PLANNING COMMISSION
WORK SESSION AGENDA
Heritage Conference Room
September 1, 2016
(Immediately following regular meeting)

1) **Call to Order** - Chairman Theresa Stein

2) **Chairman's Comments**

3) **Discussion of Current Planning Documents: Community Design and Historic Resources**

4) **Adjournment**

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STAFF REPORT
WORK SESSION ITEM

Item # 3

SUBJECT: Discussion of Current Planning Documents: Community Design and Historic Resources

DATE OF MEETING: September 1, 2016

STAFF CONTACT: Daniel Galindo, AICP – Senior Planner

SUMMARY:

The Planning Commission will begin a discussion of community design and historic resources based on its review of the:

1. *Purcellville, Virginia 2025 Comprehensive Plan*,
2. *Design Guidelines for the Town of Purcellville, Virginia*, and
3. the three draft reports summarizing and analyzing each of the first three rounds of public engagement for the Comprehensive Plan Update.

NOTE: Other documents may also be discussed if determined to be relevant by the Planning Commission or Town Staff.

ATTACHMENTS:

1. Community Design chapter (pg. 116-123) of the *Purcellville, Virginia 2025 Comprehensive Plan*
2. Historic Resources chapter (pg. 41-50) of the *Purcellville, Virginia 2025 Comprehensive Plan*
3. *Design Guidelines for the Town of Purcellville, Virginia*

Community Design

Purcellville's distinctive character will influence economic investment, social environment and the quality of life for citizens. Good design will set the Town apart and create a place that residents are proud of and that non-residents will want to visit. The foundation of good design has been laid with older Purcellville's traditional street patterns, central commercial core in a friendly downtown, clearly defined entry corridors, historic neighborhoods, centrally located public buildings, and a distinctive Main Street.

The Purcellville Downtown Charrette held in 2003 recognized the importance of Town scale, Town quality and Town balance in connecting marketing and branding to "Economics That Work." The Charrette recommendation was that "While expanding commercial opportunities to meet increased demand, the community should maintain those attributes that make it desirable: its scale, quality and balance."

Newer residential developments have digressed from the traditional street pattern connectivity with the use of cul-de-sacs. Commercial development has expanded along Main Street in the form of strip malls set behind large expanses of parking – some of these older developments are aging and in need of redevelopment and rehabilitation. In addition, some residences along east Main Street and nearby side streets have been converted for business and the former residential appearance changed with the addition of signs and asphalt parking lots in the front yard.

In order to preserve the small-town feel of Purcellville amidst the present and projected growth, the following general design principles are recommended to provide guidance for future development. Creative collaboration with developers will be essential to successfully influence community design.

Community Design Principles

Maintain Town Character. Development should complement Town character. Development and redevelopment should reflect the existing small-town character in scale, have inviting appearances, and be compatible with historic features. Building styles should be complementary to the existing contributing architecture, but may vary in style to provide diversity.

Observe Traditional Context. New development should be in context with good surrounding development. Development and redevelopment should be respectful to existing design by having proper mass, scale, complementary architecture and similar lot and street placement. All development should have an inviting street appearance - incorporating high design standards for architecture, site development and placement of structures on the site.

Develop Exemplary Public Buildings. Public buildings should reflect exemplary architecture and be constructed with quality materials. Public spaces should be well designed and inviting for public use. Encourage "green" buildings that are sensitive to the environment and energy consumption. Allocate a minimum of 2% of the construction costs of public buildings to public space or art.

Develop Safe, Landscaped Environments. The landscaped environment should enhance elements such as buildings and parking areas with attractive site elements. The landscaped environment should diminish the amount of pavement. In addition, "Crime Prevention through Environmental Design" (CPTED) principles for safety should be considered. CPTED brings together residents, local officials, designers, planners, landscape architects, and local law enforcement agents to investigate ways to improve safety in the landscaped environment.

Encourage Thoughtful, Unobtrusive Signage. Signs should reflect the scale of the buildings and surrounding streetscape. Signs should be placed to complement the streetscape in height and distance from sidewalks and roadways. When possible, signs should be combined to minimize the number and create a harmonious appearance. Signs should be low and oriented toward pedestrians and slow-moving traffic. Sign standards must be regulated to maintain tasteful, uniform signage.

Increase Pedestrian and Bicycle Access. Development should provide safe and attractive pedestrian and bicycle access in order to create and maintain an accessible Town. These two user groups should feel safe in a vehicular environment, particularly along Main Street and in the downtown area. Clearly marked crosswalks with textures, patterns or colors different from the surrounding asphalt, bike lanes, signs alerting drivers to the presence of pedestrians and cyclists all contribute to providing safe access for non-vehicular users. Existing sidewalks may be widened to incorporate planting areas.

Develop a Connected Street Grid Pattern. Streets should be connected to provide easy access and alternative routes. Intersections should be an appropriate width to avoid confusion and to make them safe for pedestrians to cross. Trees should line the streets where appropriate.

Develop Appropriately Sized and Attractive Parking. Parking structure and lot design should provide adequate access to businesses and residences and encourage a conservative number of spaces. Parking lots should be landscaped and be limited in size to reduce the amount of storm water runoff. Parking lots should be inviting to both vehicles and pedestrians. Where multiple lots adjoin, curb cuts should be coordinated to minimize congestion and promote safety for pedestrians and cyclists. Along primary streets, parking lots and structures should be placed to the rear of the building development.

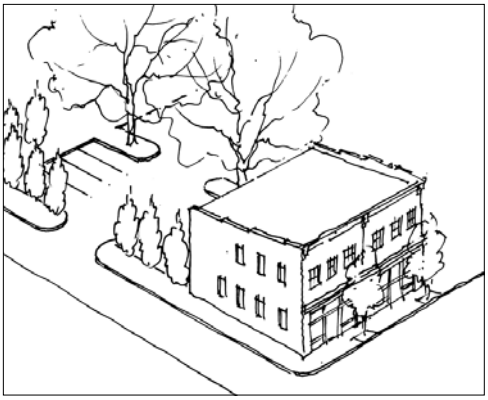
Provide Adequate, Directed Lighting. Site and street lighting must be adequate for safety and visibility yet not intrude on adjacent properties. Lighting should conform to "dark sky" principles that recognize obtrusive light as a type of pollution to be minimized through design. Lighting should be at a pedestrian scale and at a lower level that is still safe.

Encourage Compatible Land Uses. Promote residential, commercial and industrial land uses that compliment Purcellville's built character and preserve its community character and natural environment. Industrial and commercial uses should be limited to those that are environmentally friendly and add value to Purcellville's quality of life.

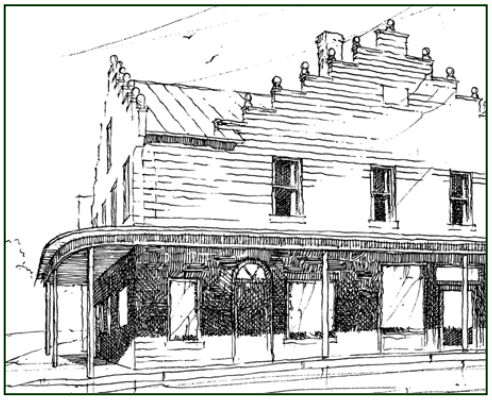
The following illustrations show how these design principles could be applied to specific focus areas in the Town of Purcellville.

Downtown

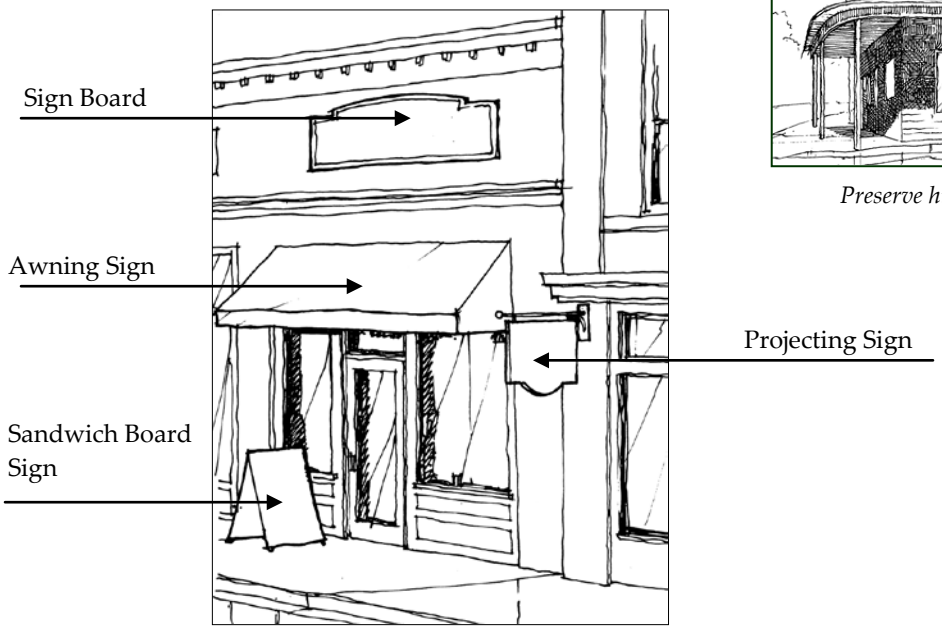
- Building fronts should be at the front property line in order to orient the building to the street.
- Parking in Downtown should be on the street or at the rear of the building.
- Signs should be oriented to the pedestrian and slow-moving traffic. This means that signs should be located on the first floor level, be at a reduced scale, and have shielded and directed lighting.
- Appropriate site furniture should be used to complement the design of the streetscape.
- Defining architectural features of historic buildings should be preserved.
- New development adjacent to established neighborhoods or commercial areas should be sensitive to existing buildings and landscapes.



Downtown parking: on-street or behind.



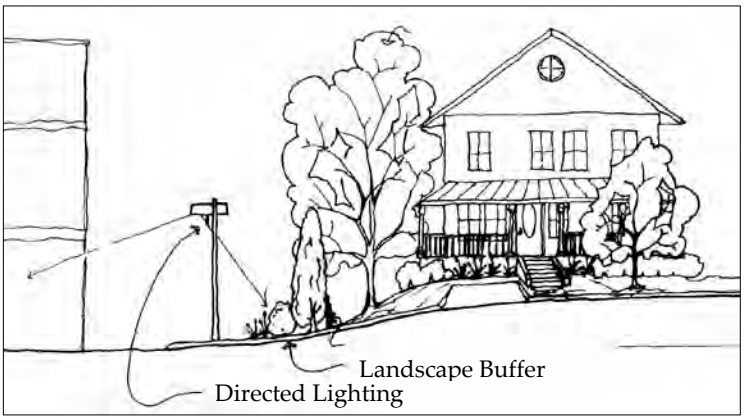
Preserve historic architectural features.



Downtown signage: pedestrian scale.

Neighborhoods

- The established front and side yard setbacks in older existing neighborhoods should be maintained in new development.
- Pedestrian access and sidewalks should be available in all neighborhoods.
- Streets should reflect traditional street block grid patterns and connect to provide easy access.
- Cul-de-sacs should be minimized.
- Lighting should be unobtrusive, pedestrian-scale, and provide a safe environment.
- New buildings should be compatible with the mass and scale within the neighborhood.
- Public recreation and other facilities should be connected to landscaped, greenway connections.

