



## Board of Architectural Review

DATE: October 2, 2019  
TO: Board of Architectural Review Chair and Members  
THROUGH: Jason Sutphin, Community Development Division Chief *JDS*  
FROM: Tommy Scibilia, BAR Liaison *TS*  
SUBJECT: **Victoria's Cakery**

ATTACHMENTS: 1. Relevant Regulations  
2. Photos  
3. Submission Package

### **Nature of Request**

1. Case Number:	BAR-19-00621
2. Address:	10430 Main Street
3. Request:	Painting and signage
4. Applicant:	R.O. Dickson
5. Applicant's Representative:	Self
6. Status of Representative:	Agent
7. Zoning:	CR Commercial Retail, Old Town Fairfax Historic Overlay District

## **BACKGROUND**

The subject site is located on the north side of Main Street at the corner of Chain Bridge Road. The existing structure was constructed in 1945. It is a one story commercial building in the vernacular architectural style, constructed of painted stretcher bond brick with a hipped roof of asphalt shingles. Architectural details include brick dentils, arched window and door headers, a bay window, and shutters. Meters, wiring conduits, and other appurtenances are located on the north façade which faces into an alley shared with the neighboring Leigh Building. Mulched landscape beds planted with shrubs line the west and south sides of the building along the sidewalk. The building currently houses Victoria's Cakery cake shop and Roseberry and Foster, a surety bond office.

The building is located in the locally designated Old Town Fairfax Historic Overlay District (HOD), which carries with it specific zoning regulations (see Attachment 1) and design standards (see Analysis). The building is also located within the boundary of the national- and state-designated City of Fairfax Historic District as listed on the National Register of Historic Places and the Virginia Landmarks

Register. It is not listed as a contributing structure to the district, because at the time of nomination, 1987, the building had not achieved the 50 year benchmark set by the Department of the Interior for building age for consideration as a historic structure. In a study conducted in 2004 by EHT Tracerics, which included a draft nomination for a boundary expansion of the district, this building was listed as a contributing structure. The EHT Tracerics report was not submitted for official consideration by the Department of the Interior but remains a valuable resource for information on the historical significance of properties in the City.

Of the surrounding buildings, briefly described below, all are located in the local overlay district and the national and state registers district.

- North: Leigh Building, 3989 Chain Bridge Road, vernacular architectural style, constructed in 1946
- South: Royal Gas Station, 10423 Main Street, constructed in 1952
- East: Fairfax Plaza Building, 10426 Main Street and 3981 Chain Bridge Road, constructed in 1955
- West: Bank of America (formerly), 10440 Main Street, colonial revival architectural style, constructed in 1931 with subsequent additions

On April 1, 1998 the BAR approved the repainting of the brick from gray to an off-white color called “Simulated Whitewash”, repainting of the shutters from black to “Raleigh Tavern Chinese Red”, and painting of the doors, windows, eaves, and gutters pure white. At this same hearing, the BAR approved new lighting, and two projecting hanging signs along Main Street, one for Victoria’s Cakery and one for Roseberry and Foster. In 2006 there was an administrative review and approval of a vinyl window sign for Victoria’s Cakery. See photos of the existing condition of the building in Attachment 2.

## **PROPOSAL**

The applicant is proposing to paint the exterior of the building and replace the projecting sign with an updated design. The paint colors to be used are a dark magenta color called “Glitterati” (P120-70 high gloss) by Behr for the brick, “Yeabridge Green” (#287) by Farrow & Ball for the shutters, and a purplish blue color called “Pitch Blue” for the doors. The window and door trim, eaves, gutters, and downspouts would remain white. See the proposed colors and a rendering of the proposal in Attachment 3, and a photo of a test-painted portion of the building along Chain Bridge Road in Attachment 2. Note that in the rendering some of the shutters appear blue, although the proposed condition is that all shutters be painted “Yeabridge Green”.

The applicant is requesting to replace the existing oval sign for Victoria’s Cakery with a new circular sign of generally the same size, 20 inches in diameter. The new double-sided sign would be hung from the existing sign bracket, and constructed of Extira, a composite material, with carved detailing. The sign would be painted with a white background, red (pantone 7622C) and “23K Gold” border, “23K Gold” serif lettering with black detailing, and black swirl designs.

No changes are proposed to the landscaping, lighting, or Roseberry and Foster sign.

## ANALYSIS

### ***City of Fairfax Design Guidelines:***

The following excerpts from the Design Guidelines are relevant to this application.

