

CITY OF CHARLOTTESVILLE
DEPARTMENT OF NEIGHBORHOOD DEVELOPMENT SERVICES
STAFF REPORT



APPLICATION FOR A SPECIAL USE PERMIT

**PLANNING COMMISSION AND CITY COUNCIL JOINT
PUBLIC HEARING**

DATE OF HEARING: October 8, 2013
APPLICATION NUMBER: SP-13-08-15

Project Planner: Brian Haluska, AICP
Date of Staff Report: September 24, 2013

Applicant: Timmons Group
Current Property Owner: 853 West Main LLC, Robertson, Jean & James Lindsay LLLP

Application Information

Property Street Addresses: 853, 855, and 901 West Main Street

Tax Map/Parcel #: Tax Map 31, Parcels 169 and 170

Total Square Footage/Acreage Site: 2.517 acres

Comprehensive Plan (Land Use Plan) Designation: Mixed-Use

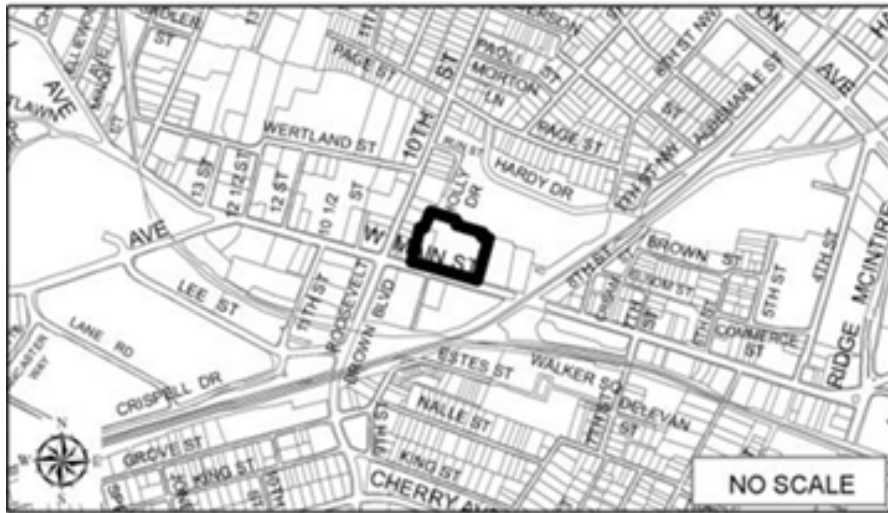
Current Zoning Classification: West Main North with Architectural Design Control Overlay and Parking Modified Overlay Zone

Tax Status: The City Treasurer's office indicates that there are no delinquent taxes owed on the subject properties at the time of the writing of this staff report.

Applicant's Request

Timmons Group, acting as agent for Landmark Acquisitions LLC, has submitted an application for a special use permit on 2.517 acres of property comprised of Tax Map 31, Parcels 169 and 170. The special use permit is a request for additional height, and residential density above what is permitted by-right in City Code 34-616 et seq (West Main Street North Corridor). The site plan submitted with the application shows a six-story building (total height, 70 ft; 345,790 square feet total Gross Floor Area) with 189 apartment units (88.2% of GFA), 15,530 square feet of commercial space (4.5 % of GFA) and a 499 space parking garage.

Vicinity Map



Standard of Review

The Planning Commission must make an advisory recommendation to the City Council concerning approval or disapproval of a special permit or special use permit for the proposed development based upon review of the site plan for the proposed development and upon the criteria set forth.

Section 34-157 of the City Code sets the general standards of issuance for a special use permit.

In considering an application for a special use permit, the city council shall consider the following factors:

- (1) Whether the proposed use or development will be harmonious with existing patterns of use and development within the neighborhood;
- (2) Whether the proposed use or development and associated public facilities will substantially conform to the city's comprehensive plan;
- (3) Whether proposed use or development of any buildings or structures will comply with all applicable building code regulations;
- (4) Whether the proposed use or development will have any potentially adverse impacts on the surrounding neighborhood, or the community in general; and if so, whether there are any reasonable conditions of approval that would satisfactorily mitigate such impacts. Potential adverse impacts to be considered include, but are not necessarily limited to, the following:
 - a. Traffic or parking congestion;
 - b. Noise, lights, dust, odor, fumes, vibration, and other factors which adversely affect the natural environment;