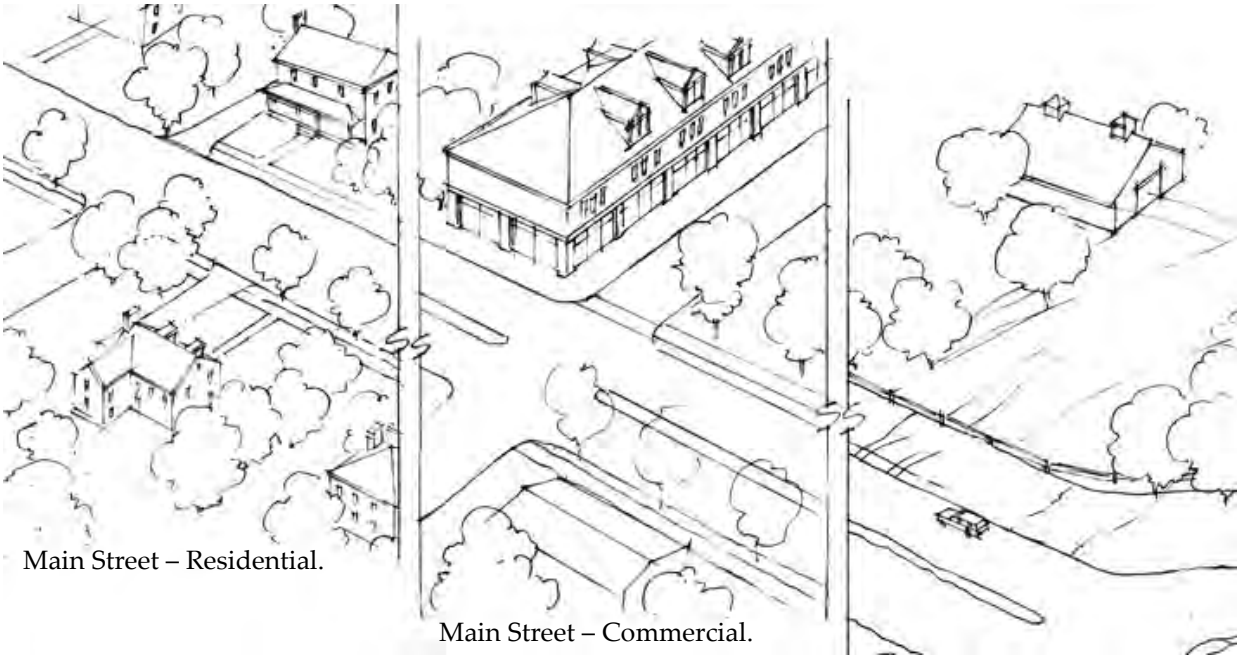


New buildings fit the context of the existing neighborhood, sidewalks provide pedestrian access, and parking/driveway is on the side of the house.

Commercial lighting adjacent to neighborhoods must be directed to create minimal intrusion into residential areas. Landscape buffers should be used where appropriate to ease the transition between residential and commercial.

Town Gateways and Entrance Corridors

- Entryways into Town should be inviting and include attractive and appropriate community signage.
- Gateways should incorporate design standards for architecture, landscaping, site development and placement of structures on the site.
- Trees and landscaping should be incorporated into entryways to enhance the appearance.
- Gateways and entry corridors should safely accommodate pedestrian and bicycles.

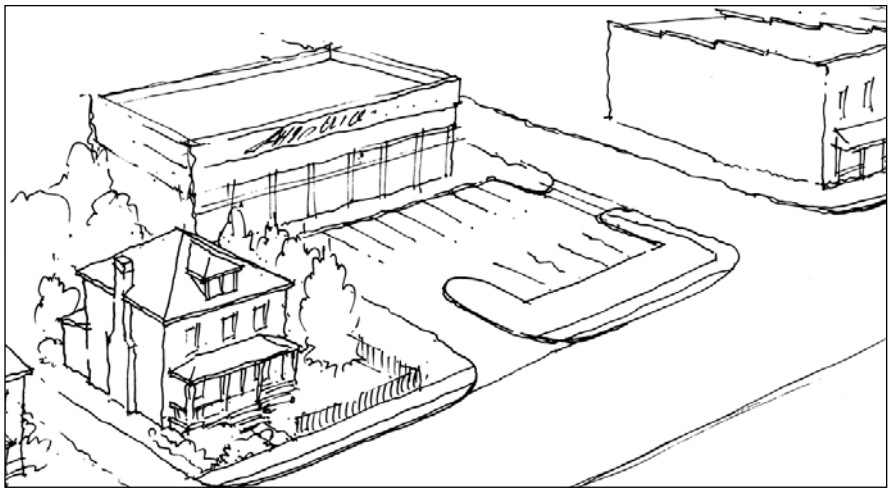


(Approach to Purcellville from the East)

Each segment of Main Street shows the different character of development. Land Development patterns are consistent with the built context, traditional setbacks are maintained and landscaping is applied.

Commercial Corridors and Development

- Entrances should be coordinated along commercial corridors.
- Lighting should be shielded, directed and at a scale that complements development.
- Signage should be complementary to the building, street and surrounding areas. Lower signs are encouraged over taller ones.
- Landscaping and trees should be provided at Town gateways and along commercial corridors.



Existing development pattern along Main Street.

Preferred development pattern along Main Street: parking to the rear of the building or on-street, traditional front setback is maintained, new development is sensitive to existing buildings.

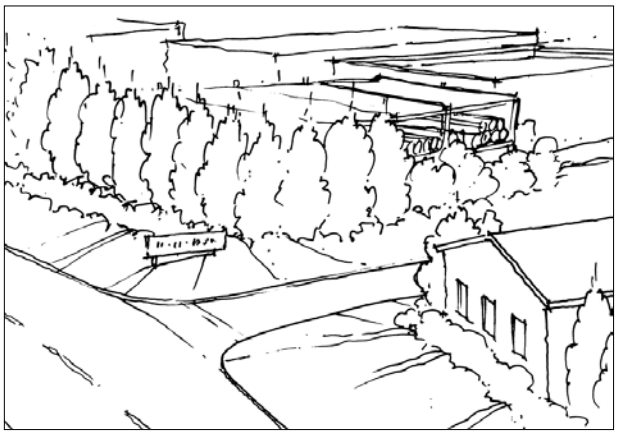
Industrial Centers and Development

Site Development

- Attractive public service buildings (lower in scale) should be situated at the front of the property creating a presence on the street. Larger scale manufacturing and warehouse facilities should be situated toward the rear of the site. Activities and storage should be located at the rear of the property.
- Industrial areas visible from major thoroughfares such as the Route 7 Bypass should be designed to reflect the visual appeal of the Town to those passing by. Building design and materials should be of suitable design to complement adjacent development.
- Outdoor storage, and industrial and warehouse uses should not be visible from the roadway. Proposed industrial activities should be conducted from within enclosed buildings and be substantially buffered by trees and other landscaping to limit the visual and noise impact on roadways and trails, and minimize their environmental impact.
- The industrial locations designated on the future land use map are appropriate for development with easy access from highways. Such access should be encouraged in order to not adversely impact residential and commercial areas.
- Street entrances should be coordinated and minimized to the extent feasible and to create attractive views. Separate visitor and heavy truck entrances.

Landscaping

- Landscaped buffer areas should be placed around work and storage areas, especially when they are adjacent to residential structures or in open views from the public right of way.
- Other site development should be screened from the roadway as naturally as possible (i.e., use natural landscape features to enhance the view and avoid the use of opaque fencing that simply blocks the view). The Town should develop more detailed standards for highly visible areas.
- Front yards and entries should be landscaped.



Industrial development: Light vehicle entrance along main road. Appropriate scale signage with directed ground lighting, landscaped front yard, and storage area screened from main road.

Signs

- Signs should be low and in scale with the surrounding area.

Lighting

- Lighting should be at the appropriate height and directed so that it does not intrude on adjacent property.

Historic Resources

Overview of Purcellville's Historic Resources

Much of Purcellville's character and history still survives in its residential, commercial, and industrial architecture. As with many communities, Purcellville is experiencing a renewed interest in its history and architecture, especially as revitalization tools for enhanced prosperity, community development, and tourism. The Town's location on Business Route 7, the historic Great Wagon Road, provides a unique opportunity for those entering the community to visibly experience Purcellville's architecture.

27/20474 - 410 and 420 E. Main St., Looking SE

There are a number of architecturally significant homes on Main Street and neighboring streets that are tangible reminders of Purcellville's turn of the century flavor and spirit. Representative styles include Queen Anne, Italianate, American Four-Square, and Bungalow to name a few. Although many of the residences along East Main were constructed around 1900, some predate the twentieth-century. Most were built and occupied by the members of Purcellville's early professional community, including doctors, lawyers, and merchants.[4] Although the homes along West Main Street were predominantly built between 1933 and 1950, at least fourteen houses are known to have been constructed before 1915.

Likewise, Purcellville's downtown business district contains an assemblage of significant buildings that provide an important link to the Town's history. While not extensive in number, they lend a special character to Purcellville and provide opportunities for investment and future economic development. Many of Purcellville's earliest buildings fell victim to two disastrous fires in 1914; however, several which pre-date the Civil War remain: a building operated as a store/post office by Valentine Purcell from 1822 to 1901; log building at 133 East Main now occupied by Lauten Construction Company; a residential building at 131 Ken Culbert Lane formerly on the property where the Purcellville Ridge community is located; Hampton's Hotel, whose east section was built in 1838; the Asa Moore Janney House, built around 1848; and the Dillon Homestead at 228 North

[4] Asa Moore Janney, A Medieval Virginia Town, . (1986).

21st Street, the Town's oldest home built circa 1797. [5] Additionally, what is now Hall's Funeral Home was once the Town's first church—its dated stone reads 1892.

The core of the downtown business district is a valuable collection of older commercial and industrial buildings. Most of the buildings are over 50 years old and are important to the Town's historical context. Purcellville's old Washington & Old Dominion Railroad depot (circa 1904) was restored in 1999 and converted into a museum and community meeting place as a result of the combined efforts of the Purcellville Preservation Association and public and private support.

Dillon's Warehouse (1905) also has been restored next to the depot and is a thriving restaurant. The Adams Seed Mill, formerly known as the Loudoun County Milling Company, is another reminder of the Town's agricultural beginnings that has been given new life as a mixed use structure, housing a bicycle shop, offices and an apartment. The early twentieth century brick, stone, and concrete structures that line 21st and Main Streets remain relatively intact and provide another glimpse into Purcellville's commercial heyday.

Among others, Nichols Hardware Store and the White Palace Restaurant, with its unique ball topped parapets, evoke the spirit of old downtown. Nichol's Warehouse, once home to a livery stable, dates to the 1880s and utilizes mortise-and-tenon "wood-peg" construction and German siding.

