LEESBURG BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT

PUBLIC HEARING AND REGULAR MEETING: 20 AUGUST 2012
AGENDA ITEM 8b

BAR Case No. THLP-2012-0056: Exterior Alterations for Roy Rogers Restaurant

Reviewer:	Kim K. Del Rance, LEED AP
Address:	**540 E Market St**
Zoning:	B-2, H-2 Overlay District
Applicant/Owner:	Gary Fennell, Plamondon Enterprises

Site Description:
This building from 1982 faces Market Street and sits in the parking lot of a shopping center facing Market Street but having no direct vehicular access. There is low landscaping around the perimeter of the building, but beyond that is paved parking and driving spaces with pole lighting.

Context: Market Street in the H-2 Corridor is primarily commercial architecture showing the outward development from the original historic downtown. This shopping center has expanded several times since the Roy Rogers was initially built 30 years ago. There are several large stores and smaller infill stores which fill the entire block between Catoctin Circle and Plaza Street on the north side of Market Street which is four lanes wide in this section after joining with Loudoun Street.

Description of Proposal:
Tenant requests to make exterior renovations to drive through, roof and exterior elevations.

Site Development/Zoning Issues: None.

APPLICABLE GUIDELINES

H-2 Corridor Design Guidelines:
P. 21 Artificial veneer materials such as Styrofoam-based stucco, cast or fiberglass stone or brick and plastic appear insubstantial and unauthentic and should be avoided on new buildings.
EIFS on the tower-like structures is a prominent location for such a material which is to be avoided altogether.
P. 22 The history and nature of Leesburg indicate that wood, red brick and native stone are prevalent building materials; these materials likewise are appropriate for newer construction throughout town.
At the July 16, 2012 BAR meeting the applicant agreed to research another material to replace the EIFS and may consider wood for several facades instead, including an existing wood façade.
The applicant will bring samples to the August 20, 2012 BAR meeting of materials to be considered to replace the EIFS.

P. 23 A building's paint colors—both those selected for the body and for accents—should not be overly intense, or used as a "sign" to draw unnecessary attention to the building.

A sample of the color for the standing seam metal roof called "Deep Red" was found to be appropriate at the July 16, 2012 BAR meeting.

STAFF RECOMMENDATION/DRAFT MOTION

(Based on the BAR's discussion at the meeting, any changes to the language of either part of the motion should be incorporated as necessary.)

Based on the findings that:

- Material samples brought to the August 20, 2012 BAR meeting will determine which is appropriate to replace the EIFS shown on the submitted drawings.
- Viewing a sample of the "Deep Red" metal roof determined it is appropriate.

Staff recommends approval of TLHP-2012-0056 subject to the plans, elevations and materials submitted as part of this application material set June 04, 2012 and subject to the following condition:

- A traditional material substituted for the EIFS shown on the drawings is found to be appropriate.

DRAFT MOTION

I move that TLHP-2012-0056 be approved subject to the application submitted by Gary Fennell on June 04, 2012 and August 20, 2012 and subject to the findings and conditions of approval as stated in the August 20, 2012 Staff Report (or as amended by the BAR on August 20, 2012).