- c. Displacement of existing residents or businesses;
 - d. Discouragement of economic development activities that may provide desirable employment or enlarge the tax base;
 - e. Undue density of population or intensity of use in relation to the community facilities existing or available;
 - f. Reduction in the availability of affordable housing in the neighborhood;
 - g. Impact on school population and facilities;
 - h. Destruction of or encroachment upon conservation or historic districts;
 - i. Conformity with federal, state and local laws, as demonstrated and certified by the applicant; and,
 - j. Massing and scale of project.
- (5) Whether the proposed use or development will be in harmony with the purposes of the specific zoning district in which it will be placed;
- (6) Whether the proposed use or development will meet applicable general and specific standards set forth within the zoning ordinance, subdivision regulations, or other city ordinances or regulations; and
- (7) When the property that is the subject of the application for a special use permit is within a design control district, city council shall refer the application to the BAR or ERB, as may be applicable, for recommendations as to whether the proposed use will have an adverse impact on the district, and for recommendations as to reasonable conditions which, if imposed, that would mitigate any such impacts. The BAR or ERB, as applicable, shall return a written report of its recommendations to the city council.

Any resolution adopted by city council to grant a special use permit shall set forth any reasonable conditions which apply to the approval.

Project Review / Analysis

1. Background

In the West Main North District, per City Code Sec. 34-616 et seq.:

Height. The minimum height of a building is 40 feet. The streetwall of a building must be a minimum of 25 feet, and cannot exceed a maximum of 60 feet. At the top of the streetwall, there must be a stepback.

This application proposes a mixed-use building that has a height of 6 stories (70 feet). Stepbacks are provided, as required by 34-618(5).

Density. A mixed use building or development cannot contain more than 43 DUA of residential density. 200 DUA may be allowed by SUP. See City Code 34-621(a) and (b).

This application proposes a mixed-use building, with residential density of 89 DUA.

Public connecting spaces. Per City Code 34-622, developments that occupy an entire city block must provide courtyards and plazas accessible from adjacent public rights-of-way.

The development described in this application does not occupy an entire city block. The application provides a courtyard, and it is directly accessible from adjacent public sidewalks.

Parking Modified Zone, City Code Sec. 34-971(e)(3). Since the minimum parking requirements calculated pursuant to City Code Sec. 34-984 would require more than 20 spaces for this development, the following parking standard applies: the development must provide, on-site, 1 space per residential dwelling unit, and the additional parking may be fulfilled through other arrangements.

This application proposes 499 parking spaces within an on-site garage. No provisions are included for any off-site alternatives referenced in City Code 34-971(e)(4). For the proposed development, the City's minimum parking requirement is 213 parking spaces. The applicant shows 499 parking spaces, or 234% of the City's required minimum.

2. Proposed Use of the Property

The property is currently being used for commercial uses and associated parking. The applicant is proposing to demolish the existing uses on the property and construct a six-story mixed-use building with a parking garage. The building would primarily be residential, with ground floor commercial uses along West Main Street.

3. Impact on the Neighborhood

a. Traffic or parking congestion

- **Traffic congestion:** The applicant's site plan shows a peak hour impact on the surrounding roads of roughly 100 trips in the morning and evening peaks. These peak hour volumes would require a traffic study to be completed as a part of the site plan process.

It should be noted, however, that the traffic generation figures are based on ITE Manual calculations of traditional multi-family residential apartment complexes. These complexes tend to be in suburban areas close to major automobile arterial roads and house young professionals that frequently drive to and from their jobs; as a result this trip generation estimate is on the high side, because we anticipate these dwelling units will attract UVA students and professionals who work/ study at the nearby hospital, and are more likely to walk or bike than to use vehicles for short trips. The ITE Manual does contain a more appropriate use classification of Mid-Rise Apartment that supports a traffic generation number roughly 60% of the peak hour numbers on the site plan. Mid-Rise Apartments have a smaller peak hour traffic impact than suburban multi-family apartments because of their location in urban settings, and residents increased likelihood of using alternative modes of transportation as well as varying their work hours.

If it is correct that these units, once developed, would largely be occupied by students and medical professionals associated with the UVA hospital, such occupants would keep varied schedules, which support the use of the Mid-Rise Apartment category in determining the traffic demand on roads, and release the applicant from the need to complete a traffic study.

- **Parking congestion:** With regards to parking, there exist competing theories about the appropriate amount of parking for a development of this nature and size. In some locations within the City, surrounding property owners complain that insufficient numbers of parking spaces have been provided, and that overflow from the site impacts their adjacent properties and the availability of on-street parking. This concern is often heightened when dealing with a student population, as several City neighborhoods have permit parking specifically to deal with parking overflow from University students and Medical center employees.