#### *Rehabilitation: Building Materials, HOD-3*

##### *Masonry, HOD-3.1*

*If painted masonry needs repainting, follow these steps:*

- a. Remove deteriorated paint to the next sound layer by hand scraping. Do not completely remove paint that is well adhered, as breaking that bond could damage the masonry.*
- b. Clean with a low-pressure water wash if the building is dirty.*
- c. Allow masonry to dry for at least fourteen days before applying paint.*
- d. Prime with an appropriate masonry primer.*
- e. Repaint with an appropriate masonry paint system recommended by a paint manufacturer.*

##### *Wood, HOD-3.6*

*Keep all wood surfaces primed and painted.*

Staff recommends that the applicant abide by these guidelines when repainting the building.

#### *Signs, HOD-6*

##### *Placement, HOD-6.4*

*Place signs so that they are an integral part of the façade and do not obstruct architectural elements and details that define the design of the building. Locations should respect the signs of adjacent businesses.*

##### *Materials, HOD-6.5*

*Use traditional materials such as wood, glass, gold leaf, raised individual metal or painted wood letters on wood, metal, or glass. More recent changes have created lettering and signs made of composite, acrylic and vinyl materials that may be appropriate as well.*

*Color, HOD-6.5*

*Use colors that complement each other and include accent colors as well. A limit of three colors generally is recommended, although more colors may be appropriate in exceptional and tastefully executed sign designs.*

Staff finds the design of the sign to be of high quality and appropriate for the HOD. While the colors do not exactly match those proposed for the building, staff recognizes that paint colors can be modified over time, and that signage is a more permanent installation that will likely remain for decades. Extira is a currently popular composite material with qualities that allow it to be carved and engraved, and that has been approved recently for new signage of several merchants in the HOD. Some examples include:

The Standard Barbershop

- Projecting sign
- Case BAR-A-16080065
- Approved administratively August 26, 2016

Authentic Portrait Studio

- Projecting sign
- Case BAR-A-16100089
- Approved administratively October 31, 2016

Commonwealth Dry Goods

- Projecting sign
- Case-BAR-A-18-00086
- Approved administratively February 13, 2018

Victorian Square, 10381, 10385, and 10387 Main Street, 4007 University Drive

- Two monument signs
- Case BAR-A-18-00372
- Approved administratively May 18, 2018
- Additional monument sign for 10381 building
- Case BAR-A-19-00349
- Approved administratively May 28, 2019

Photos of these signs can be seen in Attachment 2.

*Painting, HOD-7*

*Color & Placement, HOD-7.3*

*Select a color scheme appropriate to the period in which your building was constructed and that is generally compatible with adjacent structures.*

*Treat similar elements with the same color to achieve a unified, rather than overly busy and disjointed, appearance.*

*Paint unpainted aluminum-frame storm windows and doors to match wood trim.*

*Avoid bright and obtrusive colors.*

*For most buildings, the numbers of colors should be limited to three: a wall or field color, a trim color, and an accent color for doors, shutters, and sash.*

*For commercial buildings, trim, including cornices, the storefront, and window framing should be painted the same color. The wall, if painted, should be a contrasting color. The window sash, doors, and any bulkhead panels may be painted a different accent color.*

*The choice of colors may differ according to architectural style. The following recommendations are general guidelines; there may be instances where certain colors or combinations of color are appropriate, attractive and differ from the following:*

*Vernacular: These buildings are generally very simple designs with plain detailing. One color should be used for the trim and a contrasting color for the wall.*

Staff finds the proposed number of colors and their placement on the building to be consistent with these guidelines. Because this building has additional design features not accounted for in the Design Guidelines for vernacular architecture, the shutters, staff believes an additional color is warranted. Staff does not find “Glitterati” to be overly bright and obtrusive, as long as it is applied according to manufacturer-recommended instructions. A primer and base coat should be applied as recommended in order to make the paint coverage as solid, opaque, and even as possible, and to achieve the true color of the sample provided.

A wide range of paint colors have been approved by the BAR for other buildings in the HOD. Recent approvals include:

Paint Your Own Pottery, 10417 Main Street

- “Finley Blue” with “Dorset Gold” shutters
- Case BAR-15090129
- Approved October 21, 2015

The Shoppes at Main Street, 10409 Main Street

- “Carter Plum”
- Case BAR-15090129
- Approved October 21, 2015

Victorian Square, 10381, 10385, and 10387 Main Street, 4007 University Drive

- “Dark Crimson”, “Flannel Gray”, “Concord Ivory”, and “Old Navy”
- Case BAR-17010078
- Approved March 15, 2017

Havabite Eatery, 10416 Main Street

- “Greek Villa” with “Adriatic Sea” detailing
- Case BAR-17-00100
- Approved October 4, 2017

High Side, 4009 Chain Bridge Road

- “Repose Gray” with “Black Fox” shutters and detailing
- Case BAR-17-00393
- Approved December 20, 2017

Mara Hair & Mode Studio, 4011 Chain Bridge Road

- “Great Graphite” with “Satin Black” detailing
- Case BAR-18-00429
- Approved June 20, 2018

Photos of all of these buildings can be seen in Attachment 2.

