

Department of Planning & Zoning  
 25 West Market Street, Leesburg, Virginia 20176  
 (703) 771-2765 / Fax: (703) 771-2724 [www.leesburgva.gov/planning](http://www.leesburgva.gov/planning)

## COMPREHENSIVE SIGN APPLICATION

TLSP - 2022 - 0133

New Application       Amendment (previous TLSP #): 2020-0059

In order to encourage unified signage compatible with the architectural character of any existing or proposed multiple tenant development, the property owner of any such development may submit a comprehensive sign plan. Comprehensive Sign Plans, or CSP, do not apply to single tenant buildings. Comprehensive Sign Plan requirements are found in Town of Leesburg's Zoning Ordinance Section 15.11.

Comprehensive Sign Plans shall be reviewed by an administrative panel composed of the Zoning Administrator, Assistant Zoning Administrator, and Preservation Planner as designated by the Director of Planning & Zoning. Administrative approval may be granted by the panel for those applications outside the H-1 Overlay District. Applications within the H-1 Overlay District shall receive a recommendation from the panel with approval granted by the Board of Architectural Review.

### Submittal Requirements.

Each application shall be accompanied by four (4) sets of plans. A plan set shall include:

- A completed application form. **Applications will not be accepted without the consent of the Property Owner.**
- A site plan depicting the location of proposed signs with legend to corresponding sign types. Signs not attached to buildings shall be dimensioned to the closest property line.
- Colored illustrative drawings for each proposed sign type. Illustrative drawings shall be provided on a scaled drawing with dimensions and maximum size.
- A specification sheet detailing size, character and color of lettering; the method of illumination, **if any**; in the case of suspended or projecting signs, the method of fastening such sign to its supporting structure; **and sign materials.**

### Applicant Information

Property Owner:

**SEE ATTACHED**

(Signature/Title)

Phone: (703) 631-7585

Email: JMertz@petersoncos.com

Applicant Name: **Brent Jefferson**

Phone: 571-449-0426

*Brent Jefferson* (Principal)  
 (Signature/Title)

Email: brent@jeffersondg.com

### Property Information

Name of Center: The Shops at Russell Branch

MCPI-PIN #: **149453326000**

Zoning District: **B / 3**


Board of Architectural Review, if applicable: TLHP- **2020-0059**



Russell Branch Retail LC  
a Virginia limited liability company

By: Peterson Russell Branch Retail L.C.  
a Virginia limited liability company, it's Managing Member

By: MVP Management, LLC  
a Virginia limited liability company  
Its: Manager

By:   
Name: Jon M. Peterson  
Title: Manager



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# The Shops at Russell Branch



## Comprehensive Sign Plan Leesburg, Virginia

Applicant:  
The Peterson Companies



Prepared By:



Attorney:

**Cooley**

## GENERAL OVERVIEW

The Shops at Russell Branch is a multi-building retail development adjacent to the existing Lowe's home improvement store. The development is anchored by a grocery store and includes shops, food, and automotive service uses. The site is bounded by Battlefield Parkway, Russell Branch Parkway, and Route 7. This Comprehensive Sign Plan ("CSP") builds on the existing signage erected by Lowe's.

## PURPOSE AND INTENT

The purpose and intent of this Comprehensive Sign Plan is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the Project, while maintaining provisions for individual graphic expression and brand identity. The requirements contained herein are intended to provide adequate exposure for the Tenant's merchandising and identification while maintaining the overall appearance critical to the success of Shops at Russell Branch. This CSP, coupled with the building-mounted signs included in the separate sign plan being reviewed by staff, will cohesively provide the needed signage to allow a successful shopping center.

