



Board of Architectural Review

DATE: January 15, 2020
TO: Board of Architectural Review Chair and Members
THROUGH: Jason Sutphin, Community Development Division Chief *JDS*
FROM: Tommy Scibilia, BAR Liaison *TS*
SUBJECT: **Brown's Mazda – Work Session**

ATTACHMENTS: 1. Relevant Regulations
2. Statement of Design Intent
3. Plans Package

Nature of Request

1. Case Number: BAR-19-00788
2. Address: 10570 Fairfax Boulevard, tax map parcels 57-2-02-009 and 57-2-02-010
3. Request: Car dealership redevelopment and site improvements
4. Applicant: Gordon Riddle
5. Applicant's Representative: John L. McBride
6. Status of Representative: Agent
7. Zoning: CR Commercial Retail, Architectural Control Overlay District

BACKGROUND

The two properties making up the subject site are located on the north side of Fairfax Boulevard in the Northfax Activity Center as defined by the 2035 Comprehensive Plan. Brown's Fairfax Mazda car dealership and vehicle service garages operate at this location. The site was developed in 1961 and changed ownership in 1993, but has continually operated as a car dealership. Additions to the main building and new freestanding buildings were constructed onsite in 1968, 1981, and 1993. In 2004, the BAR approved modifications to update the exterior of the main dealership building, including an enhanced roofline, façade materials, and colors, but the modifications were never implemented.

The applicant is seeking special use permits and special exceptions in a concurrent land use case to allow redevelopment of the site. The architecture and landscaping must be reviewed by the BAR for a recommendation to City Council on the major certificate of appropriateness.

PROPOSAL

The applicant's request is for redevelopment of the site to include a new dealership building with an integrated parking structure, as well as landscape improvements, lighting, and outdoor furniture.

Site

Although the site layout and design are not within the purview of the BAR, a description follows for context. The applicant is proposing to install a driveway in the location of the existing driveway across from Farr Avenue. This driveway is anticipated to be acquired by the City at a point in the future and converted into a public right-of-way. This would accompany an extension of the driveway into a road through the site to the north to connect to an anticipated westward extension of Orchard Street. In the interim, the existing pavement beyond the new driveway would be striped to allow for vehicle parking.

The proposed dealership building would be oriented toward the south edge of the property along Fairfax Boulevard. The front portion of the building would house the showroom and sales offices, and would have concrete sidewalks on the sides and a walkway and stairs from the Fairfax Boulevard sidewalk to the front entrance. A drive-through service bay would connect the showroom to the four-story parking structure in the rear. Surface parking would be located to the sides and rear of the parking structure.

As part of the land use case review, the applicant has indicated an interim condition not shown in the BAR plans where the northeast portion of the site shown with surface parking and retaining walls would remain undeveloped to avoid direct impact to the existing floodplain. The floodplain is expected to change as part of a neighboring development proposal to the east, allowing for the full development of this section of the site at a future date. The interim plan has not yet been fully developed, but would have some impact on the landscaping in this area, and so the applicant will be required to provide more information on this in future BAR submissions. Parking in the northeast portion of the site would include tandem parking spaces, which the Zoning Ordinance considers vehicle storage rather than traditional parking, and which is required to be screened. Staff anticipates either landscaping or fencing will be added to the site design in future submissions to address this.

In the southwest portion of the site, the applicant is proposing tandem display spaces in a small surface parking lot in front of used vehicles sales building, which the Zoning Ordinance does not allow and which the applicant must resolve.

Architecture

The preliminary architecture has a material palette that includes dark gray split-face CMU, dark gray EIFS, and metal panel in white, dark gray, and medium gray. The right side of the showroom would contain a double-height space with black storefront fenestration surrounded by dark gray metal panel. To the left would be a double-height space lined with black storefront at ground level surrounded by dark gray EIFS with a regular grid of rectangular white metal panels above. The roofline would be a consistent height for the entire front showroom portion of the building.

The side elevations of the showroom and the service bay elevations on the east and west sides of the building would include dark gray EIFS on the bottom portion of the wall with a regular grid of white metal panel above. Medium gray metal panel would be used on the east façade in the corner section connecting the windowed front portion of the showroom elevation to the stairwell elevation. The rollup doors and pedestrian entrances to the service bay would be in a clear anodized finish.

The lower level of the parking structure and the stair tower in the northeast corner would be dark gray CMU. Entrances on this level to the structure would include steel doors and a variety of rollup doors with and without windows, all painted the same medium gray color. Large openings for vehicular access to the parking structure are located toward the rear of the side elevations, and a large ramp along the rear elevation would provide vehicular access to the second level. The upper levels of the parking structure are proposed to be unclad precast concrete.

No changes are proposed to the architecture of the standalone two-story used vehicles sales building in the southwestern portion of the site.

Landscape

The preliminary landscape plan shows canopy trees and shrubs in key locations throughout the site. Canopy trees are proposed along Fairfax Boulevard inside the sidewalk, on the east side of the entrance drive, and in various landscape islands within and around the surface parking areas. Shrubs are shown along the east and west peripheries of the surface parking areas around the main building, and along the periphery of the surface parking area in the southwest portion of the site. No species are called out in this preliminary plan.

Retaining walls would be constructed in front of the showroom, on the east and north edges of the site, and around the rear portion of the surface parking area in the southwest portion of the site. The walls toward the front of the site facing Fairfax Boulevard would be faced in masonry materials to be compatible with that used on the building, although no specific material has yet been decided. The retaining walls toward the rear of the site and facing away from Fairfax Boulevard would likely not be visible from the right-of-way and would be either poured concrete or segmented block in a brown or beige color.

Lighting

Site lighting would include pole-mounted LED shoebox fixtures in a silver finish to be located throughout the surface parking areas. No building-mounted lighting has been shown in the submitted review materials.

Amenities

Site furniture would include square wood tables with integrated seating, metal ribbon trash cans in a silver finish, and contemporary backless benches in a silver finish. All of this outdoor furniture would

be located in the hardscape areas around the showroom portion of the building. Steel tube bike racks in a black painted finish are proposed near the southeast corner of the showroom.

Appurtenances

A dumpster enclosure would be located in the northeast portion of the site and would comprise dark gray CMU walls, a dark gray precast concrete cap, and steel frame swing gates faced in board-on-board wood painted medium gray. Mechanical equipment would be both located inside the parking structure and roof-mounted on the showroom portion of the building screened from view by parapet walls.

ANALYSIS

As this is a work session, staff will not be conducting a full analysis of the proposal, however staff have made a number of preliminary comments and recommendations to the applicant which have been included below, accompanied by relevant provisions of the Design Guidelines.

City of Fairfax Design Guidelines:

New Construction, ACOD-3

Building Form & Articulation, Building Scale, ACOD-3.4 – ACOD-3.5

Use forms in new construction that relate to those of existing neighboring buildings on the street that are of quality design.

