

**MINUTES  
BOARD OF ARCHITECTURAL REVIEW  
REGULAR MEETING**

**November 19, 2013  
7:30PM**

The Regular Meeting of the Purcellville Board of Architectural Review convened at 7:30PM and the following attended:

**PRESENT:** Pat Giglio, Chairman  
Dan Piper, Vice-Chairman  
Jim Gloeckner, Board member  
Keith Melton, Town Council representative

**STAFF:** Daniel Galindo, Planner II  
Tucker Keller, Planning Technician/Recorder

**CALL TO ORDER:**

The Regular Meeting of the Board of Architectural Review was called to order at 7:30PM.

**PUBLIC COMMENT:**

**David Lenk** of 36975 Charlestown Pike, Hillsboro came forward to speak. Mr. Lenk stated that he does all of his business in Purcellville and cares as much about this Town as he does his own. Mr. Lenk stated that he wants to cheerlead the Board's hard questions that they have asked regarding this development, and he would encourage them to keep asking them. He stated that he is a design professional and has worked with, for and in some cases around architects for 23 years, and he is here on his 60<sup>th</sup> birthday instead of celebrating because he cares enough about this topic. Mr. Lenk stated that he believes this development represents the leading edge of the tsunami of over scale, mediocre, village center style town centers that litter all of eastern Loudoun County and for that matter most of the United States, and he is very upset to see the possibility of it landing here in Purcellville. He stated that the Board has indicated that the design has too many things going on and is grossly over scale, and he believes that the metaphor of a silo and a trellis are shallow and in his opinion cynical. He stated that one only has to look around this Town to get an idea of what the architecture is about, the recently completed Fire Station on Hirst Road is a good example of someone who paid attention to what he was seeing. He stated that he is not maintaining that any new development should slavishly follow architectural vernacular in a community, but this development didn't even try. Mr. Lenk stated that he is appalled that the Town would create a Historic District and then allow at least half of it to be torn down. He is also appalled that a

nationally known firm Nichols Hardware's concerns have been at best marginalized and perhaps completely ignored by people other than the BAR. To him this does not represent the democratic process, and he would encourage the BAR to keep asking the hard questions.

**Coe Eldredge** of 194 North 21<sup>st</sup> Street came forward to speak. Mr. Eldredge stated that he is here in support of the design and believes that it is appropriate for the downtown area.

**Bill Murphy** of 115 East Main Street came forward to speak. Mr. Murphy stated that his facility is Valley Energy known to many as "the old bank building". Mr. Murphy stated that they abut this property and have had the chance to view it, and he is all in favor of this development.

**Aaron McCleary** of 151 O Street came forward to speak. Mr. McCleary stated that he grew up in Purcellville and has lived here his whole life and owns a business here in Purcellville. Mr. McCleary stated that his business will be directly affected by this development meaning his building will be torn down. He stated that O Street Studio was created to serve the needs of the younger generations and long standing generations in Purcellville. He stated that there are a lot of gaps in the retail in Purcellville, and they have tried to bridge that gap. There are not many places for the younger kids to hang out. Growing up he hung out at McDonalds, so he believes that, after reviewing this development, it will offer a lot of opportunities for businesses to come into Town to create opportunities for all demographics in Town and would like to voice his support.

**Mary Ellen Stover** of 120 North 21<sup>st</sup> Street came forward to speak. Ms. Stover stated that her business property abuts this proposed development, and she does not find that it is compatible at all with the existing buildings and the rest of the street. She stated that she has a letter from the tourist agency, and in there, the Town is complimented for keeping the business district compatible to the Victorian period of the 1930's, the architecture is maintained. Ms. Stover questions whether having underground parking and such a large facility on top that there shouldn't be a civil engineer examining this for the structure of the ground underneath. She stated that other people on Main Street, the dentist and the eye doctor, have been very gracious to comply with the architecture along Main Street, and it's very compatible and very pleasant. She finds it ironic that she is in the process of replacing an awning, and she has to bring in a swatch of material to make sure that the color is perfect. Then she is looking at this design, and she had an architect that was in the shop Friday evening, and he said that this is an architectural Wal-Mart. She has had so many people come in and say that they can't believe that this design is appropriate for where it is supposed to go, and they say "well we moved to Town to get away from this." She feels that if this goes forward it will be an eyesore, and people will think that this is incredulous for something like this to happen in that area.

