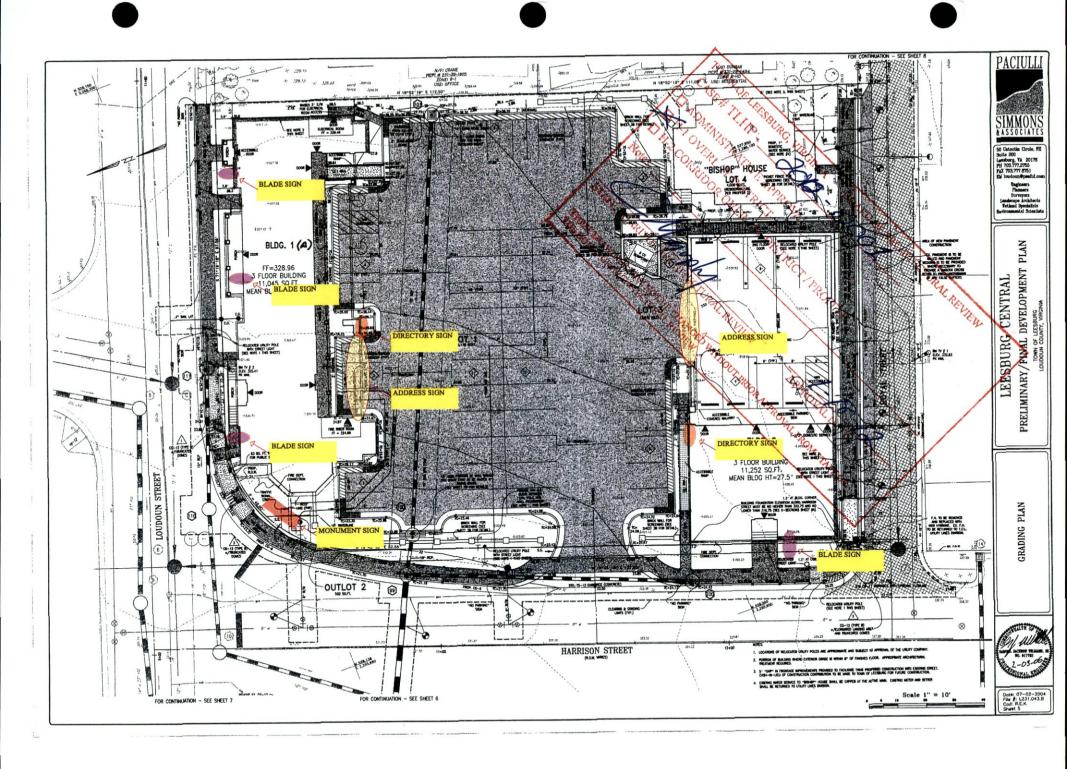
This and all other information is available by viewing the Illustrations and sign locations included along with this narration.