Use other techniques such as varying rooflines and window patterns, articulating entrances, and adding cornices and string and belt courses to separate floor levels, and using other decorative features. Corner articulation, balconies, canopies, marquees, and awnings can all also help create a human scale.

Provide perspective renderings. These are super helpful for determining what is actually visible from the right of way and what is not.

Provide a simple aerial massing exhibit for context and relationships to neighboring structures. The Board has recently requested these for larger projects in the City.

Explore varying the roofline. A constant roofline gives the effect of a large box.

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.

Incorporate masonry into the design of the front of the building. EIFS seems to be the dominant wall material aside from metal panel, but we typically encourage this be used on less visible areas of buildings.

Private Site Design & Elements, ACOD-6

Parking, ACOD-6.2

Parking structures, garages or decks, fronting on public right-of-ways, or major pedestrian routes should contain storefronts or other forms of visual interest on the ground level. Consider incorporating public art, vertical plantings (green walls), or other architectural treatments to enliven the appearance of parking garage façades.

Consider architectural treatments to enhance the appearance of the parking structure, such as cladding in various masonry veneers or incorporating public art (see below).

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

Consider incorporation of public art, like a mural, on the parking structure. This is a large blank feature and could be a good opportunity for a focal feature. The BAR/Council would review the size and placement of the public art, and the Commission on the Arts would review the content.

ATTACHMENT 1

RELEVANT REGULATIONS

§3.7.4. Architectural control overlay district

A. Applicability

Except as specified in §3.7.4.C, below, the architectural control overlay district shall apply city-wide to all development, including significant landscape features associated with such improvements to be erected, reconstructed, substantially altered or restored, outside the historic overlay districts of §3.7.2 and the Old Town Fairfax Transition Overlay District (§3.7.3).

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

Unless otherwise specified, the architectural control overlay district shall not apply to the following:

1. Signs;
2. Demolition;
3. Single-family detached;
4. Single-family attached, after initial approval and construction;
5. Duplex dwellings, after initial approval and construction; and
6. Townhouses, after initial approval and construction.

D. Design guidelines and standards

1. All development regulated by the Architectural Control Overlay District shall be in accordance with the comprehensive plan, the City of Fairfax Design Guidelines and any other adopted design guidelines.
2. Each structure or improvement erected, enlarged, or reconstructed in the Architectural Control Overlay District shall be designed and constructed in a manner that will complement the unique character and atmosphere of the district with respect to building size, scale, placement, design and the use of materials.

§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.

STATEMENT OF DESIGN INTENT

Community Dev & Planning

Redevelopment of the Brown's Fairfax Mazda Dealership**Board of Architectural Review****November 5, 2019**

Please accept this statement in support of the submitted application for a major certificate of appropriateness for the complete redesign of the existing Brown's Fairfax Mazda dealership. The new design will result in a more compact urban form for vehicle sales and leasing and associated vehicle service uses, which is consistent with the City of Fairfax Design Guidelines. This project is located in the Architectural Control Overlay District (ACOD).

The new building will become part of a national franchise that is required to meet Mazda's brand image. It is believed that the proposed cohesive design will satisfy both the franchise requirements and the vision for Northfax as contemplated by the Fairfax Boulevard Master Plan. The complete redesign of the existing dealership introduces a blend of high quality materials with distinct finishes and building articulation that results in a modern, transparent design that addresses the concept of pedestrian scale and streetscape.

Site design will be greatly improved by relocating vehicle parking and storage towards the back, to allow the building architecture to become part of the streetscape. The new building will be located with the retail function aligned to the primary street frontage, in order to strengthen the street edge and create a pedestrian-friendly entrance. All vehicular traffic will be routed to the rear of the site. Building scale will be stepped down to respond to the need to provide an appropriate human scale. Landscaping will be integrated along its main frontages to enhance the natural topography of the site. All mechanical units will be located on the building rooftop and fully screened from sight. Dumpsters will be fully screened in finishes to match the new building.

Brown's Fairfax Mazda is a destination dealership serving an active customer base of over 4,000 people. The core of their business is their service department. Over 82% of these active customers are drawn into the City, having to sit and wait for a simple oil change and tire rotation or for some other routine maintenance. The complete redesign of the dealership will not just create a new sense of place for its customers, it will help the economic development of Northfax as a local attraction for a mix of uses and destinations. The extensive use of glass proposed around its main operations will "activate" the streetscape along its main frontages.

For the reasons stated above and as demonstrated in the enclosed materials, the proposed redesign is a major improvement over the current design and is worthy of approval for a major certificate of appropriateness. It is not only consistent with the City of Fairfax Design Guidelines, but it will also advance the vision and principles of the Fairfax Boulevard Master Plan.





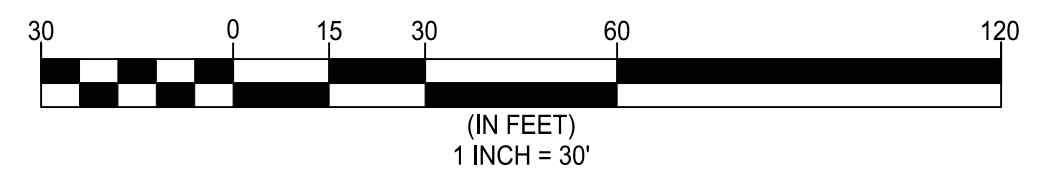
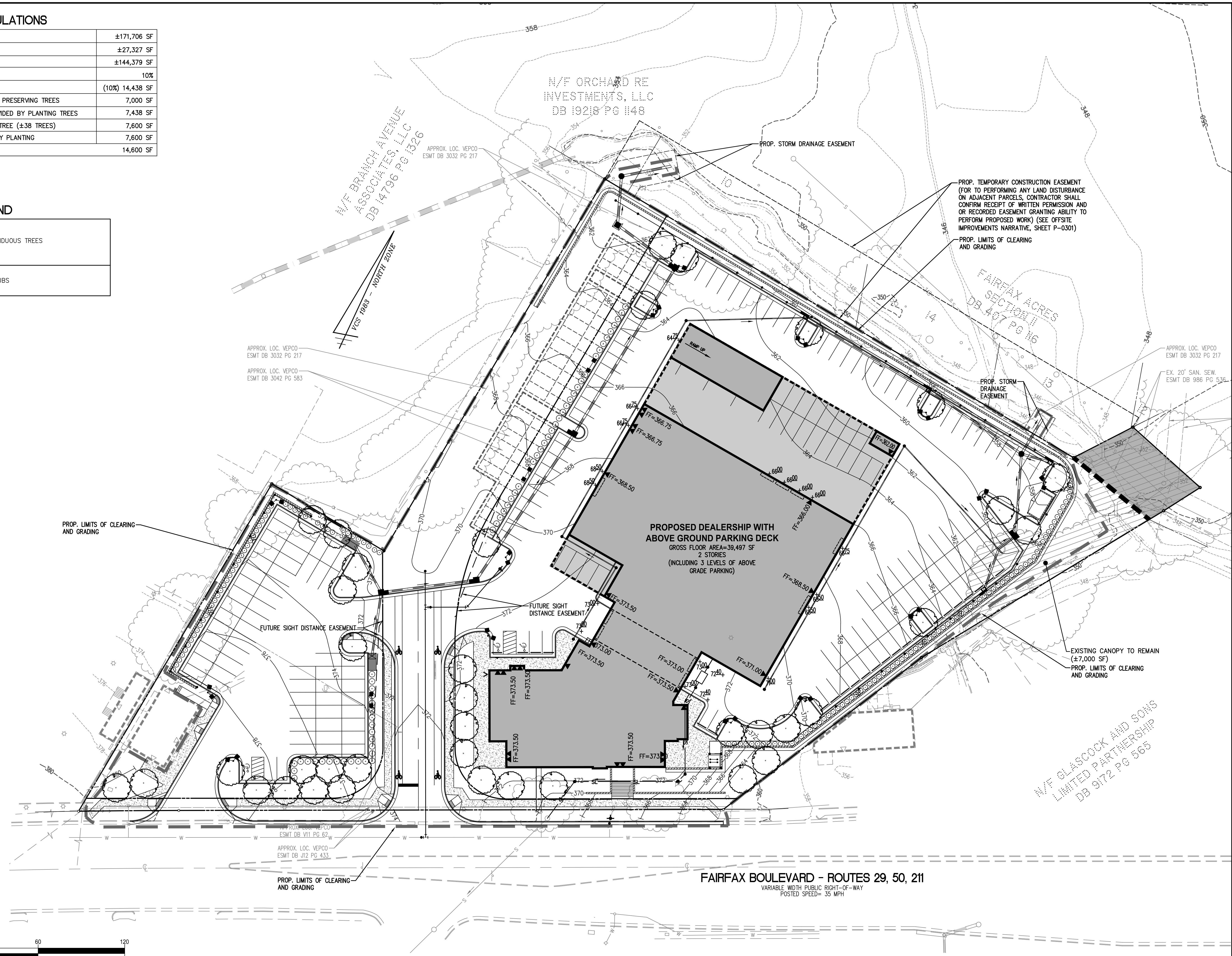


