



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

COMPREHENSIVE SIGN APPLICATION

TLSP - 2019 - 0104

New Application Amendment (previous TLSP #):

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 applications for signs in the H-1 Overlay District. Applications for signs are found in Town of Leesburg's Zoning Ordinance.

Comprehensive Sign Plans shall be reviewed by the Assistant Zoning Administrator, and Preservation Administrator. Administrative approval may be granted by the Board of Architectural Review for applications within the H-1 Overlay District and the Board of Architectural Review.

PERMIT # TLSP-2019-0104

APPROVED

CSP approval for 212-214
 Catoctin Circle, SE.

Submittal Requirements.

Each application shall be accompanied by the following:

- A completed application form. Application fee shall be paid.
- A site plan depicting the location of proposed buildings shall be dimensioned to the closest building.
- Colored illustrative drawings for each proposed sign with dimensions and maximum size.
- A specification sheet detailing size, character, and location of suspended or projecting signs, the method of attachment, and the material to be used.

Rhonda F. White 10/7/19
 Zoning Administrator Date
 Leesburg, VA Department of Planning & Zoning

Applicant Information

Property Owner:

Tamara C. Ketterman, VP
 (Signature/Title) Jiggy Byrd Holdings

Phone: ~~703~~ 540.454.1505

Email: TKETTE1776@ADL.com

Applicant Name:

Tamara C. Ketterman, VP
 (Signature/Title) Jiggy Byrd Holdings

Phone: 540.454.1505

Email: TKETTE1776@ADL.com

Property Information

Name of Center: 212 Catoctin

MCPI-PIN #: ~~48~~ 231104569000

Zoning District: LB: CDD

Board of Architectural Review, if applicable: TLHP-



Tenants at The Kettermans Building will have the opportunity to display signs approved by the principals of Jiggy Byrd Holdings and permitted by the Town of Leesburg.

These guidelines are established pursuant to the provisions of the Town of Leesburg Zoning Ordinance for the purpose of ensuring commercial signage at the Ketterman Building complements the design of the building. The standards contained herein define the allowable signage for individual commercial establishments and provide a process for reviewing the consistency of proposed signage with these guidelines. The Landlord may make periodic amendments to these guidelines as it sees fit. Any amendment will require prior approval of the Town.

Before a permit may be obtained from the Town of Leesburg, a detailed plan showing proposed sign and its placement drawn to scale and including materials and building specifications must be submitted to the Landlord. Once approved by the Landlord, a letter stating that approval must accompany all applications for permits through the Town of Leesburg.

The Anchor Tenant for this center will occupy 212 Catoclin Circle and will be allowed a maximum of Four signs. All others will be considered In-line tenants and are allowed a maximum of three signs (combination of Wall Sign, Window Sign and/or A frame/Sandwich Board Sign) regardless of the number of addresses occupied. Listing on Monument sign and minor signs not included in these numbers.

For Wall Sign Type A...

212 Catoclin is the Anchor Tenant and will be allowed three (3) Type A Wall signs on the building, two facing Catoclin Circle and one on the entrance from the back parking lot

214, 216, 218, and 220 Catoclin In Line tenants will be allowed one Type A Wall sign on the building facing Catoclin Circle unless the addresses are joined for one business in which case only one type A Wall sign is allowed facing Catoclin Circle.

Wall Sign **Type A** – Wall Sign, Halo style Block letters individually illuminated from behind with white LED lights

Wall Sign Type A **Number** –A maximum of seven (7) of these as outlined by suite # or tenant would be allowed

Wall Sign Type A **Size**- 212 Catoclin (Anchor) Front of building two (2) at a maximum 45 square feet each and one (1) at the back at a maximum of 45 square feet.

214, 216, 218 Catoclin (In Line) Front of building one (1) at a maximum 19 square feet each.

220 Catoclin (In Line) Front of building one (1) at a maximum of 24 square feet.

Sign Type A **Location**-Each of the signs will be centered over the doors mounted on the overhang, In line businesses with joined addresses will pick their "main" entrance and that is where their One Type A Wall sign will be mounted

Wall Sign Type A **Color**-Black Letters mounted on the white background of the building.

Wall Sign Type A **Materials**-Aluminum channels

Wall Sign Type A **Illumination**-White LED halo lights set into channels.

Wall Sign Type A may allow for colored logos no greater in height than any single line or combined multi-lined lettering.

For Wall Sign Type B...

The business occupying 214 Catocin will be allowed one (1) sign facing the back parking lot

Wall Sign **Type B** – Wall sign with logo and or Block style lettering white illumination by gooseneck from above

Wall Sign Type B **Size**- maximum size is half the square footage of the Sign Type A at the back of the building.

Wall Sign Type B **Location**-Centered on the overhang facing the back parking lot

Wall Sign Type B **Color**-White background with black lettering, logo may have color.

Wall Sign Type B **Materials**-Aluminum, Wood , MDO or Alupalite painted or with vinyl lettering.

Wall Sign Type B **Illumination**-Two overhead gooseneck style fixtures with black finish and white LED lights

Wall Sign Type B Area - The sign face is limited to the dimensions as shown and shall not encompass the entire background.

*Please see attached elevations for placement of tenant's signs.

black

Black

Condition and Removal

All signs and components shall be maintained in good repair and in a safe, clean and attractive condition. Any sign which is declared to be an immediate or imminent hazard to life or property may cause it to be immediately removed or repaired. All costs associated with the removal or repair shall be charged to the tenant.

All Signs are to be kept in good working condition. Tenant has 15 days to remedy a complaint issued via notice delivered to the unit by the principals of Jiggy Byrd Holdings or its managers. If the complaint is not remedied within that timeframe, Jiggy Byrd Holdings may have repairs made to the sign and issue the invoice plus a 20% penalty to the tenant with payment due immediately or tenancy will be terminated.