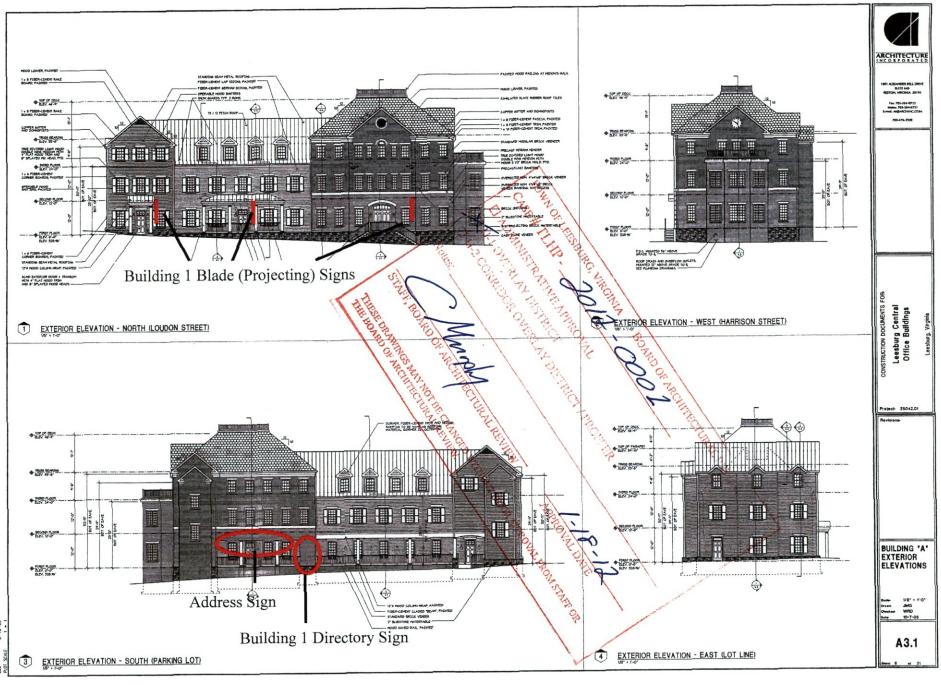
Thank you,

Kevin Ash

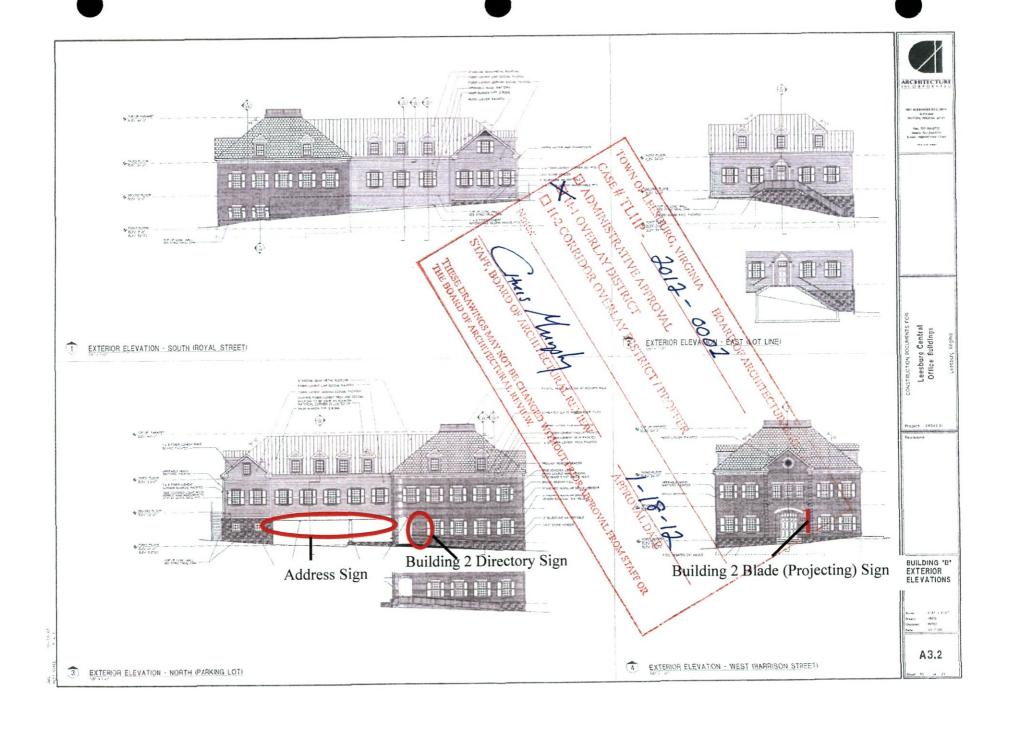
THE CORNER MAN REVIEW

