



The Town of
**Leesburg,
Virginia**

SUSAN SWIFT, AICP
Director
Department of Planning, Zoning and Development

25 West Market Street ■ P.O. Box 88 ■ 20178 ■ 703-771-2765 ■ Metro: 703-478-1821 ■ FAX: 703-771-2724 ■ www.leesburgva.org

December 22, 2003

Mr. Sean deLaunay
Lockwood Signs
9125-L Whiskey Bottom Road
Laurel, MD 20723

Dear Mr. DeLaunay:

This letter serves as your official notification of the action taken by the Leesburg Board of Architectural Review (B.A.R.) at the December 15, 2003 meeting on **BAR CASE 03-148** for an amendment to the sign plan for Potomac Station Shopping Center.

The BAR approved the **amendment to include logos for the sign plan for anchor stores** in Potomac Station Shopping Center. The application was approved with the following clarifications and conditions.

1. The logos must consist of white channel letters with gray returns matching wall signs previously approved under the Comprehensive Sign Plan.
2. Anchor stores defined as retail spaces 8,000 square feet or larger are the only facades eligible for logos.
3. Under this application two stores are eligible for logos, the Giant Store and another retail store, 12,000 square feet in size, whose location will be provided by the applicant to BAR Staff for review. All logo signs to be reviewed on a case-by-case basis.
4. Logos may not exceed 4 feet in height to be consistent with the height of signs previously approved under the Comprehensive Sign Plan.
5. The Giant sign to be installed on the front façade of the store is included in approval of the Sign Plan Amendment. This sign consists of a 4-foot-high (white channel) logo sign mounted on a brick rowlock and header frame with herringbone pattern within the frame. **Please note that the project architect is studying placement of the 13-inch-high slogan.** BAR staff will notify the sign manufacture of the exact location of the sign and slogan with respect to the brick frame upon receiving comments from the architect. **The sign permit will not be issued until the slogan placement is resolved.**

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Projects and drawings may not be changed without prior approval of the BAR. If you have any questions, you can telephone me at 703-771-2773.

Sincerely,

A handwritten signature in black ink, appearing to read "Kristie Lalire". The signature is fluid and cursive, with the first name "Kristie" written in a larger, more prominent script than the last name "Lalire".

Kristie Lalire
Preservation Planner

CC: W. Ray Weston
Bignell, Watkins & Hasser