

# **DESIGN STANDARDS & GUIDELINES**

FOR THE TOWN OF  
PURCELLVILLE, VIRGINIA

Cover Photo to be Determined

CREATED & ADMINISTERED BY  
THE PURCELLVILLE BOARD OF ARCHITECTURAL REVIEW  
Walter Voskian – Chairman

ADOPTED BY THE PURCELLVILLE TOWN COUNCIL  
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\*Note: Graphics and images will be inserted throughout the draft at a later date\*

# I. INTRODUCTION

## A. Purpose

The Town of Purcellville's Department of Planning and Zoning and the Board of Architectural Review (BAR or Board) are charged with the responsibility of overseeing and regulating the development of the commercial and historic district(s) located within the Town limits. The BAR's authority comes from the Town Council and the regulating Town ordinances such as the Zoning & Subdivision Ordinances. These Design Standards and Guidelines (Guidelines) are based on a recognition by the Town Council that as the Town has grown in size and complexity, the Town needs to ensure that new development, restoration, rehabilitation, and the maintenance of existing structures reflect the traditional architecture and character of the Town and are executed using sound architectural and design principles.

The Board's decisions are derived from and based upon these Design Standards & Guidelines. In general, Board decisions fall into two categories:

- a. *Regulatory Conditions* – conditions required by the Board for the approval of an application that must be met by the applicant.
- b. *Advisory Recommendations* – strongly encouraged recommendations based on the experience of the Board, examples throughout Town, and other principals of good design.

These Design Standards & Guidelines are based on solid architectural and design principles as reflected in the collective experience and judgment of the Board members. They are intended to benefit the Town, its citizens, and the applicant with resulting structures and site improvements that are aesthetically pleasing, soundly designed, more durable, highly functional, and inviting for those who use them.

This document provides information regarding the architectural order and design elements that are the basis for all construction projects. The ultimate goal is to stimulate and strengthen good design in the Downtown and other commercial areas as well as ensure a distinctive identity for the Town and preserve the historic character embodied within. It is not the intent or purpose of the Design Standards and Guidelines to duplicate or alter the Town's regulations or ordinances. Therefore, these standards and guidelines should be used in concert with all Town requirements.

In an effort to protect the historic integrity of the Town and maintain a distinct identity, these Standards & Guidelines seek to encourage unique designs that contribute to the character of Purcellville rather than a corporate or cookie-cutter approach to design. It is not a given that corporate business designs, logos, or color schemes will meet these Design Standards and Guidelines, Town Ordinances, and BAR approval.

It is the BAR's intent to review and update these Design Standards and Guidelines 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. As addressed elsewhere in this document, energy efficiency and environmentally sound principles of design are encouraged. Being respectful of our environment is of increasing importance in our country. Using renewable alternatives in buildings can reduce energy consumption, conserve raw materials and lessen the impact construction has on our planet. To that end, the BAR and the Town endorse sustainable designs in our community. These Design Standards & Guidelines do not provide specific detail regarding measures to implement sustainable designs; however, applicants are encouraged to seek out information on renewable design and consider how sustainable principles can be incorporated into their project.

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

Because these Design Standards and Guidelines cannot anticipate the precise conditions of every application, the Design Standards and Guidelines may be interpreted by the Board with some flexibility as it considers the applications for specific projects. However, the intent of this document will not be compromised.

## B. Applicability:

These Design Standards and Guidelines acknowledge the development patterns within the Town today. The Standards and 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 along with good design principles.

These Design Standards and 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.

1. All new development including: buildings, additions, exterior alterations, landscaping projects, (including any modification to an approved landscaping plan) or parking lot designs must address these Design Standards and Guidelines in their design and planning process. It is recommended that applicants obtain BAR approval for projects prior to obtaining site plan approval from the Town.
2. 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.

3. Signs set forth both general and specific guidelines intended to enhance the image of Purcellville and improve the effectiveness of signs for businesses.
4. Landscaping provides a basic landscape design framework to be used in conjunction with new development and a helpful tool for property owners interested in upgrading the landscaping of existing businesses.

### C. Secretary of the Interior's Standards for Rehabilitation:

The Secretary of the Interior has created the following standards for rehabilitation which should be considered when submitting an application to the BAR. Rehabilitation is defined by the Secretary of the Interior as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values." For further guidance and more information please consult the National Parks Service.

1. 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.
2. 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.
3. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and that seek to create an earlier appearance are discouraged.
4. 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.
5. Distinctive stylistic features or examples of skilled craftsmanship that characterize a building, structure, or site shall be treated with sensitivity.
6. 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.
7. 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.
8. Every reasonable effort shall be made to protect and preserve archaeological resources affected by, or adjacent to, any project.

9. 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.
10. 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.

#### D. Interpretation:

To aid in the interpretation of these Design Standards and Guidelines an applicant should understand the meaning of certain words and phrases such as “should” or “shall,” “encouraged,” and “discouraged.”

1. Design Standards and Guidelines that employ the word “shall” or “must” are intended to be applied as stated and are considered mandatory. An alternative measure may be considered only if it meets or exceeds the intent of the guideline.
2. Design Standards and Guidelines using the words “should,” “encouraged” or “discouraged” are not mandatory but express desirable design solutions.
3. These Design Standards and Guidelines should be used by applicants and their design team when preparing submissions for presentation to and consideration by the Town’s 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.
4. Following a presentation to the BAR, each applicant will receive a notice from the Town stating the approval or denial of a project and any conditions or recommendations from the BAR. Once an application has been approved by the BAR, it is the responsibility of the applicant to execute the project as approved. Any changes or deviations from the approved application must be re-submitted to the BAR prior to construction. A final version (reflecting any changes required by the BAR) of any application submitted for review should be provided to the Town in hard copy and digitally.
5. Failure to obtain BAR or Zoning Administrator approval for changes to approved projects is a violation of the approved Certificate of Design Approval (CDA) and may be processed as a zoning violation by the Town.
6. Depending on the project, a Certificate of Design Approval (CDA) may not be required. Applicants may request a formal determination from Town Staff as to if this is required before planning their project.
7. It is the intent of the BAR to have the Town’s Planning Department handle administratively as many decisions as possible deriving from these Design Standards and Guidelines, unless this document specifically calls for Board approval.