Other examples of Purcellville's diverse architectural and cultural heritage include the monumental, vault-shaped old bank building on Main Street (1915), the Gothic Revival Bethany Church and the Tudor Cottage Library. Purcell's Store, the Town's first building, is still standing at the northwest corner of Main Street and Hatcher Avenue.

Photos from Town Photo Archives

[5] Eugene Scheel, The Strangers' and Citizens' Guide to Purcellville,(1981).

A most remarkable property and structure with an extensive history lies south of Main Street between Nursery Avenue and 20th Street. The property is commonly known today as Firemen's Field and the skating rink; however, it was originally the site of Dillon's Woods and the historically significant 1904 Bush Tabernacle, an early tabernacle that was the annual meeting place of the Prohibition and Evangelical Association (1877-1931) of Loudoun County.

Town Photo Archives

1998 Comprehensive Plan Recommendations

The 1998 Plan proposed an initial program for the preservation and rehabilitation of the Town's historic resources in the downtown business district and surrounding vicinity. Through recommended initiatives, the plan's goal was to encourage positive economic development and additional preservation beyond the downtown through the development of public-private partnerships and cooperative efforts. The plan identified the Cole Farm as an important historic property and recommended a special design district to ensure that future development on the property would incorporate and preserve existing features to the greatest extent possible.

The 1998 Purcellville Comprehensive Plan further recommended the following additional historic preservation efforts. Progress on these recommendations has been significant, as noted in the "Existing Conditions" section that follows this list:

- Undertake an intensive study of the historic business district and develop a preservation/revitalization plan to guide efforts, illustrate approaches, and emphasize the importance of preservation planning in Purcellville.
- Nominate the historic business district as a State and National Register historic district to create a permanent record of the Town's historic resources, strengthen community awareness, increase recognition and tourism, and provide funding incentives for rehabilitation.
- Implement the techniques and philosophies of the Virginia Main Street Program to improve the aesthetic appearance and economic potential of the historic business district. Apply for designation as a recognized Main Street Community and designate a staff person or advisory board to carry out the Main Street Program.
- Investigate local historic district designation and the creation of an historic overlay district. Establish an architectural review board and adopt design guidelines.

- Recognize, protect and promote Purcellville's historic and architectural character by developing a program to document architecturally or historically significant structures.
- Encourage the maintenance of the downtown business district through promoting appropriate, adaptive reuse of historic buildings. Encourage the maintenance and rehabilitation of other contributing historic structures constructed prior to 1950.
- Encourage new development that is architecturally compatible with existing structures.
- Accept donations of historically significant sites and structures where valid public uses can be demonstrated.

2005 Existing Conditions

Purcellville's historic resources are shown on the following Historic Resources map. As of 2006, in addition to the new Purcellville Virginia Landmarks Register historic district, there are two historic resources in the Town limits that have been determined eligible for listing on the Virginia Landmarks Register and National Register of Historic Places: the W&OD train depot and the William Cole Farm.

Since 1998, Purcellville has actively pursued recommended historic preservation initiatives. There has been much success and progress toward achieving the goal of rehabilitated historic structures and raised awareness of the Town's historic resources. In 1999, the historic W&OD railroad depot was restored by the Purcellville Preservation Association and later transferred to the Town for continued preservation and use as a community resource.

In 2003, with cooperation of the property owners of the historic Cole Farm, the Town sponsored a Loudoun County Design Cabinet design charrette that explored respectful development plans which incorporated preservation and adaptive reuse of the property's main house and barns. The Town subsequently provided the plans to the property owners for reference and guidance in future development of their property.

Photo from Town Archives

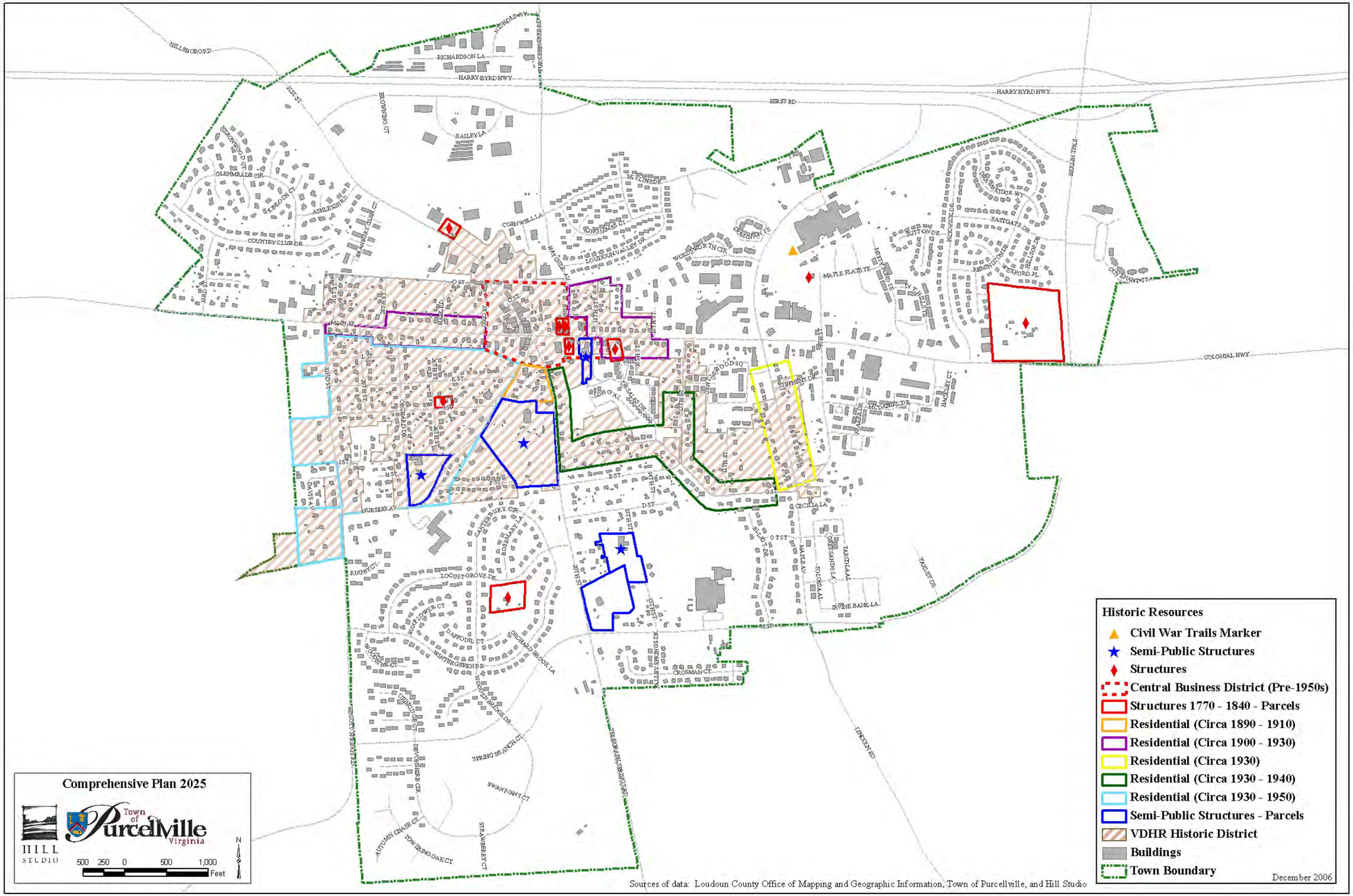
In 2004, the Town received approval to participate as an affiliate partner in the Virginia Main Street Program. The downtown revitalization program provides training and assistance from the Virginia Main Street staff to help prepare for full membership as a designated Virginia Main Street Community. The Town also participates in the Main Street Loudoun program operated by the Loudoun County Department of Economic Development. This program provides Main Street technical assistance to all seven towns in the county and promotes cooperation among the towns in preserving and enhancing their historic downtowns.

In 2005, the Town developed a Downtown Master Plan facilitated by a grant from National Endowment of the Arts. The master plan integrated historic preservation and economic development for the downtown business core and recommended several major initiatives to bolster preservation, tourism and economic development. These initiatives are incorporated into this Comprehensive Plan, and the specific recommendations for downtown and Main Street are discussed in greater detail in the Economic Development section of this plan. The Town continues to support the revitalization of and investment in historic business district and Main Street.

In 2005, the Town conducted a preliminary information survey for the Purcellville Historic District. Following a comprehensive survey of all structures within the proposed district, the formal Virginia and National Register district nominations were submitted to the Virginia Department of Historic Resources in September 2006, and the historic district was listed on the Virginia Landmarks Register in December 2006, with listing on the National Register expected in early 2007. Inclusion of the downtown and surrounding area on the State and National registers will enable property owners to apply for historic rehabilitation tax credits for certain qualifying rehabilitation projects within the district. The State program provides a tax credit for up to 25 percent of approved rehabilitation costs for homeowners, as well as investor-owned properties; the Federal program provides a tax credit for up to 20 percent for only income-producing properties. To receive the credits, all rehabilitation work must be in accordance with the U. S. Secretary of the Interior's *Standards for the Rehabilitation of Historic Properties*.

In May 2005, the Town Council established a Board of Architectural Review (BAR) following approval of a Town Charter amendment by the 2004 General Assembly. An Architectural Control Overlay District was adopted to provide for BAR to review all new construction, reconstruction, alteration or restoration of buildings, structures or signs that are not zoned or used for residential purposes. The BAR held its first business meeting in June 2005, and the Town Council adopted design guidelines in November 2006 drafted by the BAR for projects within its purview.

In September 2005, Purcellville adopted an Historic Corridor Overlay District for the main corridors of tourist access into historic Purcellville. This district, which includes all properties adjacent to Route 287, Main Street, S. 32nd Street, N. 21st Street and N. 23rd Street, requires Board of Architectural Review approval of new construction, reconstruction, alteration, restoration, relocation or demolition of buildings or structures in the corridor. The historic corridor overlay district includes the Cole Farm, as well as other historic areas along Main Street and downtown. The district will assist the Town in reviewing any future development on these properties, thereby helping to ensure that the preservation goals established by the Comprehensive Plan are achieved.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Historic Resources
Civil War Trails Marker
Semi-Public Structures
Structures
Central Business District (Pre-1950s)
Structures 1770 - 1840 - Parcels
Residential (Circa 1890 - 1910)
Residential (Circa 1900 - 1930)
Residential (Circa 1930)
Residential (Circa 1930 - 1940)
Residential (Circa 1930 - 1950)
Semi-Public Structures - Parcels
VDHR Historic District
Buildings
Town Boundary
December 2006
Sources of data: Loudoun County Office of Mapping and Geographic Information, Town of Purcellville, and Hill Studio

2025 Historic Resources Issues and Opportunities

The listing of historic areas in Purcellville on the Virginia Landmarks Register and the National Register of Historic Places will increase incentives to enhance the downtown and qualifying neighborhoods using available State and Federal tax incentives. In addition, there may be opportunities for the Town to assist property owners in the rehabilitation of their properties through technical assistance and design guidelines, property tax incentives for restored properties, and service districts to fund recommended downtown improvements, such as landscaping and decorative lighting in the public right-of-way.

