



# O'BRIEN & KEANE

ARCHITECTURE | LAND PLANNING | INTERIORS

# Objective 1

## Forward-Looking Vision

- Consider our heritage and draw inspiration from it
- Use design to improve upon the current state
- Embrace new ideas and variety to generate vitality

## Objective 2

Support Purcellville's advancement for the future

- A vibrant downtown
  - Exemplary places to reside, work, and enjoy
  - Businesses that offer value to the community

## Objective 3

Provide a useful and beautiful place

- Create suitable environments for intended purposes
  - Focus on Landscape/Site Design
  - Focus Architectural Expression

# Strategies for Meeting Objectives

- Fulfilling potentials
- Considering precedents
- Delivering variety and individuality
- Providing outdoor public gathering space
  - Creating a strong design concept

# Fulfilling Potentials



# Fulfilling Potentials



# Fulfilling Potentials



# Fulfilling Potentials



Arlington, Virginia – Clarendon Boulevard

# Fulfilling Potentials



Healdsburg, California

# Considering Precedents

“Downtown in Motion” Workshop June 2005

## “What I Would Preserve...”

- Some trees
- Fireman’s Field
- Cole Farm & Crooked Run Orchard’
- Cole Farm Barn & immediate settings
- Tabernacle, Depot, & Agricultural/Railroad ‘Connection’
- Accessibility of/to W&OD
- Nichols Hardware
- Keep some Agricultural Heritage of the Town
- Pedestrian Friendly
- Some connection with our heritage as the hub of an agricultural area (mills...?)
- Areas of traditional residences on Main St on either end of Central Business District
- Residential West Main St



Hill Studio



# Considering Precedents

“Downtown in Motion” Workshop June 2005

## Vision Statement

1. Create Identity for the Downtown
2. Foster business opportunities
3. Quality growth
4. Smart growth
5. Historic Preservation through urban design



