



*LEESBURG BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT*

PUBLIC HEARING: 18 JANUARY 2012  
AGENDA ITEM 6C

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THLP-2012-0001  
203 Loudoun Street SE, H-1 Overlay District  
Kevin Ash, Ellis Dale Construction, Applicant  
A&W Leesburg Central, Owner  
Ellis Dale Construction, Contractor, Kerley Signs, Sign Contractor

**ISSUE/FACTS**

The applicant requests approval for a comprehensive sign plan for the two-building development at Leesburg Central. Although only Building 1 is completed, the sign plan is intended to address signage needs for tenants in both buildings.

**Building 1**

The plan for Building 1 includes three projecting signs (referred to as blade signs in the applicant's materials) on the Loudoun Street side of the building, adjacent to each of the three separate entrances into the structure. The projecting signs will each be 1 foot 3 inches tall by 2 feet 1 inch wide and will be oval in shape with white letters on a black background with cream-colored border and graphics. On the back (south elevation) of Building 1, there will be a wall directory sign with an oval plaque featuring the building name above a series of 9 tenant panels that are each 6 inches tall by roughly 3 feet wide. The overall height of the directory sign will be 8 feet tall. A detailed cross section of the directory sign has been included with the application packet. In the 28-foot-wide opening on the back of Building 1, the applicant proposes including an address panel mounted to a fabricated HDU archway finished to be black.

**Building 2**

The plan for building 2 is similar to Building 1. A single projecting sign will be located adjacent to the Harrison Street entrance to the building, with a smaller directory sign on the back (north elevation) of the building. A similar address sign will be located above the opening to the sheltered parking under the building.

**Monument Sign**

At the northwest corner of the project site (on the southeast corner of the intersection of Loudoun and Harrison Streets), the applicant proposes a roughly 9-foot-tall by 7-foot-wide monument sign similar in design to the previously approved monument sign for the Mahan Building on East Market Street. The applicant has been alerted to the fact that the sign, as designed, does not meet the Zoning Ordinance Standards for Monument Signs. It will either need to feature a brick base connecting the two brick piers or be reduced to 7 feet in height in order to meet the Zoning Ordinance. The applicant has verbally agreed to reducing the height of the structure so that it does not exceed 7 feet.

Material and color samples for all the signs have been submitted and will be provided at the meeting.

#### STAFF ASSESSMENT

In general, staff believes that the comprehensive sign plan for Leesburg Central is appropriate and approvable as designed. The materials are all consistent with the applicable sign guidelines as well as prior BAR approvals for signs in the Old and Historic District. The number of projecting signs is the same as the number of exterior entrances into the first floor tenant spaces, and their size and shape are compliant with the guidelines. The directory signs will be located on the interior of the site and will have only limited impact on the appearance or impact of the building as viewed from the public right-of-way. In addition, the size of each directory sign is tailored to the size and projected number of tenants in each building and scaled to fit the space available. The BAR may question the use of the HDU for the fabricated I-beams that span the open spaces on the back of each building. Staff believes that this material is appropriate because it will be finished in black to be less apparent. In addition, it will be mounted to be flush or slightly recessed from the face of the building and so will be less subject to damage from debris. Finally, the monument sign is generally appropriate and will be consistent in design with the fence that extends along the Harrison Street side of the project.

The only outstanding issue is the overall size of the sign and the need for revised drawings to be submitted. The applicant has agreed to reducing the height to 7 feet, and the staff-recommended motion below reflects this modification.

#### STAFF RECOMMENDATION/DRAFT MOTION

(Based on the BAR's discussion at the meeting, any changes to the language of either part of the motion should be incorporated as necessary.)

Based on the findings that:

- The materials and colors for the sign plan are consistent with the sign guidelines as well as prior BAR approvals of signs in the Old and Historic District; and
- The number of projecting signs is the same as the number of exterior entrances along Loudoun and Harrison Streets into the two buildings; and
- The directory signs are sized to fit the projected number of tenants in each building, sized to fit the available space, and located interior to the site and will have only limited impact on the character of the Old and Historic District; and
- The address signs will be located interior to the site, with the HDU arches finished black and located flush with the building surface; and
- The monument sign is designed in a manner consistent with the overall character of the building, but will be reduced to a height not greater than 7 feet to meet the Zoning Ordinance standards in Article 15.

Staff recommends approval of TLHP-2012-0001 with the following modification and conditions:

1. The design of the monument sign will be adjusted to incorporate a brick base connecting the two brick piers.
2. A revised design will be submitted to staff for final review and approval prior to installation.
3. Any and all signs designed in accordance with this comprehensive sign plan will need to first obtain sign permits prior to installation. Any signs that do not meet the standards of this comprehensive sign plan will need BAR approval and sign permits prior to installation.

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