The *Purcellville Downtown Master Plan* provides the Town with a long-range, phased plan for encouraging additional economic development in the downtown, while preserving and enhancing contributing historic buildings. The Plan includes many recommendations for public and private improvements and identifies opportunities for future infill development. The downtown plan serves as a revitalization catalyst to build a stronger downtown business district that will be a destination for western Loudoun County. As a spin-off, enhanced historic neighborhoods and an impressive Main Street will add to the recognition of Purcellville as an outstanding community in which to live and an attractive and inviting destination to visit.

An essential element for successful reinvestment and a memorable historic district is the existence of sufficient local controls to preserve important historic properties and protect property owners' investments. The State and Federal designations offer protection for properties only where federal funds are involved in a project (i.e. road construction). Many communities adopt local historic district regulations that establish a board such as the Town's Board of Architectural Review to review property alterations, new construction, and demolition. The regulations are accompanied by adopted design guidelines such as the Town's *Design Guidelines* that ensure consistency in review and assist property owners in understanding district requirements and appropriate rehabilitation methods. Adoption of the Historic Corridor Overlay District is a positive step in addressing building construction, reconstruction, alteration, restoration, demolition and relocation within the district. However, this district covers only a portion of the historic areas of Purcellville.

The Town could prepare a more detailed historic preservation plan that provides guidance for protecting and maintaining important structures. The Virginia Department of Historic Resources has cost-sharing planning grants to help in this effort. Such a preservation plan would assist government agencies in identifying and working with historic properties, as well as provide local preservationists a collaborative and effective tool for historic preservation and heritage tourism.

Special historic properties like the Cole Farm Homestead and Crooked Run Orchard continue to represent unique aspects of Purcellville worthy of preservation for future generations. Collaborative efforts should be used to work with property owners in sustaining these special community assets through partnerships, patience and a commitment to achieve innovative and workable long-term plans for these properties. There are many opportunities for collaboration with and assistance to property owners, including technical assistance from various sources and potential financial mechanisms to address property rehabilitation and development pressures.

2025 Historic Resources Policies

The visionary goals for historic resources from the 1998 Comprehensive Plan are integrated into the following policies for the future. As with the previous plan, historic preservation and the protection of Purcellville's special resources will play important roles in facilitating the desired direction for community and economic development in the future.

Implementation strategies are recommended to promote the policies established for preserving, protecting and celebrating the historic resources of Purcellville. Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.

1. ***Historic Preservation:*** Preserve and protect the historic character and integrity of Purcellville. Promote community awareness of the Town's historic resources. Provide public support and advocacy for preserving the historic downtown and contributing residential neighborhoods.

   Implementation Strategies**:**

   1.1 Ensure that historic properties listed or deemed eligible for listing on the State and/or National Register of Historic Places are preserved as vital links to the Town's history by developing and implementing a local historic district ordinance that can be supported by a majority of property owners.

   1.2 Promote appropriate rehabilitation and adaptive reuse of historic buildings and properties by developing and implementing design guidelines that will assist property owners in successfully rehabilitating and developing their properties. Include design guidance for new construction that will encourage compatible development patterns reflective of Purcellville's town character.

   1.3 Address the potential demolition of historic properties by implementing an administrative process that will notify Town staff and other interests of threats to historic resources. Establish a "preservation assistance team" that can discuss options with a property owner or developer.

2. ***Preservation Tools:*** Provide technical assistance and financial incentives, where feasible, to property owners rehabilitating historic resources. Utilize public and private partnerships to assemble tools and strategies for property rehabilitation and development.

   Implementation Strategies:

   2.1 Encourage private investment in historic properties with financial incentives. Investigate various preservation incentives such as architectural assistance, grants or low-interest loans for commercial façade renovations, local real estate tax abatement for increased values on rehabilitated property, or other applicable programs. Implement those that are appropriate.

2.2 Promote the use of Federal and State historic tax credits by providing technical information to citizens interested in making use of the tax credits. Contact the Virginia Department of Historic Resources and obtain public materials for distribution. Share information regarding successful development projects that have used the credits.

2.3 Research available grant funding and pursue grant programs that will assist Purcellville in furthering historic preservation planning and documenting historic resources.

3. ***Historic Resources Marketing and Promotion:*** **Encourage and support the promotion of Purcellville's historic and cultural resources to enhance economic investment and community development. Participate in the Virginia Main Street Program to facilitate successful revitalization of the downtown and the larger community.**

Implementation Strategies:

3.1 Partner with the Purcellville Preservation Association to recognize locally-significant resources and good preservation examples with an awards and historic plaque program.

3.2 Partner with the Purcellville Preservation Association to develop an up-to-date Historic Walking Tour of downtown and historic neighborhoods.

3.3 Increase public awareness of Purcellville's historic resources by developing interpretive materials or exhibits for significant historic resources in Purcellville. Initial priority should be given to the Tabernacle, site of the historic Bush Meetings.

An Opportunity to Celebrate History with an Interpretive Program at the Bush Tabernacle

4. ***Preservation Partnership Development:*** **Support partnership efforts to create successful historic preservation projects.**

Implementation Strategies:

4.1 Implement the techniques and philosophies of the Virginia Main Street Program to improve both the aesthetic appearance and economic potential of the historic business district. When the Town has developed sufficient volunteer capacity and financial support, develop a public or private Main Street organization with professional staff and a volunteer board. Once the Main Street Program is in operation, become officially recognized Main Street Community.

4.2 Review Loudoun County's *Heritage Preservation Plan* and ensure that Purcellville's historic resources are appropriately addressed. Coordinate County and Town preservation efforts to ensure consistency and effective historic preservation strategies.

4.3 Work with the Purcellville Preservation Association to complete an inventory of historic resources for the entire town and a preservation plan. Apply to Virginia Department of Historic Resources for a planning grant for the project.

DESIGN GUIDELINES

FOR THE TOWN OF

PURCELLVILLE, VIRGINIA

CREATED & RECOMMENDED BY

THE PURCELLVILLE BOARD OF ARCHITECTURAL REVIEW

Michael Purcell, AIA – Chairman

ADOPTED BY THE PURCELLVILLE TOWN COUNCIL

December 12, 2006

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A. INTRODUCTION

1. Purpose:

The Town of Purcellville Planning and Zoning Department and the Board of Architectural Review are charged with the responsibility of overseeing and regulating the development of the commercial and historic district(s) located within the Town limits. Their goal is to ensure that new development, restoration, rehabilitation and the maintenance of existing structures reflect the traditional architecture and character of the Town.

These Design Guidelines present information regarding the architectural order and design elements which are to be the basis for all construction projects. The ultimate goal being to stimulate and strengthen the economic vitality of the downtown area, create a distinctive identity for the Town and preserve the historic character embodied within. It is **not** the intent or purpose of the guidelines to duplicate or alter the Town's regulations or ordinances therefore these guidelines should be used in concert with all Town requirements.

It is the intent that these guidelines are reviewed and updated periodically; however, it is likely there will be instances when subsequent updates may not correspond with adjustments to other Town requirements. In the case of a conflict, the Town's regulations and ordinances will govern. While not specifically addressed in this document, energy efficiency in design is encouraged.

It is the responsibility of all applicants to secure a copy of the Design Guidelines and all other pertinent Town requirements and ordinances prior to submitting a design for consideration.

2. Applicability:

These guidelines acknowledge the development patterns within the Town today. The guidelines do not seek to stifle creativity, impose an overriding style, a limited color palette, or an artificial theme. They do seek to assist in promoting the positive design characteristics prevailing in the architectural character throughout the Town.

These design guidelines are applicable to all non-residential and non-agricultural development within the Town limits of Purcellville as well as historic residential structures in the Historic Overlay District.

a) All new development, building, addition, exterior alteration, landscaping project, (including any modification to an approved landscaping plan) or parking lot design must address these design guidelines in their design and planning process.

b) It is not the intent of these guidelines to eliminate design freedom or discourage

innovative design. The guidelines are less quantitative than the mandatory development standards and may be interpreted with some flexibility in the application to specific projects.

c) Context and Compatibility establishes basic "rules of thumb" for integrating new development into the existing urban fabric of Purcellville and emphasizes the proper treatment of the "edge" or relationship between existing and proposed development.

d) Signs set forth both general and specific guidelines intended to enhance the image of Purcellville and improve the effectiveness of signs for businesses.

e) Landscaping provides a basic landscape design framework to be used in conjunction with new development and as a helpful tool for property owners interested in upgrading the landscaping of existing businesses.

3. Interpretation:

To aid in the interpretation of these guidelines an applicant should understand the meaning of certain words and phrases such as "should" or "shall," "encouraged," and "discouraged."

a) Guidelines which employ the word "shall" are intended to be applied as stated and should be considered mandatory. An alternative measure may be considered only if it meets or exceeds the intent of the guideline.

b) Guidelines using the words "should", "encouraged" or "discouraged" are not mandatory but express a more or less desirable design solution.

c) These Design Guidelines should be used by applicants and their design team when preparing submissions for presentation to and consideration by the Town's Board of Architectural Review (BAR). They will be utilized by the BAR during the application review process to encourage and establish a high level of design quality while at the same time provide the flexibility necessary to encourage creativity on the part of project designers and respond to existing site conditions.

d) It is the responsibility of all applicants to secure a copy of the Design Guidelines and all other pertinent Town requirements and ordinances prior to submitting a design for consideration.

4. Exemptions:

When in compliance with all Town ordinances, the following projects are exempted from all provisions of these Design Guidelines:

a) Underground construction which will not leave any significant, permanent marks on the surface after completion. Items such as utility boxes, pipes and poles shall be considered "significant permanent marks." The exemption does not apply to any underground construction that alters previously required or developed streetscapes.

b) Maintenance work on buildings, landscaping, or grounds (including parking lots) which does not significantly alter the appearance or function of the building, landscaping, grounds or signs.

c) Interior remodeling work;

d) Landscape maintenance and upkeep, including relatively minor replacement of plants other than trees;

e) Temporary uses and structures as defined by the Purcellville Municipal Code;

f) Routine roof maintenance and repair. Roof reconstruction, restoration, or replacement with alternative materials or shapes is subject to these Design Guidelines.

g) Replacement of roofing that is not visible from any public street. Changes to visible roofing areas will be held to the requirements in the roofing section of the Design Guidelines.

5. Context & Compatibility:

Scale, orientation, relationship and character of the built environment make up its context. The existing makeup of the Town, its buildings, streetscapes and landscaping, all assist in establishing a frame of reference for context and compatibility. Submissions to the BAR should take the following into consideration:

a) Scale, placement and character of proposed buildings or building additions should blend well with its neighboring structures. Conversely, regular or blatant disregard of existing patterns disrupts the essential character image, creates voids in the built environment, and potentially compromises the functionality of the business areas.

b) Generally, to create harmony between the existing urban fabric and new elements introduced into the Town, all new structures, additions and uses should be compatible with the prevailing and recognized historic architectural character of the surrounding area. Site amenities such as large mature trees, should be preserved and become part of any new project. Structures should be located and designed to avoid creating nuisances and hazards for adjoining properties, particularly residential properties.

c) The concept of "compatible" design is one of the most important elements to be aware of when using these Guidelines. Compatible designs do not seek to imitate the historic architecture found in Purcellville, but do reflect their surroundings in terms of design concepts – mass, scale, rhythm, color, materials, and building arrangement. Compatible designs will be in harmony with the best designs of surrounding developments.

d) "Rules of Thumb" pertaining to contextualism and compatibility include:

(i) All new construction and development should incorporate those characteristics of the Town that exhibit a positive distinctive architectural style and/or established functional or landscape patterns.

