



## Board of Architectural Review

DATE: October 16, 2019  
TO: Board of Architectural Review Chair and Members  
THROUGH: Jason Sutphin, Community Development Division Chief *BH* For JS  
FROM: Tommy Scibilia, BAR Liaison *TS*  
SUBJECT: **Point 50 Grocery Store – Amendment 2**

ATTACHMENTS:

1. Relevant Regulations
2. Meeting Minutes September 18, 2019
3. Photos of Construction
4. Plans and Elevations Package
5. Grocery Façade Design Evolution Exhibit
6. Previous Certificates of Appropriateness
7. Rendering of Staff-Recommended Condition

### **Nature of Request**

1. Case Number:	BAR-19-00584
2. Addresses:	10334 Fairfax Boulevard
3. Request:	Amendment to approved materials
4. Applicant:	BRR Architecture
5. Applicant's Representative:	Don Olsen
6. Status of Representative:	Agent
7. Zoning:	CR Commercial Retail, Architectural Control Overlay District

## **BACKGROUND**

The subject property is located in Northfax between Fairfax Boulevard and Eaton Place. The site was developed as a retail strip center around 1950, with two multi-tenant retail buildings and a standalone restaurant. On July 11, 2017, City Council approved a series of special exceptions and a major certificate of appropriateness as part of a redevelopment proposal for a shopping center to include three multitenant retail buildings and an anchor grocery store with surface parking at the center of the site.

On October 17, 2018 the applicant returned to the BAR as part of the conditions of the 2017 approval, and received approval for the programming of an outdoor amenity area beside one of the retail

buildings, the configuration of outdoor seating areas at the grocery store, and the location and size of future mural painting areas on the east elevation of the grocery store.

On April 17, 2019, the applicant received approval from the BAR for an amendment to the 2017 approved design of the grocery store building, which switched the locations of the primary and secondary entrances on the west façade, modified accent materials at the main entrance, and modified the location of the outdoor seating area and grocery cart corral. The approval carried with it conditions which have been adapted to this proposal and included in the Recommendations section below. See Attachment 6 for the previous certificates of appropriateness associated with this shopping center and the grocery store building.

The April 17, 2019 approved design of the grocery store included grayish brown “Oyster Gray” brick by Taylor Brick with horizontal soldier course accent bands for the main body of the building, light tan “Confederate Blend” brick pilasters and tower elements, woodgrain fiber cement panel in “Maple”, scored white EIFS, decorative cornices, flat metal awnings in a blue finish, and clear anodized aluminum coping, storefront, and vertical accent pieces above the pilasters. The main entrance, located at the southwest corner of the building and facing out toward the parking lot to the west, comprised the highest roofline of the structure with a flat white metal cornice. The main façade material was a series of horizontally-oriented metal panels in two tones of gray in an abstract arrangement. Within this entrance tower above the doors and storefront was an L-shaped blue metal “eyebrow” awning that projected several feet from the west façade, made contact with the ground to the left of the entrance doors, and wrapped to the south façade close to the face of the building. The secondary entrance was mostly “Confederate Blend” brick with louvered metal awnings above the storefront, and a decorative cornice along the roofline. Tower elements on the southeast and northeast corners had white metal coping across the top.

Many of the approved materials, including the woodgrain panel, clear anodized aluminum, “Confederate Blend” brick, and scored EIFS were approved for use on the three retail buildings in 2017, which was intended to create a cohesive aesthetic for the shopping center. See retail building elevations and approved materials in Attachment 4.

On September 18, 2019 the applicant appeared before the BAR for consideration of a request to further amend the architecture of the grocery store building. The proposal included a material change to the main entry tower, and material color changes throughout the building. The proposed entry tower material was eight-foot-by-four-foot rectangular metal panels in “Statuary Bronze” by Alucobond arranged in a regular grid to replace of the abstractly arranged two-tone gray panels. The blue metal “eyebrow” was replaced with a cantilevered white metal awning with the same general projection depth but without the vertical return to the ground next to the entrance. The storefront for the entire building and the vertical trim pieces above the pilasters were changed to dark bronze instead of the approved clear anodized aluminum, and the awnings above the storefront on both the west and south elevations were changed to a dark bronze finish instead of the approved blue. Three brick pilasters were added to the storefront area of the main entrance. The secondary entrance was modified to include additional

