

The Town of
Leesburg,
Virginia

MICHAEL E. TOMPKINS
Director of
Planning, Zoning & Development

25 West Market Street ■ Post Office Box 88 ■ 22075 ■ 703-777-2420 ■ Metro: 703-478-1821 ■ FAX: 703-771-2727

August 3, 1994

Mr. Neal Bien
THSC Limited Partnership
7008 Old Cabin Lane
Rockville, Maryland 20852

Dear Mr. Bien:

This letter serves as your official notification of the action taken by the Leesburg Board of Architectural Review (B.A.R.) on the application, **CASE BAR 94-59** for a Comprehensive Sign Plan of at the regularly scheduled meeting on August 1, 1994. (GRAY FL)

The Board of Architectural Review approved your request for a comprehensive sign plan and alterations for the Toll House Center located at 305 East Market Street. Please note that verification was made at the meeting that all signs will be vertically aligned with the storefront and horizontally aligned with the other signs in the same sign band, that the box signs for the convenience store will be removed and that the tenant signs on the directory will consist of tan text on green background. The approval of the sign plan included a recommendation to the Town Council for approval of the size of the monument sign. Scott Johnson stated that the monument sign proposal will be scheduled for the August 16 Planning & Zoning committee meeting to begin at 4:30 p.m. in the Town Council Chambers. Following completion of work, please contact staff for final inspection. Drawings or projects may not be altered without prior approval of the Board of Architectural Review.

Unless you have already done so, you will need to apply for a sign permit from the Leesburg Zoning Office. If you have any questions, or need to follow up on your sign permit application, please contact Kevin Lawlor, Assistant Zoning Administrator at 771-2772 for more information.

Sincerely,

Kristie Lalire
Staff, Board of Architectural Review

KL/ja

cc: Kevin P. Lawlor, Assistant Zoning Administrator

The Town of
Leesburg,
Virginia

PRESENTED September 27, 1994

RESOLUTION NO. 94-210

ADOPTED September 27, 1994

A RESOLUTION: AUTHORIZATION TO ISSUE A SIGN PERMIT FOR THE TOLLHOUSE PLAZA
MONUMENT SIGN

WHEREAS, on August 1, 1994 the Board of Architectural Review considered an application from
the Toll House Center at 305 East Market Street to upgrade the appearance of the shopping center; and

WHEREAS, the applicant proposes to build a new monument sign which will exceed the size
requirements of the sign regulations in order to include a directory for the retail establishments; and

WHEREAS, Section 10A-17 Comprehensive Sign Plan permits individual signs to exceed the size
limitations if recommended by the BAR and authorized by Council; and

WHEREAS, the BAR recommend approval of the increased size because of the existing
topography of the site, and the determination the signage will not have a negative effect on the
appearance of the H-2 Corridor.

THEREFORE RESOLVED by the Council of the Town of Leesburg in Virginia as follows:

The zoning administrator is hereby authorized to issue a sign permit for the monument sign
consistent with the recommendation of the Board of Architectural Review in case #BAR-94-59, and
subject to the setback requirements in order to prevent interference with the sight visibility.

PASSED this 27th day of September, 1994.

James Clem
For James Clem, Mayor
Town of Leesburg

ATTEST:

Robert M. ...
Clerk of Council

July 15, 1994

TOLLHOUSE CENTER

ADDITIONAL NOTES - SIGNAGE PROGRAM

A. Individual Tenant Signage:

1. All existing exterior tenant signage to be removed prior to commencement of painting.
2. Color scheme for each sign shall be the same:
 - a) Bruning "Valley Forge Green" (#7428) or a similar paint for the sign box, and
 - b) Duron "Cement" (5393M) or a similar paint for the light box trim and for the translucent letters.
3. Lettering style to vary depending upon tenant's individual requirements.
4. Light box size to be 2' in height and to vary in length from 10' to 15' (Current drawing shows 15' length for each sign.).
5. Signs will only be installed in Center's existing 2'-6" sign band.

B. Monument Sign:

1. Existing monument sign to be removed when new monument sign installed.
2. Sign to be identical on both sides.
3. Color scheme for sign to mimic painting program for Tollhouse Center using same three colors.