(ii) New buildings and additions should be sited in a manner that will complement rather than conflict with existing adjacent buildings, landscape, streetscape, parking, and access.

(iii) Transitions between existing and new buildings or additions should be gradual. The height and mass of new projects or construction should not create abrupt changes from those of existing buildings.

(iv) Natural amenities, such as mature trees and views, should be preserved and incorporated in the design of Downtown projects where possible. Buildings should not turn their backs to existing or potential amenities.

(v) Buildings should be oriented to connect with high activity areas, such as restaurant dining areas or major pedestrian areas, in order to create connections and linkages.

(vi) Loading areas, trash and storage areas, and rooftop or other mechanical equipment in particular, should be screened from view from adjacent properties.

(vii) Where commercial buildings are adjacent to residential zoning districts, commercial buildings should maintain low profiles and heights should be stepped down to a height more consistent with that of adjacent residential districts. This may be accomplished utilizing architectural elements such as gables or hip roofs to reduce building mass.

e) Windows, doors and lighting in commercial and other nonresidential buildings should be oriented to preclude a direct line of sight into adjacent residential buildings, or property.

6. Submission Requirements:

Submission requirements include the following **minimum** items:

a) Architectural rendering and plans (minimum scale ¼" = 1-foot) of all proposed and existing buildings and structures. All colors, materials and finishes shall be shown.

b) Specifications of exterior materials to include, but not be limited to, the roof, windows, siding, shutters, exterior lighting, trim, fencing and walls – include visible building equipment.

c) A current site plan showing the building, parking, and any proposed accessory building or element. Include vicinity map drawing for orientation. This item is a BAR submission requirement regardless of the status of the project related to the town site plan approval process. *Note:* A significant change to the proposed or approved site plan may require re-submittal to the BAR.

d) Photographs of immediately adjacent and/or adjoining properties, and

e) Where signs are proposed, a detailed scaled drawing showing style and size of letters, color and material, lighting, and proposed location on the building elevation or site.

Note: **The applicant (or representative) must present their submission at a scheduled BAR meeting**.

Applicants should consult with the Town Offices to obtain application forms and secure a place on the BAR agenda.

B. SITE DEVELOPMENT

The Town Planning Commission is responsible for review and approval of site plans. This Site Development section is not intended to rewrite or overwrite any Town requirements, but to supplement them and address certain primary guidelines for the design and layout of the project and building siting.

1. Street Frontage:

The predominant front of the structures should align with adjacent buildings in order to portray a unified street frontage.

a) Street Orientation: It is strongly encouraged that the front building facade is oriented parallel to the primary street.
b) Storefronts should be oriented toward the major street frontage.
c) While side or rear entries may be desirable the predominant major building point of entry shall be oriented toward the major street.

2. Site Grading:

Site grading should be sensitive to the existing natural landscape and contribute to the creation of an organized site plan. Preserve existing trees whenever possible. Terraced parking lots that follow the existing contours of the site are preferred. Overall leveling of the site with severe cut and fill or retaining walls is strongly discouraged.

3. Loading Docks:

Loading docks should be located as inconspicuously as possible from public streets. Hardscape areas, planting screens or doors should be used when it is impractical to locate the loading dock away from street view.

4. Utility equipment:

Utility equipment such as meters, CT boxes and transformers should be located so that they are not seen from any public street. Screening may be used when locating out of view is impossible. Power from the utility must be buried on the site wherever possible.

5. Pedestrian Access:

Pedestrian access to the site should be considered equally with vehicular access. Sidewalks and night lighting should be designed to encourage pedestrian traffic. Pedestrian scale light fixtures, plantings, benches and landscaping are all encouraged in order to make the business areas in town a welcome area for foot traffic.

6. Site Access:

Vehicular access points from public streets should be kept to a minimum. Access points, frequency, and design are subject to review, comment, and approval during the site plan approval process.

7. Accessory Structures and Fences:

Accessory structures and fencing may be addressed during the project site plan approval process. Accessory structures should blend and be consistent with the design of the primary structure. Refer to Section G of these guidelines for additional information pertaining to fences.

C. GENERAL DESIGN GUIDELINES

Basic design and excellent architecture cannot be reduced to a few pages of guidelines. That being said the next few pages provide direction regarding essential elements of design that must be addressed.

1. "Character" Preservation

In order to preserve the character of existing architecture, building elements incompatible with the original building facade design should be removed. These include but are not limited to:

- exterior embellishments overscaled and inconsistent with the original and
- "modernized" or "themed" materials.

a) Preserve (save, repair, restore) traditional architectural decoration and elements.

b) Respect and incorporate rhythm and styles of the original storefront and façade using original decorative details as conceptual guides.

c) On a refurbished building, uncover and preserve forgotten original details that may have been covered with subsequent remodeling projects. If very few original details remain, they may be incorporated as design features in a new storefront or façade. In either case, the new design should grow out of the remaining traditional details and create a harmonious background that emphasizes them.

d) Wall materials such as cedar shakes, textured plywood, stone veneer, stucco veneer and plastic are not appropriate and should not be proposed for use on traditional facades in Downtown Purcellville.

e) Introducing or changing the location or size of windows or other openings that alter the architectural rhythm, alignment or character of the original building is discouraged.

2. Building Form

New buildings erected in the Town must be compatible with existing buildings and reflect, but not be required to mimic the architectural styles of the early to mid-twentieth century. It is the Town's desire that new buildings respect Purcellville's historic architectural styles rather than be transplants of ubiquitous franchise architectural styles found across the country.

a) Entries: Primary entrances should be oriented toward the major street frontage and treated as an important element of the basic building form.

b) Facade Proportion: The characteristic proportion of existing facades (relationship of height to width) should be respected in relation to new infill development.

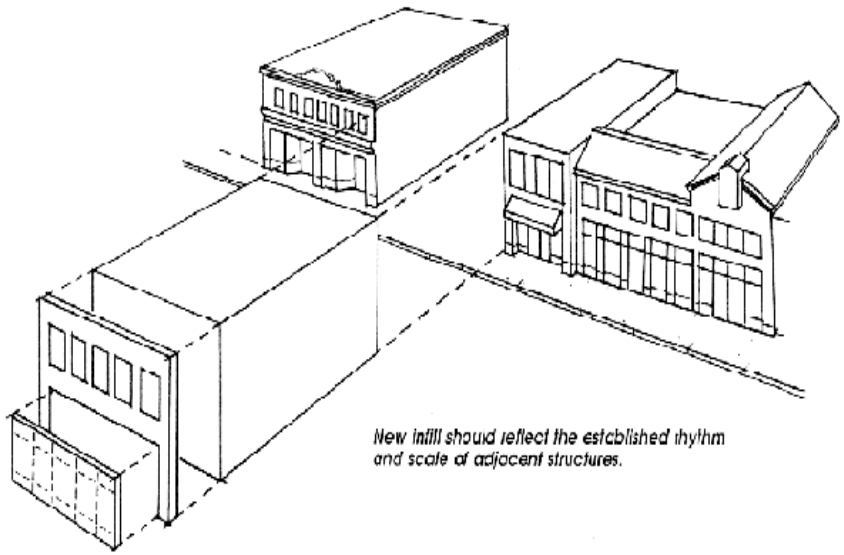
3. Infill Projects

Infill projects are those defined as structures "filling in" a void or open space in the Town's streetscape fabric.

Since good infill design responds directly to its unique and specific surroundings it is not plausible to develop guidelines which apply in every case. There are, however, several basic design principles which should govern the visual ties between a new infill building and its neighboring structures.

a) The public street face of an infill structure should be sympathetic and compatible with nearby surrounding buildings in terms of mass, scale, height, facade rhythm, placement of doors and windows, storefront design, color and use of materials. Particularly the front facade should be influenced by other facades on the street yet should not attempt to copy.

b) Facade Proportion: The characteristic proportion of existing facades (relationship of height to width) should be respected in relation to new infill development – see following graphic.



New infill should reflect the established rhythm and scale of adjacent structures.

c) Infill buildings that are much "wider" than the existing characteristic facades on the street should address this inconsistency. The new façade should be broken down into a series of appropriately proportioned "structural bays," storefronts, or components. These are typically segmented by a series of columns or masonry piers which frame window, door, and bulkhead elements.

d) Infill buildings shall follow the Town of Purcellville Zoning Ordinances in terms of height limitations.

4. Façade Articulation

a) Long, blank, unarticulated street wall facades without window or door openings are prohibited. Walls should be divided into a series of structural bays (e.g. characterized by masonry piers which frame window and door elements).

b) Monolithic street wall facades should be "broken" by vertical and horizontal articulation (e.g. sculpted, carved or penetrated wall surfaces) characterized by: (a) breaks (reveals, recesses) in the surface of the wall plane; (b) placement of window and door openings; or (c) placement of balconies, awnings, and canopies.

c) Large unbroken facade surfaces at the storefront level must be avoided. This can be achieved in a number of ways including: (a) dividing the facade into a series of display windows with smaller panes of glass; (b) constructing the facade with small human scale materials such as brick or decorative tile along bulkheads; (c) providing traditional recessed entries; (d) careful sizing, placement, and overall design of signage; and (e) providing consistent door and window reveals.

5. Standards for Rehabilitation

a) Every reasonable effort shall be made to provide a compatible use for a property, which requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose.

b) The distinguishing original architectural qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material of distinctive architectural features should be avoided.

c) All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance are discouraged.

d) Changes, which may have taken place in the course of time, are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.

e) Distinctive stylistic features or examples of skilled craftsmanship that characterize a building, structure, or site shall be treated with sensitivity.

f) Deteriorated architectural features shall be repaired rather than replaced. In the event replacement is necessary, the new materials should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

g) The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials are not allowed.

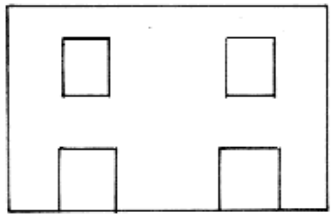
h) Every reasonable effort shall be made to protect and preserve archaeological resources affected by, or adjacent to, any project.

i) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural, or cultural material, and character of the property, neighborhood, or environment.

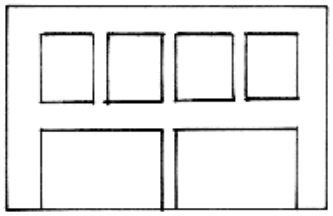
j) New additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

6. Storefront Design

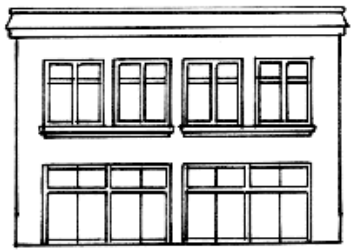
Building facades can experience significant change during a building's life and hold the most potential for creative alterations affecting both the character of the building and the streetscape. The storefronts are important visual components of the building facade. In an effort to promote quality design for new infill buildings and the rehabilitation of existing buildings the following specific storefront and facade guidelines are presented.