All Signs shall be removed and façade repaired to cover any penetrations or scars from sign construction before any security deposits are returned. Should the sign or signs not be removed, Jiggy Byrd Holdings will have them removed and disposed of and issue the invoice plus a 20% penalty to the tenant and use funds from security deposit to pay. Should the funds from the security deposit be insufficient to cover all repairs and fees, tenant will be held legally responsible for said costs and any legal fees.

Sandwich Signs

One two sided sandwich sign per business entrance may be set to the right of the door when facing front or back of building no more than five feet from the building. Size not to exceed 2' wide and 3' tall Placement must be so as to allow ADA Passage. Signs must be brought in when the business is closed or in inclement weather when strong winds are a factor and must be constructed of weather proof material. *See Attached for approved styles

Window Signs

Limited to one per business and may not cover more that 25% of the window area.

Minor Signs

Minor signs (any sign less than 2 ft square) placed in a window of the business must contain information containing to that business only and cumulatively may not cover more than 25% of the window area. Illuminated signs are prohibited in the windows.

Hours of Operation Sign-A minor sign 2 square feet or less designating the hours of operation must be approved by the Landlord and be displayed on or next to the entrance to the business.

Holidays

Holiday banners and decorations may be displayed with permitting for 30 days between November 15 and January 10 and must be approved by the Landlord, may not exceed 32 square feet. Temporary banners must be approved by the Town of Leesburg..

Monument Sign

A double sided illuminated monument sign is at the corner of Catoctin Circle and Parker Court. This will be modified and will not exceed 40 square feet of signage per side, constructed of aluminum and Plexiglas. On each side it will include the names of the businesses operating at the Ketterman Building, with the size and placement of the space allotted to be determined by the percentage of space rented, the order by the largest to the smallest. The frame will be black with white Plexiglas and black lettering Block style font.

*See attached example

Way Finding Sign

A way finding sign will be placed on the west side of the Parker Court entrance to the back parking lot of the Ketterman Building elevated 24 inches off the ground and measuring no more than 2 square feet. See Example

MODIFICATIONS

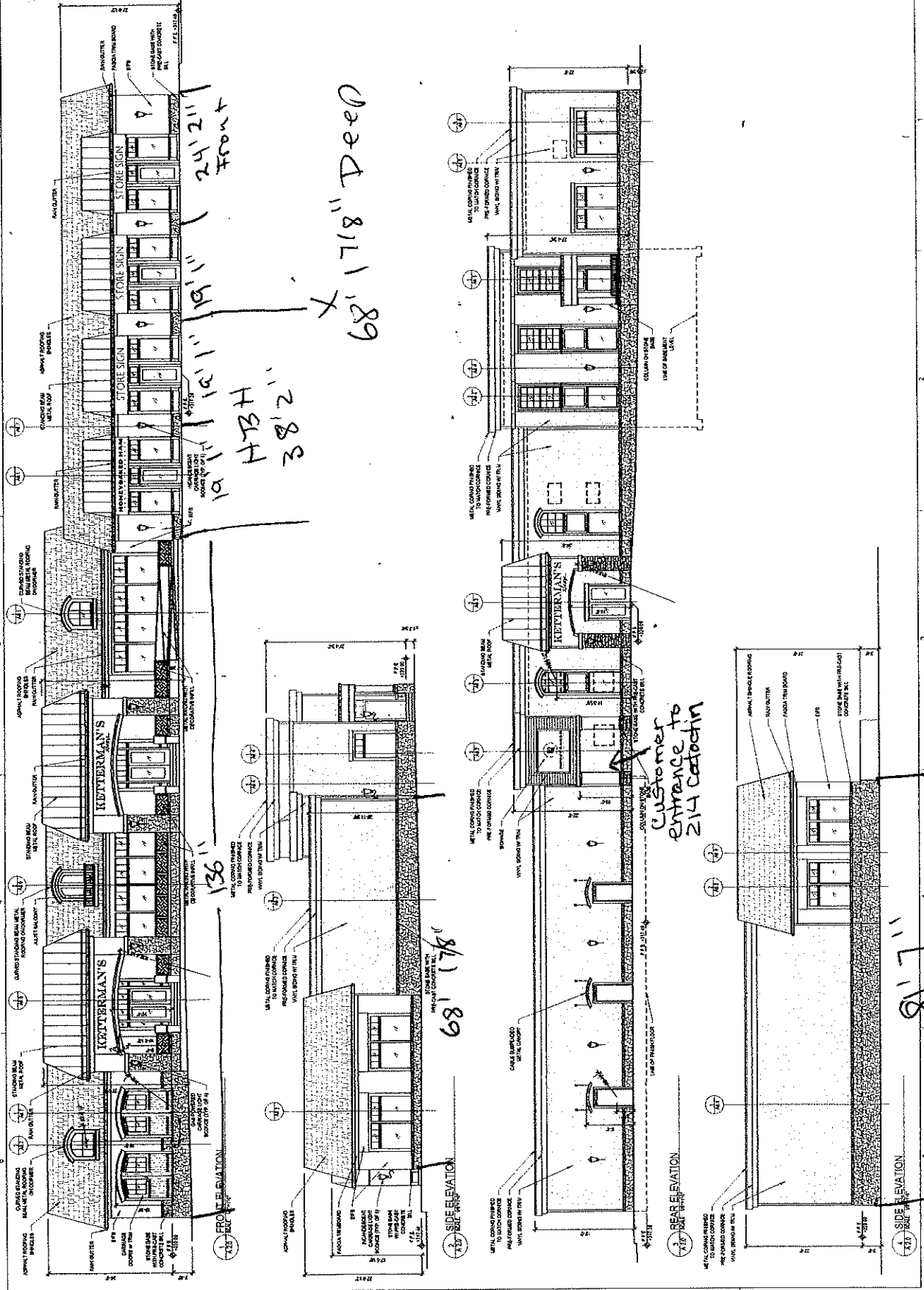
We are asking for modifications to the requirements of Article 15 because of the design of the building and the unique parking layout. The Architectural detail calls for signage as part of the styling. The parking is such that half of the space is in the rear of the building and entrances have been designed at the back to allow for the convenience of patrons.