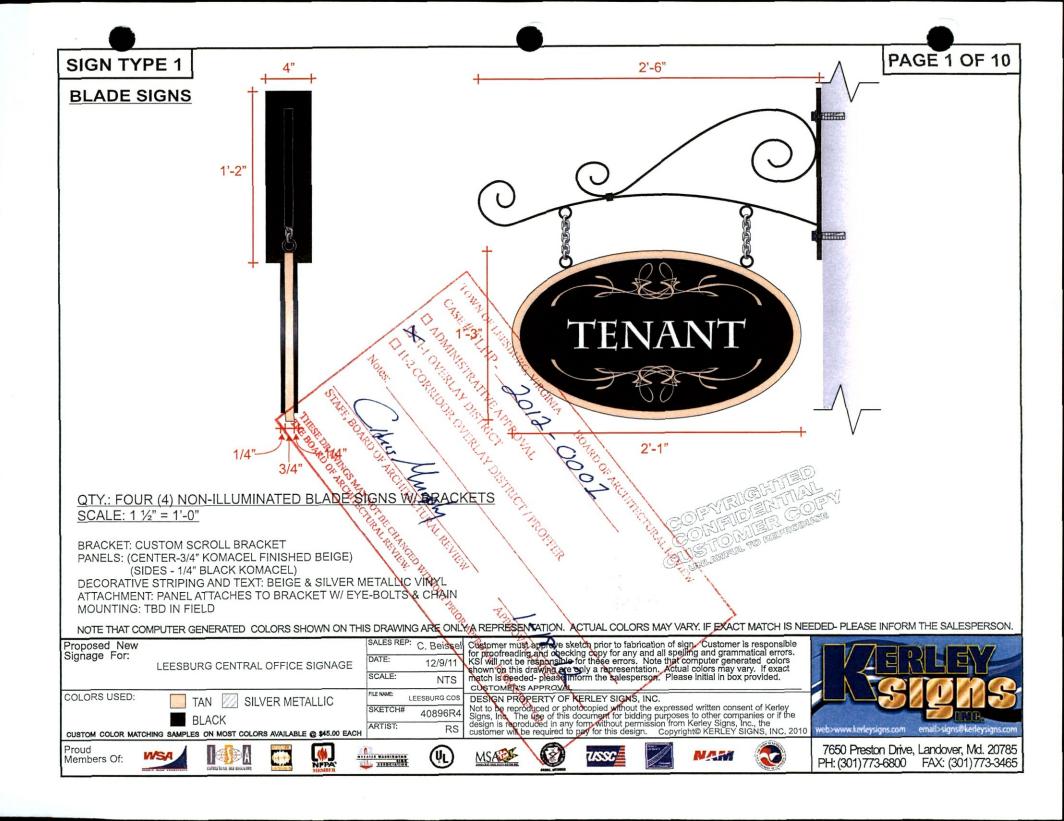
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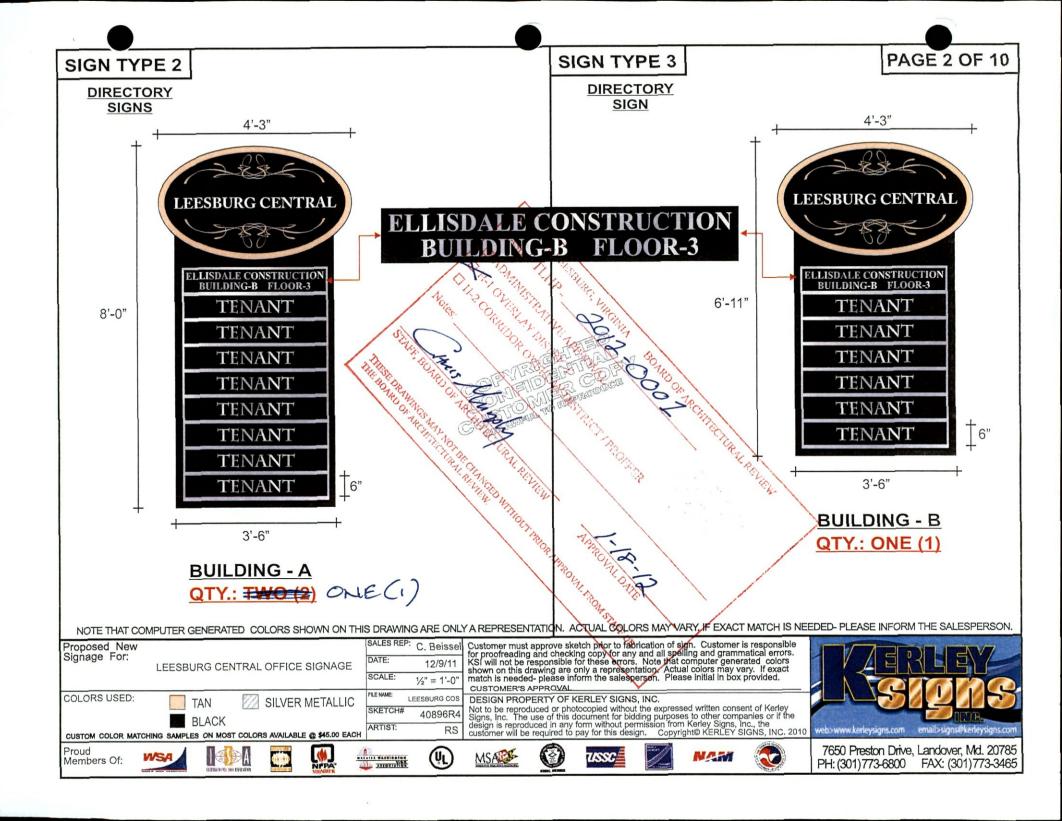


