

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](http://www.leesburgva.org)

February 26, 2003

Mr. Mark Scott  
Bignell Watkins & Hasser  
2661 Riva Road, Suite 1030  
Annapolis, MD 21401

Dear Mr. Scott,

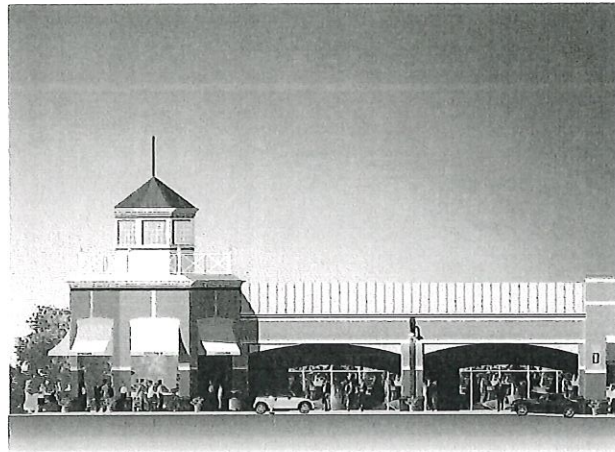
This letter serves as your official notification of the Leesburg Board of Architectural Review (B.A.R.) at the February 19, 2003 meeting on Case Bar 03-18 for approval of modifications to a previously approved application for construction of the Potomac Station Shopping Center (CASE BAR 02-38) and a Comprehensive Sign Plan submitted January 21 stamped approved February 19, 2003 for the shopping center located at 601-683 Potomac Station Drive.

The Board of Architectural Review approved your application to modify the size of building B and the sign drawings presented at the meeting including a site plan showing anchor store locations and elevation drawings showing the anchor store signs. BAR approval includes:

1. White channel letter 4-foot-high signs for anchor stores as identified in the site plan of the retail center for stores that are 10,000 square feet or greater.
2. White channel letter 2-foot-high signs for tenant stores

**Please note that this sign application is an amendment to the previous sign application, CASE BAR 99-27 that consisted of a monument sign and directional signs for the retail center.** According to the Zoning Ordinance Section 15.14 Comprehensive Sign Plans, the monument sign must be approved by the Town Council because its size exceeds what is permitted by the Zoning Regulations. Please call me at 703 771-2773 about proceeding for final approval of the monument sign. Drawings or projects may not be altered without prior approval of the B.A.R.

# COMPREHENSIVE SIGN PLAN



The proposed **Potomac Station Shopping Center** consists of three multi-tenant buildings and an adjacent site for pad buildings. The tenants will be a mixture of anchor (large tenants) and shops (small tenants). This sign package is a set of guidelines for tenant wall signs only; the monument signs have been approved as part of a separate signage application. The sign plan is based on the sign regulations for the Town of Leesburg.

The tenant signs for the center are divided into two types:

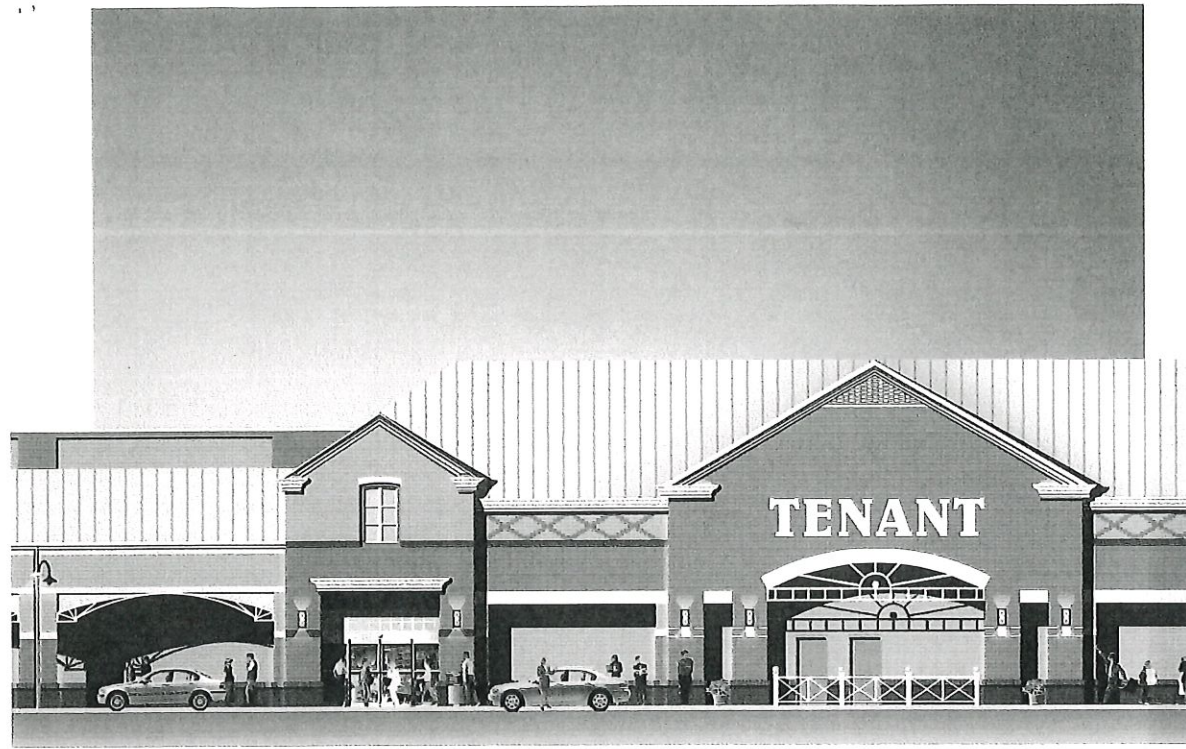
**Type A – Anchor Tenant Sign:** Tenants with leasable area of 8,000 SF and above.

**Type B – Small Tenant Sign:** Tenants with leasable area of less than 8,000 SF.

## General Design Requirements:

1. All signs are to be internally illuminated, individual channel letters mounted on a raceway on the front façade of the building.
2. Signs will be composed of white plastic faces and a dark warm gray (80%) return.
3. The signs shall be mounted on a raceway with a finish color to match the background sign wall.
4. Style: A variety of sign style/font is allowed in both upper and lower cases.

# TENANT



Type A: Anchor Tenant

**Location:** The signs will be located and mounted vertically between 12'-8" and 26'-0" on the main entry façade of the tenant space.