On the other hand; according to the Land Use Chapter of the City's Comprehensive Plan (Goal 3.2), the vision of the City is to "Provide opportunities for nodes of activity to develop, particularly along mixed-use corridors." Space that is usable in some fashion contributes to the activity along these corridors, whether it is commercial space that activates the street, residential space that permits people to reside on or around the corridor, or

public space that is inviting and encourages people to socialize and inhabit the space. While a certain amount of parking is necessary to make the businesses and residential developments viable, parking is also “dead space” that does not contribute to the vitality of the street or corridor. In the context of this application, the large amount of on-site parking proposed represents a lost opportunity for the provision of space that could have contributed to the vitality of the corridor.

Another perspective is that, if on-site parking is minimized, the development may be less attractive to families (as opposed to UVA students), because families tend to have 2 cars per household. As currently configured, the development offers a large amount of parking, which might attract family units with greater numbers of cars. The large amount of parking, however, could also encourage students to bring cars that they may not have brought due to convenience.

b. Noise, light, dust, odor fumes, vibrations, and other factors which adversely affect the natural environment, including quality of life of the surrounding community.

In a multi-family residential development of this size, the primary concern is the noise, light, and fumes that are created from the movement of automobiles in and out of the site. In addition to the standard of review for an SUP, Goal 2.1 of the Land Use Chapter of the Comprehensive Plan mentions the need to respect nearby residential areas when considering changes to land use regulations.

The applicants have responded to this concern by designing the parking garage internal to the building. Because of their open air design, structured parking facilities frequently have lighting that can shine onto adjacent properties, even when that lighting is designed for illumination of space internal to the garage facilities. By placing the parking facility internal to the project, the developer has alleviated the concern of the lights impacted adjacent properties.

Additionally, the applicant has removed balconies that were previously shown on the north face of the building overlooking the Westhaven complex in an effort to alleviate some noise that would potentially impact the adjacent housing.

c. Displacement of existing residents or businesses.

This use will not displace any existing residents. The demolition of the existing structures will displace some businesses. This displacement could be carried out without a special use permit.

d. Discouragement of economic development activities that may provide desirable employment or enlarge the tax base.

This use does not discourage economic development activities. It may provide housing nearby the University Medical Center, the location of a large number of jobs, but as configured the development is unlikely to provide uses that will enhance desirable employment opportunities or enlarge the tax base of the city.

e. Undue density of population or intensity of use in relation to the community facilities existing or available.

The proposed use will place up to 600 new residents on West Main Street. This sounds like a lot; however, it is clear from the zoning district regulations that high residential density is anticipated to be appropriate in at least some areas along West Main Street North.

One substantial concern described within Goal 7 of the Comprehensive Plan's Community Facilities chapter, is the availability of park facilities to serve these residents. There are a number a City parks within walking distance of this property, as well as the Downtown Mall and the grounds of the University of Virginia. The City's Comprehensive Plan has set a goal of "Creating balance and accessibility for all types of parks and facilities across the City." A sudden increase in population in one area of the City may create a need to address any inequities that result in the West Main area, as a dramatic increase population in could burden nearby park facilities.

f. Reduction in the availability of affordable housing which will meet the current and future needs of the city.

This use will not reduce the availability of affordable housing. The applicant has not indicated that any of the dwelling units within the development will be "affordable" as defined within the City Code, but must comply with Section 34-12 of the City Code regarding the provision of affordable units or a contribution to the City's Housing Fund.

g. Impact on school population and facilities.

This use has the potential to impact school facilities or population. While the development is targeted at citizens with ties to the University of Virginia (undergraduate students, graduate students, faculty) and the University Hospital (residents, staff) there is no restriction on the units being rented to families with school-age children. The site is in the Burnley-Moran Elementary School attendance zone.

h. Destruction of or encroachment upon conservation or historic districts.