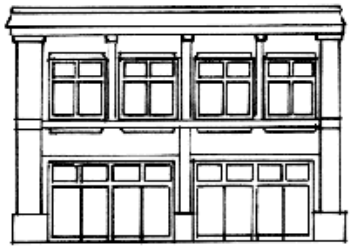
Proportion of opening sizes to building mass is too small



Increase opening sizes



Articulate openings



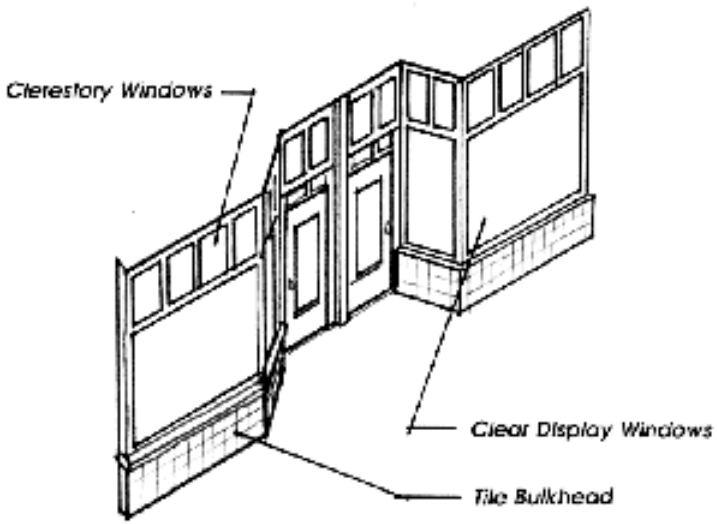
Break up building mass

a) Windows: When considering new window fenestration (window size, size of panes, mullion type, window materials) the new design must be sympathetic and compatible with the facade theme of the whole block (streetscape).

b) Commercial storefronts and entries are typically recessed and/or sheltered by a covered arcade structure, canopy or awning. This can provide additional display area, a sheltered transition to the interior of the store and emphasizes the entrance. Recessed entries should be retained and are strongly encouraged in new storefront construction.

c) In buildings where it is impossible for the primary entrance to be located on the main street proper every effort should be made to include storefront type areas along that main street. Blank walls with little or no windows destroy the vitality of the street and are not allowed. If windows are not desired given the function of the building, these guidelines encourage a "closed in" storefront type display that could feature the stores merchandise, used for public information, or to be decorated by local special interest groups.

d) Facade Color: Color preferences are very subjective. The intent of these design guidelines is not to limit creativity or personality but to provide guidance to the types of colors that are both respectful and complimentary to the architecture as well as the Town. The use of light, subdued or neutral colors and natural building materials, such as brick, wood or stone is encouraged.



e) A visually interesting streetscape with varied but compatible colors and materials is the desired objective of the Design Guidelines. Property owners are encouraged to paint their structure a field and trim color that is complimentary to the adjacent property.

f) One base color should be used for the entire facade. Different trim colors are encouraged however these guidelines recommend limiting façade trim colors to a maximum of three different colors.

g) Different window frame and sash colors are encouraged but should complement the main color of the building.

h) Primary colors on façade exteriors is inconsistent with the character encouraged by these design guidelines and should be considered with caution.

i) Stripes, polka dots, checkerboard patterns and other unusual paint combinations are occasionally characteristic of a particular business and may be proposed in moderation – realizing that buildings treated in this fashion may result in displeasing or distracting to our Town.

7. Windows

Aesthetically, a building with plenty of window area coupled with articulations such as shutters, holdbacks, substantial window cornices and sills is far more inviting and provides a sense of quality and permanence. As a general rule, businesses with generous amounts a glass area tend to be visible and potentially more successful than businesses that are less visible from the street and present a “closed-in” appearance.

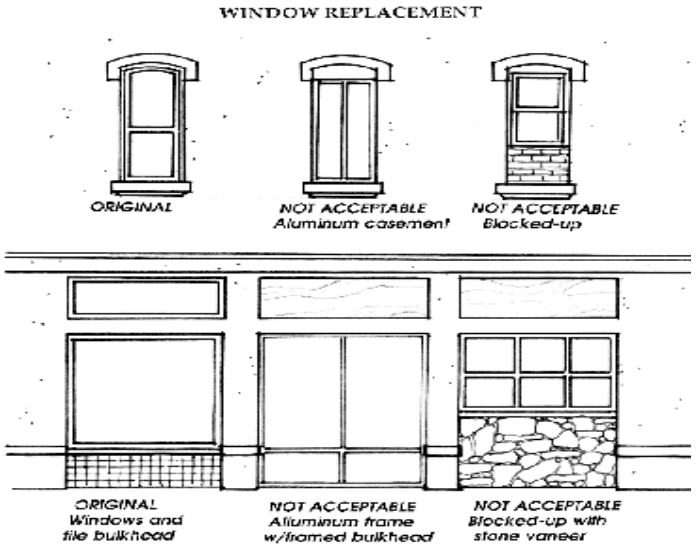
a) Designs should maintain the predominant difference between upper story openings and street level storefront openings (windows and doors). Usually there is a much greater window area at the storefront level for pedestrians to have a better view of displayed merchandise, as opposed to upper stories that have smaller window openings.

b) An infill building which has two adjacent commercial structures should attempt to maintain the characteristic rhythm, proportion and spacing of the adjoining door and window openings.

c) Horizontal Rhythms. Wherever an infill building is proposed common horizontal elements from the Town should be identified (e.g. cornice line, window height/width, and spacing) and the resulting design developed utilizing a similar rhythm, alignment, and elements.

d) Introducing or changing the location or size of windows or other openings that alter the architectural rhythm, alignment or character of the original building is discouraged.

If existing windows must be replaced, the windows should be replaced with windows of the same type, style and material as the original.



If a window has deteriorated beyond repair or is missing, the replacement should match the original windows in terms of design and materials. Replacement windows should always fill the entire existing opening and duplicate the original window pattern. For example, a double-hung sash window should not be replaced by a single fixed pane of glass.

e) Avoid the use of ornament and windows that are not in keeping or consistent with the original style of the building.

f) Muntins: Windows in historic buildings shall be true divided lites and contain authentic muntins. Snap-in grilles or muntin bars set between the panes of glass are not allowed.

8. Doors

a) Doors should be accentuated with simply detailed, high quality hardware, kickplates, authentically styled locks and hardware and possibly attractive painted signage.

b) Wood doors with wood storefront windows are preferable to aluminum systems. If aluminum systems are absolutely necessary, a pre-finished color (compatible with the approved color scheme) is preferred. Mill finish aluminum or dark bronze finish is strongly discouraged.

c) Retail shop doors should contain a high percentage of glass.

d) Door muntins in historic buildings should be true-divided and contain authentic muntins similar in scale and proportion to muntin patterns used elsewhere in the front façade.

e) Use of clear glass on the first floor is strongly recommended.

f) Storefront doorways in the building façade should be lit with a non-glare producing light fixture either over the door on one or both sides. Fluorescent lighting is not allowed. Consult the Town lighting ordinances for further information.

9. Roofs

a) Roofs may be flat or sloped and consistent with the surrounding buildings. Attention should be given to the incorporation of decorative parapets and meaningful cornice lines (e.g. Valley Energy Building).

b) Several of the more appropriate building designs in Town exhibit full roofs with the gable ends facing the primary street. The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.

c) Cornice lines on new infill buildings (horizontal rhythm element) should be aligned with buildings on adjacent properties to avoid divergent clashes in building height. Cornice lines on other new buildings should be designed in such a way to reflect the character of the town.

d) A-frames roof shapes, large mansards, geodesic domes, Quonset huts style, or chalet type buildings/roofs are not allowed. These radical roof pitches and styles render overly prominent or out-of-character buildings.

e) Low pitched exposed roofs with a slope of 5:12 or shallower is not in keeping with the towns vernacular and strongly discouraged.

f) The use of decorative parapets and cornices is encouraged if they provide visual interest which incorporates vertical articulation.

10. Building Materials

Whenever possible, it is desired that time honored materials, present at the beginning of the twentieth century, are used in order to further the historic charm of the town. Natural materials age more gracefully and hold up better over time than many of the newer products. New buildings should use materials consistent with those used on significant adjacent buildings and reflect the characteristics of the town.

The following list is not all inclusive however provides a list and distinction between "discouraged" and "encouraged" materials. Existing buildings with materials listed as "discouraged" below are not to be considered "significant".

a) "Encouraged" Building Materials:

a) Clear Glass

b) Exterior clapboard siding (Wood or Cement-board)

c) New or Re-used Brick, brick color should be consistent with bricks in use in the town.

d) Vertical board and batten siding

e) Natural stone masonry (either cut or fieldstone). Stone from this area is preferred.

f) Standing seam metal roofing

b) "Discouraged" Building Materials include:

a) Reflective, colored or opaque glass (either in windows or doors)

b) Vinyl or aluminum siding

c) Asphalt shingle roofing, rubberized membrane roofing visible from the street

d) Unfinished wood (i.e. pressure treated or unfinished cedar)

e) Imitation stone veneer (i.e. cultured stone or pressed stone) and/or imitation brick veneer

f) Metal siding (i.e. vertical panel type agricultural shed or "Butler" buildings").

g) Exposed concrete block (CMU, cinder block)

EIFS (imitation stucco). EIFS may be used if it is detailed in keeping with traditional detailing of the Town and within the scale of local architecture. This product is not allowed anywhere at street level.

11. Exterior Columns

a) In keeping with the traditional design styles prevalent in the Town, traditional Tuscan or Doric round columns are encouraged for any visible porch and entranceway. Turned posts may be considered on a case-by-case basis. Exposed 4x4's, 6X6's and steel columns are not allowed.

b) Proper column proportion is important. The width of columns, at the widest point, should be in the range of 1/8th to 1/12th of the column's total height. (Example: a column that is 8 feet high and 24" in diameter appears overly squat and heavy. A column that is 8 feet high and 6" in diameter looks too spindly and incapable of holding up any load.)

c) Columns may be made out of solid wood or a composite material. All columns should have a traditional base and capital expression.

d) Columns that terminate onto a flat porch ceiling are discouraged. Columns should be seen to hold up a wrapped beam that supports the load above.

12. Screening

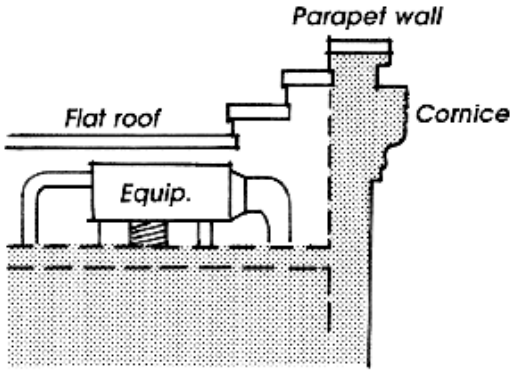
a) Equipment Screening: It is required that all mechanical or utility equipment, whether on the roof, side of building, or ground be screened.

b) Refuse and service areas: Containers and service areas should be screened from view by solid exterior grade quality materials compatible with the building design. Refer to Fencing section for additional guidance.

c) The method of screening shall be architecturally integrated with the structure in terms of materials, color, shape and size. Where freestanding equipment is required, a continuous solid screen is desirable. Rooftop equipment should be screened by solid building elements (e.g. parapet wall or roof well) instead of after-the-fact add-on screening (e.g. wood or metal slats). Masonry walls with metal doors are recommended at refuse areas.

d) Landscape materials should be used to further screen walls and help deter graffiti.

e) The BAR may require additional screening above that required by the town during site development and/or other reviews.