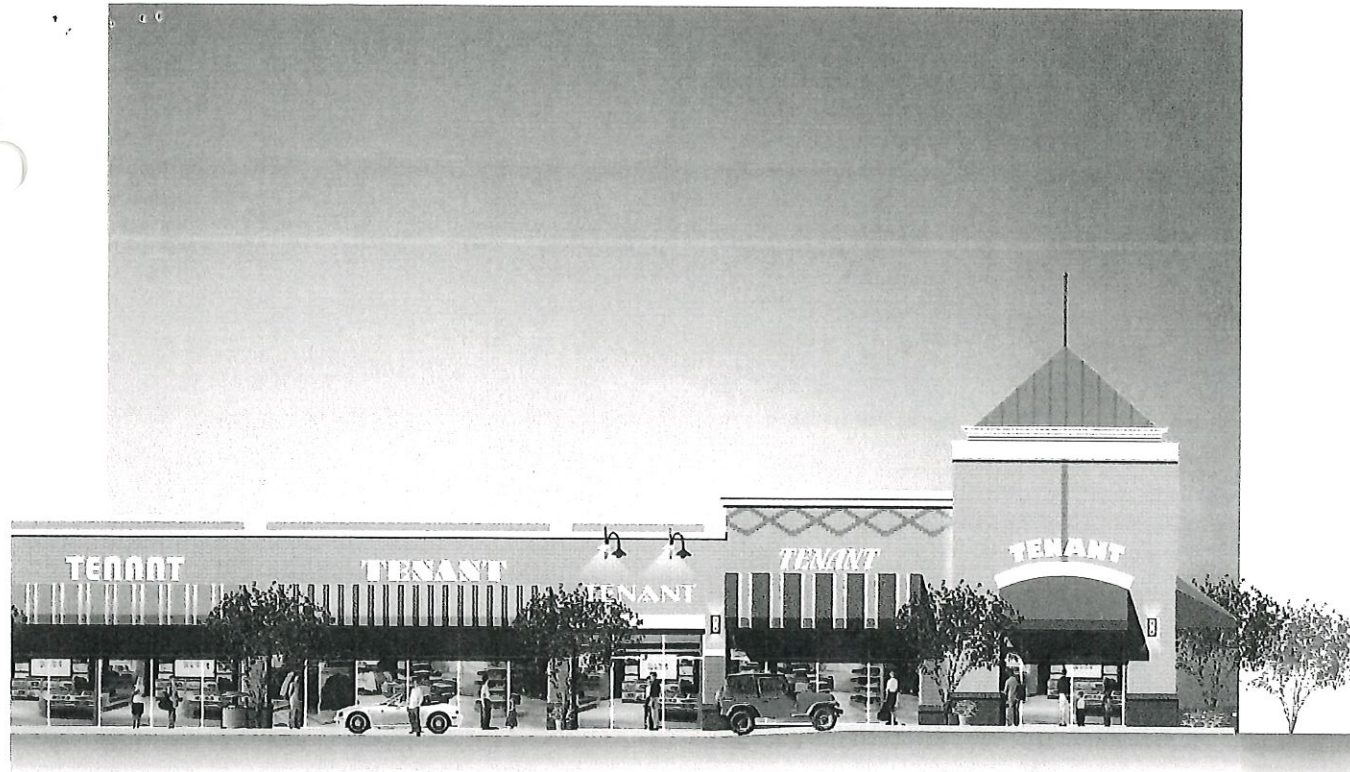
**Size:** The sign size (area) shall be one square foot per linear foot of building frontage to a maximum of 100 square feet.

**Height:** The sign shall have a maximum height of 4'-0".

**Design:** The signs shall be internally illuminated, individually mounted channel letters.

**Materials and Color:** The sign face and return shall be plastic. The face shall be white and the return will be warm gray (80%).

COMPREHENSIVE SIGN PLAN



Type B: **Small Tenant**

**Location:** The vertical mounting height of the sign shall be varied within the sign wall to a maximum of 25'-0" AFF.

**Size:** The sign size (area) shall be one square foot per linear foot of building frontage to a maximum of 100 square feet.

**Height:** The sign height shall be no taller than 2'-0".

**Design:** The signs shall be internally illuminated, individually mounted channel letters.

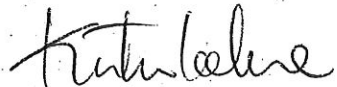
**Material and Color:** The sign face shall be white plastic, and the return shall be dark warm gray (80%).