## E. Exemptions:

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

1. Underground construction that 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.
2. Maintenance work on buildings, landscaping, or grounds (including parking lots) that does not significantly alter the appearance or function of the building, landscaping, grounds or signs.
3. Interior remodeling work;
4. Landscape maintenance and upkeep, including relatively minor replacement of plants other than trees;
5. Temporary uses and structures as defined by the Purcellville Municipal Code;
6. Routine roof maintenance, repair, and replacement of “in kind” roof materials. Roof reconstruction, restoration, or replacement with alternative materials or shapes is subject to these Design Standards and Guidelines.
7. 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 Standards and Guidelines.
8. Replacement “in-kind” – replacement of deteriorated materials and architectural elements to match the original or existing. For example, wood siding should have the same reveal as the original.

## F. 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:

1. Scale, placement and character of proposed buildings or building additions must blend well with their neighboring structures. Conversely, regular or blatant disregard of existing patterns disrupts the essential character, creates voids in the streetscape, and potentially compromises the viability of adjoining businesses.
2. 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 and historic features 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.

3. The concept of “compatible” design is one of the most important elements to be aware of when using these Design Standards and 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 properties.
4. Basic principles pertaining to contextualism and compatibility include:
  - a. 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.
  - b. New buildings and additions should be sited in a manner that will complement rather than conflict with adjacent buildings, landscape, streetscape, parking, and access.
  - c. Transitions between existing and new buildings or additions should be gradual. The height and mass, as well as the prevailing colors, of new projects or construction should not create abrupt changes from those of existing buildings.
  - d. Natural amenities, such as mature trees and views, should be preserved and incorporated in the design of projects where possible. Buildings should not turn their backs to existing or potential amenities.
  - e. Buildings should be oriented towards the street(s) and “four sided” architecture should be employed. Buildings located on the corner of two intersecting streets should have two “front” façades regardless of the location of the entryway. (See Article II, Building Orientation)
  - f. 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.
  - g. Loading areas, trash and storage areas, and rooftop or other mechanical equipment in particular, should be screened from public view and from adjacent properties.
  - h. 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.

## G. Minimum Submission Requirements:

Submission requirements for applications to the BAR must include the following minimum items:

1. Architectural rendering and plans of all proposed and existing buildings and structures. Architectural plans for buildings, additions, signs and major alterations (including any associated text or dimensions) shall be easily legible and of an appropriate scale. All colors, materials and finishes shall be shown and/or noted on the plans. Sample materials are encouraged and may be required by the Board, especially for projects that

intend to use brick, cultured stone, or other masonry materials and for those projects with multiple material types.

2. Specifications and descriptive product data of exterior materials to include, but not be limited to, the roofing, windows, siding, shutters, exterior lighting, trim, fencing and walls – include visible building equipment. This information should be included with the project application.
3. A current site plan showing the building(s), parking, and any proposed accessory building(s), signs, landscaped areas, or screened areas (such as dumpster or mechanical equipment enclosures). 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.
4. Photographs of immediately adjacent and/or adjoining properties including structures.
5. 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. For monument signs, a cross-sectional drawing should be included to show the relationship of the sign to the site.

**The applicant is responsible for submitting all of the above referenced requirements by the deadline for each meeting. Materials submitted after the deadline or received at the meeting may be tabled in order to give the Board members adequate time to review the submission.**

*Note: The applicant (or his/her representative) and the architect/designer are encouraged to be present at the BAR meeting when their application is discussed. Failure to have a representative at the meeting may result in postponement of the discussion or action item to a future meeting at the discretion of the Board.*

Applicants should consult with the Town Offices to obtain application forms and secure a place on the BAR agenda. The Town reserves the right to reject or postpone those applications that are incomplete or do not meet the minimum submission requirements.

## **II. BUILDING ORIENTATION:**

This 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. The relationship between a building and its site, include street frontages, sidewalks, vehicular entrances, parking, landscape features, and other elements within the property boundary all contribute to the overall character and context of a building or commercial development. The arrangement of a building or buildings on a site defines the appearance of the property and creates gateways at points of entry and transition. The design of the entire property, including areas behind the building, should be considered when planning the development of a site. The area behind a building may be a utilitarian space for deliveries and storage of items. However, in some cases the rear of a building may also have visibility from streets and adjoining properties. Four sided architecture and landscape buffering are

encouraged to soften views of the rear and sides of building and reinforce the relationship with surrounding buildings.

#### A. Street Frontage

A building may have more than one orientation if the site has street frontage on two roadways. In these situations, the primary entrance should be located on the most prominent elevation from the street. A secondary entrance may be oriented to minor streets, interior blocks, or parking lots for convenience.

1. The predominant front of the structures should align with adjacent buildings in order to portray a unified and harmonious street frontage.
2. Street Orientation: It is strongly encouraged that the front building facade is oriented parallel to the primary street.
3. Storefronts should be oriented toward the street.
4. While side or rear entries may be desirable, the predominant major building point of entry shall be oriented toward the major street.

#### B. 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.

#### C. 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.

#### D. 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.

#### E. 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.

## F. 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.

## G. Accessory Structures:

An accessory structure is any structure on the property that is not contiguous to the primary structure and not addressed in another section of these Design Standards & Guidelines. An example of an accessory structure would be a shed, maintenance building, or vehicle storage building. Accessory structures should blend and be consistent with the design of the primary structure and should use the same materials or colors as the primary building.

## H. Landscaping:

Site walls, fencing, and plantings should be used to screen service areas, outdoor storage, and utilities, as well as to define the edges of parking areas. Existing trees and shrubs should be preserved and incorporated into the design of all sites. See Articles III and V for more detailed guidelines.

## I. Parking:

Efforts should be made to reduce the visual impact of parking by concealing or screening all parking areas with buildings or landscaping. Parking should be located to the side and rear of buildings to preserve the streetscape. See Article III for more detailed guidelines.

# **III. DESIGN GUIDELINES**

This section provides direction regarding essential elements of basic design and architectural principles that must be addressed.

## A. “Character” Preservation

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

1. Exterior embellishments inconsistent with the original design and “modernized,” “themed,” or over sized materials should not be used.

2. Preserve (save, repair, restore) traditional architectural elements and features.
3. Respect and incorporate the rhythm and style of the original storefront and façade using original features and details as conceptual guides.
4. On a refurbished building, uncover and preserve original details that may have been covered with subsequent remodeling projects. The project should incorporate traditional details.
5. Traditional materials such as wooden siding, decorative shingles, brick, natural stone, and metal roofing should be used. In addition, some composite materials, such as cementitious siding or fiberglass columns, may be used.
6. 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.