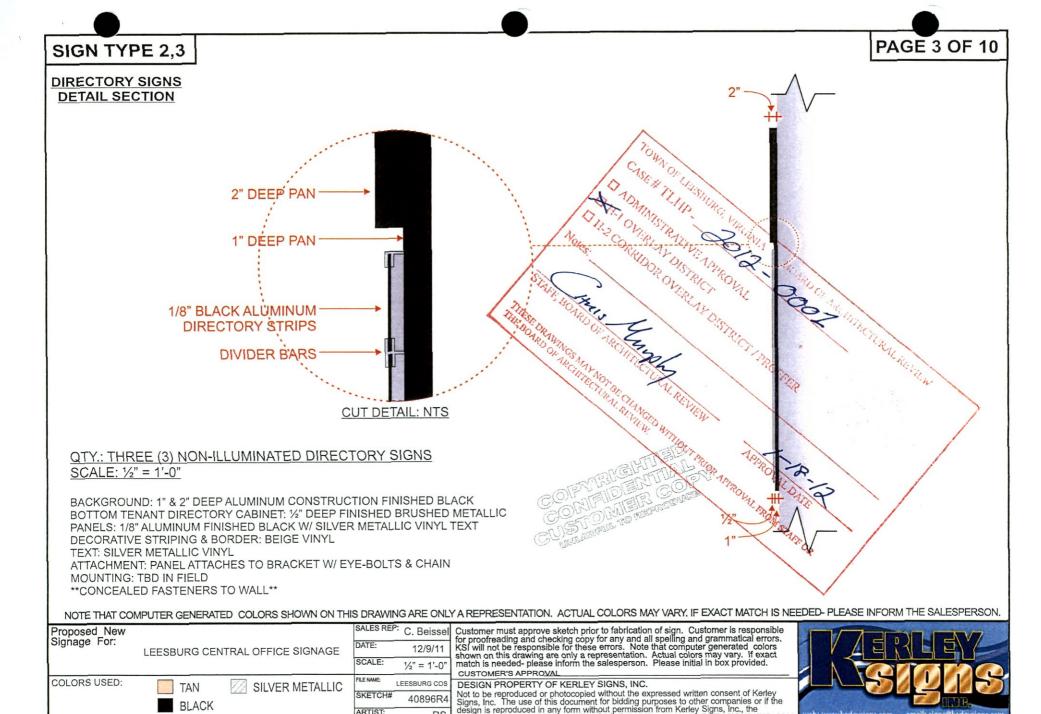


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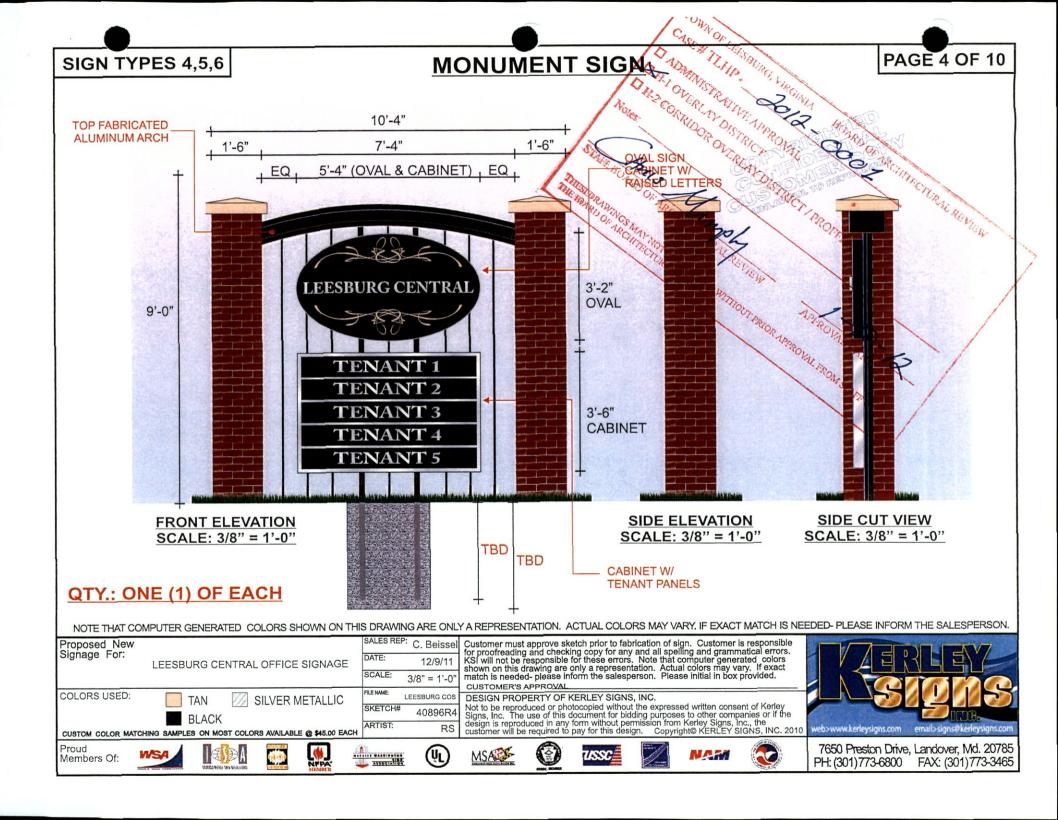


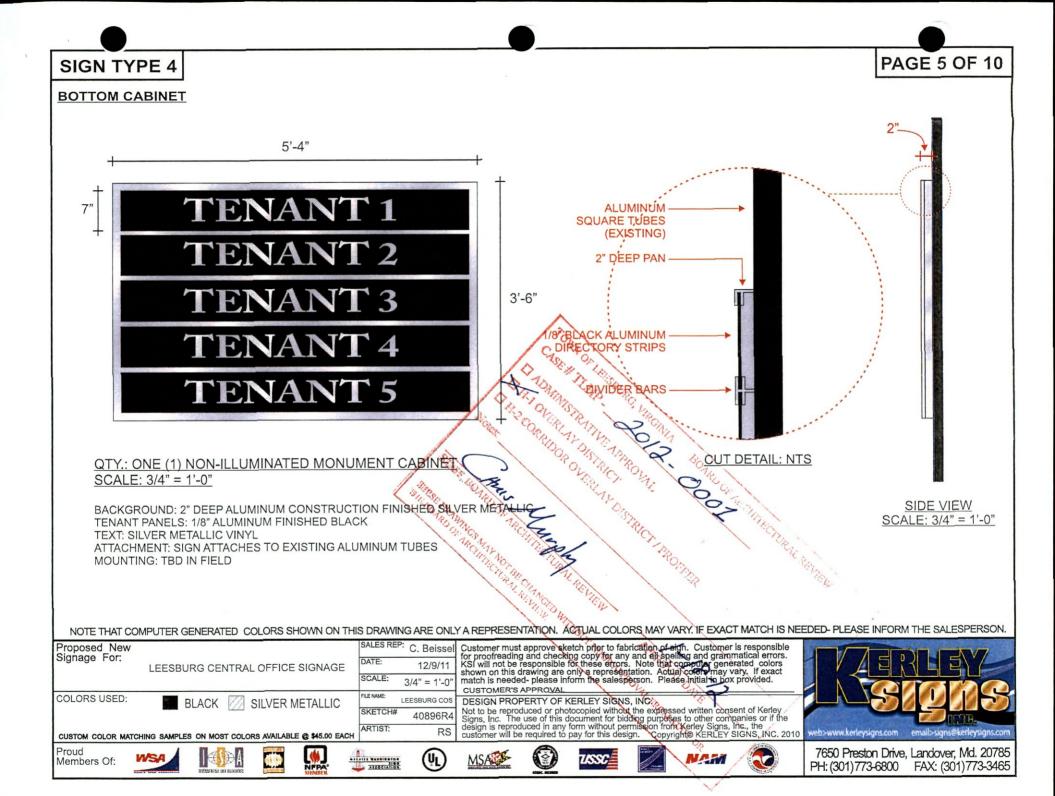