brick coloring and a simpler flat cornice to match that of the main entrance, and to remove the louvered awnings from above the storefront. The tower elements on the southeast and northeast corners of the building were given simple flat cornices in a clear anodized finish in place of the white coping. A small landing with stairs and a small awning were added to an emergency egress door on the east elevation. Lighting fixtures included decorative fluorescent wall sconces in a silver finish to be located on pilasters in the pedestrian realm on the west and south façades, and downcast LED wall pack fixtures with a 4000K color temperature to be located at the top of the pilasters on the south and east façades. These are the same lighting fixtures that were approved for use on the retail buildings in 2017. At the September 18, 2019 hearing, staff recommended that both fixtures be finished in dark bronze for consistency with the other design elements. The submission materials did not show any coping along the woodgrain panel portions of the roofline.

The BAR unanimously deferred action on the application, and expressed general disappointment in the devolution of the design of this building since its original approval in 2017. Comments included that an oversimplified design of both entrances was problematic and had an adverse effect on the appearance of the structure. Board members generally agreed that the “Statuary Bronze” color proposed for the main entrance was too bold and created a monolithic appearance. Board members asked that the small awning over the rear emergency egress door be removed so as not to interfere with the mural that is to be painted on this façade. The full meeting minutes have been included as Attachment 2.

The façades of the two previous approvals, the proposal from September 18, 2019, and the most current revised proposal can be found in Attachment 5 for direct comparison.

Currently all of the original buildings have been demolished, the site has been graded, and construction of the grocery store building is underway, including portions of the building that are under review with this application. See photographs taken on October 7, 2019 in Attachment 3.

## **PROPOSAL**

The applicant has revised the design since the meeting on September 18, 2019 in response to the BAR’s feedback. The material of the entry tower has been changed from eight-by-four-foot “Statuary Bronze” panels to “Cadet Gray” metal panels, in two sizes, eight feet by four feet, and eight feet by two feet. The different sizes are arranged in rows. All of the storefront and the vertical metal trim pieces above the pilasters have been changed back to the previously approved clear anodized aluminum finish. Clear anodized aluminum coping has been added to the elevations along the woodgrain façade rooflines and is a simplified version of the April 17, 2019 coping, which had a more decorative cornice-like profile. The cornices at the entry towers and other corner towers have retained their simple flat profile present in the September 18, 2019 proposal. The large cantilevered awning at the main entry and the smaller suspended awnings over the sections of storefront on the west and south elevations are proposed to be metal in a white finish instead of bronze. The entire underside of the cantilevered awning is proposed to be painted green (pantone PMS 368 C). The three brick pilasters at the main entry present in the

September 18, 2019 submission remain in this updated proposal, and have already begun being constructed (see Attachment 3). The design of the secondary entrance has been modified to include the louvered awnings from the April 17, 2019 approved design. The suspended awning over the emergency egress door on the east elevation has been removed from the proposal. A railing for the seating area to the right of the main entrance has been added to the elevations for a better visualization of how this area might look. The applicant will still be required to submit information for the railing and for the outdoor furniture for administrative review (see Recommendations below).

The lighting fixtures are the same as those proposed at the September 18, 2019 hearing (see Background and Attachment 4).

## ANALYSIS

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

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

#### *New Construction, ACOD-3*

##### *Roof Form & Materials, ACOD-3.6*

*Large-scaled buildings should have a varied roofline to break up the mass of the design and to avoid a visible monolithic expanse of roof. Use gable and/or hipped forms or different height of bays. Break the roof mass with elements such as gables, hipped forms, dormers, or parapets. Scale these features to the scale of the building.*

*Consider using a special roof feature on buildings located at a prominent corner or to highlight entry bays on larger structures.*

Staff finds the addition of simple cornices on all tower elements of this building to be in conformance with the above guidelines and consistent with the approved roof design of the retail buildings in the shopping center.

##### *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.*

*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.*

Staff does not believe the new “Cadet Gray” panels are an improvement to the previous proposal, and recommends that the applicant use the two-tone gray panels as approved at the April 17, 2019 approval, which Board members expressed a preference for at the September 18, 2019 hearing. See Attachment 7 for a staff rendering of this proposed condition. The brick products for the body of the building and the woodgrain panel product are not proposed to change from the original 2017 approval.

*Architectural Details & Decorative Features, ACOD-3.9*

*Traditionally styled buildings generally have some form of decorative details but many structures in the architectural control district do not. Copying historic decorative features to be pasted onto contemporary buildings is inappropriate. Simple details such as brick patterns, varied materials, cornices, roof overhangs, window and door surrounds, belt or string-courses, and water tables can all add visual interest and human scale elements to new construction.*

Staff finds the addition of simple cornices on all tower elements of this building and the addition of pilasters to the main entry area to the approved design from April 17, 2019 to enhance the look of the building and to meet the intent of the above guidelines.

