



**LEESBURG BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT**

**PUBLIC HEARING AND REGULAR MEETING: 20 AUGUST 2012
AGENDA ITEM 7a**

BAR Case No. TLHP-2012-0070: Install two 12 ft long sloped awnings with signage at 25 S. King Street. Awning material proposed to be fabric; applicant will provide samples at the meeting.

Reviewer: Wade Burkholder, AICP
Address: 25 S. King Street
Zoning: B-1, H-1 Overlay District
Applicant: Gary Brent, MG Permits
Owner: Coldwell Banker Residential Brokerage

Site Description from the 1998 survey:

The building is a 2-story, 5-bay, center entrance, brick-clad building with a flat roof. The windows on the 2nd floor are 6 over 6. The first floor has three bays with wooden panels at the top. Two of the bays contain large plate glass display windows. The third bay contains the recessed modern plate glass double leaf door. On the north elevation are three projecting multi pane bay display windows with hipped roofs.

Context: Prior buildings on this site burned in 1976 and were partially or completely demolished. The present façade and most of the building is an alteration of the two previous buildings that burned. The current building does not contribute to the historic district. It is incongruous with adjacent buildings by detracting in scale, height and composition.

Description of Proposal:

Applicant requests to install two sloped awnings 12 feet wide by 2 feet tall with a 3 foot projection at 25 S. King Street. The awnings would include sign graphics reading "COLDWELL BANKER RESIDENTIAL BROKERAGE" with a logo. The awnings are proposed as blue, with white lettering for the signage and logo. The awnings will be located above the large plate glass display windows sitting atop the molding surrounding the top of the window. Awning material is proposed as fabric and the applicant will provide a sample at the meeting. The application does not mention the material proposed for the letters on the awnings. Each awning is proposed with a 13.22 square foot sign for a total of 26.44 square feet of signage.

Site Development/Zoning Issues: Please see Section 15.11 Signs in the Overlay District in the Town of Leesburg Zoning Ordinance (TLZO). The addition of the two awning signs will, if approved, be permitting three signs to this business, two awning signs and a projecting sign. The B.A.R. according to Section 15.11.3 Sign Modifications may, "in accordance with Section 7.5.5 Certificate of Appropriateness authorize a sign modification that does not strictly adhere to the area, number, height and location criteria within the H-1 Overlay District if it is determined that the proposed sign is more consistent with the architectural and historic character of the building to which it relates and the historic character of the H-1 Old and Historic Overlay District Sign Guidelines overall. The application will include justification that the requested modification serves the purpose and intent of the sign ordinance. Any

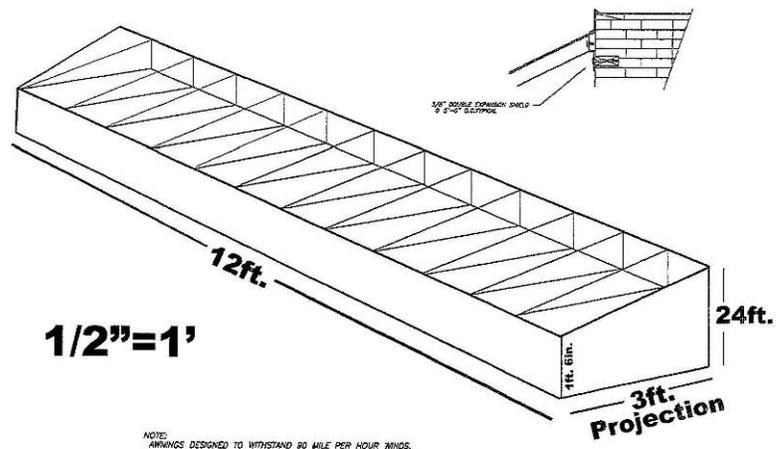
such modifications may be based upon documented historical evidence from Leesburg provided by the applicant.” The applicant must remove one of the signs or the BAR must make a finding that three signs are appropriate in this case.

APPLICABLE GUIDELINES:

According to the Old and Historic Design Guidelines (OHDG), page 108, awnings protect pedestrians, shield interiors from sunlight and conserve energy. Awnings also offer the business owner additional façade visibility because of their color and the possibility of adding an awning sign. In this proposal it is uncertain how much protection the awnings will provide to pedestrians because of their location. Due to the location of the awnings as to not hide the architectural detail of the window trim, the awnings will not provide a shield from sunlight.

Based on the OHDG, sloped awnings are the traditional awning type and are appropriate for commercial buildings. The use of canvas or a canvas like fabric is the traditional material for awnings. Inappropriate awning treatments include metal, plastic or shiny plastic like fabric awnings.

Additionally, awnings shall not be backlit in the Old and Historic District. The applicant has confirmed that the awnings will not be backlit and they will be of fabric material.



STAFF RECOMMENDATION/DRAFT MOTION

Based on the findings that:

- The proposed material of the awnings will be fabric or a canvas or canvas like material
- Only two signs are permitted at this location and the projecting sign and bracket must be removed:

Staff recommends approval of TLHP-2012-0070 subject to the plans, elevations and materials submitted as part of this application material set August 13, 2012 with the following conditions:

- The proposed material submitted shall be fabric or canvas in an approved color
- The projecting sign and bracket shall be removed prior to issuance of a sign permit

DRAFT MOTION

I move that TLHP-2012-0070 be approved subject to the plans, elevations and materials submitted as part of this application material set August 13, 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).