## B. Building Form

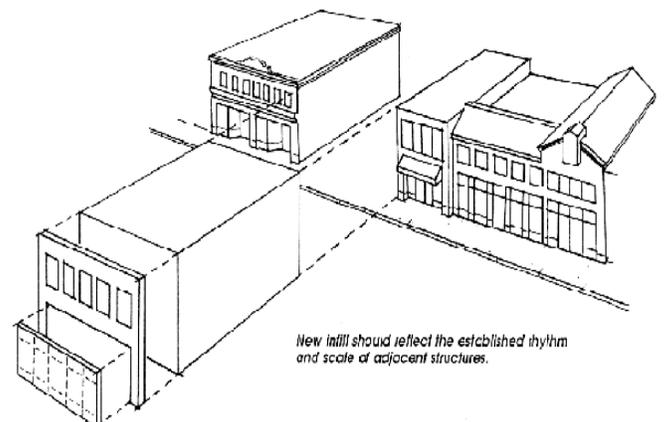
New buildings erected in the Town must be compatible with existing buildings and reflect the architectural styles of the early to mid-twentieth century that characterize the Town. New buildings throughout Town must respect Purcellville’s historic architectural styles rather than be transplants of ubiquitous franchise and corporate architectural styles found across the country.

1. Entries: Primary entrances should be oriented toward the street and treated as an important element of the basic building form.
2. Facade Proportion: The characteristic proportion of existing facades (relationship of height to width) should be respected in relation to new infill development.

## C. Infill Projects

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

1. Infill projects should be sympathetic and compatible with nearby and 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.



2. 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.
3. Infill buildings should maintain the rhythm and the scale of the surrounding buildings in order to fit within the context of the streetscape. The proposed 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 that frame windows and doors.
4. Wherever an infill building is proposed, common horizontal elements from adjacent properties should be identified (e.g. cornice line, window height/width, and spacing) and the resulting design should utilize a similar rhythm, alignment, and elements.

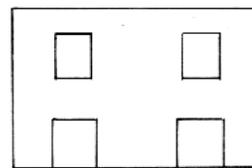
**Infill buildings shall follow the Town of Purcellville Zoning Ordinances in terms of height limitations**

### D. Building Façades

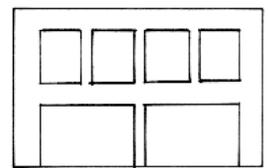
Buildings in Town are to embrace and incorporate four-sided architecture. Four-sided architecture is accomplished by treating each façade architecturally and with similar materials and design principals as the perceived front or primary elevation. Even though a building has a rear it does not have look like the “back side” of the project. Well designed and intentionally articulate façades will enhance the buildings visual interest.

To this end it is important that definition and articulation is designed into each façade. Blank, unarticulated facades without windows, doors, or façade elements (suggestions follow) are prohibited. Recommended ways to avoid such façades include, but are not limited to, the following:

1. Dividing walls into a series of structural bays (characterized by masonry piers or pilasters framing window and door elements)
2. Sculpted, carved or penetrated wall surfaces (characterized by breaks, reveals, recesses in the surface of the wall plane or placement of windows and door openings)
3. Dividing the façade into a series of display windows or smaller glass elements
4. Use of smaller more human scale materials such as brick or decorative tile along bulkheads
5. Providing traditional recessed entries



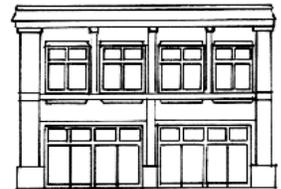
*Proportion of opening sizes to building mass is too small*



*Increase opening sizes*



*Articulate openings*



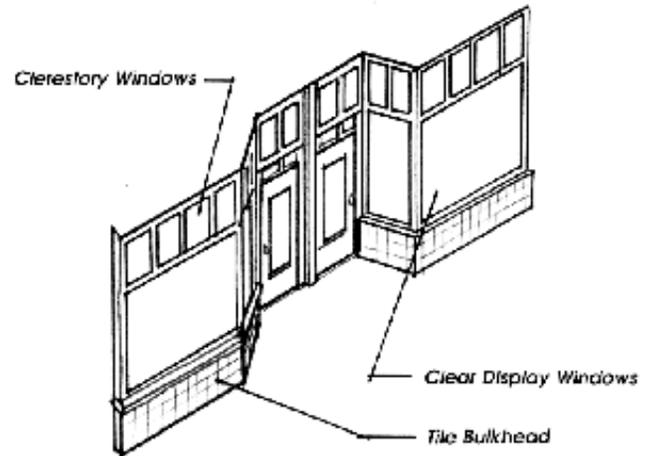
*Break up building mass*

6. Providing consistent or repeating door and window reveals
7. Use of elements such as shutters and other decorative trim

## E. Storefronts

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. Storefronts are important visual components of the building facade. In an effort to promote quality design for new buildings, infill projects, and the rehabilitation of existing buildings, the following specific storefront guidelines are to be followed.

1. Storefront Windows: When considering new window fenestration (window size, size of panes, muntin type, and window materials) the new design must be sympathetic to and compatible with the facade theme of adjoining properties (streetscape).
2. Commercial storefronts and entries are typically recessed and/or sheltered by a covered arcade structure, canopy or awning. Recessed entries should be retained in existing buildings and are strongly encouraged in new storefront design.
3. If metal storefront systems are proposed, a prefinished color compatible with the approved color scheme) is required. Mill finish aluminum and dark bronze finish are prohibited.
4. Use of clear glass is recommended.



## F. Color:

The intent of these Design Standards and Guidelines is to provide guidance to the types of colors that are both respectful and complimentary to the architecture as well as to the Town.