The Board of Architectural Review discussed the Special Use Permit request at their meeting on September 17th, and took the following action:

Brian Hogg moved to find that the Special Use Permit to allow increased density (from 43 units per acre to 89 units per acre) and additional building height will have an adverse impact on the West Main Street ADC and recommends the following mitigations:

The applicant should:

- Study the massing of the building to consider its relationship to the free-standing house to the west
- Reflect greater presence of the arcade and courtyard in the design, consistent with Planning Commission recommendations. (The Planning Commission recommends that projects of this size and scope do not “wall off” courtyards from public access, but rather attempt to incorporate such features into the public realm.)
- Reconsider the number of parking spaces as reflected in the volume of the building
- Modify all four elevations to reduce massing and size of the structure
- Reconsider the number of four-bedroom units to compare with the density of University districts (21 units per acre)
- Incorporate recommendations from the West Main Study into the design
- Provide retail and publicly accessible amenities fronting West Main Street

i. Conformity with federal, state and local laws.

The proposal complies with all federal, state, and local laws to the best of the applicant’s knowledge.

j. Massing and scale.

The massing and scale of the project has been discussed by the Board of Architectural Review and the Planning Commission at their meetings in September. The chief concern with the request for additional height is that it adds to the large presence that the building would have on West Main Street. The adjacent structures are all one or two stories, and the Westhaven public housing project to the north sits much lower than the site topographically, meaning the height of the building will be emphasized even further along the north property line.

The project does provide the streetwall treatment referenced within City Code 34-618.

Further, the restrictions set forth in 34-619, as to ground floor uses, have been satisfied. The applicant shows a leasing office on the ground floor, and City staff has previously determined that locating a leasing office on the ground floor does not constitute a violation of the prohibition on residential uses facing West Main Street.

4. **Zoning History**

In 1949 the property was zoned B-1 Business. In 1958 the property was zoned B-2 Business. In 1976, the property was zoned B-3 Business. In 1991, the property was zoned B-5 Business. The property was zoned West Main North in 2003.

5. **Character and Use of Adjacent Properties**

Direction	Use	Zoning
North	Multi-Family Residential	R-3
South	Mixed-Use/Hotel	WMS
East	Parking/Retail	WMN
West	Office and Commercial Uses	WMN

6.

Reasonableness/Appropriateness of Current Zoning

The West Main North zoning district is described as follows in the zoning ordinance – *“The West Main North district is established to provide low-intensity mixed-use development at a scale that respects established patterns of commercial and residential development along West Main Street and neighborhoods adjacent to that street. When compared with the area further south along West Main Street, lots within this area are smaller and older, existing buildings (many of them historic in character) have been renovated to accommodate modern commercial uses. Within this district, established buildings are located in close proximity to the street on which they front, and one (1) of the primary goals of this district is to provide a uniform street wall for pedestrian-oriented retail and commercial uses.”*

The current West Main North zoning is reasonable and appropriate. By-right uses in the WMN include office, retail and residential uses.

7. **Consistency with Comprehensive Plan**

There are a variety of initiatives in the City’s Comprehensive Plan that can be applied to the proposed development. The City Council Vision of “Quality Housing Opportunities for All” mentions a desire for the City to encourage the construction of a variety of types of housing units. Also, the Small Area planning effort dedicated to West Main Street is intended to look at “how to maximize investment in this key corridor” (Small Area Plan Narrative) among other items.

Specific line items from the Comprehensive Plan are as follows:

- When considering changes to land use regulations, respect nearby residential areas. (Land Use, 2.1)
- Enhance pedestrian connections between residences, commercial centers, public facilities and amenities and green spaces. (Land Use, 2.3)

- Expand the network of small, vibrant public spaces, particularly in areas that are identified for higher intensity uses and/or potential higher density. (Land Use, 2.5)
- Enhance existing neighborhood commercial centers and create opportunities for others in areas where they will enhance adjacent residential area. Provide opportunities for nodes of activity to develop, particularly along mixed-use corridors. (Land Use, 3.2)
- Partner with University of Virginia and other adjacent property owners for continued implementation of the West Main Street Plan. (Economic Sustainability, 6.2)
- Continue to encourage private sector developers to implement plans from the commercial corridor study. (Economic Sustainability, 6.6)
- Achieve a mixture of incomes and uses in as many areas of the City as possible. (Housing, 3.3)
- Consider the range of affordability proposed in rezoning and special use permit applications, with emphasis on provision of affordable housing for those with the greatest need. (Housing, 3.5)
- Promote housing options to accommodate both renters and owners at all price points, including workforce housing. (Housing, 3.6)
- Offer a range of housing options to meet the needs of Charlottesville's residents, including those presently underserved, in order to create vibrant residential areas or reinvigorate existing ones. (Housing, Goal 7)
- Ensure that the City's housing portfolio offers a wide range of choices that are integrated and balanced across the City to meet multiple goals including: increased sustainability, walkability, bikeability, and use of public transit, augmented support for families with children, fewer pockets of poverty, sustained local commerce and decreased student vehicle use. (Housing, Goal 8)
- Encourage mixed-use and mixed-income housing developments. (Housing, 8.1)
- Encourage housing development where increased density is desirable and strive to coordinate those areas with stronger access to employment opportunities, transit routes, and commercial services. (Housing, 8.3)
- Promote redevelopment and infill development that supports bicycle and pedestrian-oriented infrastructure and robust public transportation to better connect residents to jobs and commercial activity. (Housing, 8.5)
- Encourage a mix of uses in priority locations, such as along identified transit corridors and other key roadways, to facilitate multimodal travel and increase cost effectiveness of future service. (Transportation, 2.4)
- Promote urban design techniques, such as placing parking behind buildings, reducing setbacks and increasing network connectivity, to create a more pedestrian friendly streetscape and to reduce speeds on high volume roadways. (Transportation, 2.6)
- Work with University of Virginia officials to encourage students, faculty and staff to live closer to the University or to use alternative modes of transportation wherever they live. (Transportation, 5.2)