Revised 9-23-2019

DunningGroup
 1425 Ashbury Park Place
 Suite 200
 Chevy Chase, Virginia 20815
 703.375.7797 703.375.7944 (fax)
 www.dunninggroup.com

KETTERMAN'S
design
Retail Center
 at
 212 Catcolin Circle SE
 Leesburg, VA

EXTERIOR
 ELEVATIONS
 A 2.0'



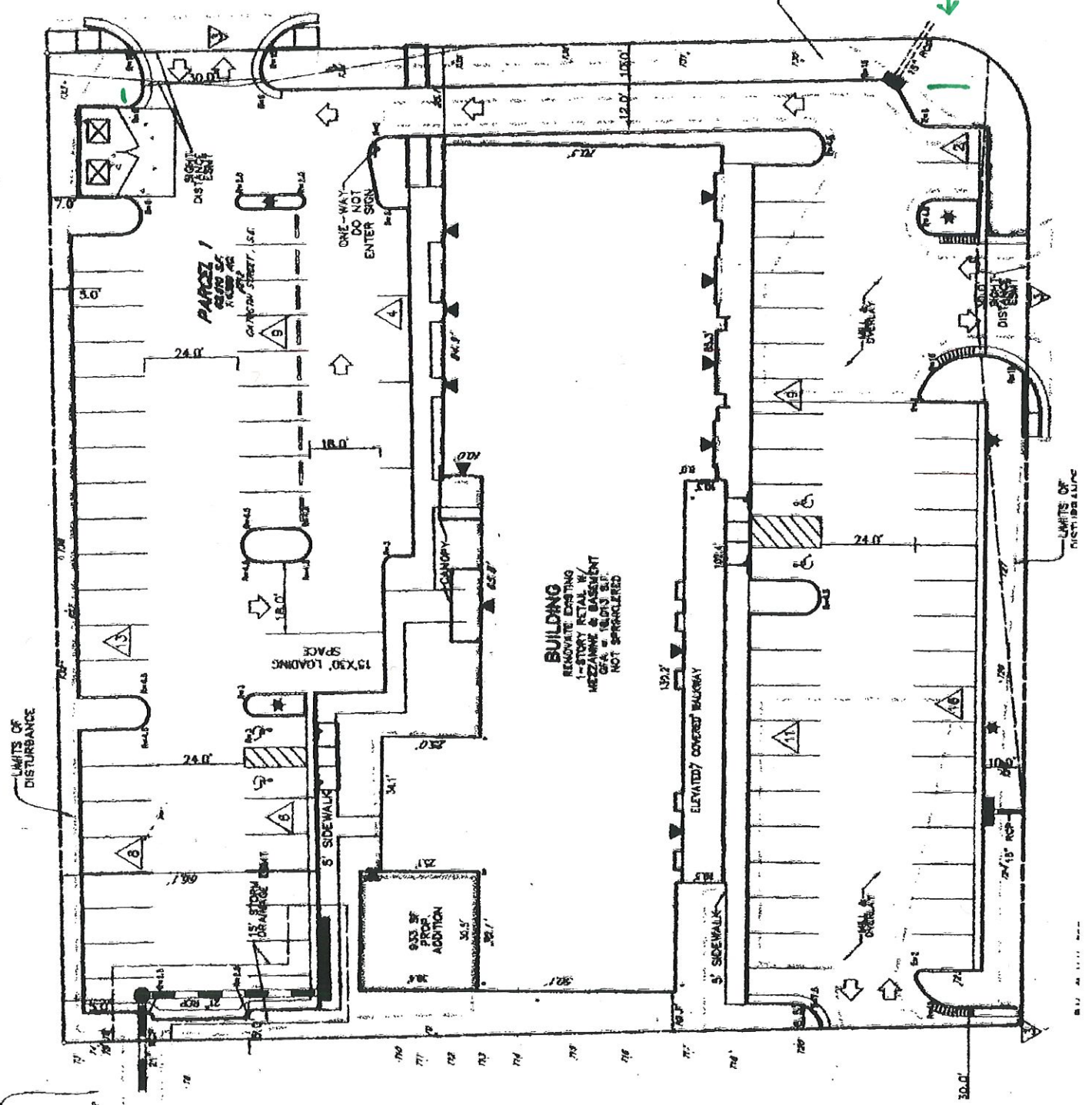
24'2" Front
 19'1" H3H
 38'2"
 68'178" Deep

Customer to
 entrance to
 214 Catcolin

8'7"

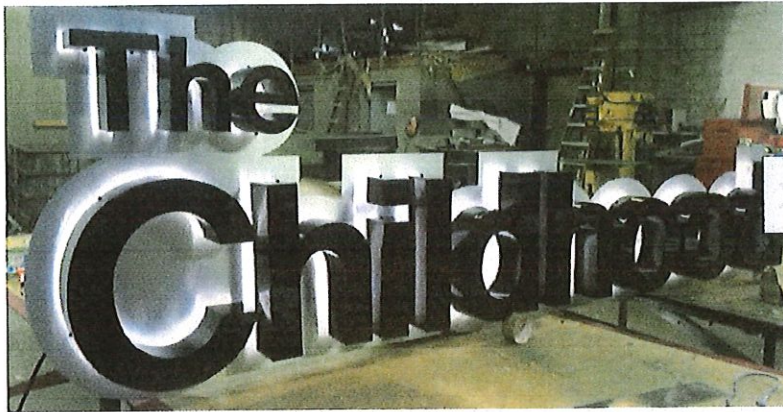
← Way Finding Sign

← Existing Monument Sign



BUILDING
RENOVATE EXISTING
1-STORY RETAIL W/
MEZZANINE & BASEMENT
C.F.A. # 18,013 S.F.
NOT SPRINKLERED

Example A -Halo Sign





CORPORATE OFFICES:
 987 CLAYCRAFT ROAD
 COLUMBUS, OHIO 43230
 PHONE: (614) 475-5161

JOB TITLE:
 Honey Baked Ham
 Leesburg, VA

DATE: 10.01.19
SALESMAN: Darrin Gray
DESIGNER: Scott Kelley
DRAWING #04

FILE:
REVISION:
REVISION:
REVISION:

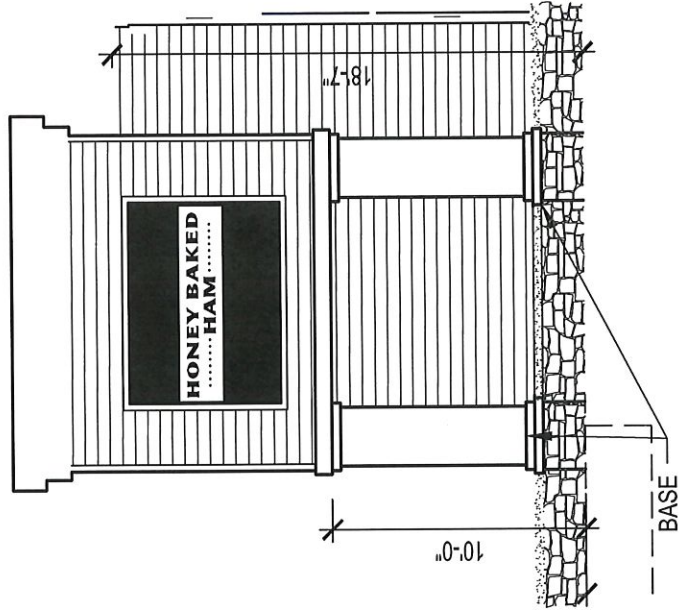
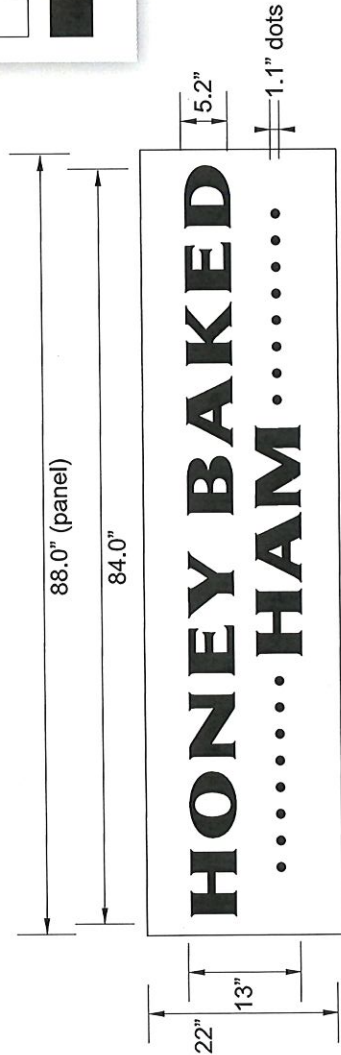
APPROVED
APPROVED WITH CORRECTIONS
NOT APPROVED RESUBMIT
SIGNATURE: _____

YOUR SIGNATURE REPRESENTS FINAL APPROVAL. PLEASE LOOK OVER CAREFULLY. CHECK ALL SPELLING AND GRAMMAR. SIGN VISION CAN NOT BE RESPONSIBLE FOR ANY ERRORS AFTER FINAL APPROVAL.

COLOR SPECIFICATIONS

White (PVC)

Black (letters, dots)

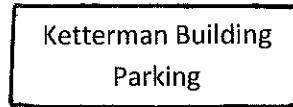


- manufacture (1) 88" x 22" white aluminum (shoebox style) sign panel with non-illuminated 1/2" thick Black PVC letters & dots reading "Honey Baked Ham".
- Labor and materials required to apply non-illuminated set of PVC letters & dots to sign panel, and install sign panel onto store elevation.

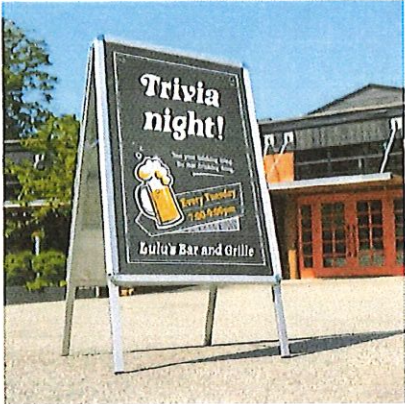
Way Finding Sign Example

To be placed at the west side of the rear entrance from Parker Court. This sign will not exceed 2 square feet.