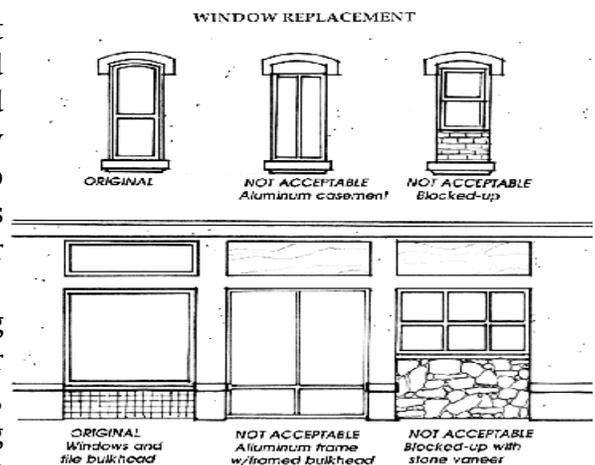
1. The use of traditional or historically based colors is encouraged.
2. A visually interesting streetscape with varied but compatible colors and materials is the desired objective of the Design Standards and Guidelines. Property owners are encouraged to paint their structure and trim a color that is complimentary to the adjoining properties.
3. One base color should be used for the entire facade. Different trim colors are encouraged; however, these Standards and Guidelines recommend limiting façade trim colors to a maximum of three different colors.
4. Different window frame and sash colors are encouraged but should complement the main color of the building.

5. The use of primary colors on façade exteriors is inconsistent with the character encouraged by these Design Standards and Guidelines and should be considered with caution.
6. Stripes, polka dots, checkerboard patterns and other unusual paint combinations are generally not appropriate.

## G. 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 heightened sense of quality and permanence.

1. 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.
2. In existing buildings, 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.
3. 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.
4. Avoid the use of ornament and windows that are not in keeping or consistent with the original style of the building.
5. Muntins: Windows in historic buildings or buildings based on a historic architectural style shall be true divided lites or simulated divided lites with applied muntins applied to the exterior of the glass to create shadow lines. Muntins set between the panes of glass or snap-in grilles are not permitted. Large plates of glass are prohibited.
6. Use of clear glass on the first floor is strongly recommended.
7. Transom windows over doors should be considered in the design.



“Parts” of a window  
Graphic

## H. Doors

Doors should be accentuated with high quality hardware, kick plates, authentically styled locks and hardware and attractive painted signage.

1. Wood doors with wood storefront windows on existing buildings should be retained and not replaced with metal systems. If metal systems are absolutely necessary, a pre-finished color (compatible with the approved color scheme) is required. Mill finish aluminum and dark bronze finish are prohibited.
2. Doors with glass should contain true-divided or simulated divided lites when appropriate to the style of the building. These should be similar in scale and proportion to muntin patterns used elsewhere in the front façade. Muntins set between panes of glass or snap in grilles are not permitted.
3. Use of clear glass on the first floor is strongly recommended.
4. Doorways should be lit with a non-glare producing light fixture either over the door or on one or both sides in keeping with the character of the building. Strip fluorescent lighting is not allowed. Consult the Town lighting ordinances for further information.

## I. Roofs

1. Roofs should be consistent with the style of the building. Attention should be given to the incorporation of decorative parapets, brackets cornice lines, and similar detailed relief elements.
2. Roofing material shall be complementary to the architectural style of the building and other surrounding buildings. Standing seam metal roofing is strongly encouraged throughout the Town.
3. A-frame roof shapes, geodesic domes, Quonset huts style, or chalet type buildings/roofs are not allowed. Pitched roofs, visible from the street or public sidewalk, with a slope less than 5:12 are not in keeping with the Town and are discouraged.
4. The use of decorative parapets and cornices is encouraged when they provide visual interest and incorporate façade articulation.
5. Metal roofs should be either black or dark green. Other colors will be considered by the Board on a case-by-case basis.
6. Large expanses of roof shall be broken up with dormers or other architectural features of an appropriate scale.

## J. Building Materials

Time honored materials, present at the beginning of the twentieth century, should be 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. This is particularly important on existing structures.

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

1. “Encouraged” Building Materials:
  - a. Clear Glass
  - b. Exterior clapboard horizontal siding (Wood or Cement-board)
  - c. New or re-used brick; color and texture should be consistent with brick in use in the Town. Brick may be lime washed.
  - d. Traditional stucco (sand or pebble dash)
  - e. Vertical board and batten siding (wood or cement board)
  - f. Natural stone masonry (either cut or fieldstone). Native stone from this area is preferred. Stone should either be dry stacked or utilize an ashlar pattern with a historically accurate mortar joint.
  - g. Standing seam metal roofing
  - h. Cast stone elements
2. “Discouraged” Building Materials include:
  - a. Reflective, colored or opaque glass (either in windows or doors)
  - b. Vinyl siding
  - c. Rubberized membrane roofing visible from the street
  - d. Imitation stone veneer (i.e. cultured stone or pressed stone) and/or imitation brick veneer
  - e. Metal siding (i.e. vertical panel type agricultural shed or pre-fabricated buildings)
  - f. Exposed concrete block (CMU, cinder block)
  - g. 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.
  - h. Painted brick
  - i. Perforated vinyl or metal soffit material
3. Prohibited Materials include:
  - a. Corrugated Metal Siding
  - b. Exposed steel columns
  - c. Metal Awnings
  - d. Coil stock used for wrapping of fascias, cornices, porch beams, soffits, and other building details which are typically constructed of wood
  - e. Unfinished wood (i.e. pressure treated or unfinished cedar)
  - f. T-111 plywood siding panels

## M. Exterior Columns

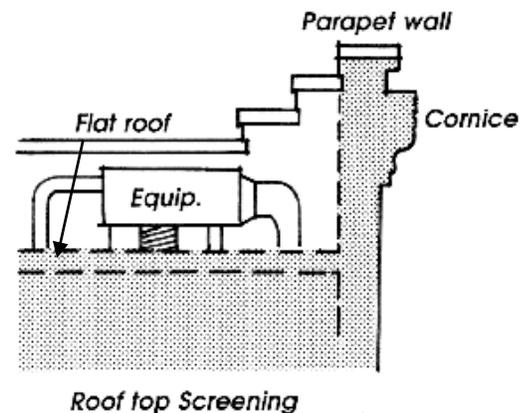
1. In keeping with the traditional design styles prevalent in the Town, traditional Tuscan or Doric round columns are encouraged for any visible porch and entranceway. Turned posts may be considered on a case-by-case basis. Exposed 4x4's, 6X6's and steel columns are not allowed.
2. Proper column proportion is important. The width of columns, at the widest point, should be in the range of 1/8<sup>th</sup> to 1/12<sup>th</sup> 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.)
3. Columns may be made out of solid wood or a composite material. All columns should have an expressed capital and a base in keeping with the column style.
4. Columns that terminate onto a flat porch ceiling are discouraged. Columns should be seen to hold up a beam or structural member that supports the load above.