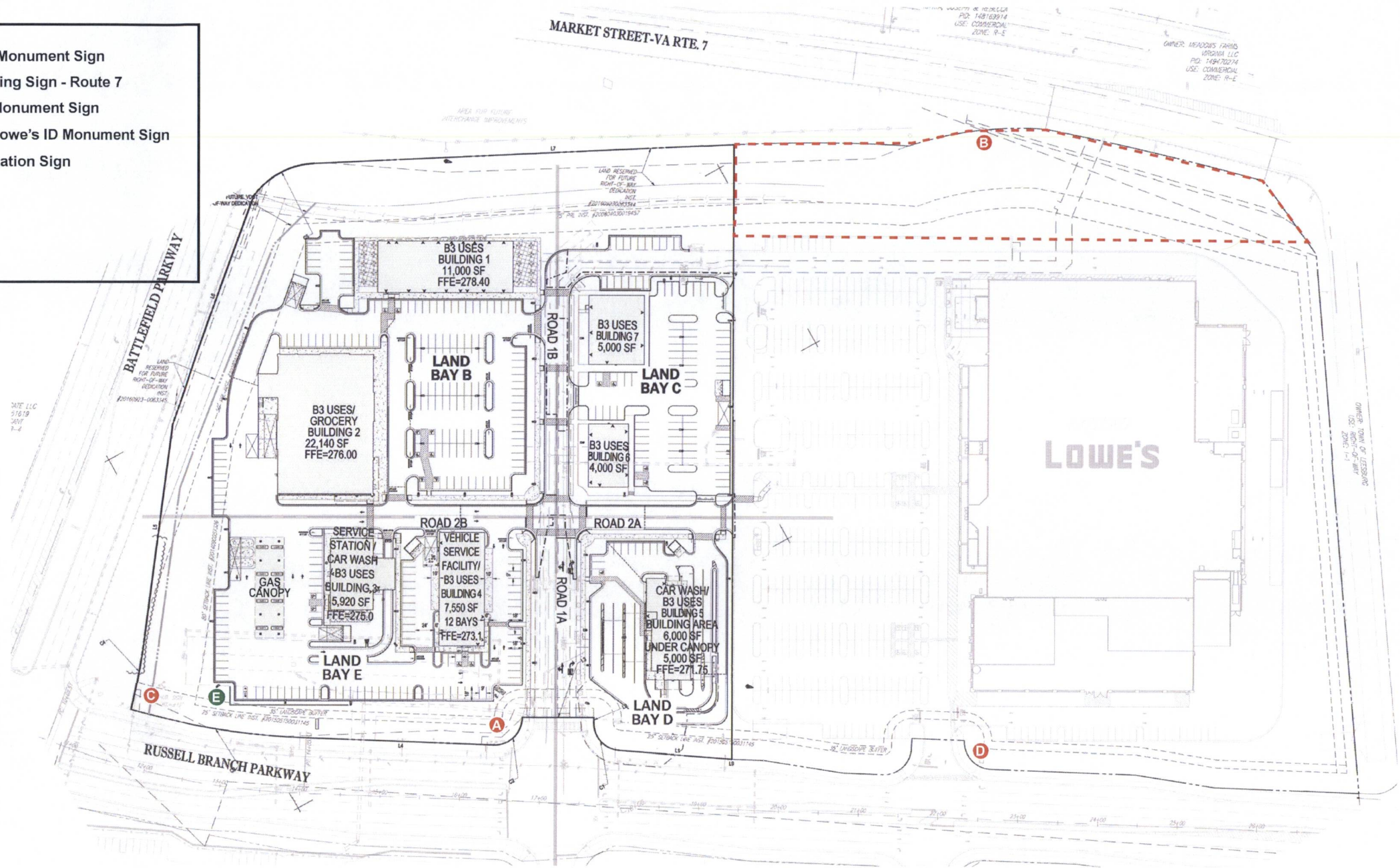
## JUSTIFICATION FOR MODIFICATIONS

The site for the Shops at Russell Branch lies between Russell Branch Parkway, Battlefield Parkway, Route 7, and the Lowe's site. The development, because of the site's topography, sits well below Route 7 and its planned interchange with Battlefield Parkway. That, coupled with conditions placed on the site that encourage orientation of the buildings toward the interior of the site, leave the site challenged for visibility. The configuration, the orientation of buildings to the interior, and the site's exposure on these three major roadways calls for presentation of the businesses in multiple directions and additional monument signage, as is requested in this Comprehensive Sign Plan. The site's topography and the future construction of the Route 7 interchange have negative effects on the site's visibility, causing a need for taller freestanding signage on Route 7. Additionally, the access from two directions along Russell Branch Parkway call for signage visible to traffic traveling from either direction, which is why a new ground-mounted sign is proposed at the site's main entrance.



