



STAFF REPORT

TO: Chairman and Members of the Board of Architectural Review
FROM: Department of Community Development
RE: CDA13-11 Vineyard Square
DATE: December 13, 2013

Name: Vineyard Square Location: Southeast corner of N 21st Street and East O Street
Project: N/A Tax Map Number: /35A1/220///3/; /35A1/220///3A;
/35A1/220///4/; /35A1/220///5/
Address: 130-148A N 21st Street &
151 East O Street Loudoun County PIN: 488-37-5267; 488-37-6460; 488-37-
5457; 488-37-7354
Located in the Historic District? Yes Contributing Structure? N/A
Zoning District: C-4/HC Conformity: N/A

Comments: Application for 5-6 story, mixed-use building containing residences and retail in Old Town; requires the demolition of 130-148A N 21st Street & 151 E O Street.

The application was previously evaluated under the C-4 Central Commercial District regulations (see Article 4, Section 9 in the Zoning Ordinance), Design Criteria of the Historic Corridor Overlay District (see Article 14A, Section 8.1 in the Zoning Ordinance) and the Purcellville Design Guidelines (Guidelines) in the previous staff report dated November 15, 2013. This report highlights changes in the revised drawings and compares the changes to staff notes from the BAR’s discussion of the design at the November 19, 2013 meeting.

CHANGES IN REVISED DRAWINGS

WEST ELEVATION

1. Shutters added to stucco façade near the square.
2. Windows on fifth floor of stucco façade modified to consistent design.
3. Mansard roof replaced by narrower gabled roof.
4. Light brown brick façade in the middle of the building widened and windows added.
5. Light blue wood siding façade narrowed and window design changed.
6. All single story commercial space now clad in red brick.

SOUTH ELEVATION AT THE SQUARE

1. Shutters added to stucco façade.
2. Windows on fifth floor of stucco façade modified to match fifth floor windows facing west.

NORTH ELEVATION

1. Easternmost railings changed from wood to metal with vertical supports.

EAST ELEVATION

1. All railings changed to same design with vertical supports.
2. Material for façade portion with gables changed from stucco to horizontal wood siding.

SOUTH ELEVATION AT THE ALLEY

1. Roof railing changed to design with vertical supports.

2. First floor commercial space now clad in red brick

REVIEW OF COMMENTS EXPRESSED AT NOVEMBER 19TH MEETING

The following comments are summarized versions of statements expressed by the Board.

BAR COMMENT	STATUS
Overall Building	
1. Material colors are too subdued. - Staff subsequently suggested the use of red brick on the west elevation.	Red brick added to single story commercial space on west façade; Stucco color of southwest condo near the square darkened and reddened; Graphic representation of materials and colors changed to appear more realistic.
2. Design is incompatible with immediate surrounding context.	Use of red brick is consistent across single story commercial space on west façade.
3. Too little relief in building walls; there is merely ornamentation added to flat façades. - Staff subsequently suggested adding minimal relief of 1-2 feet to walls (especially at the borders between treatments).	
4. Consider more continuity between retail façade designs.	Use of red brick is consistent across single story commercial space on west façade.
5. First floor retail areas of multi-story facades should have façade treatments that read as commercial rather than carrying the same treatment all the way from the roof to the ground.	
6. Height of project is out of scale with surrounding context. - Staff subsequently suggested reducing the building height at the corner of O St. & N 21 st St. as a compromising gesture.	
West Elevation	
1. Incorporate façades of existing brick buildings.	Although the existing façades are not incorporated, red brick is now proposed across single story commercial space on west façade.
2. Balcony proportions of Condo 10/Brown Face Brick façade need reconsideration.	
3. Transition from Jeffersonian neo-classical to the train depot-style roof ornamentation presents an abrupt clash of styles. - BAR suggested the use of parapet walls in lieu of classical balusters. - Staff subsequently suggested reducing the use of classical columns to present a more “Purcellville” façade.	
4. Reconsider design of trellis on roof deck to coordinate better with “depot” retail unit.	
5. Mansard roof is prohibited.	Mansard roof replaced by narrower gabled roof.
North Elevation	
1. Suggest replacement of silo-style roof with a cornice.	

East Elevation

- 1. Suggest continuing architect’s described “town” design language along this elevation in lieu of “agrarian” design language.
 - Staff subsequently suggested that the overt farm references such as the wooden trusses, silo roof, and sliding barn doors be toned down to respect the site’s location in the town’s most urban area and the BAR’s charge to ensure designs reflect the traditional architecture and character of the **Town**.
- 2. Wooden trusses are not successful design elements and may present future maintenance problems.
- 3. Condo 8&9/Grey Stucco façade is too modern and disrupts traditional designs found on the rest of the façade.

Façade material changed from stucco to horizontal wood siding.

FINDINGS

- 1) The proposed design for Vineyard Square satisfies the requirements of the C-4 zoning district (except for perhaps the height of the gambrel-style roof at the northeast corner).
- 2) Excluding determinations based on personal preference as noted in the November 15th report, the proposed design generally satisfies the design criteria of the HC overlay district with the possible exception of the compatibility of the proposed height/scale (see previous report).
- 3) The proposed design generally satisfies the Guidelines with the exceptions noted in #4 below.
- 4) As stated within the analysis of last month’s staff report, the following guidelines cannot be evaluated at this time due to a lack of information:
 - a) Whether loading areas, trash and storage areas, and rooftop or other mechanical equipment is screened from view from adjacent properties.
 - b) Whether the maximum number of trim colors will be limited to three or less.
 - c) Whether the non-traditional columns consist of the prohibited exposed 4x4’s, 6x6’s and steel.
 - d) Whether columns terminate onto a flat porch ceiling (discouraged) or hold up a wrapped beam that supports the load above (encouraged).
 - e) Any of the 7+ guidelines regarding lighting.