## N. Screening

The Design Standards and Guidelines require certain equipment and utilitarian areas on or around a structure to be screened from view. The requirements of this section may be over and above that required by zoning. Topography around the structure site as well as approaching the site must be considered when designing screening that meets the intent of these Standards and Guidelines. The BAR may require additional site line or "line of sight" studies to demonstrate screening has been accomplished. The method of screening shall be architecturally integrated with the structure in terms of materials, color, shape and size and designed to be a part of the overall project. Screening is required in the following areas:

### 1. Rooftop Equipment:

All rooftop equipment is required to be screened from view along all sides of the structure at ground level. Screening may be accomplished by various methods such as parapet walls, roof top elements and roof wells. Rooftop screens shall be constructed of materials that are consistent with that of the overall design composition. Design should be of solid building elements rather than wood or metal slats. Rooftop penetrations are not to be confused with rooftop equipment; however, pipes, vents, hoods, and other components not characterized as "equipment" shall be painted or finished in an inconspicuous color that blends with the surrounding materials.



2. Equipment on grade:

Equipment located on grade is required to be screened from view from any public street and protected from potential collision from moving vehicles on the site. Equipment may include (but is not limited to) mechanical equipment, utility company provided and installed transformers or boxes, restaurant cooling rooms and generators. Screening may be accomplished by various methods such as continuation of exterior walls, fencing, landscape materials, etc. Equipment screens shall be constructed of a solid exterior grade material such as brick or stone veneer over masonry and shall be at least six (6) inches higher than the tallest equipment. If ventilation is required, perforations or voids within the screen may be incorporated into the design; however these must be kept to a minimum. A fence style screen may be considered if it is consistent with materials and design of the structure it serves. Evergreen landscape materials may be used to partially accomplish on-grade screening as long as it is maintained in healthy condition. Chain link fencing materials are not allowed for screening on-grade equipment. Gates for access into on-grade screen enclosure are required and shall maintain the visual screen.

3. Refuse Areas / Dumpster Enclosures:

All refuse or dumpster containment areas are typically located in a remote location from the structure. These areas are to be screened from view and protected from potential collision from moving vehicles. Screening shall be a minimum of six (6) inches higher than the tallest item contained in the enclosure. Design of the enclosure shall be consistent with the design of the structure it serves. Enclosures that are constructed for an existing building shall follow requirements of the Design Standards and Guidelines even if the structure it serves is constructed of non-conforming materials. Masonry materials as described herein are preferred as are wooden structures. Pressure treated lumber may be used but is not allowed to be exposed to view. All lumber used on enclosures shall be painted. Gates will be required for all enclosures. If the gate faces the street it shall be opaque. Chain link materials are not allowed for these enclosures. Dumpster enclosures accessed by trash removal trucks shall have protective bollards installed along the ingress side. Bollards shall be painted a color to match the enclosure materials and overall project color scheme.

4. Loading Docks:

Loading docks may serve different purposes and may be configured differently. Configurations possible may include but are not limited to:

- a. Docks for oversized trucks
- b. Docks for two-axle vehicles
- c. Docks for customer pick-up purposes

It is strongly encouraged that all loading docks are organized on the site to face “within” the project or to the rear rather than toward the primary street. All docks shall be screened from view with a combination of built elements and landscape. Landscape shall be used for screening purposes and shall include a high percentage of evergreen plants to ensure screening is accomplished year around. Lighting of dock areas must comply with the town ordinances

and shall not produce a glare to pedestrians or vehicular traffic. Exterior wall materials at the loading area should be of the same type and quality as the primary façade of the structure. The site plan review and approval process does not preclude the BAR from requiring reorientation of dock access to ensure proper screening is attained.

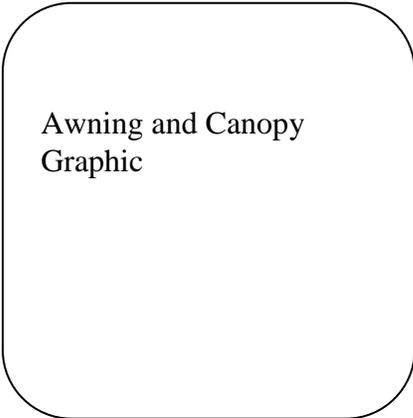
*Note: Fencing and Site Walls are covered in Section VII and are not to be considered appropriate for screening as described in this section.*

## O. Awnings and Canopies

Awnings and canopies are roof-like coverings or shelters extending over a pedestrian walkway. Awnings are usually constructed of canvas or fabric on a metal frame. Canopies are usually constructed of a steel framework, have little or no slope, and are clad with roofing material or glass. Both provide shelter from weather, add scale to the building architecture, and add color and liveliness to the streetscape. The use of awnings or canopies is strongly encouraged to establish shared horizontal storefront rhythm and add to façade articulation.

Awnings and canopies are roof-like coverings or shelters extending over a pedestrian walkway. They are usually constructed of canvas or fabric on a metal frame, steel or glass. They provide shelter from weather, add scale to the building architecture, and add color and liveliness to the streetscape. The use of canopies or awnings is strongly encouraged to establish a shared horizontal storefront rhythm.

Awnings are permitted when appropriate with the design of the building. The awning color should be a single color or two-color stripes. Colors should be compatible with the color scheme of the building and the building's windows and doors. Lettering and trim, utilizing other colors are allowed in the valance area and are considered signage. All awning signage must comply with the Town's Zoning Regulations. Metal clad awnings are prohibited.



1. Awning shape should relate to the window or door opening and be sympathetic to the building design. For example, barrel shaped awnings should be used to complement arched windows while rectangular awnings should be used on rectangular windows.
2. All awnings shall be well maintained, washed regularly, and replaced when faded or torn. Canopies that 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).
3. Canopy design should be reflective of the building style and the color compatible with the color scheme of the building.

4. Glass and/or steel canopies are allowed as long as detailing and style are ~~is~~ in keeping with that prevalent in the Town.
5. Awnings or canopies clad with asphalt shingles, EIFS, or metal panels/roofing material are not appropriate and not permitted.

