



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: **Red Lobster**

ATTACHMENTS: 1. Relevant Regulations
2. Photos and Plans Package

Nature of Request

1. Case Number: BAR-19-00622
2. Addresses: 10325 Fairfax Boulevard
3. Request: Exterior modifications
4. Applicant: Hallie Ervin
5. Applicant's Representative: Self
6. Status of Representative: Agent
7. Zoning: CR Commercial Retail, Architectural Control Overlay District

BACKGROUND

The subject site is located on the south side of Fairfax Boulevard near its intersection with Eaton Place. It is developed with a one story restaurant building constructed in 1977 and most recently approved for exterior alterations by the BAR on June 15, 2011, including expansion of the dumpster enclosure to the rear of the building. On January 27, 2012, staff administratively approved another expansion of the dumpster enclosure, the planting of a new parking lot island tree, and the addition of an ADA ramp and handrails. The current architecture includes a painted brick façade, a cementitious siding-clad window projection in the front with a decorative trellis, a rectangular canopy above the front entrance patio with cementitious fascia and cementitious-clad square columns, a standing seam metal mansard roof, a gabled entry tower faced in stone with a louvered vent and standing seam metal roofing, and a stone wall along the front of the entrance patio and at the base of the canopy columns. The current colors include "Classic Burgundy" for the brick, "Chelsea Grey" for the cementitious siding, "Charcoal Gray" for the standing seam metal elements and entry doors, and "Oxford White" for the trim, trellis, and canopy. Existing lighting fixtures include lantern-style fixtures mounted to the canopy columns, and rectangular sconces on the main wall surfaces. Photos of the existing conditions can be found in Attachment 2.

PROPOSAL

The applicant is proposing to modify the exterior of the building by applying new paint colors and a new accent material. All new paint would be manufactured by Benjamin Moore. The brick and cementitious siding would be painted a warm gray color called “Evening Gown” (#CSP 375) above the trim line and a dark powder blue color called “Stunning” (#826) below. The service doors on the west elevation and their framing would be painted “Evening Gown” to match the upper wall surfaces. The standing seam metal mansard and gable roofing would be painted a dark gray color called “Nightfall” (#1596), similar to the existing “Charcoal Gray” color, and the doors would be painted “Heritage Red” (#HC-181). The trim, canopy, and canopy columns would be repainted white, “Ultra White” (#CC10). The stone facing on the gabled entry tower above the canopy would be refaced with Brazilian walnut siding with a dark brown stain. The stone facing on the entry tower façade below the canopy, on the low wall along the front of the entry patio, and at the bases of the canopy columns would remain. The trellis and brackets of the siding-clad window projection would be removed and replaced with a three-foot-deep suspended aluminum awning with a flat profile and diagonal slats, to be painted “Nightfall”. The remaining trim around these windows would be repaired as needed and painted “Ultra White”.

New rectangular LED wall sconces in a black powder-coated finish with a 3000K color temperature are proposed to replace the existing wall- and column-mounted fixtures in their same location.

No changes are proposed to the site, dumpster enclosure, or landscaping with this application.

ANALYSIS

City of Fairfax Design Guidelines:

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

New Construction, ACOD-3

Materials & Textures, ACOD-3.9

The selection of materials and textures for a new building in the ACOD may include brick, stone, cast stone, wood or cementitious siding, metal, glass panels, or other materials as deemed appropriate by Staff and the BAR. In general, the use of stucco-like products such as EIFS should be limited and is most appropriate on higher elevations, not in the pedestrian realm.

Larger-scale buildings whose primary facades have been divided into different bays, planes, and heights to reduce their visual impact also may vary materials and textures as well.

Use quality materials consistently on all publicly visible sides of buildings in the district. These materials should be long lasting, durable, maintainable, and appropriate for environmental conditions.

Avoid the use of aluminum or vinyl siding and plain concrete masonry units as exterior materials or painted metal siding. EIFS (artificial stucco) may be appropriate if used in small proportions above pedestrian level.

Staff finds the proposed Brazilian walnut siding to be of high quality. Its use on the upper portion of the entry tower adds material articulation and helps to break up its mass.

Building-Mounted Lighting, ACOD-3.12

Lighting for new structures should be designed to be an integral part of the overall design by relating to the style, material, and/ or color of the building.

Fixtures should utilize an incandescent, LED, fluorescent, metal halide, or color corrected high-pressure sodium lighting sources. Avoid overly bright or colored lights.

Fixtures should be the full cutoff variety to limit the impact of lighting on neighboring properties.