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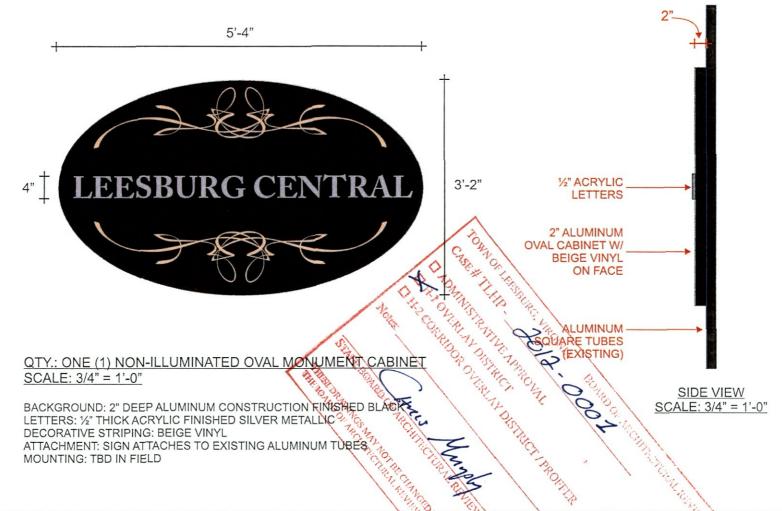
7650 Preston Drive, Landover, Md. 20785 PH: (301)773-6800 FAX: (301)773-3465