The Town of
**Leesburg,
Virginia**

TO: MAYOR AND COUNCIL

August 19, 1994

RE: AUTHORIZATION TO ISSUE A SIGN PERMIT FOR THE TOLLHOUSE PLAZA
MONUMENT SIGN

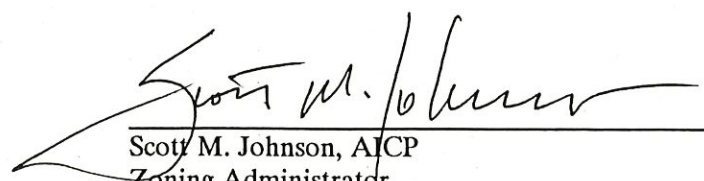
BACKGROUND

On August 1, 1994, the Board of Architectural Review conditionally approved a Comprehensive Sign Plan for the Toll House Center (**CASE BAR 94-59**), subject to Council authorizing a monument sign which exceeds the allowable size permitted by the zoning ordinance. A provision in Section 10A-17 Comprehensive Sign Plan of the Leesburg Zoning Ordinance permits: "Any individual sign which exceeds the size limitations contained in this Article must be authorized by the Town Council upon recommendation by the B.A.R.".

The proposed **monument sign is approximately 13'9" in height**, and will be painted in the new color scheme (**gray and green**) which was approved by the BAR for the retail center. The monument sign will be in the same general location of the existing 15-foot-high monument sign. Although **the new sign will be lower in height, the sign area has increased to permit a directory listing** (attached) for the retail center. In reviewing the proposal, the Board found that the topography slopes down from Market Street, which would accommodate a larger sign without having a negative effect upon the appearance of the H-2 Corridor.

RECOMMENDATION

Consistent with the zoning ordinance, approval of a sign which exceeds the area required by the sign regulations must be authorized by Council resolution (draft attached). The Board of Architectural Review recommended the increased size of the sign because they found the conditions of the site includes land that slopes away from the roadway which provides the setting with enough space to contain a larger size sign.


Scott M. Johnson, AJCP
Zoning Administrator

4'-0"

2'-3"

6'-6"

105"

1'-2"

TOLLHOUSE *Center*

KAROLSON'S TREASURES

PLACES IN THE HEART

HERBAL RENAISSANCE

LA VILLA ROMA

LOUDOUN BALLET

CONVENIENT MART

SUSAN BRANTLEY HAIR SALON

TOLLHOUSE CLEANERS

LEESBURG PAINTING & DECORATING

5'

4'

65

7'-6"

90"

9'-0"

The
Town
of
Leesburg in Virginia

BOARD OF
ARCHITECTURAL
REVIEW

HISTORIC CORRIDOR OVERLAY DISTRICT
CERTIFICATE OF APPROVAL

Kurtis Levine
STAFF, BOARD OF ARCHITECTURAL REVIEW

8/1/94
DATE OF APPROVAL

THESE DRAWINGS MAY NOT BE CHANGED WITHOUT PRIOR APPROVAL
OF THE BOARD OF ARCHITECTURAL REVIEW.

5" TENANT SLAT
4" COPY HEIGHT

65.625 #

TOLLHOUSE CENTER
SIGNAGE PROGRAM
JULY 15, 1994

16.25 #
Difference

SCALE: 1" = 1'