**Donald Nichols** of 14016 Mountain Road came forward to speak. Mr. Nichols stated that he was born and raised in Purcellville. He stated that he does not currently live in

Town; however, his father lives in Town and owns Nichols Hardware which was started by his grandfather which is right across the street from where this "monstrosity" is proposed to be built. He stated that his mailing address has been Purcellville for 52 years of the 55 years of his life, and he cares about the Town. When he was in college, this was his home address. Now, he has a farm, so he is living outside of the Town. If the Town would let him have his animals in Town, he would move back, but he cares about the Town. He stated that downtown Purcellville is unique, it's quirky and interesting but unique, and this proposal is to destroy half of the downtown including buildings that are up to circa 1920. So destroy them and put up what? Put up this huge thing that is going to stick out. You are going to see it from a distance because it is going to dwarf everything around it, and he doesn't think it's going to fit. Mr. Nicholas stated that he is also speaking in part on behalf of his father who has mobility problems and can't get here. He stated that he is opposed, and it shouldn't be up to a panel of three people or the Town Council to decide. It should be up to the people of Purcellville to decide if they want this or not.

**Sarah Huntington** of 18188 Lincoln Road and Sarah Huntington Photography came forward to speak. Ms. Huntington stated that she has lived in Loudoun County for about 25 years. She is not from Loudoun County, but she has documented it over the years and did a film about Nichols Hardware. She feels very strongly about the history of this County and the architectural aspects of it. She stated that she has renovated three properties in this County, and she has jumped through several hoops during every renovation she has ever done and has had to do exactly what the Architectural Review Board asked her to do. She now has a business in downtown Purcellville in the Dental Arts building owned by Dr. Ogilvie; she does not own a building in Purcellville. She does have a business here in Town, and she is concerned. She stated that it is basically a 20<sup>th</sup> turn of the century architecture in the Town—two to three stories—five to six just does not work. From the photographs that she has seen, she is a fairly aesthetic person, and it does not fit. She is concerned. Ms. Huntington stated that she has no problem with people doing what they need to do with their property and improving it. Ms. Huntington stated that she believes that the building that Mr. Nelis is in right now is quite nice, and it absolutely works. She doesn't understand why that can't come right up the street as it is. That is the first thing that she ever saw about this about five years ago and that would look great, but she thinks that what they have projected right now is absolutely out of character with the Town. She is not in favor of it.

**Andrew Babb** of 18188 Lincoln Road came forward to speak. Mr. Babb stated that he really appreciates property rights and feels like he has spent his whole life working with the Board of Architectural Reviews from Alexandria where he lives and Old Town out and Loudoun County, but you have to have scale. Purcellville is a turn of the century agricultural community; it is not Reston. He believes if Mark and John would work with the community to scale down to find a three story development that would work with Mark's own office that would be great. He stated that he appreciates what they are trying to do, and he likes the idea of a hotel. But the architectural thing that has been presented tonight is like making Thomas Jefferson quake in his grave as well as Puladeo. He stated

that the Town is an agricultural town of the century Virginia town, and we need to go back to that and scale down. God bless their efforts, but let's bring it down.

**Rick Rodrigues-McCleary** of 201 Orchard Drive came forward to speak. Mr. McCleary stated that he has been a Purcellville resident for 29 years, and he is here to speak in support of the project. He stated that he spends a lot of time downtown in DC. He has clients down in that area and in Arlington, and more than once, they have said "I want to live out there somewhere; where is a good place to go? We want to do a day trip to Middleburg or maybe Shepherds Town." I think what we want to do is make Purcellville a destination. This is the kind of project that is going to bring in the type of businesses where people will want to come out to visit and to add on to other things that are already happening in this Town, so he is speaking in support of the project.

There being no further public comments, the public comments closed.

**ACTION ITEMS – ADDITIONS, ALTERATIONS & DEMOLITIONS:**

- a) CDA 13-12 – 130 North 21<sup>st</sup> Street – Main Building Demolition
- b) CDA 13-13 – 130 North 21<sup>st</sup> Street – Sheds 14 & 15 Demolition
- c) CDA 13-14 – 130 East O Street – Buildings 10-13 Demolition
- d) CDA 13-15 – 130 East O Street – Building 17 Demolition
- e) CDA 13-16 – 130 East O Street – Building 19 Demolition
- f) CDA 13-17 – 130 East O Street – Building 20 Demolition
- g) CDA 13-18 – 138 North 21<sup>st</sup> Street Demolition
- h) CDA 13-19 – 140-142 North 21<sup>st</sup> Street Demolition
- i) CDA 13-20 – 144-148 North 21<sup>st</sup> Street Demolition
- j) CDA 13-21 – 146 North 21<sup>st</sup> Street Demolition
- k) CDA 13-22 – 151 East O Street Demolition

**Mark Nelis** of 196 North 21<sup>st</sup> Street, applicant for the above applications, came forward to speak. Mr. Nelis came forward to give the BAR a brief report regarding the applications.