## P. Parking Lots

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

1. Parking lots shall be located to the rear or sides of buildings whenever possible.
2. Parking lots shall be attractively landscaped with shade trees and shrubs in order to continue the street frontage created by the existing flanking buildings and to screen parked vehicles. Masonry (brick or stone river cobble) site walls or landscaping at the setback line are also encouraged to screen parking.



Parking Lot graphic

## Q. Secondary Entrances / Exits

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

1. Secondary entries shall be treated architecturally and compatible with the overall building design.
2. Security lighting should be modest and should focus on the secondary entry door.
3. Secondary entry signage shall 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.
4. An awning or canopy is acceptable above the secondary entry as long as it is compatible with the building and complies with the Design Standards and Guidelines for awnings and canopies found in Section M above.
5. Use of tree plantings, potted plants and other landscaping can subtly improve a façade by breaking up expanses of blank walls.

## R. Fueling Station Canopies

1. 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.
2. 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. All canopies shall incorporate standing seam metal sloped roof details and should utilize historically accurate wood or brick columns, fascia and eave details.
3. Canopy fascias shall not be internally illuminated. Signs and advertising are not permitted on the canopy.
4. 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 zoning ordinance regulations.

Gas Station Canopy  
Photo

## IV. SIGNAGE

Signs are meant to announce the presence of a business, rather than provide advertising space. The business or building name and address may be displayed on the sign. Tenant names for multi-tenant buildings shall be displayed in smaller lettering than the building name.

### A. General Signage Guidelines

Signs can and shall make a positive contribution to the general appearance of the street and neighborhood where they are located as well as compliment the architecture of the structure(s). Those submitting signs for consideration should refer to the pertinent sections of the Zoning Ordinance for specific regulations. A color picture of the proposed sign and its placement must accompany any application for sign approval by the BAR. Generally the following aesthetic guidelines should be considered:

1. The size and shape of a sign should be proportionate with the scale of the structure. A sign should not overpower the building on which it is placed. 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.

2. Information and message should be brief. The fewer the words the more effective the sign. A sign with a succinct message is simpler and faster to read, looks cleaner and is generally more attractive.
3. Signs must not have hard-to-read, overly intricate typefaces. These reduce the sign's ability to communicate and have a cluttered appearance.
4. Lettering should be in proportion to the size of the sign. Lettering can be metal or raised wood and when placed within a sign band, will serve to unify the building facade. Carved or sandblasted wood signs may be appropriate in areas other than the Historic Downtown.
5. 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
6. 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, and can be confusing. These types of signs shall be avoided.
7. Consideration should be given to the signs audience – signs for pedestrians should 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 and text need to be.
8. Address signs in "centers" shall all have the same style and color scheme to give a sense of continuity. Applicants should be aware that it is not a given that corporate business logos or color schemes will meet sign guidelines, ordinances, and BAR approval.
9. The BAR along with the Town of Purcellville is the final authority on signage and takes precedence over landlord approvals.
10. Wall signs should be placed to establish or compliment facade rhythm, scale, and proportion. In many buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
11. As an alternative to an attached sign, lettering may be painted directly on the building facade.

## B. General Appearance

Signs in Purcellville should announce a place of business and the type of service being provided. An effective sign and graphic's 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:

1. Be compatible with the surrounding physical and visual character of the area or structures;
2. Promote the “individuality” of establishments;
3. Identify the business clearly and attractively;
4. Enhance the building on which it is located;
5. Reduce visual clutter by limiting text.

**The Town lighting regulations in the Zoning Ordinance address sign lighting and should be consulted prior to submissions to the BAR.**

### C. Sign Types in Historic Downtown

The following sign types are allowed in the Downtown:

1. Under canopy hanging signs;
2. Business identification wall-mounted signs in sign board area at the upper portion of first story;
3. Awning signs on the valance of the awning;
4. Projecting signs;
5. Wall signs;
6. Freestanding signs where permitted by the Zoning Ordinance.

### D. Sign Colors

All signage must comply with this section; however, multiple tenant signs and signs for properties containing multiple businesses may have additional design stipulations and are addressed later.

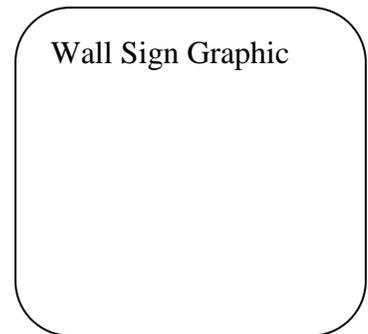
1. Colors should be selected to contribute to legibility and design integrity of the sign and the message. It is acceptable to borrow colors from neighboring signs to present a more unified sign image along the streetscape.
2. A substantial contrast should be provided between the color and material of the sign background and the letters or symbols to make the sign easier to read both day and night.
3. Signs should have a border around the perimeter of the sign.
4. Up to three (3) colors are permitted on a single sign. This includes the border, background and all images. Color is most effective when used simply.
5. 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.

6. Corporate “logo” colors may not meet design requirements of this section and may need to be simplified or redesigned in order to be more in keeping with the character of the Town.
7. Sign posts must be painted or stained. When metal posts are used, black or dark green finishes are preferred.

## E. Wall Signs

Wall signs are simply defined as signs attached to the wall of the building. Examples of types of wall signs include sign bands, marquee’s, signs painted directly on the wall and sign boxes.

1. The identification of each building or store address in numerical format over the main entry doorway or within ten feet of the main entry is recommended.
2. Wall mounted signs shall be located to respect the rhythm, symmetry and fenestration of the building
3. Wall signs should be exteriorly lit. Gooseneck lamps are generally preferred and are most appropriate to the architectural styles found in Town.



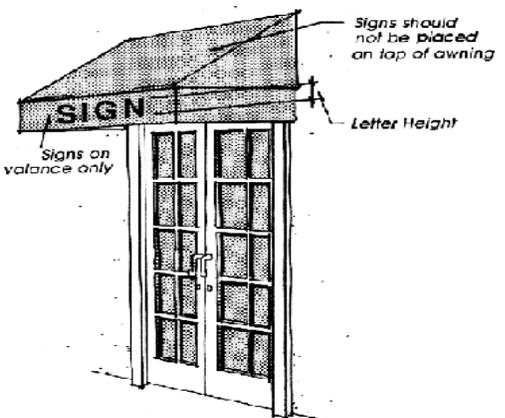
## F. Awning and Canopy Signs

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 fabric of the awning valance.