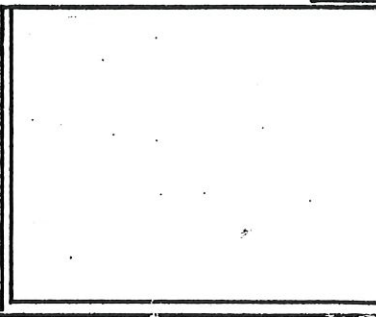
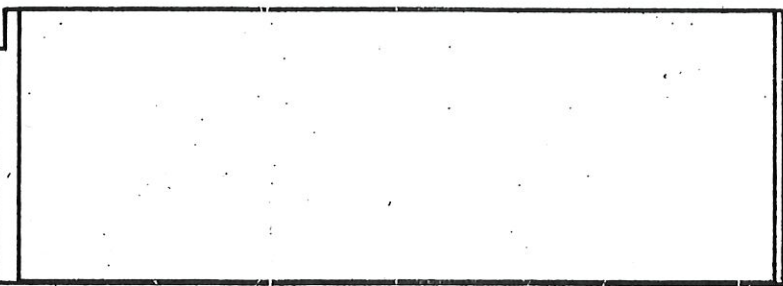
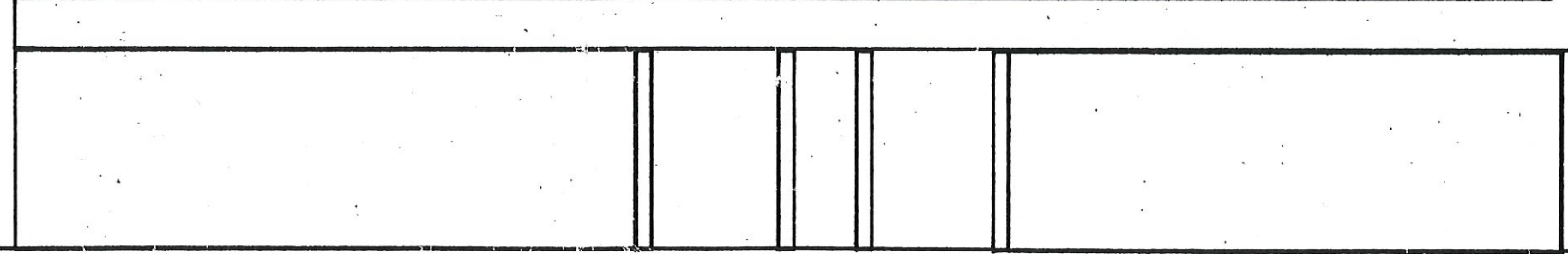
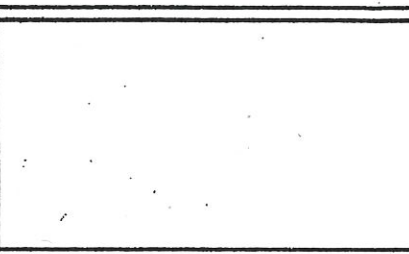
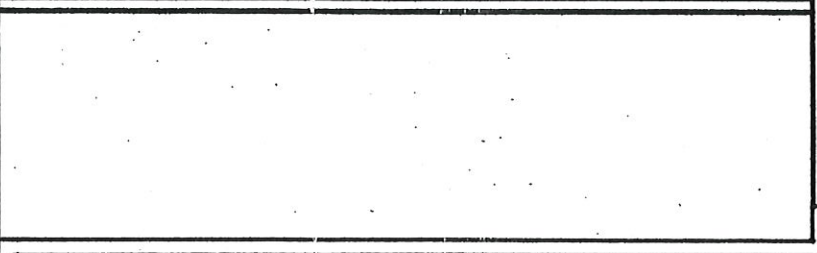
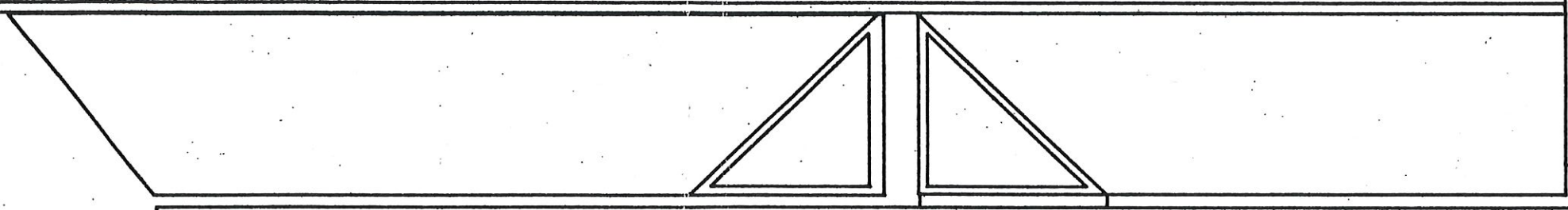
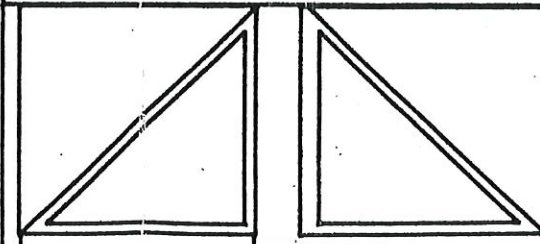
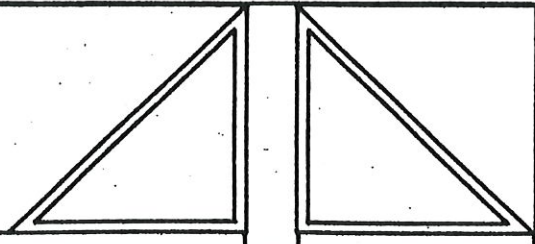
HAIR SALON