## COMPREHENSIVE SIGN PLAN

Potomac Station Sign Plan  
February 26, 2003  
Page 2

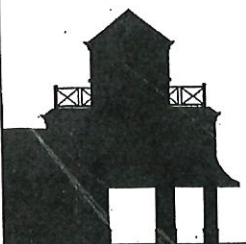
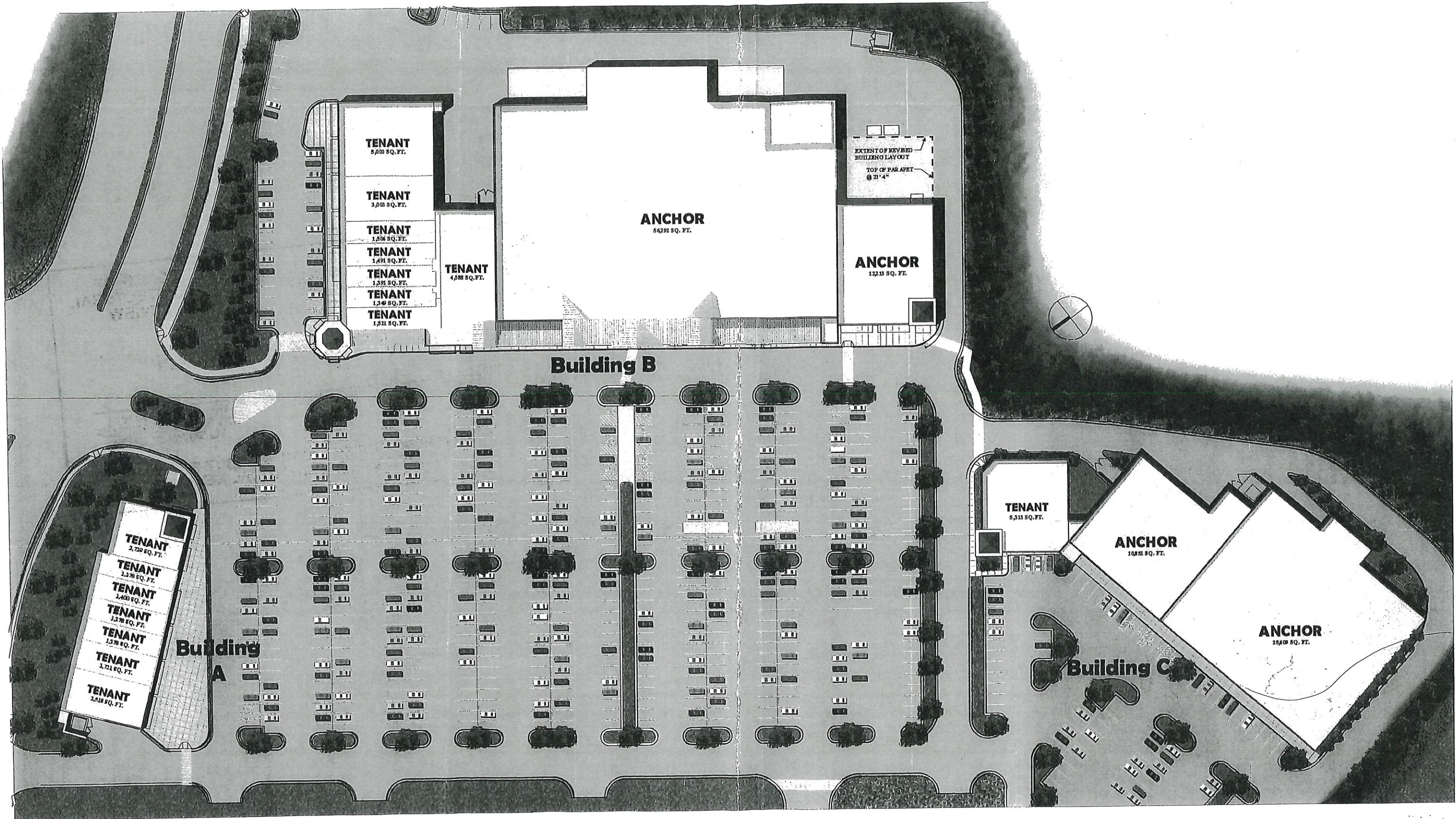
This project requires a sign permit application for each sign. The fee for each sign will be \$40.00 per sign. Please see the fee chart enclosed along with the sign permit applications. If you have any questions please telephone us at 703-771-2765.

Sincerely,



Kristie Lalire  
Preservation Planner

Enclosures



Edens &  
Avant  
Commercial Real Estate

Potomac Station  
LEESBURG, VIRGINIA  
February 19, 2003

BUILDING AREA PLAN



SD-11

BWH 94360.12 PSN 030219P/C01