An awning sign is only allowed on the valance flap and not allowed on the sloping/curved portion of the awning. Sign lettering area must meet the Town sign ordinance.

A canopy is permanently attached to a building. Appropriate canopy signs would include the numerical address and / or the name of the building. A canopy sign is only allowed on the front facing framework and is not to be a painted sign.

Numbers and letters should be three dimensional in order to provide relief and interest. Consult Town sign ordinance for area requirements.



1. Awning signs may not be internally illuminated.
2. The color of an awning sign (lettering and graphics) should be compatible with and complementary to the color and material of the building to which it is attached.
3. Metal awnings are prohibited.

## G. Hanging / Under Canopy/ Projecting Signs

A hanging sign is suspended from a support and/or projects from the building wall. A hanging sign can add interest and vitality to a street and is generally intended to be read by pedestrians along a sidewalk or arcade, and motorists in slow-moving vehicles.

1. The size of a hanging sign should be proportional to the building facade to which it is attached.
2. A hanging sign should be hung perpendicular to the primary façade (parallel if hung from the porch beam).
3. To reduce visual clutter, hanging signs should be located at least twenty five feet from other hanging or projecting signs.
4. 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.
5. Internally illuminated hanging signs are prohibited.



Hanging Sign Photo

## H. 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.

1. Opaque window signs should not consume more than twenty-five (25) percent of the total area of the window in which they are displayed.
2. The size of window signs should be proportional to the glass surface area.
3. Window signs should be restricted to ground floor windows facing the primary street frontage or adjoining parking lot.
4. Sale information and other interchangeable information is considered a temporary sign. Temporary window signs are governed by the Town's sign ordinance and require a permit.
5. Neon window signs (including "open" signs) are prohibited.
6. Moving display message signs are prohibited.

## I. Monument and Freestanding Signs

Freestanding signs are mounted to posts or other supports and are detached from buildings. Generally, monument and freestanding signs are located in the front yard, perpendicular to the street, and are setback at least five feet from any right of way or street. Monument style signs are also considered freestanding but are supported by an internal framing system and are generally integrated into the landscape or other solid structure or feature.

1. Freestanding and monument signs may not identify more than three (3) tenants within the complex per Town's sign ordinance.
2. Sign faces of all tenants on the sign shall utilize the same color as a background.
3. Sign design should include a contrasting perimeter border.
4. Sign fonts for all tenants should either be the same or reasonably similar to one another to present a unified, well-designed look.
5. The BAR recommends that all freestanding signs are placed perpendicular to the primary street; however, alternatives are allowed under the Town's ordinances.
6. Signs should be located to ensure vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired.
7. Any lumber used shall be painted or stained a solid stain. Unfinished pressure treated lumber is prohibited.
8. Monument signs should be constructed of a solid architectural base and sides and of durable, long-lasting materials. 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. All freestanding signs need not be monument signs; however, the materials that frame the sign should be of a substantial proportion based on the size and shape of the sign.
9. The area around the base of freestanding or monument signs that are ground illuminated should be landscaped with evergreens to screen the light fixtures.
10. Monument and freestanding signs should not be internally illuminated.

Monument Sign  
Graphic and  
Freestanding sign  
graphic

## J. Banner Signs

In general, banner signs are considered temporary. Refer to the zoning ordinance for size and placement limitations. Temporary signs should be placed outside of any rights-of-way and should not obstruct sight distances. For banner signs within a master sign plan, refer to the master sign plan section below.

## K. Political and Temporary Signs

In general, political and other temporary signs do not require BAR approval. However, the following guidelines should be considered when placing temporary signs in Town:

1. Signs advertising political parties and/or candidates shall be permitted provided that the size of such sign does not exceed four (4) square feet;
2. Temporary signs shall not be located in public rights of way;
3. Temporary and political signs shall obtain a temporary sign permit from the Town;
4. Political signs located on private property must have the permission of the property owner; temporary signs intended to advertise a commercial message shall be located in accordance with the zoning ordinance;
5. Large political or temporary signs are generally unnecessary. Purcellville is a smaller urban community with typically small lots and slower speed limits on Town streets. Therefore, large temporary signs are not needed to capture public attention.
6. All temporary signs should be removed in a timely fashion, in accordance with the sign permit.
7. Temporary or political signs in the public rights-of-way that fall into a state of disrepair will be removed by the Town.

## L. Master Sign Plans

A master sign plan shall be submitted for a development with multiple tenants or a group of buildings to create a unified and aesthetically pleasing signage package for an entire industrial, commercial, retail or office center and is required by the Zoning Ordinance for multiple businesses located on a single zoning lot. Collectively the location, quality, and clarity of signs define the general perception of a center. The buildings within a center should remain the predominant feature and signage is intended to complement the architecture and style of the buildings.

A master sign plan shall establish a hierarchy of signs whereby the signage of major tenants shall be the predominant element with other tenant signs within the development being more diminutive in scale and appearance. The master sign plan shall include examples of all proposed signage to be included within a center to include but not be limited to typical building-mounted signs, awning signs, “blade” or under canopy signs, menu board signs, directory and advertising display signs, directional signs (for both pedestrians and vehicles). In addition to these permanent signs, temporary signs proposed for the development should also be included in the package (such as banners or flags). The BAR along with the Town of Purcellville is the final authority for signage and takes precedence over landlord or other approvals.

1. The Zoning Ordinance requires that a master sign plan be submitted for any development consisting of multiple businesses on a single zoning lot. The following guidelines apply:
  - a. The primary sign for the complex or center will determine the design style for all contiguous and/or attached tenant spaces. This sign will typically be a freestanding or monument sign.
  - b. Building-mounted signs should be an integral part of a building's facade. The location, size, architectural style, and mounting of signs should complement the building's architecture and not cover up or conflict with its prominent architectural features.
  - c. Signs may include raised letters or graphics
  - d. Signs will not have reflective surfaces or moving parts
  - e. 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.
  - f. Placement of signs should seek to reduce the amount of visual clutter caused by excessive and poorly placed signage
  - g. Externally illuminated signs are strongly encouraged.

2. Banner Signs (as part of a Master Sign Plan)

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 national, state, or local 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. It should be noted, however, that the Town's Zoning Ordinance prohibits off-premise signs so these signs should relate to the businesses on the property where they are located or promote non-commercial messages such as seasonal wishes.
- 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 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 graphics. Plastic looking sign boards and lettering are not allowed.