Chairman Giglio made a motion that the BAR approve the demolition request for CDA 13-13 – 130 North 21<sup>st</sup> Street Sheds 14 and 15, CDA 13-14 – 130 East O Street Buildings 10-13, CDA 13-15 – 130 East O Street Building 17, CDA 13-16 – 130 East O Street Building 19, CDA 13-17 – 130 East O Street Building 20, CDA 13-21 – 146 North 21<sup>st</sup> Street and CDA 13-22 – 151 East O Street with the finding that these utilitarian outbuildings, sheds, garages and structures do not possess historical or architectural significance nor do they contribute to the character of the streetscape.

Motion: Chairman Giglio  
Second: Board member Piper

Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

Chairman Giglio made a motion that the BAR approve the demolition request for CDA 13-19 – 140-142 North 21<sup>st</sup> Street main building and CDA 13-20 – 144-148 North 21<sup>st</sup> Street, the “concrete block buildings,” with the finding that these buildings have been modified over the years and do not possess the same degree of historical or architectural significance as other buildings on the street or represent a unique architectural style. The demolition of these buildings will be contingent upon design approval of CDA 13-11 Vineyard Square.

Motion: Chairman Giglio  
Second: Board member Piper  
Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

Chairman Giglio made a motion that the BAR not approve the demolition request for CDA 13-12 – 130 North 21<sup>st</sup> Street the main building and CDA 13-18 – 138 North 21<sup>st</sup> Street the brick buildings with the following findings:

- 1) These buildings are listed as contributing elements within the Purcellville National Registrar Historic District and possess integrity of design, craftsmanship and materials from their early 20<sup>th</sup> century period of significance that cannot be replicated; and
- 2) These buildings embody the early 20<sup>th</sup> century development of Purcellville’s business district and incorporate original period features such as brick facades, storefront windows, period appropriate entry doors, sign bands, and steeped parapet walls which are distinctive architectural elements of Purcellville’s downtown and link the design of these buildings with other buildings of the same period on the street which contribute to the historic context of the street; and
- 3) The scale, design and physical relationship of these buildings to other surrounding buildings and their position on the street contribute to the visual quality and the historic character of the streetscape characterized by the gradual increase in height of the buildings and the curvature of the street framing views of the depot and the mill.

He further motioned that the applicant be required to incorporate the building facades, consisting of the brick portion of these buildings fronting on North 21<sup>st</sup> Street into the

design of the proposed construction for CDA 13-11 Vineyard Square. Preserving and maintaining the brick facades and all the existing architectural features of these brick buildings incorporating into the proposed new construction will maintain the distinctive architecture of the Town and historic qualities of the streetscape in keeping with the objective of the Town's historic district guidelines and the Town's Comprehensive Plan.

Board member Piper added for clarity that the façade includes relief items, storefronts, glass, frames, recesses, bands, decorative elements, cornices, and pieces of trim that may need to be replaced due to rot; that is the façade not just the brick.

Motion: Chairman Giglio  
Second: Board member Glockner  
Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

#### **ACTION ITEMS - AMENDMENTS:**

None Scheduled

#### **ACTION ITEMS – NEW CONSTRUCTION:**

- a) CDA13-11 Vineyard Square (N 21<sup>st</sup> Street at E “O” Street)

Mr. Nelis came forward to give a brief statement and background information regarding this application.

Mr. James O'Brien with O'Brien and Keene, architect for the project came forward to speak. Mr. O'Brien presented the proposed drawings of the project.

The BAR in its review of the Vineyard Square application identified issues with the height, scale, massing, and architectural features of the proposed design and its compatibility with the architecture and streetscape of historic downtown based on Zoning Ordinance Criteria and the Design Guidelines.