PAINTING & DECORATING

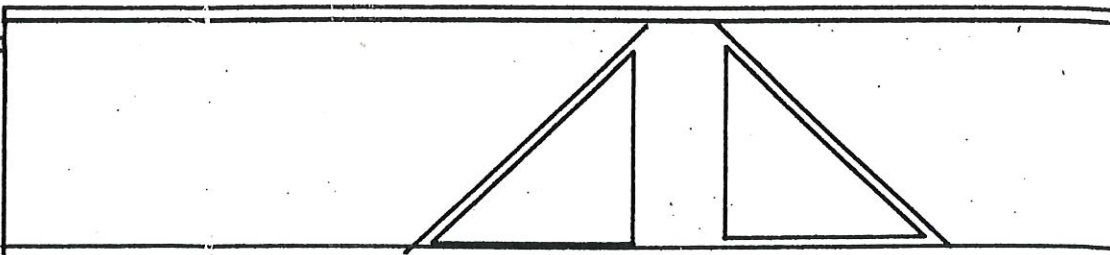
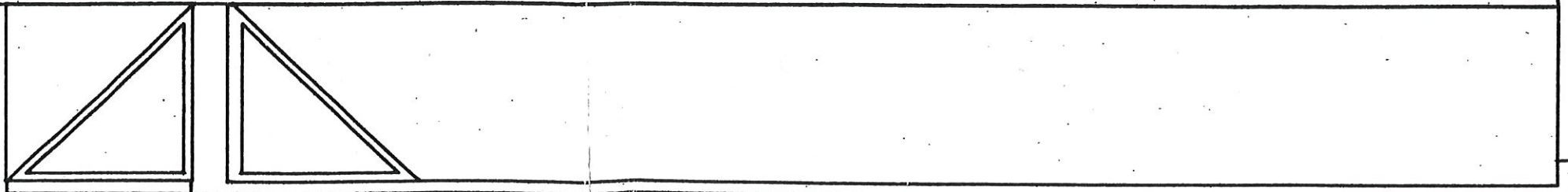
Herbal Renaissance

Karelian's Treasures

Places in the Heart



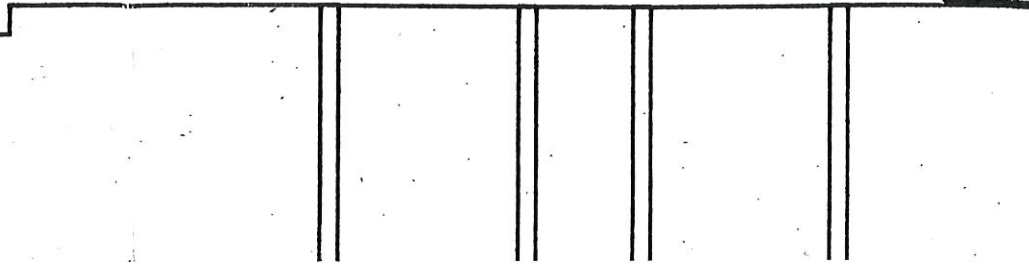
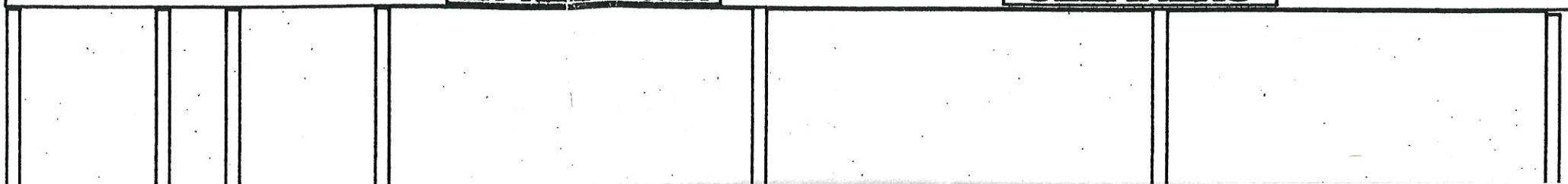
LOU



LA VILLA ROMA

CLEANERS

CON



Global Renaissance

Karolcov's Treasures

Places in the Heart

LOUDOUN BALLET

SCALE: 1/8" - 1"

The Town of Leesburg in Virginia

BOARD OF ARCHITECTURAL REVIEW

HISTORIC CORRIDOR OVERLAY DISTRICT CERTIFICATE OF APPROVAL

Kathleen Calore
STAFF, BOARD OF ARCHITECTURAL REVIEW

3/1/91

CLEANERS

CONVENIENT MART