Roof top Screening

13. Awnings and Canopies

An awning is a roof-like covering or shelter usually constructed of canvas or other fabric extending over a pedestrian walkway. Awnings provide shelter from weather, scale to the building architecture, and add color and liveliness to the pedestrian path and streetscape. If maintaining a horizontal rhythm or alignment in an infill building is very difficult or otherwise impossible, the use of fabric canopies or awnings is strongly encouraged to establish a shared horizontal storefront rhythm.

a) Awnings are encouraged and should be a single color or two-color stripes. Lettering and trim, utilizing other colors is allowed in the valance area and will be considered signage. All awning signage must comply with the Town's Zoning Regulations.

b) Awning shape should relate to the window or door opening and be sympathetic to the building design. Barrel shaped awnings should be used to complement arched windows while rectangular awnings should be used on rectangular windows.

c) All awnings should be well maintained, washed regularly, and replaced when faded or torn.

d) Canopies, trellises and other accessory structures, which are relatively open and do not restrict pedestrian or vehicular movement may project over the right-of-way with Town or VDOT encroachment approval (depending on location).

e) Glass canopies are allowed as long as detailing and style is in keeping with that prevalent in the Town (i.e. insulating translucent panels would not be appropriate).

14. Parking Lots

Final parking lot design and approval are subject to the requirements of the site plan development process. This section provides additional guidelines the BAR will consider when reviewing a submission.

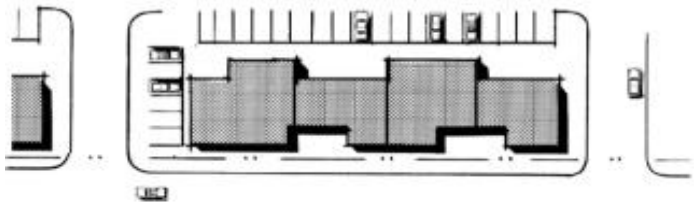
a) Parking lots shall be located to the rear or sides of buildings whenever possible.

b) Parking lot dimensional regulations and layout must be reviewed and approved by Town Planning and Zoning.

c) Wherever possible parking lots shall be designed and located contiguous to each other so that vehicles can travel from one private parking lot to the other (reciprocal access) without having to enter the street.

d) Private parking lots with side street frontage should be attractively landscaped with trees and shrubs in order to continue the street frontage created by the existing flanking buildings and to screen parked vehicles. Low masonry (river cobble) garden walls or landscaping at the setback line are also encouraged to screen parking from the side street.

Parking lots located to the rear and sides of buildings.



15. Rear Entrances

Rear building entrances are necessary and many times required by the building code. When required or necessary by the building design the following guidelines should be followed:

a) Rear entries should be treated architecturally and compatible with the overall building design.

b) Security lighting should be modest and should focus on the rear entry door.

c) Rear entry signage should be modestly scaled to fit the casual visual character of the alley or rear parking area. Consult Town signage requirements for size and other limitations.

d) An awning is acceptable at the rear entry as long as it is compatible with the building rear facade design.

e) Selective use of tree plantings, potted plants and other landscaping can subtly improve a rear facade.

16. Gas Stations

a) Fuel pump canopies may be necessary to provide customers with protection from the elements and to provide lighting levels required for dispensing fuel. Such fuel pump canopies are functional elements of present-day convenience gas stations. Their character and appearance shall reflect a minimalist design consistent with that function.

b) Fuel pump canopies shall be the smallest size possible to offer protection from the elements. The size of the canopy fascia and canopy support columns shall be in proportion to the overall size of the canopy structure. The fascia shall not exceed 30" in total height, including any accent bands.

c) Canopy fascias shall not be internally illuminated.

d) Under canopy lighting shall be the lowest level that will provide safe dispensing of fuel. All canopy lighting shall be flush-mounted and shielded, downward directed, and shall not emit light above the horizontal plane. All canopy lighting shall meet the .5 foot-candle spillover requirement in compliance with zoning ordinance regulations.

D. SIGNAGE

1. General Signage Guidelines

Signs should make a positive contribution to the general appearance of the street and neighborhood in which they are located as well as compliment the architecture of the building(s). Those submitting signs for consideration should refer to the pertinent sections of the Zoning Ordinance for specific regulations. Generally the following aesthetic design guidelines should be considered:

a) The size and shape of a sign should be proportionate with the scale of the structure.

b) Information and message should be brief. The fewer the words the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner and is generally more attractive.

c) Avoid hard-to-read, overly intricate typefaces. These tend to be difficult to read and reduce the sign's ability to communicate.

d) Lettering should be in proportion to the size of the sign. As a rule of thumb, the recommended size of letters is between one-third (1/3) to one-half (½) the height of the sign.

e) Avoid signs with strange shapes. Signs that are unnecessarily narrow, oddly shaped, or unrelated to the products or services being provided on site can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.

f) Use widely recognized logos rather than print/test whenever possible.

g) Consideration should be given to the signs audience – signs for pedestrians would be designed differently than those for vehicles. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller the sign needs to be.

h) Address signs in "centers" shall be of the same style and color scheme to give a sense of continuity. It is not a given that corporate business logos or color schemes will meet sign guidelines, ordinances, and BAR approval.

i) The BAR along with the Town of Purcellville is the final authority on signage and take precedence over landlord approvals.

2. General Appearance

Signs in Purcellville should advertise a place of business or provide directions and information. An effective sign and graphics system functions not as a separate entity but as an integral part of the built environment. Carefully planned, signs communicate essential information, while also ordering and enhancing the architectural character of the Town. A sign's use of color, size, shape,

placement, and selection of lettering can attract or detract from its effectiveness. An effectively designed sign should:

a) Be compatible with the surrounding physical and visual character of the area;

b) Promote the "individuality" of establishments;

c) Identify the business clearly and attractively;

d) Enhance the building on which it is located; and

e) Reduce the amount of visual clutter caused by excessive and poorly placed signage.

3. The Town lighting regulations in the zoning Ordinance address sign lighting and should be consulted prior to submission to the BAR.

4. Preferred Sign Types in Historic Downtown

While many sign types are permitted in the Downtown, the following sign types are preferred:

a) Under canopy signs;

b) Business identification wall-mounted signs in sign board area at upper portion of first story;

c) Awning signs; and

d) Projecting signs.

5. Sign Colors

This section applies to all signs; however, multiple tenant signs and signs for properties containing multiple businesses may have additional design stipulations and are addressed later.

a) Colors should be selected to contribute to legibility and design integrity of the sign and the message. It is acceptable to borrow colors from neighboring signs to present a more unified sign image along the streetscape.

b) A substantial contrast should be provided between the color and material of the sign background and the letters or symbols to make the sign easier to read both day and night.

c) Limit colors to three (3) on a single sign. Color is most effective when used simply.

d) Vertical or horizontal wooden signs can be effectively utilized in a variety of different ways on windows, building surfaces or as accent bands. A wooden wall sign can be painted or stained and sealed for a more natural look, depending upon the appearance of the surrounding structures. Lettering can consist of metal or raised wood and when placed within a sign band, will serve to unify the building facade. Carved or sandblasted wood signs are also appropriate.

e) Metal sign panels can utilize raised lettering on metal bands. Printing and lettering can also be applied directly to a flat metal sign band with letters consisting of wood, acrylic or metal.

f) Corporate "logo" colors may not meet design guidelines.

g) Wooden posts must be painted.

6. Wall Mounted Signs

a) The identification of each building or store's address in numerical format over the main entry doorway or within ten feet of the main entry is recommended.

b) Sign lettering for storefront wall mounted signs should meet the following recommendations:

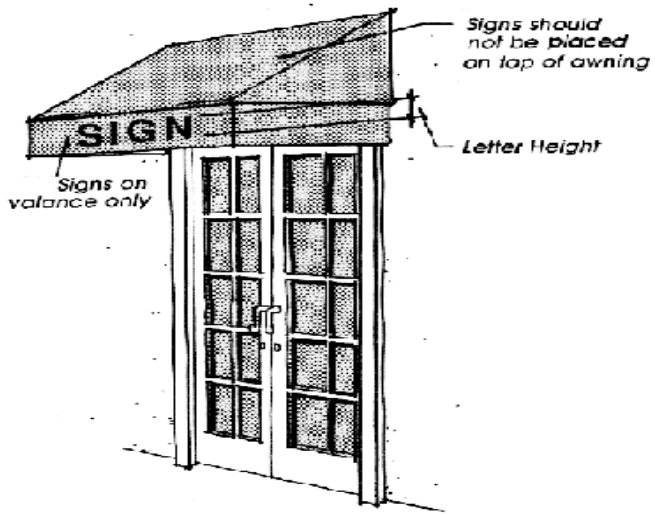
a) For storefronts 30' wide or less, a maximum letter height of 8" is recommended;

b) For storefronts 30' - 60' wide, a maximum letter height of 10" is recommended; or

c) For storefronts 60' wide or greater, a maximum letter height of 12" is recommended.

7. Awning Signs

An awning is permanently attached to a building or can be raised or retracted to a position against the building when not in use. An awning sign is a message painted, printed, sewn, or stained onto the awning or awning flap.



An awning sign is <u>only</u> allowed on the valance flap and not allowed on the shed portion of the awning. Sign / lettering area must meet the Town sign ordinance.

a) Awning signs may not be internally illuminated.

b) The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.

8. Banner Signs

A banner sign is a logo or design placed on a lightweight material that can move with the wind. Banner signs should not be confused with flags or pennants. A banner sign is intended to add liveliness, color, and a sense of movement to a pedestrian-oriented street and sidewalk.

a) Banners are encouraged along pedestrian-oriented streets, in plazas, and in commercial centers.

b) Banners should not extend more than four (4) feet from the building, when mounted perpendicular to the front facade. In addition, banners should be measured eight (8) feet above ground at its lowest point.

c) Banners along the same block of a street should be set at generally the same angle from the buildings.

d) Banners should be made of opaque materials with painted or applied lettering and decoration. Plastic looking sign boards and lettering is strongly discouraged.

9. Hanging Signs

A hanging sign is suspended from a support and/or projects from the building wall. Similar to awning signs and banners, a hanging sign can add interest and vitality to a street. Hanging signs can include pictorial images, logos, and symbols.

a) A hanging sign is generally intended to be read by pedestrians along a sidewalk or arcade, and motorists in slow-moving vehicles.

b) The size of a hanging sign should be proportional to the building facade to which it is attached.

c) A hanging sign should be hung perpendicular to the primary façade (parallel if hung from the porch beam).

d) Hanging signs should not be located within close proximity to other hanging signs or projecting signs, and preferably at least twenty-five (25) feet from each other. This will reduce visual clutter.

e) A hanging sign should not impede the safe movement of people or vehicles within a public right-of-way and should be properly secured to a building in a structurally sound manner.

f) Hanging signs may not be internally illuminated.