TREE COVER CALCULATIONS

| | |
|--|-----------------|
| SITE AREA | ±171,706 SF |
| - RESERVATION DEDUCTIONS | ±27,327 SF |
| TOTAL REMAINING SITE AREA | ±144,379 SF |
| X % REQUIRED (ZONING - CR) | 10% |
| = TREE COVER TO BE PROVIDED | (10%) 14,438 SF |
| TREE COVER TO BE PROVIDED BY PRESERVING TREES | 7,000 SF |
| TREE COVER NEEDED TO BE PROVIDED BY PLANTING TREES | 7,438 SF |
| DECIDUOUS TREE @ 200 SF PER TREE (±38 TREES) | 7,600 SF |
| ACTUAL TREE COVER PROVIDED BY PLANTING | 7,600 SF |
| TOTAL TREE COVER PROVIDED | 14,600 SF |

LANDSCAPE LEGEND

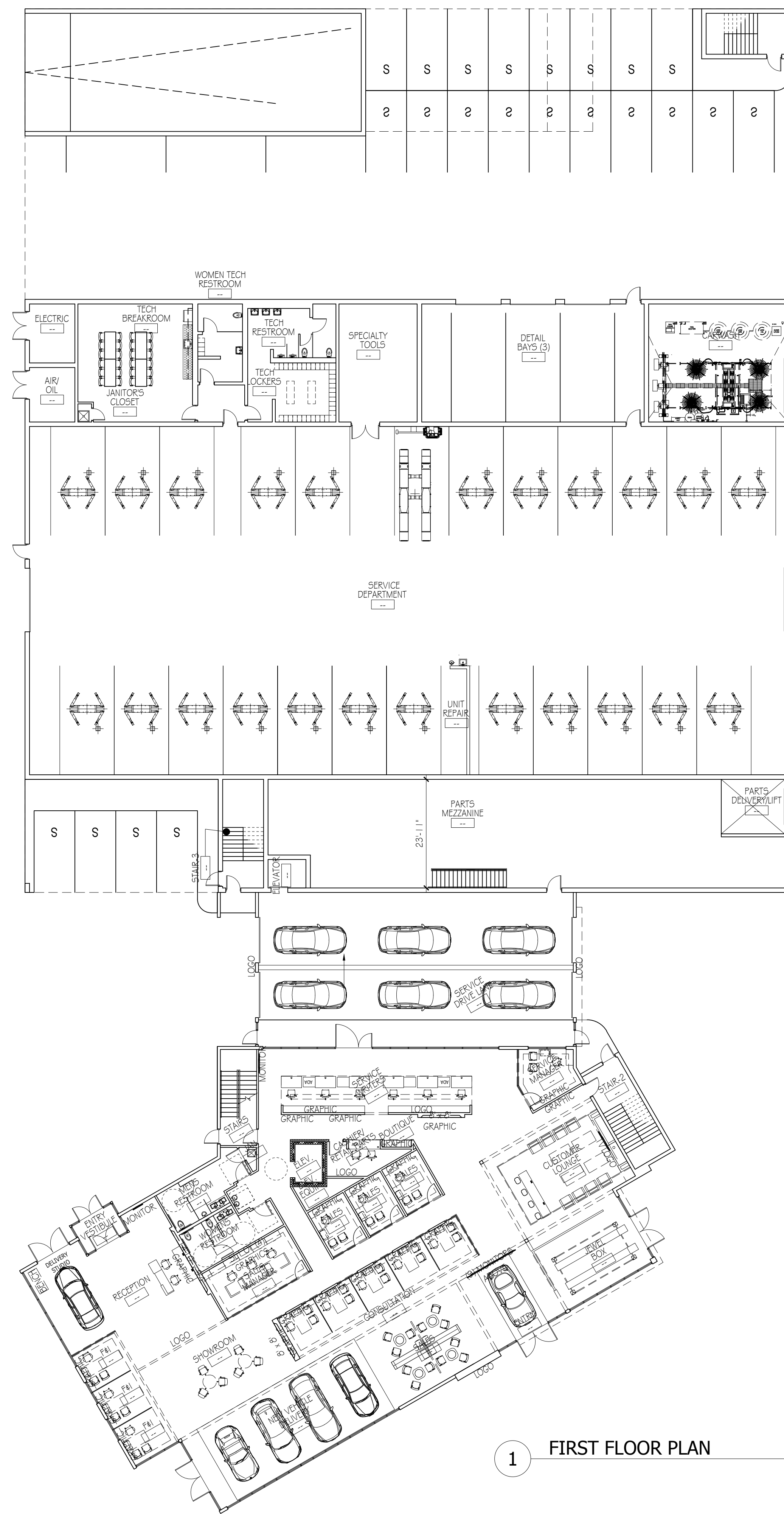
| | |
|--|--------------------------|
| | PROPOSED DECIDUOUS TREES |
| | PROPOSED SHRUBS |