- Encourage the development of transit-oriented/supportive developments. (Transportation 6.6)
- Facilitate development of nodes of density and vitality in the City's Mixed Use Corridors, and encourage vitality, pedestrian movement, and visual interest throughout the City. (Urban Design and Historic Preservation, 1.3)

The goals listed in the Comprehensive Plan support the proposed development in concept. The project is located on a road that supports pedestrian, bicycle and mass transit mobility as well as being near the Amtrak train station. The proposed development is in a prime location in terms of encouraging the residents to walk to various locations nearby. Additionally, the new residents will contribute to the economic sustainability of the West Main corridor by shopping at nearby retail and service establishments. One particular goal that should be highlighted is Goal 2.6 in the Transportation chapter – which supports the massing of buildings on property lines to better define the street edge and also slow automobile traffic.

Public Comments Received

At the time of the drafting of this report, staff had received one comment from the owner of the property, which was also sent to the Commission. The applicant has conducted several meetings with various neighborhood groups and notes from the applicant from those meetings are attached.

Staff Recommendation

When evaluating a request for a special use permit, it is important to focus on the standard of review, as well as the specific request that is subject to the Special Use Permit. In this case, the applicant is asking for an additional 10 feet in height, and additional density of 46 units per acre, or 116 units.

Staff finds that the request for additional density is in keeping with many of the goals in the Comprehensive Plan, and thus recommends the additional density be approved. The application proposes density in a location where the City has stated that it desires higher density development. The development will aid in the goal of placing more University students closer to the University grounds. The proposed development places increased density on one of the main routes for alternative modes of transit in the City. There is, however, the lingering issue of the supply of parking, and the influence that it might have on the ability of the development to meet the goals of the Comprehensive Plan, as well as not present a major traffic impact on the surrounding neighborhood. To that end, staff recommends that to address the impact of parking in the area that the amount allowed be up to 348 spaces. This number of spaces would provide 1 space for each 1 and 2 bedroom apartment, 2 spaces for each 3 and 4 bedroom apartment, and additional parking for the commercial uses.

The second portion of the request is for additional height on the property. Staff feels that the applicant attempted to respond to concerns raised by the Planning Commission regarding the north face of the building, and the visual impact on the residents of the Westhaven housing

complex by removing the balconies on the north face of the building, and lowering the height of a portion the north face closest to Westhaven by a story to be in line with the by-right height in the zone.

Staff agrees with the recommendations of the Board of Architectural Review regarding the impact of the height on the massing and scale of the project. The applicant has attempted to respond to most of the concerns raised by the BAR. The applicant has utilized different materials along the façade in an attempt to vary the front wall of the building. Additionally, the applicant has broken the commercial space in the building into two separate units that occupy more of the street frontage than in the original proposal.

Staff finds that the additional height is in keeping with the goals of the City’s Comprehensive Plan, and that the applicant has attempted to mitigate the impact of the height on the adjacent housing areas by stepping back the northern most portion of the north face of the building to lessen the impact on the Westhaven development.

Staff recommends the application be approved with the following condition:

1. The maximum parking provided on site shall be no more than 348 spaces.

Suggested Motions

1. I move to recommend approval of this application for a special use permit for additional height and density in the West Main North zone for 853, 855 and 901 West Main Street, with the conditions listed in the staff report.