***Comprehensive Plan:***

The following excerpts from the 2035 Comprehensive Plan are relevant to this application.

*Chapter 2 – Land Use*

*Community Design and Historic Preservation Goal 1 – Require high-quality, sustainable design.*

*OUTCOME CDHP1.2: Attractive buildings, inviting public spaces, and welcoming gateways that contribute to our economic vitality and unique character. (64)*

*Community Design and Historic Preservation Goal 2 – Protect and enhance historic resources.*

*ACTION CDHP2.1.3 Encourage the preservation of existing buildings of historic or architectural significance whenever feasible.*

*OUTCOME CDHP2.2: Redevelopment that respects nearby historic structures and the established architectural pattern. (65)*

Staff does not believe paint color modifications have an adverse effect on the architectural or historical character of a structure.

## **RECOMMENDATION**

Staff finds the proposed exterior modifications to be generally consistent with the City's Design Guidelines and Comprehensive Plan, and therefore recommends approval of the major certificate of appropriateness with the following conditions:

1. All shutters shall be painted "Yeabridge Green" (#287) by Farrow & Ball.
2. The window and door trim, eaves, gutters, and downspouts shall be white.
3. The applicant shall use paint formulated for use on brick and shall apply it according to manufacturer instructions. The applicant shall follow the guidance contained in the Design Guidelines chapter on rehabilitation of masonry. A primer and base coat shall be applied to achieve full and even coverage.
4. All building-mounted conduit shall be painted to match the adjacent wall surface.
5. The proposed modifications shall be in general conformance with the review materials received by staff and included in the staff report, as modified through the date of this meeting, except as further modified by the Board of Architectural Review, the Director of Community Development and Planning, Zoning, or the Building Official.

ATTACHMENT 1

## RELEVANT REGULATIONS

### §3.7.2. Historic overlay district

#### A. General

2. All structures and improvements erected, enlarged, or reconstructed in historic overlay districts shall be designed and constructed in a manner that will complement the unique character of the district with respect to building size, scale, placement, design and the use of materials.

3. Improvements within this district shall be subject to the approval of a certificate of appropriateness in accordance with the provisions of §6.5.

#### B. Old Town Fairfax Historic Overlay District

##### 1. Applicability

Development in the Old Town Fairfax Historic Overlay District shall comply with the requirements of this §3.7.2.B

##### 8. Signs

###### (a) Applicability

All signs otherwise allowed in the underlying general use district (§4.6.8) shall be subject to the approval of a certificate of appropriateness in accordance with the provisions of §6.5; provided, however, changes to text only, temporary signs, or signs allowed without a permit (§4.6.3), excluding §4.6.3.D and §4.6.3.G, shall not be subject to such approval. Changes to the font color and size are subject to approval of a certificate of appropriateness.

### §5.4.5. Powers and duties

#### B. Final decisions

The board of architectural review shall be responsible for final decisions regarding the following:

1. Certificates of appropriateness, major (§6.5)

### §6.5.1. Applicability

Certificates of appropriateness shall be reviewed in accordance with the provisions of §6.5.

#### A. A certificate of appropriateness shall be required:

1. To any material change in the appearance of a building, structure, or site visible from public places (rights-of-way, plazas, squares, parks, government sites, and similar) and located in a historic overlay district (§3.7.2), the Old Town Fairfax Transition Overlay District (§3.7.3), or in the Architectural Control Overlay District (§3.7.4). For purposes of §6.5, “material change in appearance” shall include construction; reconstruction; exterior alteration, including changing the color of a structure or substantial portion



thereof; demolition or relocation that affects the appearance of a building, structure or site;

### §6.5.3. Certificate of appropriateness types

There are two types of certificate of appropriateness with differing levels of approval required for each. The criteria for establishing which type of certificate of appropriateness and the corresponding level of approval for each are indicated below.

#### A. Minor certificate of appropriateness

##### 1. Applicability

A minor certificate of appropriateness shall include proposed changes to:

- (a) Awnings, doorways, ramps, walkways, shutters, porches, railings and similar features;
- (b) Landscaping features, involving the planting of grass, trees or shrubs, minor grading, walks, low retaining walls, fencing, street furniture, outdoor seating areas, small fountains, and ponds;
- (c) Screening for dumpsters or mechanical equipment, either on the ground or on the structure;
- (d) Exterior lighting, including poles and fixtures;
- (e) Signs in the Old Town Fairfax Historic Overlay and the Old Town Fairfax Transition Overlay Districts as specified in §3.7.2.B.8 and §3.7.3.G, respectively;
- (f) Antennas, satellite dishes or other communications devices, skylights or similar appurtenances; and
- (g) Features and changes similar to those listed above.