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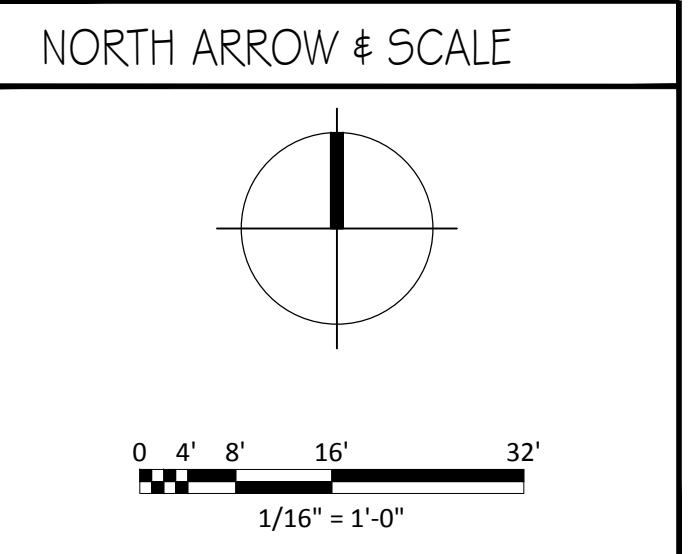
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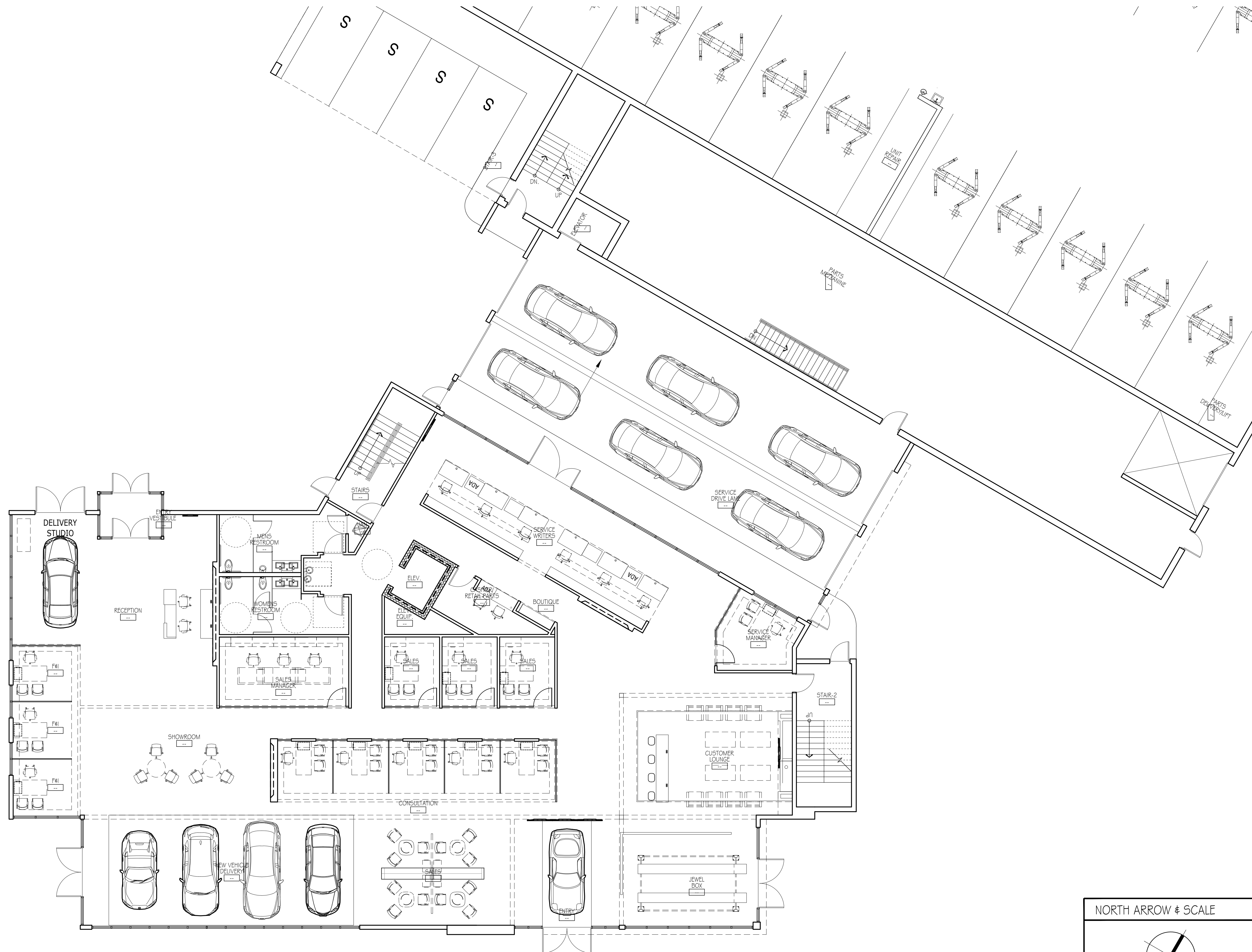
CONCEPTUAL LANDSCAPE PLAN
 SPECIAL USE PLAN
BROWN'S FAIRFAX MAZDA
 CITY OF FAIRFAX, VIRGINIA