##### **Height**

The BAR found the height of the proposed building to be inconsistent and not in keeping with the surrounding buildings or the streetscape. The BAR noted that the Guidelines require transitions between existing and new buildings or additions to be gradual so that the height and mass of new projects or construction not create abrupt changes. The BAR noted that Magnolias and the Dillion building are the tallest buildings in town, but the vast majority of buildings in downtown are one

to two and one half stories in height. Chairman Giglio suggested the applicant consider making the proposed one-story portion of the building containing retail fronting 21st street two-stories with residential on the second floor which effectively reallocates dwelling units and decreases the overall height of the building making it more compatible. The architect for the applicant explained that it was their position this was not feasible because it would create too many dark interior spaces for the residential units which would not be marketable. Chairman Giglio also suggested that the applicant consider use of the entire property and possibly construct a separate building on the O-Street portion of the property where the surface parking is currently proposed, to again redistribute some of the units and/or provide additional ground floor retail. He also noted that an additional building on O Street would help frame the street and block view of the surface parking. The BAR suggested that the volume of the project be redistributed to reduce the heights and provide facades that were more reasonably consistent with the "storefront" streetscape of 21st street.

Ultimately, the BAR recommended the applicant reduce the overall height of the proposed building and consider stepping the facades back from the building streetscape to decrease the sense of vertical height, particularly on 21st Street. The BAR noted that the full five (5) stories, as currently proposed, was not appropriate for the Town of Purcellville considering the lower heights of the other buildings on the street.

#### Architectural Feature/Design

The BAR noted that the Guidelines call for new buildings to be compatible with the prevailing and recognized historic architectural character of the surrounding area. The BAR acknowledged that the proposed design of the 21st Street and O Street elevations incorporated some of the Victorian early nineteenth century elements from the existing streetscape such as glass store fronts with awnings and upper story divided lite symmetrical windows. However, the BAR identified issues with the proposed Classical Revival pedimented façade, the column covered porches, the baluster roof deck detail and pergola, the roof forms, and the narrow appearance of the brick columns supporting the multi-story porches. The BAR recommended the applicant eliminate the pediment façade and consider a simpler porch design as well as cornice details and façade bands for signage in addition to the proposed awnings to blend and be consistent with other buildings on the street. The BAR made a point of inquiring of the applicant why they turned their back on the "storefront" designs of 21st Street as that would have been both an appropriate and consistent approach to the streetscape design. The applicant was unable to articulate reasons for this decision or why they had ignored provisions outlined within the Design Guidelines.

On a number of occasions, the BAR stated that the applicant put the BAR in a difficult position because the submission provided little information or

explanation of the design, its components, or its details. It was noted that the drawings as presented were at a very conceptual and schematic phase at best.

The BAR noted that the form of the proposed rounded silo-like portion on the corner of O Street on the rear elevation, the thin hung steel canopies, and the proposed multi-story glass atrium on the rear elevation did not relate to any of the other historic buildings on the street and in fact contained contemporary design features. The applicant should reconsider the design of the silo-like portion and appearance of the rear elevation to create a more traditional design in keeping with the guidelines, as the "agrarian expression" as presented by the applicant does not blend nor is it consistent with the architecture of Purcellville's downtown.

The BAR noted that overall mass, scale and design as currently presented appeared much more appropriate for a new mixed use development similar to Villages of Leesburg, or new construction in Arlington and Ballston but did not relate to the proportions, historic character, and streetscape of Purcellville's Downtown.

Chairman Giglio made a motion that the BAR table CDA 13-11 Vineyard Square for further consideration and discussion at the December 18, 2013 BAR meeting. He hopes that the applicant will continue to refine their design based on the BAR comments this evening, and they look forward to working with the applicant to further refine it and to get it to something that will be compatible with the existing historic district and the downtown.

Motion: Chairman Giglio  
Second: Board member Piper  
Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

**DISCUSSION ITEMS:**

a) None

**INFORMATION ITEMS:**

None Scheduled

**APPROVAL OF MINUTES**

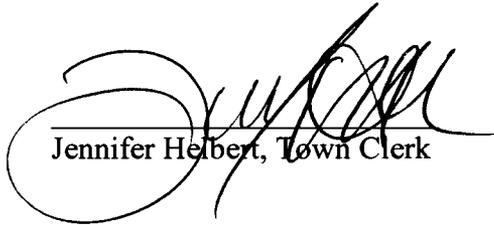
Chairman Giglio made a motion to approve the October 10, 2013 minutes as amended.

Motion: Chairman Giglio  
Second: Board member Piper  
Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

**ADJOURNMENT:**

There being no further business the meeting adjourned at 9:50PM

  
Jennifer Helbert, Town Clerk

  
Pat Giglio, Chairman