**Sign Location Plan - Site Signage**

- A** Entrance Monument Sign
- B** Freestanding Sign - Route 7
- C** Existing Monument Sign
- D** Existing Lowe's ID Monument Sign
- E** Service Station Sign





**Type A - Entrance Monument Sign**

**Guidelines**

**Purpose**

To provide tenant and project identification

**Material**

Aluminum, steel, acrylic, brick, EIFS, and precast concrete

**Illumination**

Internally illuminated acrylic push-through letters, fluorescent or LED

**Color**

Brick base color shall match center. Project identification logo and lettering shall be white on a black background. Tenant logos and lettering shall be black on a white or off-white background

**Content**

Project name, project logotype, tenant names or logos. Tenant panels may be displayed in one or two columns. Tenant panels may include varying typefaces and branded logo shapes only if displayed in a single column of panels; otherwise a consistent typeface shall be used for all tenant names.

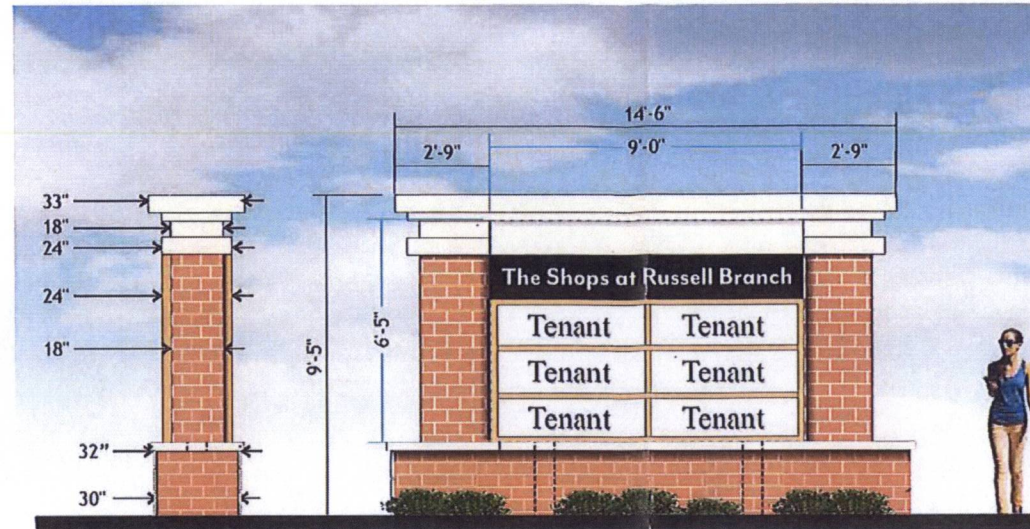
**Quantity**

See Sign Location Plan

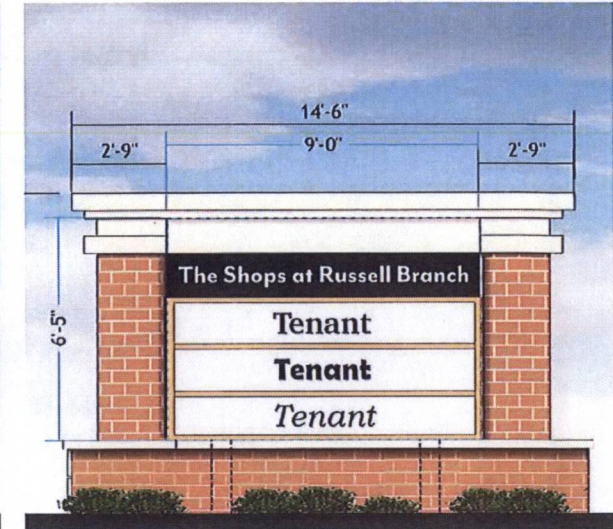
**Sign Area:** 50 SF per side maximum.