3. Review of Master Sign Plans

A Master Sign Plan shall be created for all developments with multiple businesses on a single zoning lot within the Town. Approval of a Master Sign Plan by the BAR will establish basic parameters for all signs within a complex and will serve as a guide for the types of signs to be permitted. Once a master sign plan is approved by the BAR, the applicant shall prepare a final copy of the plan incorporating any required changes and provide it to the Town in hard copy and digitally. The BAR shall render the power of final approval (based on the approved master sign plan) of the individual tenant signs within a Master Sign Plan to Town Staff. Should discrepancy occur between the

interpretation of the approved Master Sign Plan and the presentation of individual signs being reviewed by Town Staff the applicant can apply to the BAR for the review of the individual signs. Signs submitted that do not comply with an approved Master Sign Plan cannot be reviewed by the BAR without first amending the sign plan.

A master sign plan proposal being presented to the BAR shall be sufficiently detailed in order to provide the BAR and Town Staff with a firm set of standards and guidelines for signage within a shopping center, office complex, or other multi-business development. The plan should include a proposal for maximum size of signage per tenant as well as a determination of the allowable use of graphics, logos, numbers of colors and fonts permitted within the center for any given individual tenant sign and lighting. A master sign plan shall also include the following items:

- a. A detailed listing of all sign types (including code/utility signs and their posts) and locations on a scaled comprehensive site drawing keyed into the site plan or plat.
- b. An accurate indication on the site plan of the proposed location, types, and sizes of each sign.
- c. A color palate and listing of acceptable fonts for all signs within the complex
- d. Rendering and elevations of proposed signage to demonstrate the appearance of proposed signs in conjunction with the buildings.
- e. Proposed lighting.

## **V. LANDSCAPING**

Landscaping a project is intended to achieve three specific ends: 1) to beautify the Town 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. The Town and BAR support and encourage plantings as a compliment to an overall project design. Plantings are beneficial as they can provide necessary required and aesthetic screening. The BAR may require planting in addition to those required by the zoning ordinance in order to be granted design approval. Street trees are encouraged for all new construction and redevelopment projects in order to help provide a continuous canopy along major streets and define the streetscape. For other than general intent guidance refer to the town Zoning Ordinance and any other planting or site development guidelines in effect. Also refer to the screening section of this document.

**\*\*For *sign* illumination and landscaping, please consult Article IV Signage\*\***

## **VI. LIGHTING**

Lighting should serve functional, safety and aesthetic purposes and be incorporated into the development scheme. The intent of the Design Standards & Guidelines is to maintain the small-town feel of Purcellville.

1. Dark sky friendly, full cutoff fixtures shall be used for all outdoor lighting to eliminate glare and light pollution on adjoining properties and rights-of-way. All site lighting must conform to 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 that results in a prison yard look where bright lighting covers the entire structure.
3. Location of light fixtures should respond to anticipated use as well as compliment the overall design. Lighting for pedestrian movement should illuminate changes in grade, path intersections, seating areas, and any other areas along a path that 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 more than twenty-five (25) feet away from the light source. 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 or change colors or light intensity are not allowed. This includes neon signs.
7. Dark brown, dark bronze, or black are appropriate colors for freestanding pole mounted fixtures and poles. Whenever possible, the placement of light poles to avoid the need for concrete bases is encouraged. If placed on concrete bases, the base should be painted to match the pole. Exposed galvanized finish and concrete poles are not permitted.
8. The height and scale of freestanding pole mounted light fixtures should be compatible with the height and scale of the building. Typical freestanding pole-mounted light fixtures should not exceed 15 feet in height.
9. The style of the light fixture for free standing poles should be in keeping with the style of existing features of the context of the individual structure.
10. Where possible, solar power is encouraged provided that it can be inconspicuously incorporated into the fixture.
11. Where LED (light emitting diode) fixtures are used, a warmer light color spectrum is preferred.

## **VII. FENCING & SITE WALLS**

For the purposes of these Design Standards & Guidelines, fencing in this section shall apply to fencing other than screening. Screening is covered by Article III.

Fencing and site walls may be designed for functional reasons or merely aesthetic purposes – or both. Regardless of the purpose it is the intent of these Standards and 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 this document. These Standards and Guidelines should be viewed as supplemental to Town requirements.

1. Compatibility and Design

- a. Fencing and site walls in contact with a primary building structure should be compatible with and incorporate design elements of that structure in its design, including materials.
- b. Fencing and site walls should be designed to stand the test of time. It is recommended that connections to structures and the earth are well engineered. All hardware shall be exterior grade and receive a durable paint finish.
- c. Gates or operable fence components shall match the design of the primary fence.
- d. Plantings and shrubbery are encouraged to soften the view of fences and site walls.

2. Materials

- a. Wood fence material is encouraged and is historically appropriate. If pressure treated (PT) lumber is used it should be painted or stained with a solid (preferably dark) color. Unfinished PT lumber is not allowed.
- b. Stone or brick masonry fencing or site walls are encouraged – its shape, detail, and definition shall be in keeping with the primary building form it abuts.
- e. Chain link fence material is inappropriate in all areas except where the site is zoned for industrial use. On industrial property, chain link fencing may be used provided that the fencing is galvanized or vinyl coated and, when used for screening, incorporates an opaque element such as filler slats/strips.
- d. Painted concrete masonry units (CMU) shall not be used as fences or site walls with the exception of the back side of a brick or stone veneer screen – where the CMU is not visible from an adjoining property or right of way.
- e. PVC or other plastic forms of fencing is strongly discouraged.
- f. When artificial stone is proposed, a sample of the stone should be provided to the BAR during the review of the application.

3. Height

- a. Consult the Town Zoning Ordinance for minimum and maximum fence and site wall 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.

#### 4. Color

- a. Fence and site wall color palette shall be consistent with that of the primary structure. Example: brick used on a masonry site wall should match the brick used in the building.
- b. Wood fences 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.

### **VIII. Demolition**

Historic structures within the 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 to the Town Council 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 Standards and 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 that 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 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. Site Plan or plat. A 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 that 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 (interior and exterior), 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  $\frac{1}{4}'' = 1$  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 Standards and Guidelines**

IX. Glossary & Key Terms

Glossary of terms to be defined and presented separately.