1 FIRST FLOOR PLAN

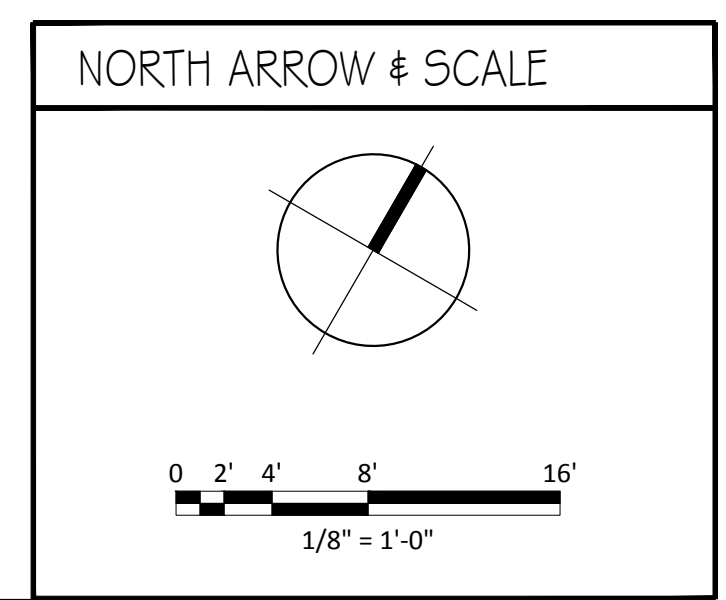
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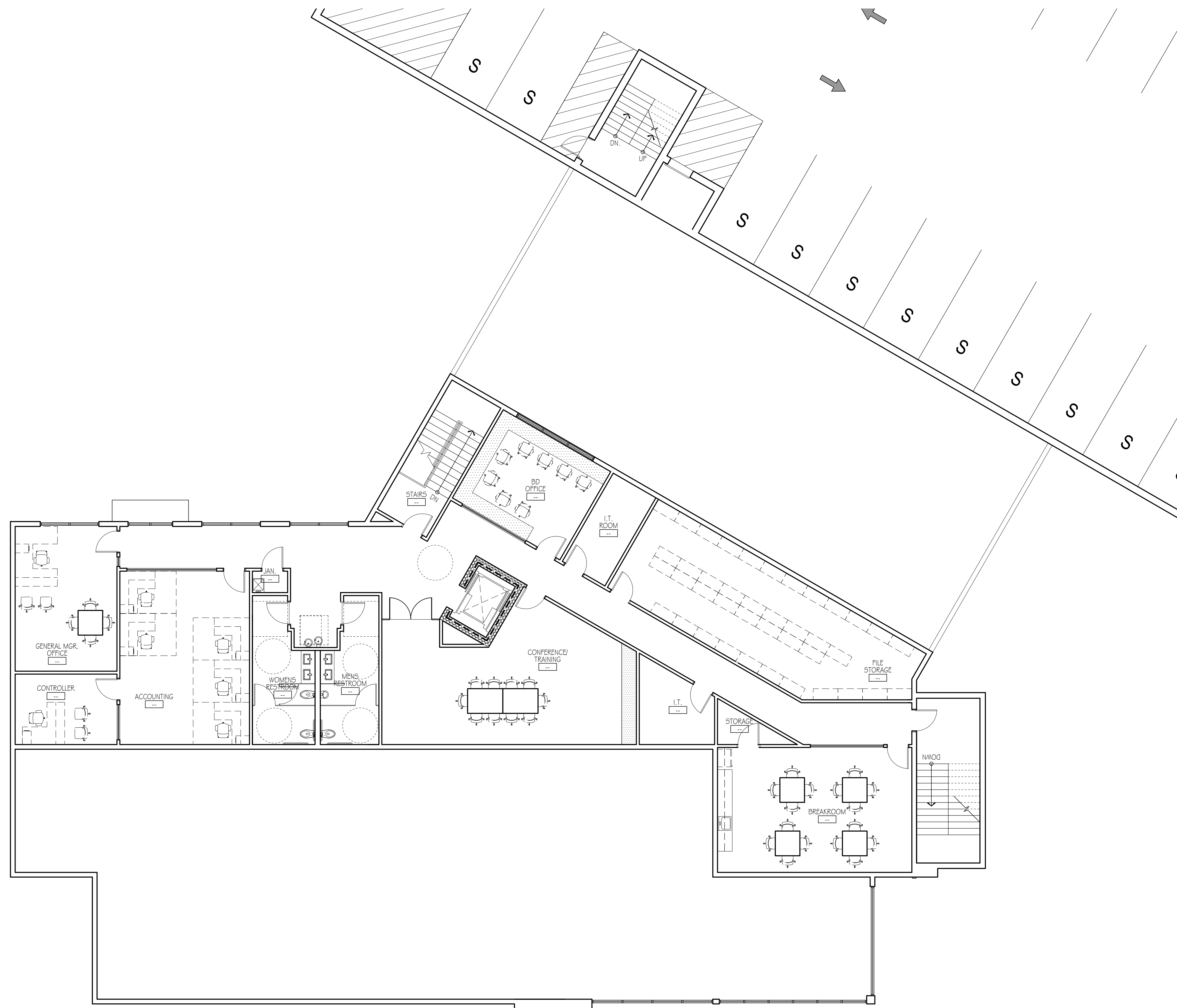




1 FIRST FLOOR PLAN

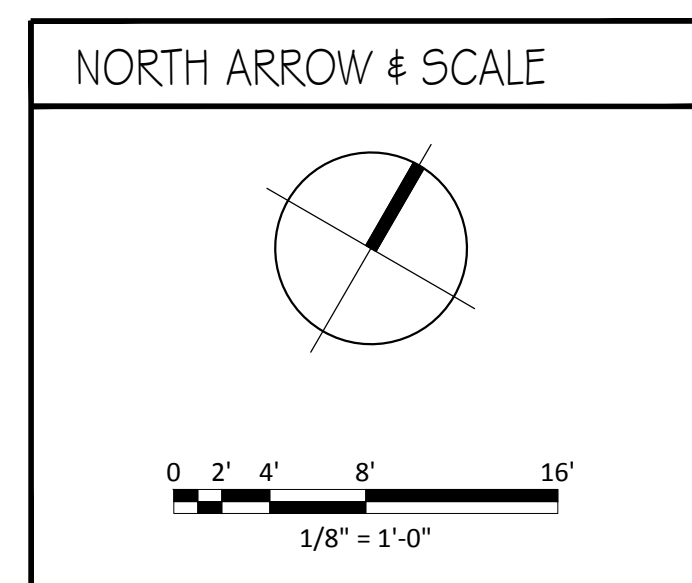
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1 SECOND FLOOR PLAN

Scale: 1/8"=1'-0"



EXTERIOR SCHEDULE

| TAG | MATERIAL | |
|--------|--------------------------------------|---|
| CMU-1 | CONCRETE MASONRY UNIT | ANCHOR CONCRETE PRODUCTS- ANCHOR SPLITFACE BLOCK- COLOR: L-15, 8" x 16" |
| EP-1 | EXTERIOR PAINT | PPG INDUSTRIES OR EQUAL, AMMA 2605 KYNAR FLOUROPOLYMER SYSTEM, COLOR: #00NN |
| EIFS-1 | EXTERIOR INSULATING FINISHING SYSTEM | DRYVIT, MAZDO 110225 SANDPEBBLE FINE, 715 LICORICE |
| EIFS-2 | EXTERIOR INSULATING FINISHING SYSTEM | DRYVIT, STRATO TONE HP SANDPEBBLE FINE, 614 SMOKE SIGNAL |
| CONC-1 | PRECAST CONCRETE | PRECAST CONCRETE PANELS- NATURAL GRAY |
| MP-2 | ACM PANELS | REYNOBOND, RB1GOPE, WINTER WHITE |
| MP-3 | ACM PANELS | REYNOBOND, RB1GOPE, ELEGANT BLACK |
| MP-4 | ACM PANELS | REYNOBOND, COLORWELD 500 RB4CW5A ANODIC CLEAR |
| SF-1 | STOREFRONT | BLACK ANODIZED ALUMINUM |