web>www.kerleysigns.com email>signs@kerleysigns.com





TOP OVAL CABINET



NOTE THAT COMPUTER GENERATED COLORS SHOWN ON THIS DRAWING ARE ONLY A REPRESENTATION. ACTUAL COLORS MAY VARY, IF EXACT MATCH IS NEEDED PLEASE INFORM THE SALESPERSON.

Proposed New Signage For: DATE: LEESBURG CENTRAL OFFICE SIGNAGE SCALE: COLORS USED: TAN SILVER METALLIC SKETCH# BLACK ARTIST: CUSTOM COLOR MATCHING SAMPLES ON MOST COLORS AVAILABLE @ \$45.00 EACH

C. Beissel 12/9/11 3/4" = 1'-0' LEESBURG COS 40896R4

Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking cepy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that computer generated colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed-please inform the salesperson. Please initial in pox provided. CUSTOMER'S APPROVAL

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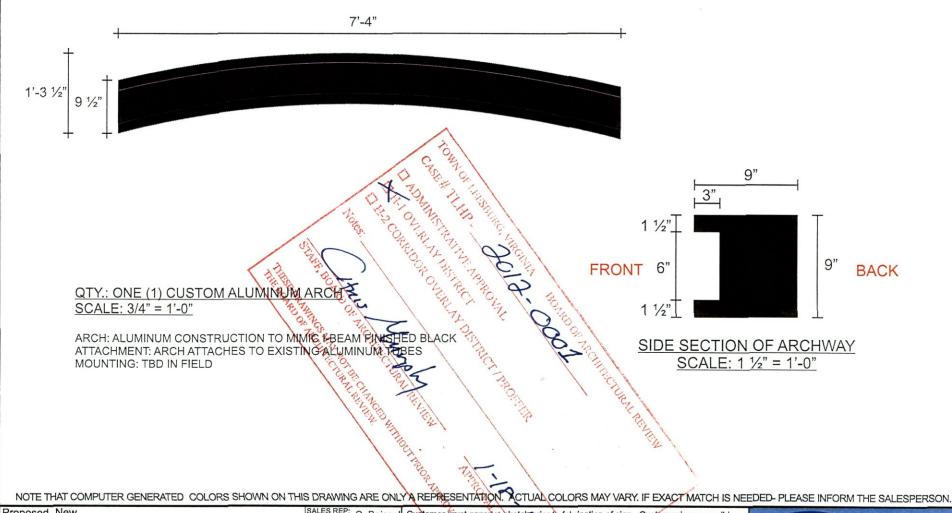








