



***LEESBURG BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT***

**PUBLIC HEARING: 16 APRIL 2012
AGENDA ITEM 7A**

**BAR CASE NO: TLHP-2012-0007
Reviewer: Wade Burkholder, AICP
Zoning: B-2, H-2 Overlay District
Address: 521 E. Market Street
Applicant: Dunkin Donuts/Brent Bederka
Owner: Neuman-Bellewood LLC.
Representative: Brent Bederka, Capitol Graphics**

DEFERRAL

On March 19, 2012 the Board of Architectural Review deferred TLHP-2012-0007 in order for the Applicant and Staff to further research records of when or if the awnings were previously approved at this location. Attached to this report please find previous BAR staff reports, minutes, approved drawings and the sign permit from 1990 related specifically to Dunkin Donuts. On July 11, 1990 the BAR unanimously approved two awnings, one for Dunkin Donuts and one for Breslers'. The canopies were approved as a light charcoal grey color and lit from behind as described. The signage reading Dunkin Donuts was to be illuminated from behind with the remainder of the awning to remain opaque. The sign permit for the awnings also depict illuminated copy (Dunkin Donuts) on opaque background canopies.

According to the minutes dated July 16, 1990 the applicant sought the use of corporate colors and was granted only the illuminated text in 5 inch letters, the copy color was Dunkin - orange and Donuts - raspberry. This color configuration remained the same until late last year when Dunkin Donuts changed the awnings into what they are today.

ISSUE/FACTS

In late 2011, Dunkin Donuts finished renovations at the store located at 521 E. Market Street. Renovations included removing and discarding the existing awning covers from the frames and cleaning and inspecting the frame, lamp fixture and ballasts, replacing and matching hardware, mounting clips and re-anchoring the awnings to the wall when needed. A new egg crate light diffuser, seen below, was installed as well. The new awning covers are "Dunkin orange" vinyl awning, 3M Panaflex 3632-3377 per the submitted specifications. According to the project manager for the project, Dunkin' Donuts has always used eggcrates in all their shed-style awnings. Eggcrates becomes brittle over time. As general maintenance, replacing the aging eggcrate when replacing awning covers is normal practice for Dunkin' Donuts.



New eggcrate light diffuser under new awning

The awnings were always intended to be lit internally. Shown below are the previous awnings with the previous cover and the electrical conduit (just to the side of the awnings) are circled which feed under the awnings to the ballasts. The previous material of the old awnings was a stretched vinyl similar to what is used for the newly installed shed-type awnings.



Previous awnings depicting electrical conduit and box

APPLICABLE GUIDELINES

In evaluating the appropriateness of the proposed project, the BAR should use the applicable H-2 Corridor Design Guidelines. The BAR may determine that other guidelines or precedent also have an impact on this project.

Façade Elements (pages 19-21)

1. Where it is appropriate to provide a covered entry to a building or protection from the sun or rain, awnings may be used to give additional visual interest to the primary façade of a building at the ground floor, particularly for buildings in commercial use.

2. The design of awnings and the selection of fabric should complement the character of a building. Elaborately detailed buildings should have awnings that are fairly restrained in appearance, while a striped or patterned awning fabric may add interest and detail to plainer building facades.
3. When awnings are used on the exterior of a building, they should be roughly the same width as the window or door openings that they are shading, rather than extending across the entire front of the building.
4. If several storefronts within the façade of a larger building have awnings, the awnings should be compatible—though not necessarily identical—in design. Such awnings should be of the same style and proportion, and may employ different but harmonious colors and patterns.

STAFF ASSESSMENT

On January 9, 2012, the owner Newman-Bellewood LLC and the tenant Dunkin' Donuts received a zoning notice of violation letter stating, "Unless expressly exempted, no structure, building or sign located on land shall be erected, reconstructed, altered or restored on property subject to the H-2 Overlay District standards of Section 7.6 of the Zoning Ordinance until the plans for such shall have been approved." The replacement of the awnings at this location qualifies as altering the building and thus requires Board of Architectural Review approval. This project clearly complies with guideline 1 and 3 above; however, Staff believes the orange shed awnings vinyl fabric and detailing do not compliment the character of the building and that these awnings do not compliment other awnings in the Bellewood Common Shopping Center. The previous dark awnings at Dunkin' Donuts blend in to the natural surroundings, appear more compatible with the brick and trim of the building and are more consistent with the awnings found on the Red, Hot and Blue building. There are no other awnings within the Bellewood Commons Center for comparison besides Red, Hot and Blue and pictures of those awning treatments are found below. Staff believes however that the orange color does not compliment this shopping center; in fact, the color draws the attention of the public to the Dunkin' Donuts façade, especially at night. Staff feels there could be a potential conflict with these awnings reading as additional signage for Dunkin' Donuts as well because of the bright nature of the fabric backlit with florescent bulbs.

In staff's opinion, the installed vinyl shed awnings create different but not harmonious colors and patterns as found elsewhere in the H-2 Overlay District? Pictures included below illustrate the BAR approved awnings at Anita's Restaurant and Del Rio Restaurant. These colors are darker, black and red, which create a more harmonious color scheme within the H-2 overlay.

For illustrative purposes please view some of the following pictures of both the Dunkin' Donut project as well as examples of previously approved awning projects within the H-2 overlay.



Night View - new awnings.



Bellewood Common Pad Site Awnings



Prosperity Shopping Center - BAR approved awnings
TLHP-2005-0022



Anita's Restaurant – BAR approved awnings
TLHP-2006-0065

STAFF RECOMMENDATION/DRAFT MOTION

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

Based on the facts that:

1. The design of the Dunkin' Donuts awnings and the selection of fabric does not compliment the character of a building.
2. The shed awning color and particularly the internally illuminated design of the Dunkin' Donuts awning is not compatible with other storefront awnings in the H-2 overlay district and is not in keeping with previous BAR approvals.
3. Based on previous BAR approvals in July 1990 of dark colored awnings, illuminated text only with the remainder of the awning to be opaque, the current request diverges too far from original approvals for Dunkin Donuts text and awnings and for similar awning requests within the Bellewood Shopping Center and H-2 Corridor.

Staff recommends denial of TLHP-2012-0007 as submitted.