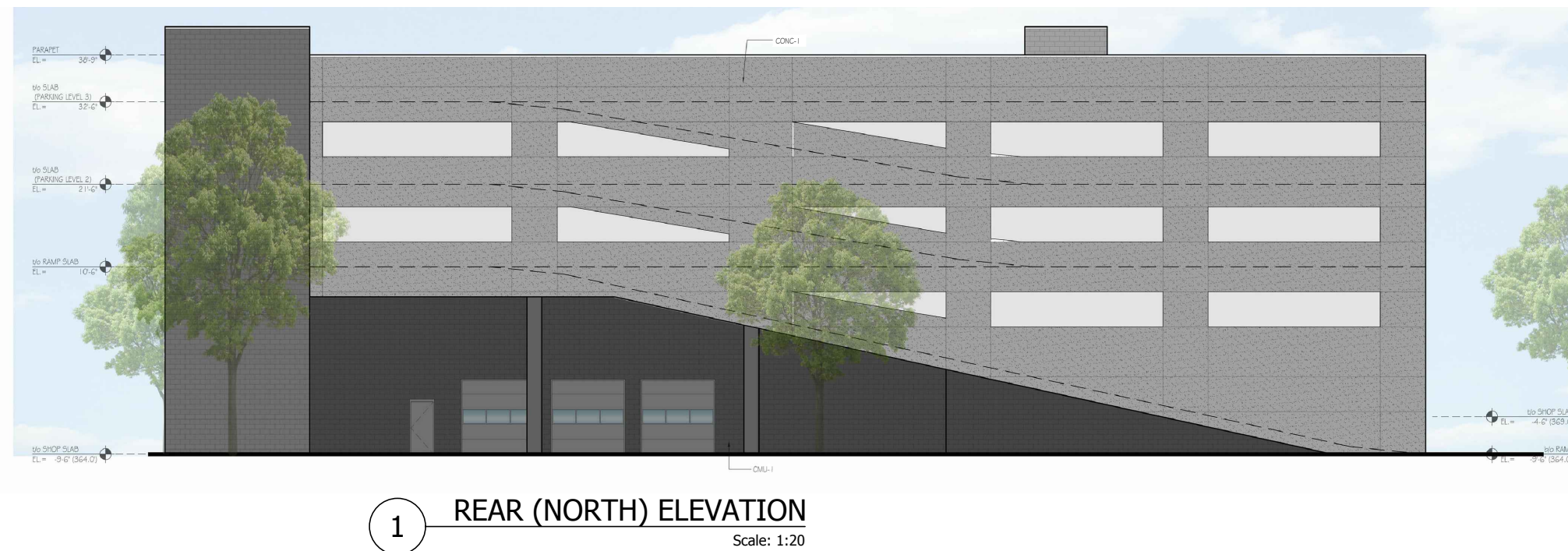
2 FRONT (SOUTH) ELEVATION
Scale: 1:20

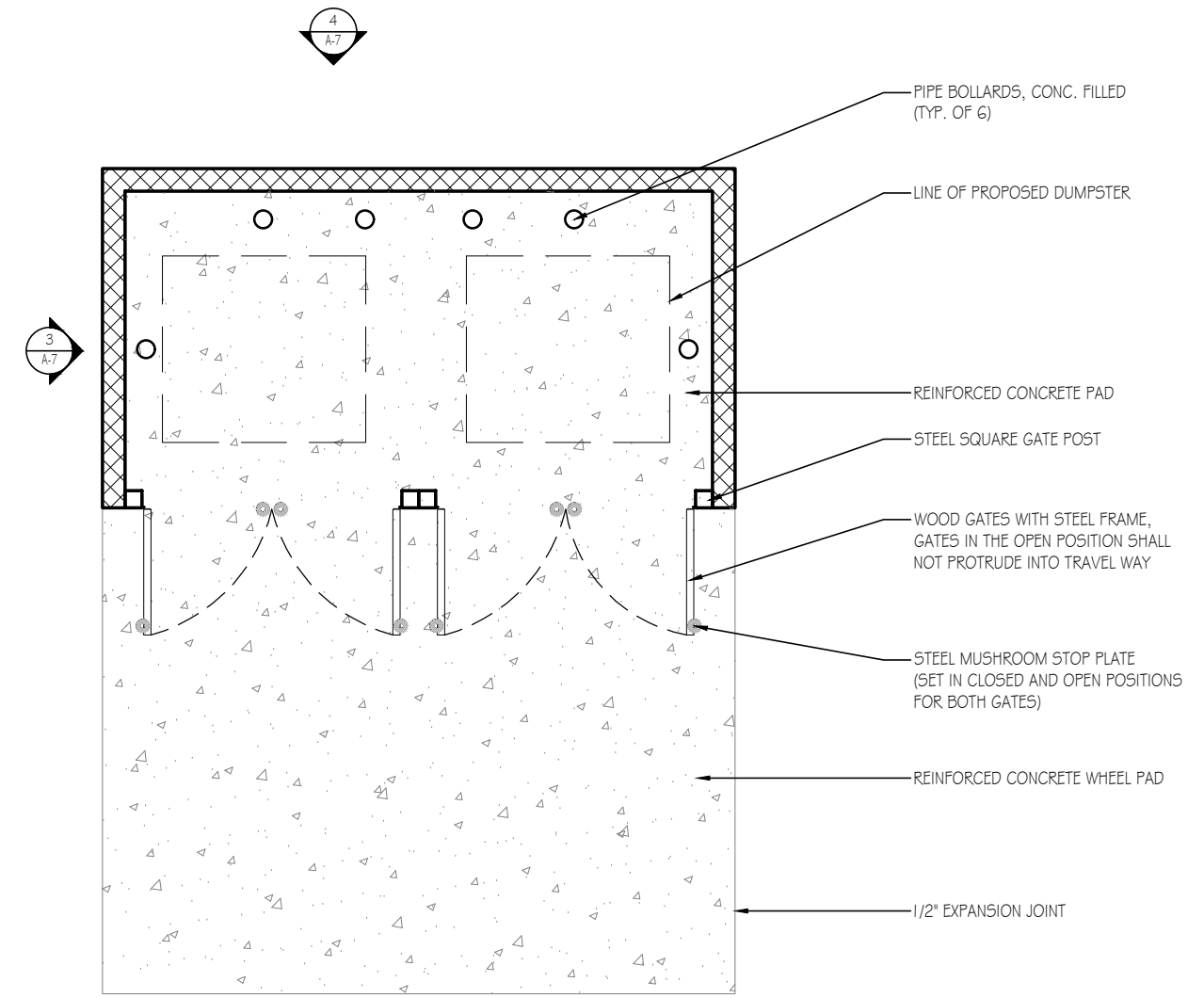


1 SIDE (WEST) ELEVATION
Scale: 1:20

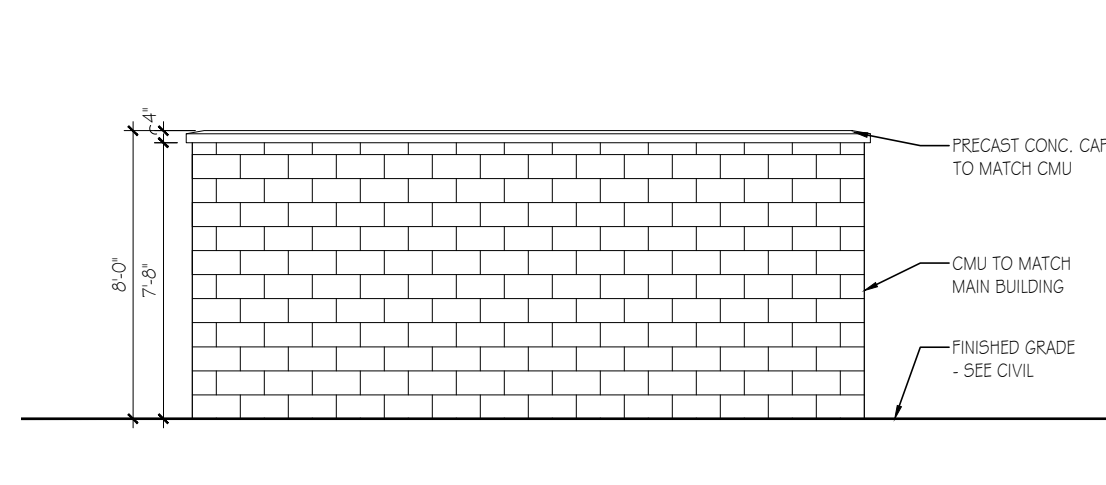
EXTERIOR SCHEDULE

| TAG | MATERIAL | |
|--------|--------------------------------------|--|
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| EP-1 | EXTERIOR PAINT | PPG INDUSTRIES OR EQUAL, AMMA 2605 KYNAR FLOUROPOLYMER SYSTEM, COLOR: #00NN VEIL |
| EIFS-1 | EXTERIOR INSULATING FINISHING SYSTEM | DRYVIT, MAZDO 110225 SANDPEBBLE FINE, 715 LICORICE |
| EIFS-2 | EXTERIOR INSULATING FINISHING SYSTEM | DRYVIT, STRATO TONE HP SANDPEBBLE FINE, 614 SMOKE SIGNAL |