**Height:** 10' Max.

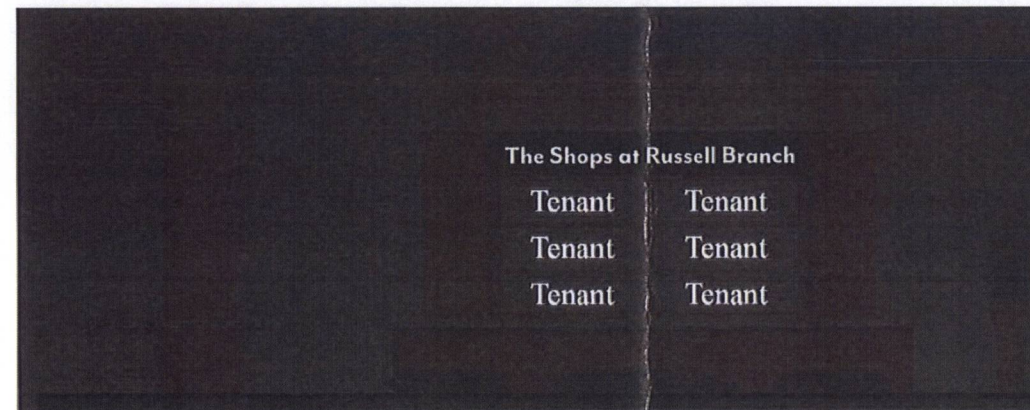
**Landscape:** The sign base shall be planted with low-lying shrubbery and/or flowering plants



**Type A - Entrance Monument Sign  
Concept**  
1/4"=1'-0"  
Note: For illustration only. Design and quantity and proportions of tenant panels subject to change.



**Type A - Entrance Monument Sign  
Alternate Single-Column Layout**  
1/4"=1'-0"  
Note: For illustration only. Design and quantity and proportions of tenant panels subject to change.



**Type A - Entrance Monument Sign  
Concept - Night Appearance**  
1/4"=1'-0"

**Town of Leesburg, Virginia Board of Architectural Review**

Case # **TLHP - 2020-0059**

Administrative Approval  
 H-1 Overlay District  
 H-2 Corridor Overlay District/Proffer

Notes: conditions per letter dated 9-21-2020

*Lauren E. Murphy* 09-21-2020  
 Staff, Board of Architectural Review Approval Date

*These drawings shall not be changed without prior approval from staff or the Board of Architectural Review.*



**Type B - Freestanding Sign - Route 7**

**Guidelines**

**Purpose**

To allow tenant sign visibility from public thoroughfares that will be obstructed upon construction of the Route 7/Battlefield Parkway Interchange.

**Material**

Aluminum, steel, acrylic, brick, precast concrete, and EIFS.

**Illumination**

Internally illuminated acrylic push-through letters, fluorescent or LED

**Color**

Brick base color shall match center. Up to 2 anchor tenant panels may have black lettering or logos on a background color based on the tenant's brand standards. Other tenant logos and lettering shall be black on a white or off-white background

**Content**

Project name, project logotype, tenant names and tenant logotypes. Tenant panels may use multiple typefaces.