##### 2. Approval authority

The director shall have authority to approve all minor certificates of appropriateness.

#### B. Major certificate of appropriateness

##### 1. Applicability

Any development requiring a certificate of appropriateness not listed in §6.5.3.A, above, as a minor certificate of appropriateness shall be considered a major certificate of appropriateness.

##### 2. Approval authority

###### (a) General

Except as specified in §6.5.3.B.2(b), below, the board of architectural review shall have authority to approve major certificates of appropriateness.

###### (b) Alternative (in conjunction with other reviews)

Alternatively, and in conjunction with special use reviews, planned development reviews, special exceptions or map amendments (rezoning), the city council may approve major certificates of appropriateness.

#### §6.5.5. Action by director

The director shall review applications for certificates of appropriateness compliance with the approval criteria of §6.5.7. Based on the results of the review, the director shall take final action on minor certificates of appropriateness, and shall prepare a report and recommendation to the decision-making body on major certificates of appropriateness.

#### §6.5.6. Action by decision-making body

##### A. General (involving other review by city council)

After receiving the director's report on proposed certificates of appropriateness, which do not involve other reviews described below, the board of architectural review (BAR) shall review the proposed certificates of appropriateness in accordance with the approval criteria of §6.5.7. The BAR may request modifications of applications in order that the proposal may better comply with the approval criteria. Following such review, the BAR may approve, approve with modifications or conditions, or disapprove the certificate of appropriateness application, or it may table or defer the application.

##### B. Other reviews

1. Prior to taking action on special use reviews, planned development reviews, special exceptions and map amendments (rezoning), the city council shall refer proposed certificates of appropriateness to the BAR for review in accordance with the approval criteria of §6.5.7.
2. In conjunction with special use reviews, planned development reviews, special exceptions and map amendments (rezoning), the city council may review the proposed certificate of appropriateness in accordance with the approval criteria of §6.5.7. The city council may request modifications of applications in order that the proposal may better comply with the approval criteria. Following such review, the city council may approve, approve with modifications or conditions, or disapprove the certificate of appropriateness application, or it may table or defer the application.

#### §6.5.7. Approval criteria

##### A. General

1. Certificate of appropriateness applications shall be reviewed for consistency with the applicable provisions of this chapter, the City of Fairfax Design Guidelines, and any other adopted design guidelines.
2. Approved certificates of appropriateness shall exhibit a combination of architectural elements including design, line, mass, dimension, color, material, texture, lighting, landscaping, roof line and height conform to accepted architectural principles and exhibit external characteristics of demonstrated architectural and aesthetic durability.

#### §6.5.9. Action following approval

A. Approval of any certificate of appropriateness shall be evidenced by issuance of a certificate of appropriateness, including any conditions, signed by the director or the chairman of the board of architectural review. The director shall keep a record of decisions rendered.

B. The applicant shall be issued the original of the certificate, and a copy shall be maintained on file in the director's office.

§6.5.10. Period of validity

A certificate of appropriateness shall become null and void if no significant improvement or alteration is made in accordance with the approved application within 18 months from the date of approval. On written request from an applicant, the director may grant a single extension for a period of up to six months if, based upon submissions from the applicant, the director finds that conditions on the site and in the area of the proposed project are essentially the same as when approval originally was granted.

§6.5.11. Time lapse between similar applications

A. The director will not accept, hear or consider substantially the same application for a proposed certificate of appropriateness within a period of 12 months from the date a similar application was denied, except as provided in §6.5.11.B, below.

B. Upon disapproval of an application, the director and/or board of architectural review may make recommendations pertaining to design, texture, material, color, line, mass, dimensions or lighting. The director and/or board of architectural review may again consider a disapproved application if within 90 days of the decision to disapprove the applicant has amended his application in substantial accordance with such recommendations.

§6.5.12. Transfer of certificates of appropriateness

Approved certificates of appropriateness, and any attached conditions, run with the land and are not affected by changes in tenancy or ownership.

§6.5.13. Appeals

A. Appeals to city council

Final decisions on certificates of appropriateness made may be appealed to city council within 30 days of the decision in accordance with §6.22.

B. Appeals to court

Final decisions of the city council on certificates of appropriateness may be appealed within 30 days of the decision in accordance with §6.23.