10. Window Signs

A window sign is a permanent sign painted on or attached to the inside of a window and is designed to be viewed principally from outside the business by pedestrians and motorists.

a) Window signs should not consume more than twenty-five (25) percent of the total area of the window in which they are displayed.

b) The size of window signs should be proportional to the glass surface area.

c) Window signs should be restricted to ground floor windows facing the primary street frontage or adjoining parking lot.

d) Temporary window signs are governed by the Town's sign ordinance.

e) Neon window signs will be reviewed on a case by case basis by the BAR.

11. Monument Signs (Freestanding)

A monument sign is a freestanding sign of a human scale constructed at ground level. Generally, monument signs are of a higher architectural quality than other freestanding signs, such as pole signs.

a) Monument signs may not identify more than three (3) tenants within the complex per Town's sign ordinance.

b) Sign faces of all tenants should utilize the same color as a background.

c) Sign design should include a contrasting perimeter border.

d) Sign fonts for all tenants should either be the same or reasonably similar to present a unified, well-designed look.

e) It is recommended that Monument signs are placed perpendicular to the primary street however alternatives are allowed under the Town's ordinances.

f) Signs should be located to ensure that vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired.

g) Any lumber used in a monument sign shall be painted. Pressure Treated Pine is strongly discouraged.

h) Monument signs should be constructed of a solid architectural base and sides, of durable, long-lasting materials. Each sign should incorporate a base, which is a minimum of 12 inches in height. The materials used should match an architectural element(s) of the development itself. Each monument sign should incorporate sides or flanking pilasters, which have a minimum dimension of 12 inches by 12 inches, extending at least to the top of the sign.

i) The base of Monument signs should be landscaped.

j) Monument signs are not to be internally illuminated.

k) Monument signs should be located and constructed to allow for natural surveillance on all sides and to prevent opportunities for hiding places.

12. A-Frame and Portable Signs

A-frame signs are not allowed according to the Town's zoning regulations.

13. Sign Architectural Compatibility

a) Signs should be an appropriate scale with the building on which they are placed and should not overwhelm the architecture of the building and the character of the neighborhood.

b) Wall signs should be placed to establish facade rhythm, scale, and proportion where facade rhythm doesn't exist. In many buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.

c) As an alternative to an attached sign, lettering may be painted directly on the building facade. This method resembles a wooden or metal band but does not require the introduction of another material.

14. Master Sign Plans

The Master Sign Plan section is under development and will be amended in the future however the following guidelines for signs in "Centers" are to be followed:

a) The BAR along with the Town of Purcellville is the final authority on signage and take precedence over landlord approvals.

b) Signs shall not be internally illuminated

c) The primary sign for the complex or center will determine the color scheme for all contiguous and/or attached tenant spaces (example: if the center sign has blue text with yellow background all other signs in the complex shall be the same)

d) May include raised letters or graphics

e) No reflective surfaces or moving parts

f) Tenant sign fonts need not be exactly the same as primary sign but should be of a similar or compatible font and not larger than the font of the primary sign.

E. LANDSCAPING

Landscaping in Downtown Purcellville shall achieve three specific ends: 1) to beautify Downtown 2) to soften commercial development; and, 3) to unify the area as a pleasant environment for residents and visitors alike. These three ends will be accomplished by a recognizable use of repeated planting treatments. Consistency and continuity within the street right-of-way and building setback areas is extremely important.

For other than general intent guidance refer to the town Zoning Ordinance and any other planting or site development guidelines in effect.

F. LIGHTING

1. Site lighting should serve functional, safety and aesthetic purposes and be incorporated into the development scheme. The intent of the Design Guidelines is to maintain the small-town feel of Purcellville. With this in mind we encourage all business areas to keep their exterior lighting levels on the low end of the scale and to take steps to prevent light pollution from their sites to neighboring properties. All site lighting must conform with the Town's outdoor lighting regulations contained in the Zoning Ordinance.

2. Night lighting of buildings should be done in a selective fashion, highlight special and recognizable features; or use the play of light and shadow to articulate the façade. Avoid site lighting which results in a prison yard look where bright lighting covers the entire structure.

3. Location of light fixtures should respond to anticipated use. Lighting for pedestrian movement should illuminate changes in grade, path intersections, seating areas, and any other areas along a path which left unlit would cause the users to feel insecure.

4. Fixtures should be placed in a manner to eliminate possible sources of glare. No bulbs or light sources should be visible to pedestrians and vehicle drivers. Average eye level height for wheelchair users is 3'-8" and 5'-6" for standing adults.

5. Wall-pack lighting fixtures that disperse lighting outward from a wall surface are not allowed. Wall mounted light fixtures must have full cutoff shielding.

6. Lighting fixtures that blink, flash and change colors or light intensity are not allowed.

7. Light posts for parking areas and pedestrian areas are encouraged to be painted metal. Exposed galvanized finish and concrete poles are discouraged. The paint color for such poles should be coordinated with the overall color scheme of the property.

G. FENCING

Fencing may be designed for functional reasons or merely aesthetic purposes – or both. Regardless of the purpose it is the intent of these guidelines

to provide general guidance particularly as it relates to fence design and appearance.

Fencing regulations can be found in the town Zoning Ordinance, which takes precedence over these guidelines. These guidelines should be viewed as supplemental to town requirements.

1. Materials

a) Wood fence material is encouraged and is most appropriate, particularly a wood that is naturally weather resistant. If pressure treated (PT) lumber is used it should be painted or stained, preferably white in color. Unfinished PT lumber is not allowed.

b) Stone or brick masonry fencing or screening is encouraged – its shape, detail, and definition shall be in keeping with the primary building form it abuts.

c) Chain link fence material is inappropriate in all areas except where the site is zoned for industrial use. When used, chain linkage shall be galvanized or vinyl coated and incorporate filler strips.

d) Painted concrete masonry units should not be used as fences or screen walls with the exception of the back side of a brick or stone veneer screen – where the CMU is not exposed to sight.

e) PVC or other plastic forms of fencing is strongly discouraged.

2. Compatibility and Design

a) Fencing and screening that comes in contact with a primary building structure should be compatible with and incorporate design elements of that structure in its design – this should include material selections.

b) Fencing and screening should be designed to stand the test of time. It is recommended that connections to structures and the earth are well engineered. All hardware should be exterior grade, non-corrosive and of high quality.

c) Gates or operable fence components shall match the design of the primary fence or screen.

3. Height

a) Consult the town zoning ordinance for minimum and maximum fencing height requirements.

b) Fencing not addressed in the town zoning ordinance is recommended to be no higher than 42” at or near public sidewalks. In addition these fences should be set back at least 12” from the walks edge. Privacy fences are recommended to be no taller than 72” in height.

c) Equipment screen heights shall be high enough to screen contents from view, but not be excessively tall.

4. Color

a) Fence and screen wall color palette shall be consistent with that of the primary structure. Example: brick used on a masonry screen wall should match the brick used in the building.

b) Wood fences and screens are to be painted or stained white; however, alternate color schemes will be considered. A sample of the actual finish on the wood that will be used must accompany the application.

H. Permits To Demolish

Historic structures within the HC Historic Corridor Overlay Zoning District, regardless of their visibility from a public street or right-of-way, cannot be razed, demolished, or moved, in whole or in part, until the razing, demolition or moving is approved by the Board of Architectural Review. The owners of such structures have a right to appeal any decision made by the Board in this regard and have the right to follow a demolition process specified in Title 15.2-2306 of the Code of Virginia, as amended.

This section of the guidelines outlines the demolition/relocation review process to be followed by the Board and property owners during the Board's demolition review process. A separate Permit to Demolish must be issued by the Board in addition to approval of a Certificate of Design Approval for any new construction or addition proposed.

The Town Comprehensive Plan supports the preservation of the town's historic resources to the greatest extent possible. Thus, the Board seeks to retain the existing historic fabric of the Town, while balancing the needs of property owners to make contemporary use of their property.

1. Determination of Significance

If a building or structure determined to have historic significance is to be demolished, documentation of the structure will be required prior to approval of a Permit to Demolish. Determination of a building's historic significance will be made by the Town Zoning Administrator. This determination will be based upon the following general criteria:

a) All Buildings and structures listed as contributing structures in the Purcellville Historic District are significant;
b) All buildings and structures and/or groups of structures found eligible for listing on the State and/or national Registers are significant;
c) Buildings and structures that contribute to knowledge of the architectural or cultural history of Purcellville or the nation are significant;
d) Buildings which embody noteworthy craftsmanship or design features may be considered significant.

Structures that are non-historic and not compatible with the historic and architectural character of neighborhood, such as metal storage sheds and chain link fencing, do not require a separate Permit to Demolish from the Board.

2. Guidelines

In general, there must be a compelling reason to demolish or relocate a significant historic structure. In some instances, the Board may require a structural analysis of the building by a licensed professional engineer to permit an informed decision regarding the structural integrity of a building prior to a demolition permit decision. The following criteria will be considered by the Board in considering applications for a Permit to Demolish:

a) The extent to which the removal or relocation of the building or structure would be detrimental to the public interest due its the architectural or historic significance.

b) The extent to which the building or structure is of such old and unusual design, texture and material that it could not be reproduced or be reproduced only with great difficulty.

c) The extent to which retention of the building or structure or group of structures would help preserve and protect an historic place or area of historic interest in the town.

d) The extent to which the building or structure or group of structures represents a unique or rare example of an historic or architectural style or feature of Town or Loudoun County history.

e) The extent to which retention of the building or structure would help maintain the scale and character of the neighborhood.

f) The extent to which retention or, in the converse, removal or relocation of the building or structure or group of structures supports goals, objectives or policies of the Town Comprehensive Plan.

3. Special Application Requirements

All applications for approval of the demolition of an existing structure must contain the following information:

a) Plot Plan. A plot plan accurately depicting the extent of the proposed demolition.
b) Reason for Demolition. A statement explaining the reason for the demolition and describing alternatives to demolition and why such alternatives are not considered feasible.
c) Documentation of Significant Buildings. Buildings or structures that have been determined to be significant and which are proposed to be demolished in whole or in part must be documented with a written history, measured drawings and photographs. The following documentation must be approved by the Town Zoning Administrator prior to the

approval of a zoning permit to demolish the structure:

(i) Written History of the Structure. A written history of the structure must include date of construction and any major alterations, information about persons, events and uses associated with the structure, general architectural characteristics and background on the designer or architect.

(ii) Photographs. Clear record photographs of the structure, including both black and white and color are required in print and digital format.

(iii) Measured Drawings. Measured drawings, including floor plans and elevations at a minimum scale of ¼" = 1 foot, must be provided.

d) Documentation of Other Structures. Buildings or structures that are compatible, but not significant are not required to be documented with measured drawings. The plot plan and photographs are required.

End of Design Guidelines