OR,

2. I move to recommend denial of this application for a special use permit for additional height and density in the West Main North zone for 853, 855 and 901 West Main Street.

Scott B. Peyton
Hampton Inn & Suites
900 West Main Street
Charlottesville, Virginia 22903
Tel.# (434)960-5301/scott@jtsamuels.com

October 1, 2013

Dear Ladies and Gentleman of the Planning Commission and City Council,

My family has owned property on West Main Street for well over seventy years and pursued a variety of business interests during that time. With the opening of The Hampton Inn & Suites in 1997, my family with our local development partners in the LaCour family, were proud to be part of a new generation of commitment and investment on West Main Street on a portion of the very same location where my father owned and operated Peyton Pontac/Cadillac/Datsun for over 40 years. I am pleased to continue my ownership interest in this hotel enterprise and, as such, to maintain my active involvement in and support for the vitality and success of the business community in the City Of Charlottesville. In short, I value and care about our City. I mention these details only to reflect that I do possess a certain generational interest and historical perspective relating to the unique and special qualities of the West Main Street Corridor.

I am writing to express certain concerns regarding the proposed development on West Main Street currently known as The Standard (a.k.a. Republic Plaza). I acknowledge and respect the Owner's ability to develop his property on a "by right" basis but I strongly oppose his SUP request for increased density and height. My objections can be easily distilled into the two basic categories of appropriateness of size/scale and traffic impact. I attended the recent joint meeting of the BAR and Planning Commission and listened with great interest to the discussions about how a building of this scale would "fit into" the existing architectural and historic context of West Main. My personal feeling is that it will not be compatible in any way, shape or form with the existing architectural fabric of the street. John Matthews, architect for the project, pronounced that The Standard in conjunction with The Flats directly across the street are the first of a new generation of buildings that will define the future of West Main. I have no doubt that his prediction is entirely accurate and it is for that very reason that I feel compelled to ask the City planners to "step back from the brink", before it is too late, and to proceed with great caution. Considerations around massing, scale and density do not have to be an "all or none" proposition. Current "by right" standards already far exceed what was allowed when we built The Hampton Inn seventeen years ago. When is "enough...enough"? There is, in fact, a singular and unique opportunity for the City to exercise sensitive planning practices and much needed foresight to determine, for itself, what the future "feel" of West Main will be from the visual perspective of the pedestrian, cyclist and motorist on the street. With the added density and height, as requested by the Applicant's SUP, there is the very real possibility that we will have two massive complexes paralleling each other. And what will the effect be? The answer could not be any plainer. We will have a canyon formed by towering buildings along both sides of Main Street with the result that the streetscape between those two buildings will be permanently in the shade. Literally and figuratively, that portion of the street will be cold and stark, with no direct sunlight for pedestrians or plantings, in striking contrast to the inviting warmth that we have historically tried to develop on West Main Street with tiered buildings and attractive streetscape. The character of West Main will be permanently and irrevocably altered for the worse.

My second objection concerns the impact of traffic generated by these two projects. Unlike other areas, West Main faces the challenge of additional traffic with no real way to physically change the infrastructure of the street. There is no opportunity, nor will there ever be, to widen this street. The intersection of West Main Street and Tenth Street already suffers gridlock without either of these developments due to the traffic generated by the Hospital and existing businesses on West Main. In fact, each morning and afternoon, when traffic comes to a standstill, cars drive quickly, almost recklessly, through our Hotel parking lot to avoid the signalized intersection at Tenth and Main. It is unfathomable to consider the vehicular impact of 1000 new residents within one block of Tenth and Main. Thus, in my opinion, it is critical to require an independent traffic study for each large development on West Main so that the impact of such a development, especially one requiring a SUP, can be properly assessed and evaluated.

I respectfully request that you give my questions and concerns your serious consideration and, after doing so, that you will see fit to DENY the requested SUP for The Standard.

Sincerely,
Scott B. Peyton



THE STANDARD | CHARLOTTEVILLE

LANDMARK PROPERTIES, INC.