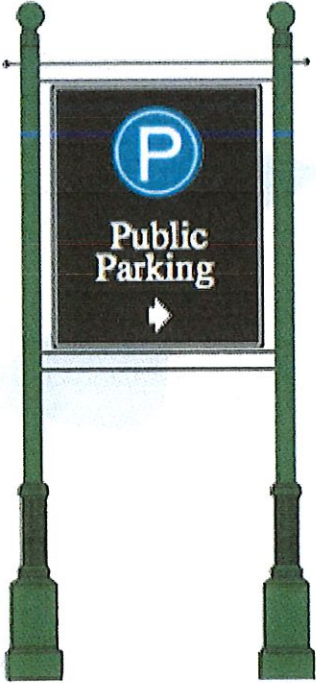
For Illustrative Purposes Only



Sandwich Sign Examples



Way Finding Sign Example





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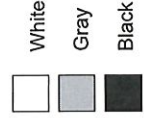
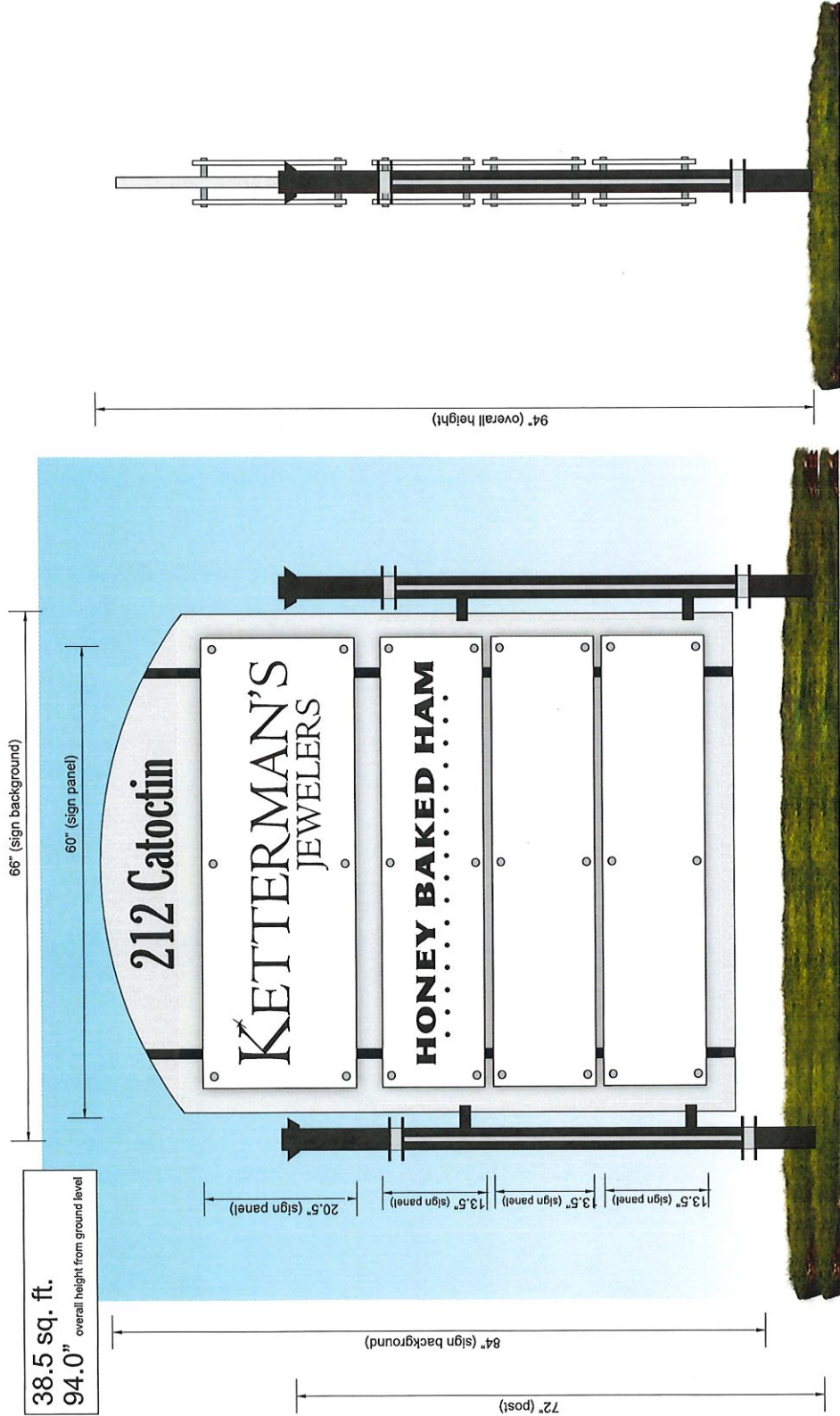
JOB TITLE:
Ketterman's
Leesburg, VA

DATE: 10.01.19
SALESMAN: Darrin Gray
DESIGNER: Scott Kelley
DRAWING #04

FILE:
REVISION:
REVISION:
REVISION:

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APPROVED WITH CORRECTIONS
NOT APPROVED RESUBMIT
SIGNATURE: _____

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- Manufacture (1) 84" x 66" double-sided aluminum panel painted gray with (4) white aluminum panels with first surface black vinyl mounted to main sign panel using multi mounts. Sign to have (2) decorative black & gray posts.
- Install posts & double-sided sign.



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987 CLAYCRAFT ROAD
COLUMBUS, OHIO 43230
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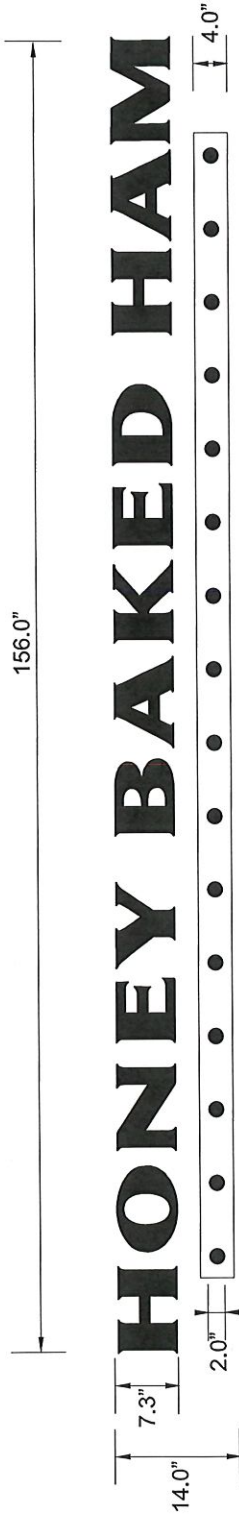
JOB TITLE:
Honey Baked Ham
Leesburg, VA

DATE: 08.02.19
SALESMAN: Darrin Gray
DESIGNER: Scott Kelley
DRAWING #02

FILE:
REVISION:
REVISION:
REVISION:

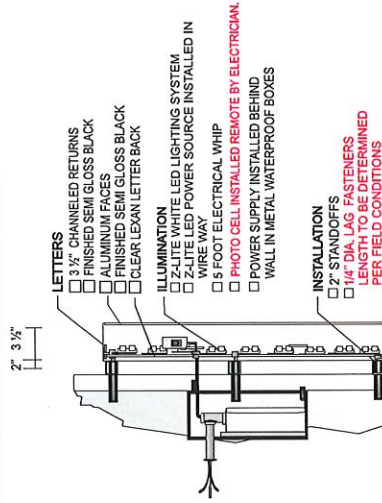
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APPROVED WITH CORRECTIONS
NOT APPROVED RESUBMIT
SIGNATURE: _____

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15.166 sq. ft.