| CONC-1 | PRECAST CONCRETE | PRECAST CONCRETE PANELS- NATURAL GRAY |
| MP-2 | ACM PANELS | REYNOBOND, RB1GOPE, WINTER WHITE |
| MP-3 | ACM PANELS | REYNOBOND, RB1GOPE, ELEGANT BLACK |
| MP-4 | ACM PANELS | REYNOBOND, COLORWELD 500 RB4CW5A ANODIC CLEAR |
| SF-1 | STOREFRONT | BLACK ANODIZED ALUMINUM |

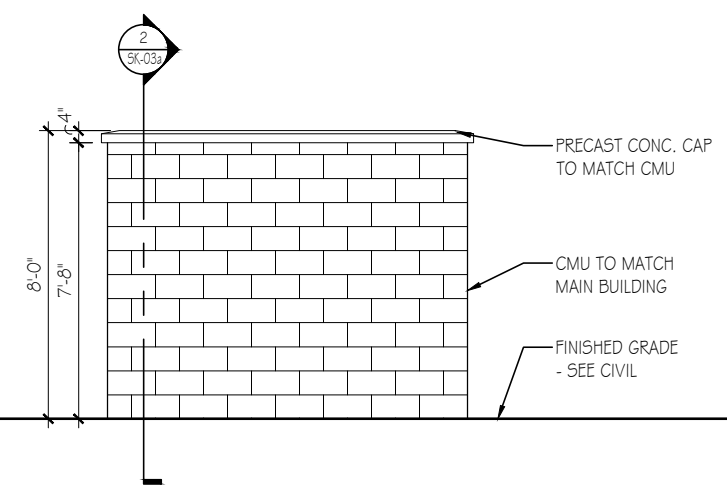




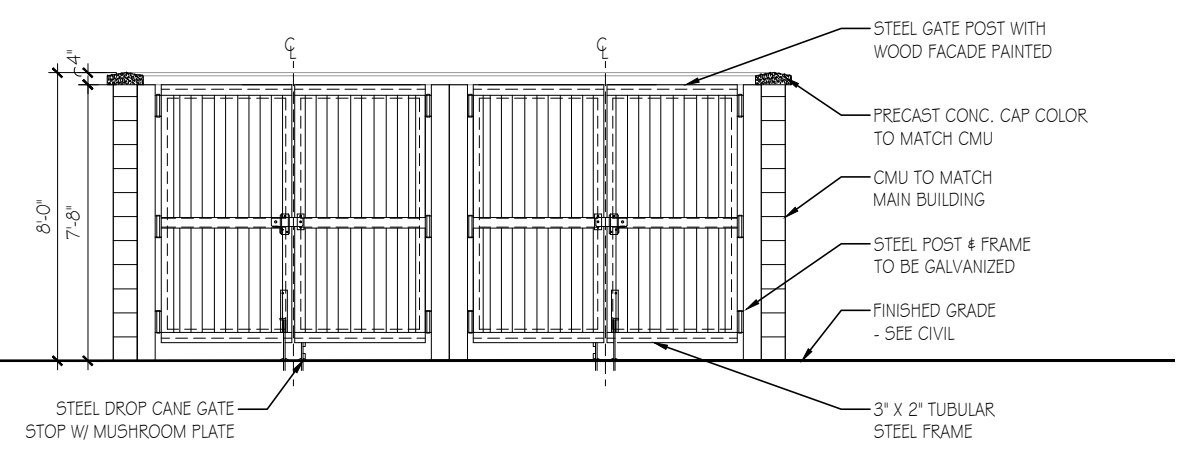
1 TRASH ENCLOSURE PLAN
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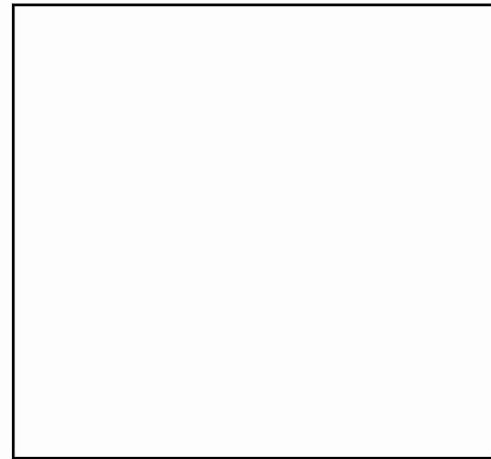
4 REAR ELEVATION
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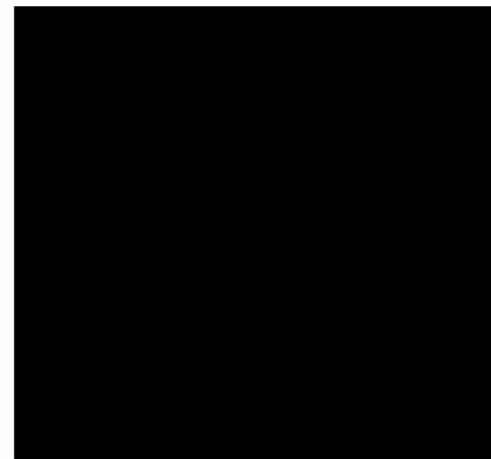
3 SIDE ELEVATION
Scale: 3/16"=1'-0"