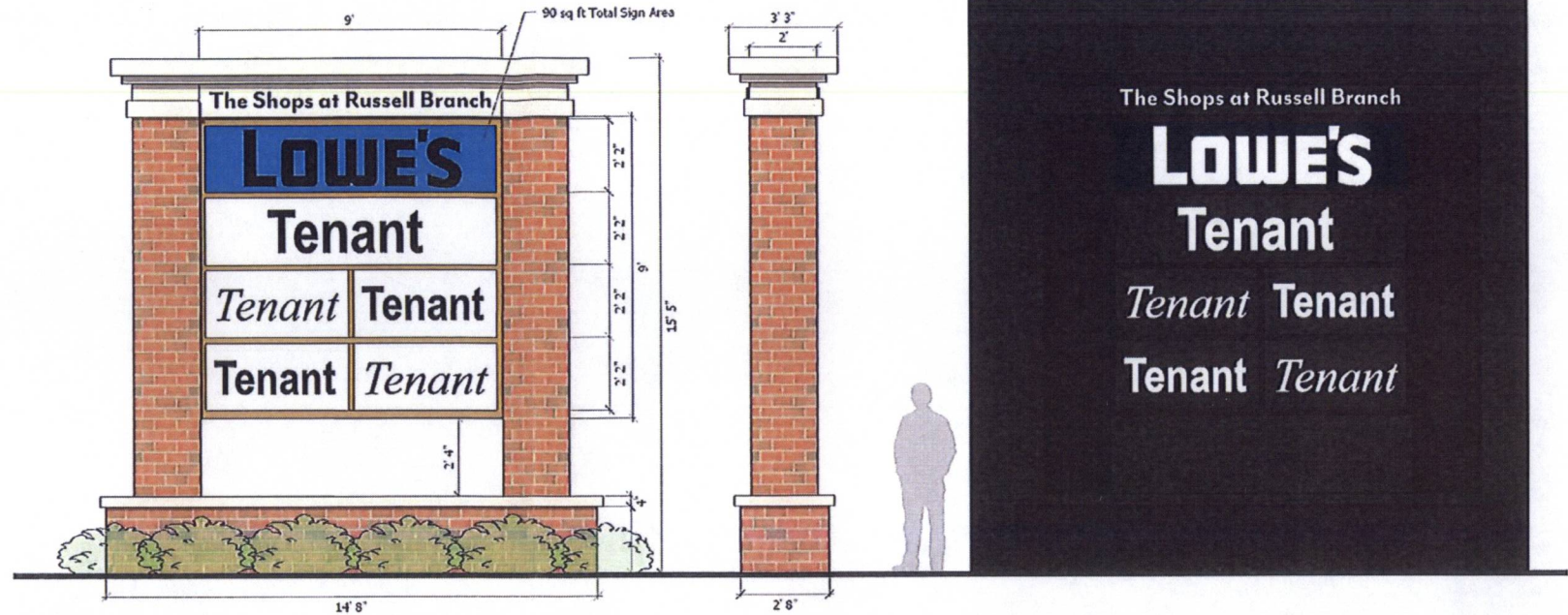
**Quantity**

See Sign Location Plan

**Sign Area:** 90 SF per side maximum.

**Height:** 16' Max.

**Landscape:** The sign base shall be planted with low-lying shrubbery and/or flowering plants



**Type B - Route 7 Freestanding Sign Concept**  
1/4"=1'  
Note: For illustration only. Design and quantity and proportions of tenant panels subject to change.

**Type B - Route 7 Freestanding Sign Concept - Night Appearance**  
1/4"=1'

**Town of Leesburg, Virginia Board of Architectural Review**  
Case # TLHP - 2020-0059

Administrative Approval  
 H-1 Overlay District  
 H-2 Corridor Overlay District/Proffer

Notes: conditions per letter dated 9-21-2020

*Lawrence E. Murphy* 09-21-2020  
 Staff, Board of Architectural Review Approval Date

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## Type C & D Existing Monument Signs

Existing Sign Types C and D shall remain unchanged.



Type C - Existing Monument Sign



Type D - Existing Lowe's ID Sign

### Town of Leesburg, Virginia Board of Architectural Review

Case # TLHP - 2020-0050

- Administrative Approval
- H-1 Overlay District
- H-2 Corridor Overlay District/Proffer

Notes: conditions per letter dated 9-21-2020

James E. Murphy  
Staff, Board of Architectural Review

09-21-2020

Approval Date

*These drawings shall not be changed without prior approval from staff or the Board of Architectural Review.*









Gas Monument - Brown Road Dr. Exxon



Tenant Monument Sign Push-Through  
Lettering Precedent



Night Illumination Precedent





View East on Russell Branch Parkway from Battlefield Parkway Intersection

**Town of Leesburg, Virginia Board of Architectural Review**  
Case # TLHP - 2020-0059

- Administrative Approval
- H-1 Overlay District
- H-2 Corridor Overlay District/Proffer

Notes: conditions per letter dated 9-21-2020

*Lawrence E. Murphy*  
Staff, Board of Architectural Review

09-21-2020  
Approval Date

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View West on Russell Branch Parkway From Site Entrance

Town of Leesburg, Virginia Board of Architectural Review  
Case # TLHP - 2020-0059  
 Administrative Approval  
 H-1 Overlay District  
 H-2 Corridor Overlay District/Proffer  
Notes: conditions per letter dated 9-21-2020  
*Laura E. Murphy* 09-21-2020  
Staff, Board of Architectural Review Approval Date  
These drawings shall not be changed without prior approval  
from staff or the Board of Architectural Review.