



**LEESBURG BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT**

**PUBLIC HEARING AND REGULAR MEETING: 19 NOVEMBER 2012
AGENDA ITEM 6h**

BAR Case No. THLP-2012-0118, TLHP-2012-0119 and TLHP-2012-0120: Installation of two signs and exterior painting for Old Town Grill

Reviewer: Kim K. Del Rance, LEED AP
Address: 15 S. King St.
Zoning: B-1, H-1 Overlay District
Applicant/Owner: Fabian Saeidi, Old Town Grill

Site Description: This 1890 2-story 4-bay commercial style duplex has a stepped parapet roof with a heavy modillioned projecting cornice with double brackets at the middle and ends with a detailed frieze. The first story storefront has single pane display windows that flank a recessed double entrance with twin transoms. There are raised mouldings on the panels above the glass.

Context: This building in 1903 was a grocery store in the north wing and a dry goods store in the south wing. The 20th century storefront appears incongruent with the 19th century building. This building is important as an example of 19th century commercial architecture and its association with a chain store, A&P Grocery, which occupied this building. This building faces east on S King Street in the heart of the historic district.

Description of Proposal:

This report is reviewing actions already taken on the building as well as signage added without prior approval:

TLHP-2012-0118 and **TLHP-2012-0119** two of the three signs: Window sign "Old Town Grill Steak & Seafood", Wall sign "Steak Old Town Grill Seafood", Bracket sign "Old Town Grill Steak & Seafood"

TLHP-2012-0120: Paint only front façade red while façade along alley to parking remains green, trim painted white, two windows on upper level have yellow trim



Site Development/Zoning Issues: These applications are the result of zoning violations for actions taken without approval, including construction, painting and signage.

FOR TLHP-2012-0118 AND TLHP-2012-0119:

OH&D SIGN GUIDELINES P. 3

NUMBER OF SIGNS PERMITTED

Each business in the Old and Historic District is allotted a maximum of two (2) signs. The BAR has the authority to decrease or increase the number of signs permitted under the Zoning Ordinance based on its determination of what is appropriate for the architectural characteristics of a building and its setting. (Zoning Ordinance Section 15.11.1)

Wall Sign Placement

- *A wall sign must be located on the same façade as the main entrance to the business being advertised.*
- *Wall signs must be aligned with other elements of the building, including windows and doors, and may not be placed higher than the top of the door, excluding the trim. The BAR may determine that the architectural characteristics of the building warrant placement of a wall sign higher than the top of the door.*



This business only has one entrance and one façade facing the right of way and the side of the building, with no entrances, faces a pedestrian walkway/alley leading to public parking. The placement of the existing signs is on the front façade only. The architectural characteristics make the wall sign above the door appropriate for this specific building and architecture where it would not otherwise be appropriate in general. With the addition of the pedestrian sized projecting sign both vehicular and pedestrian traffic are addressed with the third sign in the window unnecessary and distracting from the architecture.

WINDOW SIGNS: any sign attached to or applied directly onto the surface of the window, or that is highly visible from the public right-of-way through the window. Window signs are generally painted, silk-screened, or in some other manner applied directly to the glass area of a storefront.

CRITERIA FOR PROJECTING SIGNS

- *Individual projecting signs may not exceed 2' x 3'*
- *Projecting signs must be located on the same facade as the primary business entrance and in direct relation to that entrance.*

The projecting sign is properly located, the correct size and with colors appropriate to the building.



CH. VI GUIDELINES FOR THE PRESERVATION AND MODIFICATION OF EXISTING STRUCTURE: MATERIALS

F. PAINT AND PAINT COLOR

A properly painted building accentuates its character-defining details. Painting is one of the least expensive ways to maintain historic fabric and make a building an attractive addition to the historic district. All changes in exterior paint color must be approved but may be approved administratively by the Preservation Planner.

In many instances, buildings are painted inappropriate colors or colors are placed on the building incorrectly. Some paint schemes use too many colors, while others paint all building elements the same color – neither one of these is a preferred treatment.

The new red may be appropriate, however, placing it only on the front façade when there is no materials change on the side elevation is incorrect. Painting the raised moulding white to match the trim is appropriate, but all the trim should be white, including all of the windows on the second floor, not just two of them.

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:

- Two signs are allowed in the historic district unless the board finds it appropriate to increase that number based on the architecture and the setting
- The wall sign above the door is appropriate on this building due to its architecture creating a natural space for advertising
- The projecting sign and the window sign are both appropriate, however the presence of both is beyond the number of signs allowed unless the board finds them appropriate in this setting
- The paint colors are not obtrusive in general, but the third color, yellow is applied incorrectly in this paint scheme as is having two main body colors of red and green

Staff recommends approval of **TLHP-2012-0118, TLHP-2012-0119 and TLHP-2012-0120** subject to the plans, photographs and materials submitted as part of this application dated October 31, 2012 subject to the following conditions:

1. Either the window sign or the projecting sign be removed
2. The yellow trim is painted white to match the rest of the white trim
3. All sides of the building must use the same body color since there is no material change in this setting is highly visible in the heart of the historic district. The red or the green should be subdued and not bright or obtrusive.
4. all applicable Town and County Zoning and Building Permits must be obtained prior to proceeding with work

DRAFT MOTION

I move that TLHP-2012-0118, TLHP-2012-0118 and TLHP-2012-0120 be approved subject to the application submitted by Fabian Saeidi and the site visits of staff and photos submitted by Carmen Babonneau on October 31, 2012 and subject to the findings and conditions of approval as stated in the November 19, 2012 Staff Report (or as amended by the BAR on November 19, 2012).



July 2008 photo