2 FRONT ELEVATION
Scale: 3/16"=1'-0"



MP-2 Metal Panel,
Exterior Facade



MP-3 Metal Panel,
Exterior Facade



MP-4 Metal Panel,
Exterior Facade Accent Strip



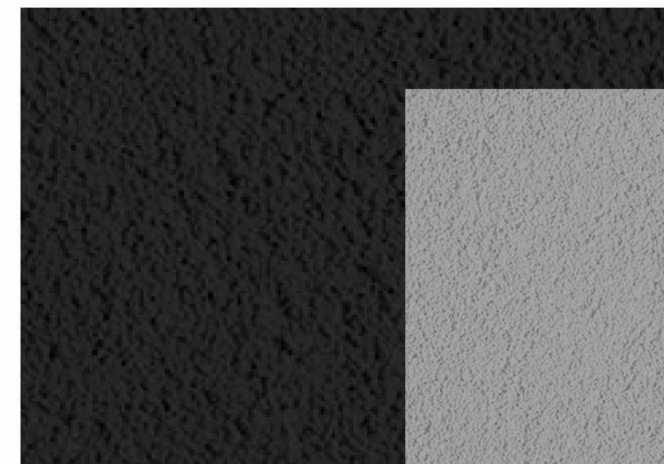
CMU-1 Concrete Masonry Unit,
Exterior Perimeter of Building



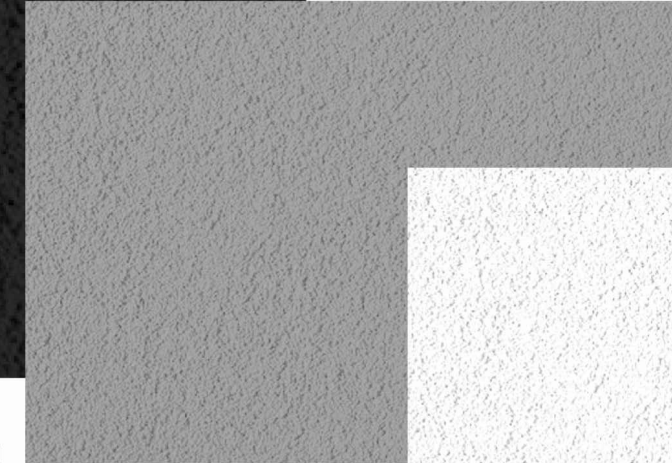
EP-2 Exterior Paint,
Exterior Facade
EP-3 Exterior Paint,
Exterior Facade



EP-1 Exterior Paint,
Exterior Metal Doors
EP-4 Exterior Paint,
Exterior Facade



**EIFS-1 Exterior Insulating
Finishing System,**
Exterior Facade

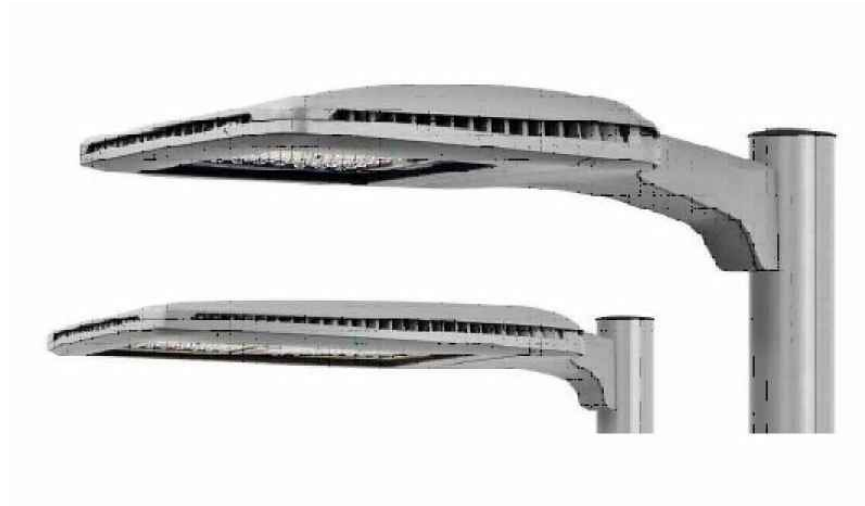


**EIFS-2 Exterior Insulating
Finishing System,**
Exterior Rear Facade



**EIFS-3 Exterior Insulating
Finishing System,**
Exterior Rear Facade





PROPOSED SITE LIGHT (LED, FULL CUTOFF)



PROPOSED TABLE



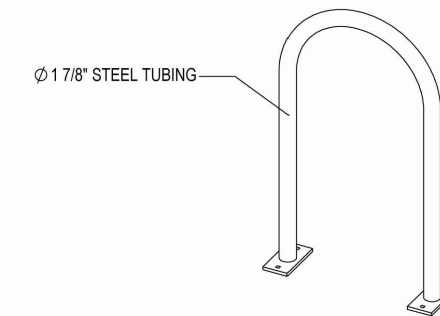
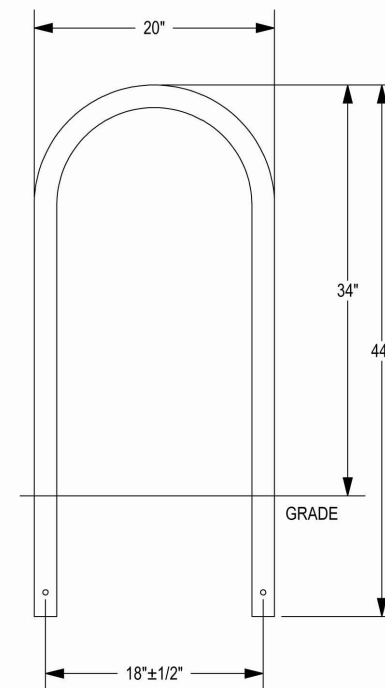
PROPOSED TRASH CAN



PROPOSED OUTDOOR BENCH



MADRAX DIVISION
 GRABER MANUFACTURING, INC.
 1080 LUNIEK DRIVE
 WALUNAKEE, WI 53597
 P(800) 448-7931, P(608) 849-1080, F(608) 849-1081
 WWW.MADRAX.COM, E-MAIL: SALES@MADRAX.COM



PROPOSED BIKE RACK



PENNEY DESIGN GROUP
 8120 Woodmont Avenue | Suite 410 | Bethesda, Maryland 20814
 p.301.979.7600 | f.301.710.6384 | www.penneydesigngroup.com

Browns Automotive Group
 12500 Fair Lakes Circle, Suite 375
 Fairfax, VA 22083

Site Fixtures
 November 4, 2019

Browns Mazda Fairfax
 10570 Fairfax Blvd
 Fairfax, VA 22030
 BRO001a

A-6
 NTS
 12 x 18



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