**SPECIAL USE PERMIT
SUBMISSION #2**

SEPTEMBER 17, 2013
REVISED 09.23.2013

MITCHELL/MATTHEWS ARCHITECTS

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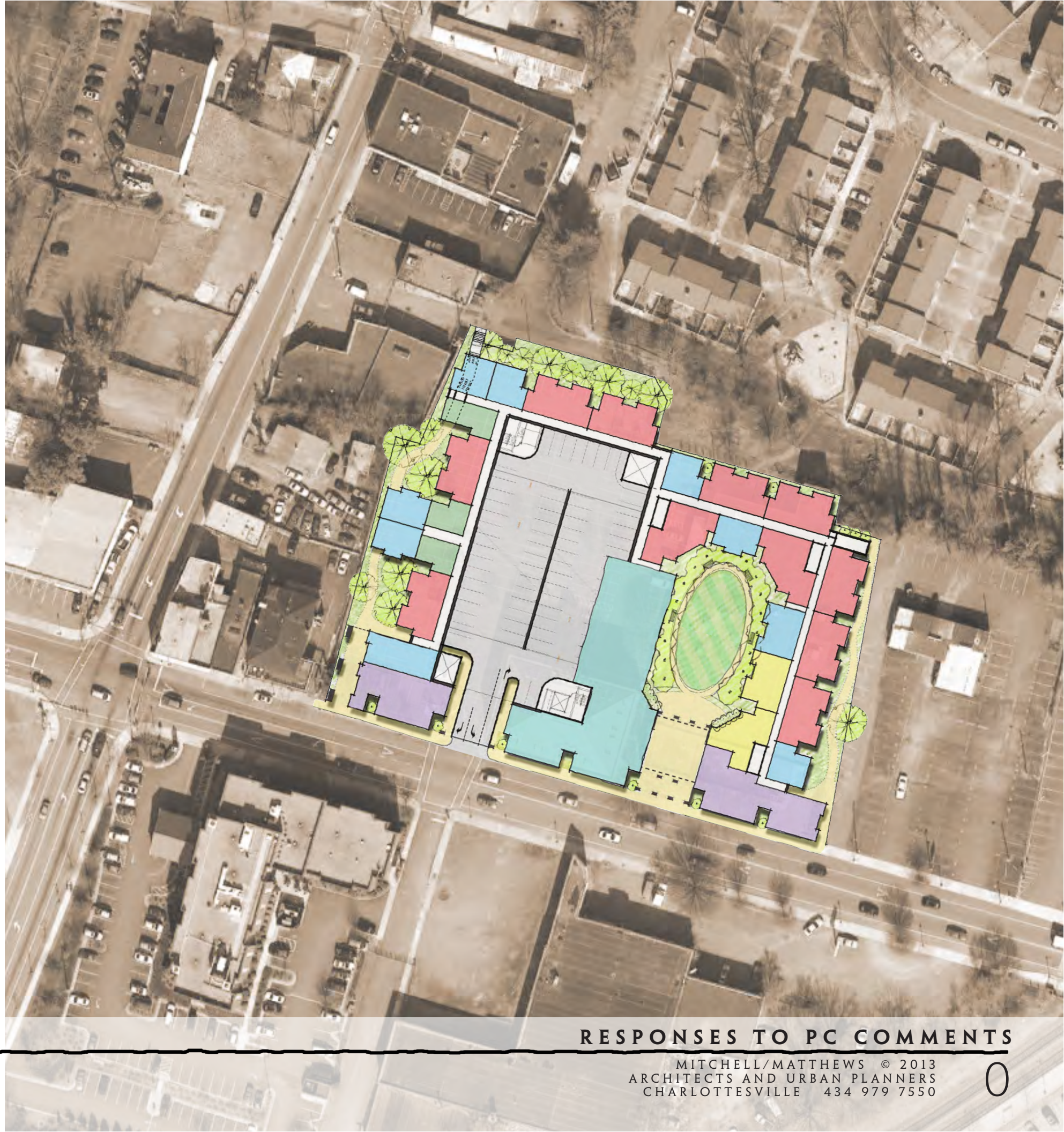
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THE STANDARD | CHARLOTTESVILLE

LANDMARK PROPERTIES, INC.
 SUP SUBMISSION #2
 SEPTEMBER 17, 2013 / REV. 09.23.13

RESPONSES TO PC COMMENTS

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 ARCHITECTS AND URBAN PLANNERS
 CHARLOTTESVILLE 434 979 7550

PROJECT NARRATIVE

Introduction: The Standard Charlottesville is a proposed mixed-use project at the combined properties of 853, 855 and 901 West Main Street. The project, consisting primarily of multi-family residential units and commercial/retail space, is within walking distance of the downtown mall and the University of Virginia. The properties lie within the city's West Main Street Architectural Design Control (ADC) District. It is our opinion that the project's design complies with the city's stated vision for the redevelopment of West Main Street, a designated urban development area within the city. Below you will find responses to each of the city's factors to be considered in review of Special Use Permit applications.