REVERSED CHANNELLED LETTERS CROSS SECTION



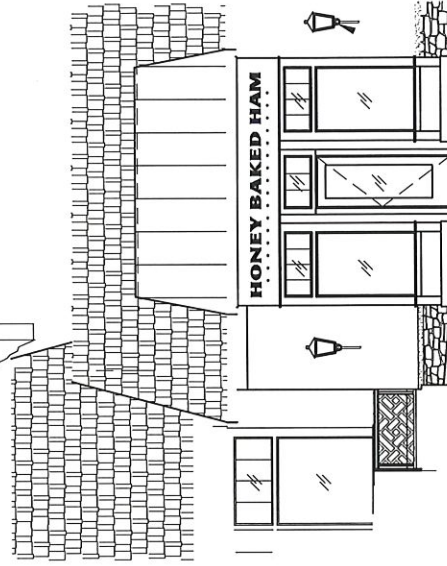
- LETTERS**
 - 3 1/2" CHANNLED RETURNS
 - FINISHED SEMI GLOSS BLACK ALUMINUM FACES
 - FINISHED SEMI GLOSS BLACK CLEAR LEXAN LETTER BACK
- ILLUMINATION**
 - Z-LITE WHITE LED LIGHTING SYSTEM
 - Z-LITE LED POWER SOURCE INSTALLED IN WIRE WAY
 - 5 FOOT ELECTRICAL WHIP
 - PHOTO CELL INSTALLED REMOTE BY ELECTRICIAN.
 - POWER SUPPLY INSTALLED BEHIND WALL IN METAL WATERPROOF BOXES
- INSTALLATION**
 - 2" STANDOFFS
 - 1/4" DIA. LAG FASTENERS
 - LENGTH TO BE DETERMINED PER FIELD CONDITIONS**

- Provide Site Survey.
- Manufacture (1) set of 7.3" tall individual halo-lit channel letters reading "Honey Baked Ham" with PVC letter faces and returns painted Black. All letters to have individual oversized (cut to shape) White ACM backer panels to help illumination. Manufacture 2" diameter non-illuminated 1/2" thick PVC dots painted Black, pre-mounted to flat ACM white sign panel. Remote power supplies and UL listed.
- Labor and materials required to install (1) set of individual halo-lit LED channel letters with standoffs onto storefront, along with PVC non-illuminated dots pre-mounted to background panel, per drawing specifications.
- Labor and materials to connect to existing electric.

COLOR SPECIFICATIONS

- (Color TBD) matching storefront fascia (dot panel)
- Black (letters, dots)

proposed night view





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987 CLAYCRAFT ROAD
COLUMBUS, OHIO 43230
PHONE: (614) 475-5161

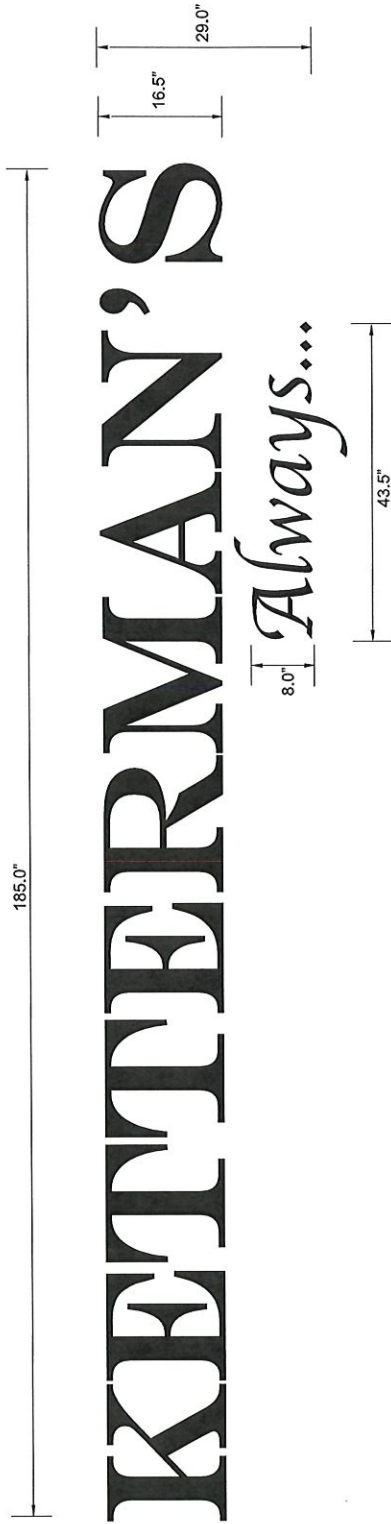
JOB TITLE:
Ketterman's
Leesburg, VA

DATE: 08.02.19
SALESMAN: Darrin Gray
DESIGNER: Scott Kelley
DRAWING #02

FILE:
REVISION:
REVISION:
REVISION:

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APPROVED WITH CORRECTIONS
NOT APPROVED RESUBMIT
SIGNATURE: _____

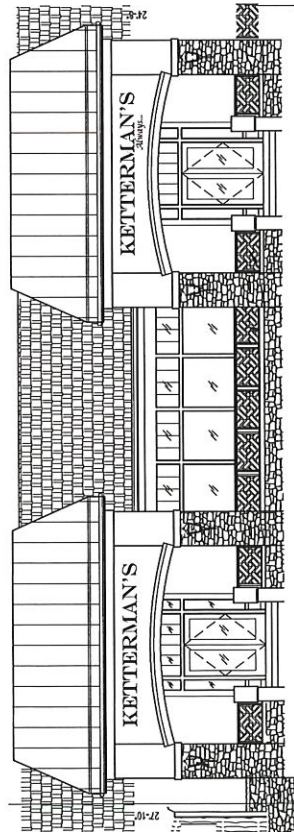
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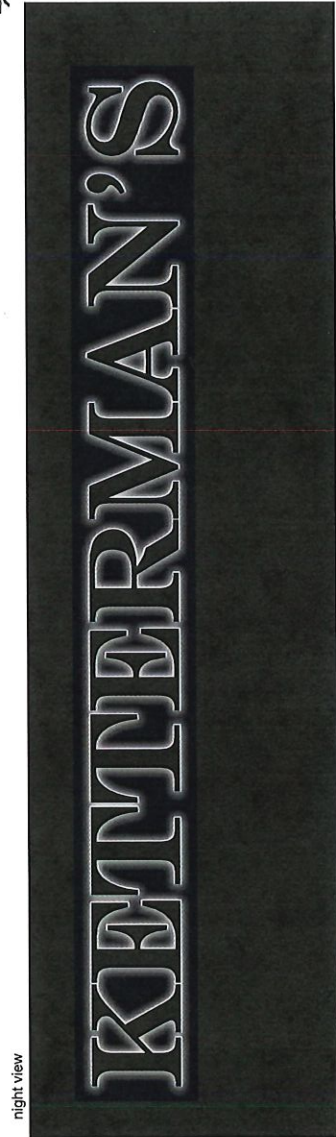
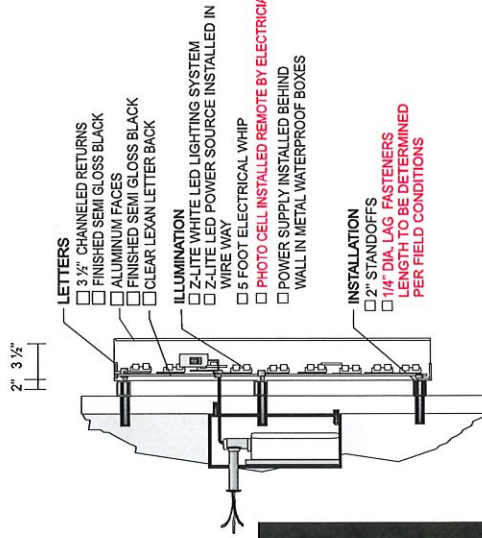
Always...

Manufacture (2) 16.5" x 185.0" (KETTERMAN'S) halo lit illuminated channel letters.
 Manufacture (1) 8.0" x 43.5" (Always...) non illuminated 1/2" thick black PVC.

Install "KETTERMAN'S" to storefront / Install "KETTERMAN'S Always..." to storefront.
Connect to existing electric.



REVERSED CHANNELLED LETTERS CROSS SECTION



night view



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COLUMBUS, OHIO 43230
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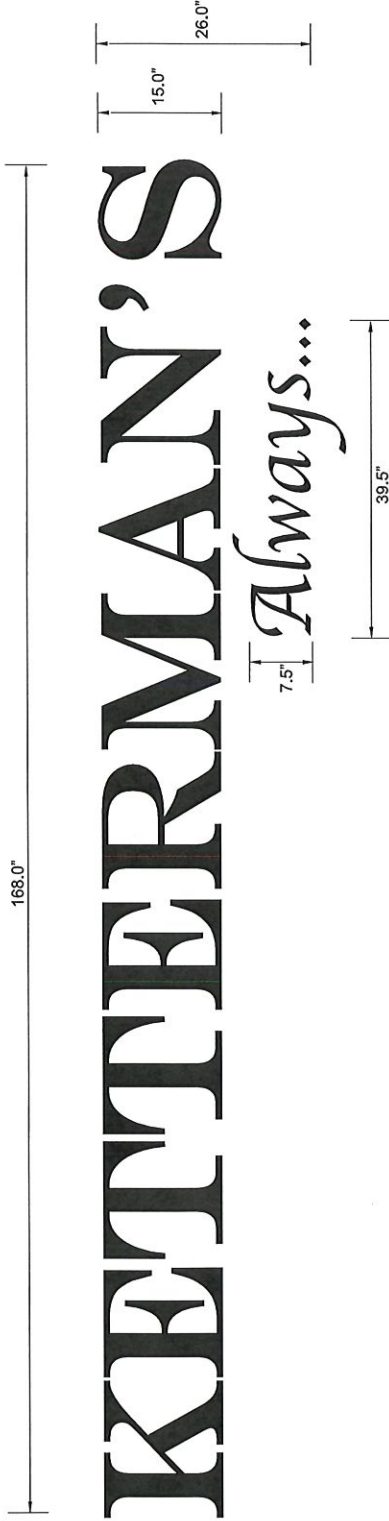
JOB TITLE:
Ketterman's
Leesburg, VA

DATE: 08.02.19
SALESMAN: Darrin Gray
DESIGNER: Scott Kelley
DRAWING #02

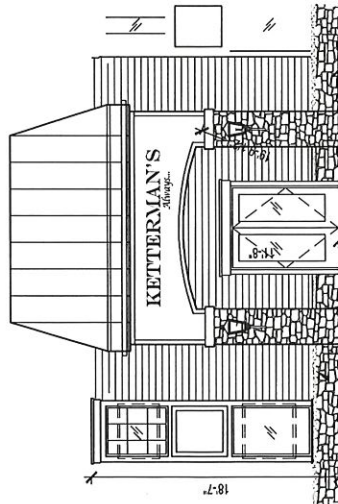
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REVISION:

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APPROVED WITH CORRECTIONS
NOT APPROVED RESUBMIT
SIGNATURE: _____

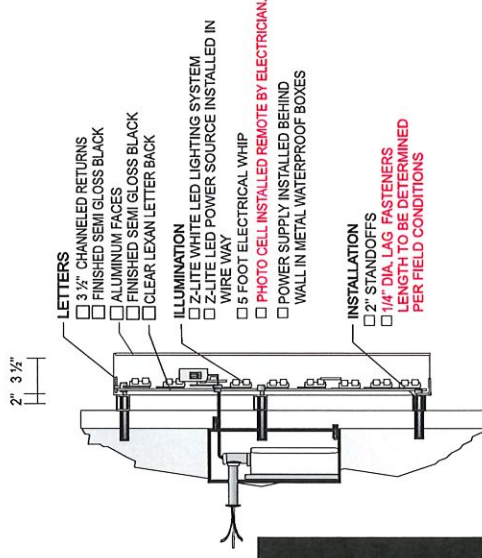
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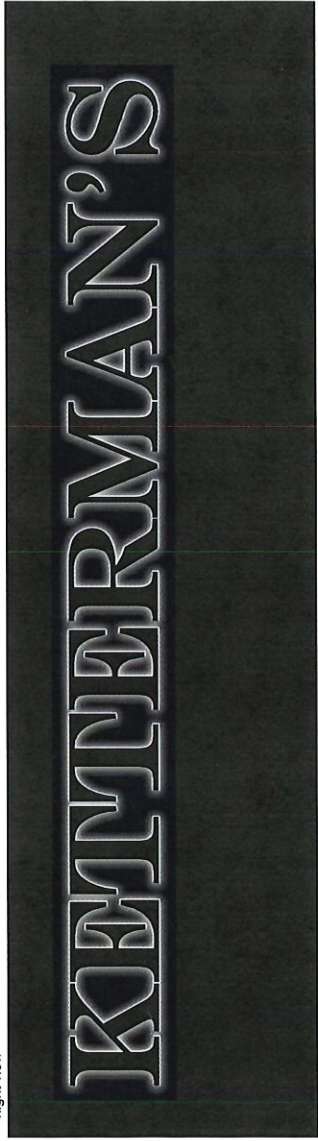
- Manufacture (1) 15.0" x 168.0" (KETTERMAN'S) halo lit illuminated channel letters.
- Manufacture (1) 7.5" x 39.5" (Always...) non illuminated 1/2" thick black PVC.
- Install "KETTERMANS Always..." to storefront. Connect to existing electric.



REVERSED CHANNELLED LETTERS CROSS SECTION




- LETTERS**
 - 3 1/2" CHANNELLED RETURNS
 - FINISHED SEMI GLOSS BLACK
 - ALUMINUM FACES
 - FINISHED SEMI GLOSS BLACK
 - CLEAR LEXAN LETTER BACK
- ILLUMINATION**
 - Z-LITE WHITE LED LIGHTING SYSTEM
 - Z-LITE LED POWER SOURCE INSTALLED IN WIRE WAY
 - 5 FOOT ELECTRICAL WHIP
 - PHOTO CELL INSTALLED REMOTE BY ELECTRICIAN
 - POWER SUPPLY INSTALLED BEHIND WALL IN METAL WATERPROOF BOXES
- INSTALLATION**
 - 2" STANDOFFS
 - 1/4" DIA. LAG FASTENERS
 - LENGTH TO BE DETERMINED PER FIELD CONDITIONS



night view

revised 2/22/2018

Department of Planning and Zoning 	Historic District Permits			
	TLHP No.	2019-0104		
	Subdivision/Lot or Business Name	KETTERMANS		
	Date of Calculation:	7/25/2019		
	Prepared By:	MDuba		
Zoning Permit Types	Charge Code	FEE	QTY.	AMOUNT
GENERAL CONCEPT				
New Construction	ZGCNEW	\$250		
Alterations	ZGCALT	\$100		
NEW CONSTRUCTION				
New Primary Building	ZHDNEW	\$500		
New Accessory Building	ZHDPMT	\$50		
Additions to Existing Primary Buildings	ZHDADD	\$100		
Additions to Existing Accessory Structures	ZHDFEE	\$25		
Alteration to Ex. Primary or Accessory Structures	ZHDFEE	\$25		
DEMOLITION				
Existing Structure	ZHDDEM	\$50		
SIGNS				
Sign Permit	ZHDSGN	\$10		
Comprehensive Sign Plan	ZHDFEE	\$100	1	100.00
APPEALS				
Council Appeal	ZHDFEE	\$25		
Amount Due:			100.00	

Property Address	212 CATOCTIN CIRCLE, SE		
Real Estate Taxes Paid	YES	NO	PAID JUL date stamp TOWN OF LEESBURG, VA
Personal Property Taxes Paid	YES	NO	
Utilities Fees Apply	YES	NO	
Business License Current	YES	NO	
Munis Receipt Number:			
Generated By (Init.):			

NOTES:

MISCELLANEOUS PAYMENT RECPT#: 1797880
TOWN OF LEESBURG
25 WEST MARKET ST
LEESBURG VA 20176

DATE: 07/25/19 TIME: 14:42
CLERK: 9853sand DEPT: PLANNING
CUSTOMER#: 0

REF

CHG: ZHDFEE BAR APPLICATION 100.00

AMOUNT PAID: 100.00

PAID BY: CUSTOMER
PAYMENT METH: CASH

REFERENCE: HP2019-0104

AMT TENDERED: 100.00

AMT APPLIED: 100.00

CHANGE: .00

HP2019-0104

PAID

JUL 25 2019

TOWN OF LEESBURG, VA