Hill Studio



# Considering Precedents



FOLLY



STONE



TRELLIS



COLOR



ENTRY



ENTRY



ENTRY



ROOF

PRECEDENTS - VIRGINIA AGRARIAN/SMALL TOWN  
VINEYARD SQUARE  
PURCELLVILLE, VIRGINIA

JUNE 27, 2013

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# Considering Precedents



GEORGETOWN



OLD TOWN ALEXANDRIA



GEORGETOWN



ROUTE 1, ALEXANDRIA

PRECEDENTS - VIRGINIA TOWNS  
VINEYARD SQUARE  
PURCELLVILLE, VIRGINIA

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# Considering Precedents



WILLIAMSBURG



WILLIAMSBURG



RICHMOND



POPLAR FOREST



THE LAWN, UVA



POPLAR FOREST

PRECEDENTS - JEFFERSONIAN/VIRGINIA NEOCLASSICAL  
VINEYARD SQUARE  
PURCELLVILLE, VIRGINIA

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# Variety and Individuality



Downtown Leesburg, Virginia

# Variety and Individuality



“Old Town” Alexandria, Virginia

# Variety and Individuality



“Old Town” Alexandria, Virginia

# Variety and Individuality



“Old Town” Alexandria, Virginia – King Street, Aerial View

# Outdoor Public Gathering Space



# Outdoor Public Gathering Space



# Outdoor Public Gathering Space



# Outdoor Public Gathering Space



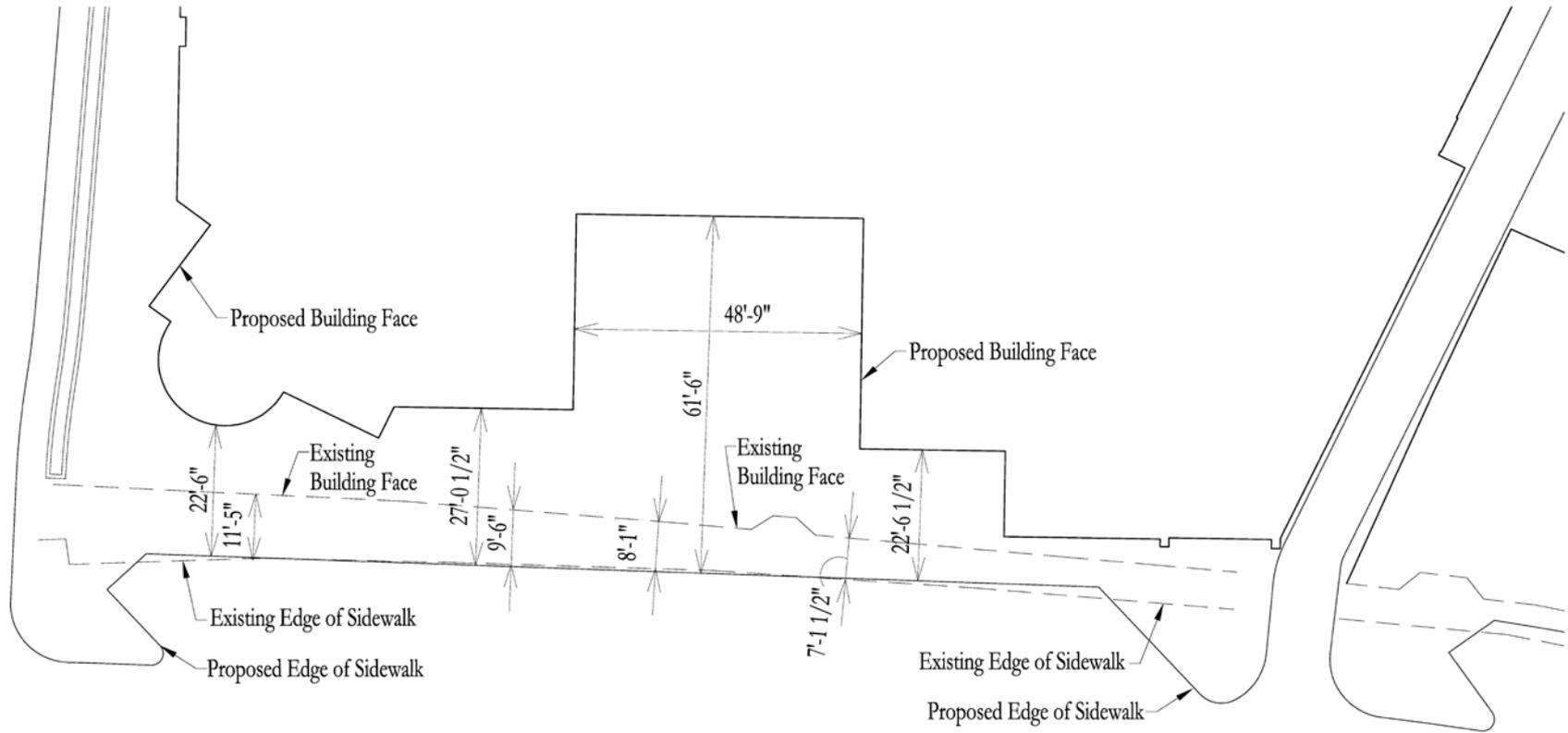
# Outdoor Public Gathering Space



VINEYARD SQUARE  
PURCELLVILLE, VIRGINIA  
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# Outdoor Public Gathering Space



Sidewalk-to-Building Relationship Overlay

# Project Overview



# Creating a strong design concept



## LEGEND

-  JEFFERSONIAN
-  TOWN
-  AGRARIAN



ELEVATION KEY DIAGRAM  
VINEYARD SQUARE  
PURCELLVILLE, VIRGINIA

# West (21<sup>st</sup> Street) Elevation

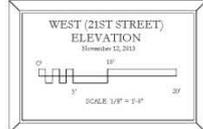


## MATERIALS LEGEND



**NOTES:**  
 ALL WINDOWS AND DOORS WILL BE FACTORY FINISHED ALUMINUM CLAD WOOD OR EXTRUDED ALUMINUM WHERE NOTED AS SPECIAL. SIMULATED DIVIDED LITE STYLE TO BE USED.  
 ALL RAILINGS WILL BE FINISHED IN A COLOR COMPLEMENTARY TO ASSOCIATED FACADE MATERIAL.  
 MASCHRY, STUCCO, AND WOOD TRIM ACCENTS WILL BE FINISHED IN A COLOR COMPLEMENTARY TO ASSOCIATED FACADE MATERIAL.  
 ALL ROOFS TO BE LOW-SLOPE MEMBRANE SYSTEMS UNLESS NOTED OTHERWISE.

VINEYARD SQUARE  
 PURCELLVILLE, VIRGINIA  
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# North ("O" Street) Elevation



## MATERIALS LEGEND:



1 RED FACE BRICK



2 TAN HORIZONTAL WOOD SIDING



3 BROWN FACE BRICK



4 YELLOW STUCCO



5 VIRGINIA STONE



6 GALVANIZED METAL ROOF



7 DARK GRAY METAL ROOF

## NOTES:

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FINAL SELECTION OF EXACT MATERIALS, COLORS AND FINISHES SUBJECT TO REVISION BASED ON DEVELOPMENT OF THE DESIGN.

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NORTH ("O" STREET)  
ELEVATION  
November 13, 2013  
SCALE: 1/8" = 1'-0"



# South Elevation



## MATERIALS LEGEND



1 BEIGE STUCCO



2 LIGHT BROWN FACE BRICK



3 GREY STUCCO



4 YELLOW VERTICAL WOOD SIDING

## NOTES

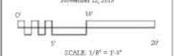
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SOUTH ELEVATION (AT ALLEY)  
November 12, 2023



# South Elevation at Vineyard Square



## MATERIALS LEGEND



1 BEIGE STUCCO



2 LIGHT BROWN FACE BRICK



3 LIGHT GRAY FACE BRICK

## NOTES

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SOUTH ELEVATION (AT SQUARE)  
Revised: 12.2019

# View of West Façade from 21<sup>st</sup> Street



# View of West Façade from 21<sup>st</sup> Street



# View at Corner of 21<sup>st</sup> Street and “O” Street



# View at Corner of 21<sup>st</sup> Street and “O” Street



# View of the East Facades from “O” Street



# View of Vineyard Square from 21<sup>st</sup> Street



Thank you for your time and consideration.