Building-mounted accent lighting should be shielded and directed toward the building.

Colored lighting should generally not be used outside of temporary seasonal displays.

Staff finds the proposed LED wall sconces to conform to these guidelines.

Painting, Color & Finishes, ACOD-4

Guidelines, ACOD-4.2

Brick is intended to remain unpainted; however, if the brick has been painted in the past or the brick is aesthetically unattractive, use a masonry paint product. Masonry is intended to breathe and inappropriate paint coatings can cause moisture issues.

Select a coordinated palette of colors for each property that includes site elements in addition to the building itself.

Set the color theme by choosing the color for the material with the most visible area, such as a brick wall area or a metal roof, and relate other colors to it.

Select natural tones instead of overly bright and obtrusive colors.

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

For most buildings, the numbers of paint colors are typically limited to three: a wall or field color, a trim color, and an accent color for signs, doors, etc.

After using other scale reduction techniques discussed earlier in this section, also consider using color variation to break up the mass of a building and provide visual interest.

Staff finds the proposed colors for the brick, which is already painted, to be more natural and subdued in tone than the existing color. The proposed colors of the standing seam metal roofing, cementitious siding, trim, and canopy are very similar to the current colors. Staff finds the proposed color for the doors to be an appropriate accent.

Awnings, ACOD-5

Placement & Design, Material & Color, ACOD-5.3-5.5

Place an awning or canopy carefully within the storefront, porch, door, or window openings so it fits the building and does not obscure other important features or elements or damage materials.

Choose an awning shape that fits the opening in which it is installed. Use materials and forms that are compatible with the associated building.

Coordinate color scheme of awnings and canopies with the overall building color scheme.

Avoid using shiny plastic-like fabrics.

Use materials that are compatible with the associated building.

Staff finds the proposed suspended awning to be of a material and color that is consistent with other features of the building, and an appropriately contemporary architectural feature to add articulation to the window projection.

Franchise Design, ACOD-7

Guidelines, ACOD-7.2

Standard franchise designs are discouraged in the ACOD unless they reflect the district goals of higher quality materials and building designs that enhance the visual character of the district.

Franchise designs that use over-scaled generic building elements, roof forms, and colors over large expanses of the building to communicate a standardized brand are discouraged.

If the company uses franchise design elements and/or colors that are unique and symbolic of a particular chain business, they must be secondary to the overall architectural design.

Franchise buildings should include basic forms, roof designs, materials and colors that result in a design that can be easily remodeled if the building is vacated. Uniquely branded buildings may be difficult to sell or lease resulting in long-term vacancy or blight.

Large buildings with franchise tenants known as “big boxes” should use scale reduction techniques and quality materials on all sides of their buildings visible from a public-right-of-way, not just their façade.

Staff believes that the colors and materials proposal are of high quality and not exclusively attributable to Red Lobster’s corporate branding. The proposal has no major impact on the architectural form of the building, which staff believes could be used by other tenants in the future in its proposed condition.

Comprehensive Plan:

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

Chapter 2 – Land Use

Commercial Corridors and Activity Centers Goal 1 – Enhance Commercial Corridors.

ACTION CCAC1.1.3 Encourage creativity and architectural excellence in new commercial developments. (50)

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)

Staff finds that the proposal, while not modifying the overall existing architectural form of the building, would be an enhancement, utilizing more subdued colors and a new material with a natural aesthetic that will add dimension and articulation to the building.

RECOMMENDATION

Staff finds the proposal to be consistent with the provisions of the City’s Design Guidelines and the Comprehensive Plan, and therefore recommends approval of the major certificate of appropriateness with the following conditions:

1. The paint for the bricks shall be formulated for use on masonry.

2. The suspended awning shall be prefinished in a color matching “Nightfall” or shall be painted a color to match “Nightfall” with a paint formulated for use on aluminum.
3. Painted elements shall be retouched as necessary to retain a clean appearance.
4. 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.

RELEVANT REGULATIONS

- Attachment 1-

§3.7.4. Architectural control overlay district

B. Certificate of appropriateness required

Except as specified in §3.7.4.C, below, all development in the architectural control overlay district shall be subject to the approval of a certificate of appropriateness in accordance with the provisions of §6.5.

C. Exceptions

The architectural control overlay district shall not apply to signs, unless otherwise specified, or to the following uses:

1. Single-family detached;
2. Duplex dwellings, after initial approval and construction; and
3. Townhouses, after initial approval and construction.

§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

A. Major certificates of appropriateness

1. 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.

§6.5.6. 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, 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, any adopted design guidelines, and the community appearance plan.
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.