ACTION:

Staff would like to remind the Board that only certain guidelines are mandatory while others express “more or less desirable design solutions” (pg. 5) as stated within the Guidelines. Members are encouraged to keep this in mind and cite specific sections appropriately whenever they craft the language of the motion on this item.

One of following sample motions should be used:

I move that the BAR approve CDA13-11 Vineyard Square as presented.

-Or-

“I move that the BAR approve CDA13-11 Vineyard Square with the following required conditions:

- A.
- B.
- C.

And/or the following recommendations:

- A.

B.

-Or-

“I move that the BAR not approve CDA13-11 Vineyard Square for the following reasons:

A.

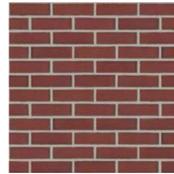
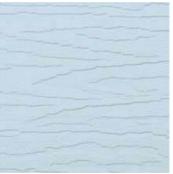
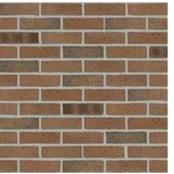
B.

C.



1 21ST STREET ELEVATION
1/8" = 1'-0"

MATERIALS LEGEND:

							
1 RED FACE BRICK	2 BEIGE STUCCO	3 LIGHT GREY FACE BRICK	4 LIGHT BROWN FACE BRICK	5 LIGHT BLUE WOOD SIDING	6 BROWN FACE BRICK	7 BLACK METAL ROOF	8 RED FACE BRICK 2 (TO MATCH EXISTING ADJACENT RETAIL)

NOTES:

ALL WINDOWS AND DOORS WILL BE FACTORY-FINISHED ALUMINUM GLAD WOOD OR EXTRUDED ALUMINUM. WHERE MUNTINS ARE SHOWN, SIMULATED DIVIDED LITE STYLE TO BE USED.

ALL RAILINGS WILL BE FINISHED IN A COLOR COMPLIMENTARY TO ASSOCIATED FACADE MATERIAL.

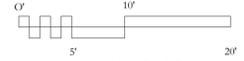
MASONRY, STUCCO, AND WOOD TRIM ACCENTS WILL BE FINISHED IN A COLOR COMPLIMENTARY TO ASSOCIATED FACADE MATERIAL.

ALL ROOFS TO BE LOW-SLOPE MEMBRANE SYSTEMS UNLESS NOTED OTHERWISE.

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

VINEYARD SQUARE
PURCELLVILLE, VIRGINIA
O'BRIEN & KEANE
ARCHITECTURE | LAND PLANNING | INTERIORS

WEST (21ST STREET)
ELEVATION
DECEMBER 18, 2013



SCALE: 1/8" = 1'-0"



MATERIALS LEGEND:



1 BEIGE STUCCO



2 LIGHT BROWN FACE BRICK



3 LIGHT GREY FACE BRICK

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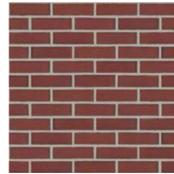
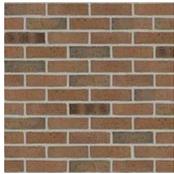
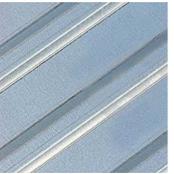
SOUTH ELEVATION (AT SQUARE)
 DECEMBER 18, 2013

 SCALE: 1/8" = 1'-0"



① "O" STREET ELEVATION
1/8" = 1'-0"

MATERIALS LEGEND:

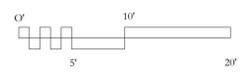
						
① RED FACE BRICK	② TAN HORIZONTAL WOOD SIDING	③ BROWN FACE BRICK	④ YELLOW STUCCO	⑤ VIRGINIA STONE	⑥ GALVANIZED METAL ROOF	⑦ DARK GRAY METAL ROOF

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VINEYARD SQUARE
 PURCELLVILLE, VIRGINIA
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NORTH ("O" STREET)
 ELEVATION
 DECEMBER 18, 2013



SCALE: 1/8" = 1'-0"



MATERIALS LEGEND:



NOTES:

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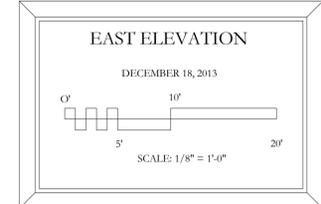
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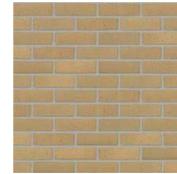
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MATERIALS LEGEND:

 1 RED FACE BRICK 2 <small>(TO MATCH EXISTING ADJACENT RETAIL)</small>	 2 LIGHT BROWN FACE BRICK	 3 GREY STUCCO	 4 YELLOW VERTICAL WOOD SIDING
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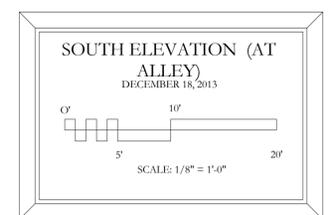
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O STREET

21st STREET

VINEYARD SQUARE
PURCELLVILLE, VIRGINIA
O'BRIEN & KEANE
ARCHITECTURE | LAND PLANNING | INTERIORS

SITE PLAN
October 01, 2013



0 20 40 60
1" = 20'-0"