*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 wall-mounted sconces and wall pack lights, the same as those approved for use on the retail buildings (see Attachment 4) to be consistent with the guidelines for building-mounted lighting.

*Painting, Color & Finishes, ACOD-4*

*Guidelines, ACOD-4.2*

*Paint and finish color choices are a design characteristic that can be changed in the future. In some cases, commercial building owners or tenants may desire a certain color or shade of colors to reflect their personal preference or the brand or logo of their business; while the BAR may attempt to accommodate their preferences if possible, brand colors should not dominate the building's appearance.*

*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.*

*Do not use large amounts of a strong bright color that can have the effect of turning much of the building into a branding image.*

Staff finds the proposed white color of the awnings to blend well with the approved brick colors. The use of anodized aluminum for a variety of design elements would help this building relate materially to the retail buildings. Staff finds the bright green proposed for the underside of the cantilevered awning to be bright, but in a secondary location and at a small enough scale that it is appropriate as an accent.

#### *Awnings & Canopies, ACOD-5*

##### *Guidelines, ACOD-5.2*

*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 designs that do not interfere with existing signs, street trees, or other elements along the street.*

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

*Make sure the height of the bottom edge of the awning or canopy meets code requirements.*

*Canopies, including service station canopies and drive-through canopies, should complement their associated buildings in materials and scale, and be integrated with the buildings' overall design.*

Staff finds the design of the proposed cantilevered entry awning, suspended storefront awnings, and louvered awning at the secondary entrance to be consistent with these guidelines and with design elements of the retail buildings. The proposed white color for the flat awnings is neutral and would work well within the overall color palette for the shopping center, while the green color proposed for the underside of the cantilevered awning would act as an accent color. The louvered awning at the secondary entrance was approved in the April 17, 2019 hearing, and is a shared design element with the approved design of retail buildings 2 and 3 (see Attachment 3).

*Private Site Design, ACOD-6*

*Public Art, ACOD-6.10*

*Public art installations should not damage or obscure important architectural features of a building.*

*Wall murals to be painted directly on unpainted brick or other masonry walls will be reviewed on a case-by-case basis.*

Staff believes that the removal of the awning from above the rear emergency egress door will make the rear façade more feasible as a mural area as previously approved.

*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 overscaled 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 finds the amended proposal to be less “branded” than previous approvals, especially with the removal of the blue finish, which was not a color shared in common with the approved retail buildings in the shopping center. Staff speculates that the use of the bright green on the underside of the cantilevered entrance awning is for branding purposes, and finds the extent of its use in relatively small proportions and in an inconspicuous location to be appropriate as an accent.

***Comprehensive Plan:***

The following excerpts from the 2019 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 believes the proposed modifications to the design of the grocery store building since the September 18, 2019 hearing result in a higher-quality architecture with better cohesiveness within the shopping center. The use of the two-tone metal panel at the main entrance as previously approved will further enhance the design.

## **RECOMMENDATIONS**

Staff finds the proposed amendment to be in line with the City’s design criteria, and therefore recommends approval of the major certificate of appropriateness with the following conditions:

1. The material of the southwest entrance tower shall be gray metal panel in two tones as approved by the BAR on April 17, 2019 in case number BAR-19-00217 and as generally depicted in Attachment 7 to this report.
2. All outdoor furniture, railings, and other features not included as part of the review materials for this application shall be submitted to staff for review and approval of a certificate of appropriateness prior to installation.



3. At locations where carts may come in contact with the building, cart guards shall be installed. Cart guards shall be painted in a color that is compatible with the adjacent materials.
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.

ATTACHMENT 1

## RELEVANT REGULATIONS

### §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.

### §4.5.8. Screening

#### A. Features to be screened

The following features must be screened from view of public rights-of-way, public open spaces and from lots used or zoned for residential purposes, as specified in §4.5.8.

2. Ground-mounted mechanical equipment, subject to §4.5.8.C;

#### C. Ground-mounted mechanical equipment

All ground-mounted mechanical equipment over 30 inches in height must be screened from view by a solid fence, solid wall, dense hedge, or combination of such features. The hedge, fence or wall must be tall enough to screen the equipment.

### §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.