ARCH FOR MONUMENT



Proposed New Signage For:

COLORS USED:

LEESBURG CENTRAL OFFICE SIGNAGE

BLACK

C. Beissel DATE: 12/9/11 SCALE: NOTED FILE NAME: LEESBURG COS SKETCH# 40896R4

Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking septy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that computer generated colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed please inform the salesperson. Please initial in box provided. CUSTOMER'S APPROVAL

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7650 Preston Drive, Landover, Md. 20785 PH: (301)773-6800 FAX: (301)773-3465 **BUILDING ADDRESS SIGNS**

7'-3"

201 LOUDOUN

FRONT ELEVATION SCALE: 3/4" = 1'-0"

QTY.: TWO (2) NON-ILLUMINATED BUILDING ADDRESS SIGNS SCALE: 3/4" = 1'-0"

BACKGROUND: 2" DEEP OVAL ALUMINUM CONSTRUCTION CABINET FINISHED BLACK

ADDRESS: 1/2" ACRYLIC FINISHED SILVER METALLIC

ATTACHMENT: PANEL ATTACHES TO FASCIA & ADHERED TO ARCHWAY

MOUNTING: TBD IN FIELD

ALL FASTENERS TO BE CONCEALED

2"

SIDE ELEVATION SCALE: 3/4" = 1'-0"

NOTE THAT COMPUTER GENERATED COLORS SHOWN ON THIS DRAWING ARE ONLY A REPRESENTATION. ACTUAL COLORS MAY WARY. IF EXACT MATCH IS NEEDED PLEASE INFORM THE SALESPERSON

Proposed New Signage For:

COLORS USED:

LEESBURG CENTRAL OFFICE SIGNAGE

SILVER METALLIC

DATE: 12/9/11

SCALE: 3/4" = 1'-0"

FILE NAME: LEESBURG COS

SKETCH# 40896R4

Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that computer generated colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed-please inform the salesperson. Please initial in pox provided. CUSTOMER'S APPROVAL

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ARTIST:







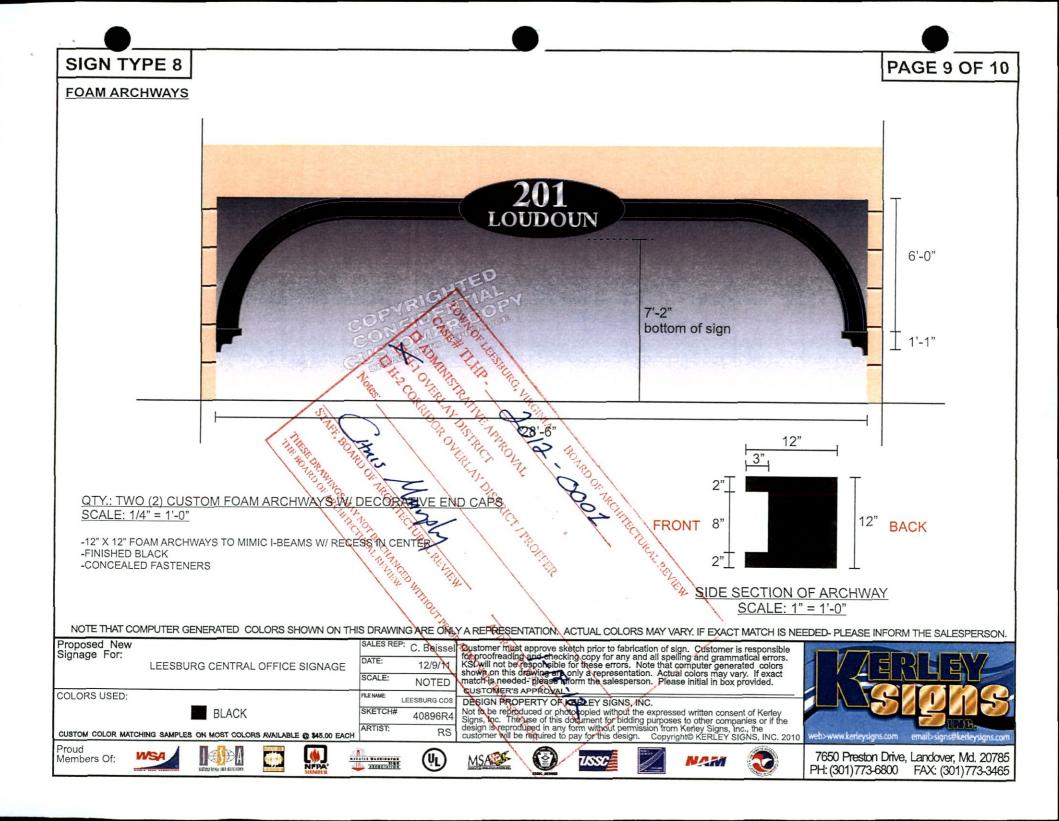


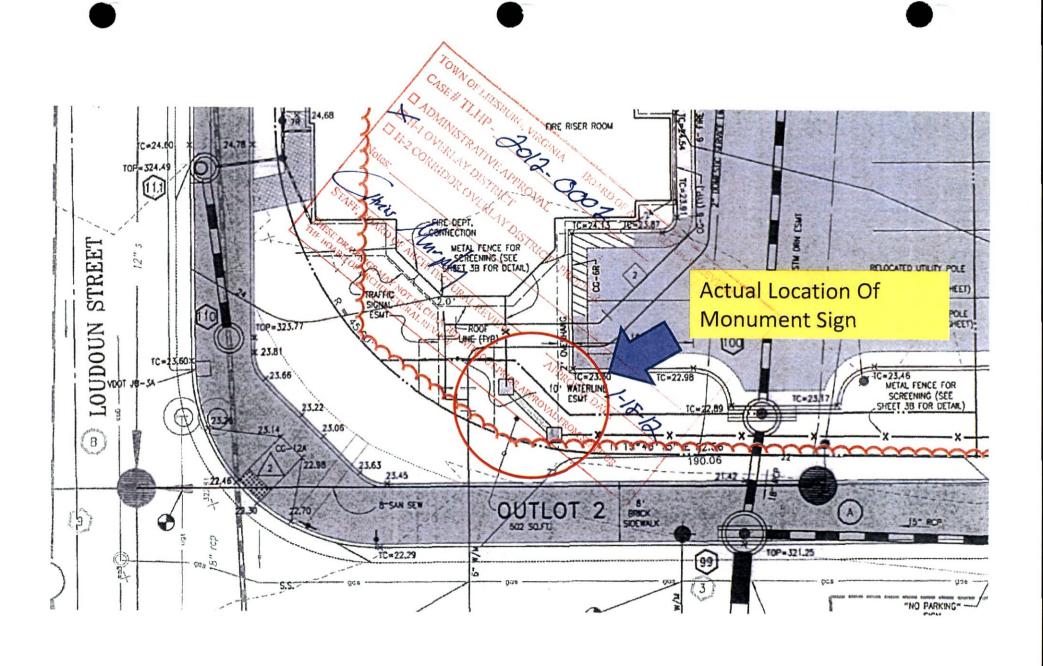
2'-6"





7650 Preston Drive, Landover, Md. 20785 PH: (301)773-6800 FAX: (301)773-3465





	CERTIFICATE OF APPROPRIATENESS
RGINID	I hereby certify that the application submitted for case TLHP—
	for Comprehensive sien plan for leesburg Central
	at the property identified as 203 Condon Sheet SE / OK # 231-39-0909 Applies the Town of
	Leesburg, Virginia, as approved by the BAR or administratively approved, meets the standards set
	forth in the respective Design Guidelines (Old and Historic District, or H-2 Corridor District) and is hereby approved.
	This approval is limited to verifying compliance with the respective said Design Guidelines; it may be necessary to
	obtain other permits from the Town of Leesburg prior to beginning construction. Note: Any modifications to the
	approved project must be submitted to staff prior to construction of the modified feature to determine if any
	additional approvals are necessary. This permit is void unless construction is commenced within 24
	months of the date of issue.
	01.18.2012
	Staff for the Town of Leesburg Board of Architectural Review Date Approved