Location: The Standard Charlottesville is located at 853, 855 and 901 West Main Street.

Zoning: The sites comprising the project area are zoned West Main North Corridor (Mixed-Use).

Proposed Use: The Standard Charlottesville is a mixed-use project, consisting primarily of multi-family housing units with commercial/retail space along West Main Street.

Special Use Permit Request: A special use permit is being requested for additional height (from 60 ft. maximum to 70 ft. maximum) and density [from 43 Dwelling Units per Acre (DUA), by right, to approximately 89 DUA. Maximum density allowed with a special use permit is 200 DUA].

SUP Review Criteria:

- 1. Whether the proposed use or development will be harmonious with existing patterns of use and development within the neighborhood:** The proposed mixed-use project will be harmonious with the vision and goals for the West Main Street corridor, the current zoning ordinance and recently approved projects. The Standard will add one more stitch in the evolving fabric of a vital and energized West Main by replacing surface parking and obsolete structures with a mix of residential and street level retail/commercial. This project will increase pedestrian activity along one of the city's main commercial corridors by providing convenient residential and commercial uses within a gradually improving and walkable street.
- 2. Whether the proposed use or development and associated public facilities will substantially conform to the city's comprehensive plan:** The Standard Charlottesville (TSC) will conform to the goals and visions of the city's comprehensive plan. Specifically, it will contribute to Land Use Goal one—enhance the sense of place throughout Charlottesville—by removing a large, vacant parking lot and replacing it with a lively, mixed-use building, adding to the enrichment of the street life on West Main Street. The West Main/Ridge McIntire corridor is a specific area mentioned within this goal. TSC will also contribute to the city's Economic Sustainability goal of “build(ing) partnerships with private sector groups in order to maximize strategic capital investment in targeted areas in the City.” As part of an identified Urban Development Area, this project is likely to play a significant role in “the development of the City's key commercial corridors and surrounding site (such as West Main Street, ...)—Economic Sustainability goal 4.3 in the city's revised comprehensive plan. TSC will help the city fulfill its sixth Economic Sustainability goal to “maintain the economic vitality of the Downtown Mall and surrounding areas”, whereby, in partnership with the city, it will help continue the implementation of the West Main Street Plan to the extent feasible (Economic Sustainability point 6.2). Finally, by permitting the increased density along West Main Street, a corridor identified by the city as an area appropriate for additional density, TSC will help provide adequate population in areas that support the city's vision of “shaping the community with transit.”
- 3. Whether proposed use or development of any buildings or structures will comply with all applicable building code regulations:** The structures and site will be designed to comply with all applicable building code regulations.

PROJECT NARRATIVE

4. **Whether the proposed use or development will have any potentially adverse impacts on the surrounding neighborhood, or the community in general; and if so, whether there are any reasonable conditions of approval that would satisfactorily mitigate such impacts. Potential adverse impacts to be considered include, but are not necessarily limited to, the following:**
- a. **Traffic or parking congestion:** The project is located midway between downtown and the University of Virginia and near to the UVa hospital. Given its proximity to these locations, it is anticipated that residents would primarily be commuting to these locations. Because of the restricted parking conditions at these destinations, it is anticipated that most commuters would opt to use alternative modes of transportation such as public transit, biking or walking.
 - b. **Noise, lights, dust, odor, fumes, vibration, and other factors which adversely affect the natural environment:** No activities are anticipated that will adversely affect the natural environment. All exterior lighting will comply with the city's dark sky ordinance and will be an improvement over the site lighting that currently exists.
 - c. **Displacement of existing residents or businesses:** This project will not displace any existing residential units. The majority of the businesses currently located in these buildings are chiefly affiliated with the University of Virginia. While definitive plans have not been developed, it is expected that the existing businesses will remain in the area and relocate to the commercial space in or around TSC.
 - d. **Discouragement of economic development activities that may provide desirable employment or enlarge the tax base:** The Standard Charlottesville will not discourage economic development activities but rather will contribute to the revitalization of the West Main Street corridor. In addition to enlarging the tax base in this area with new residential and commercial facilities, it will provide new employment opportunities. Furthermore, it will help to spur new development and investment in this area by providing a residential population base for additional goods and services.
 - e. **Undue density of population or intensity of use in relation to the community facilities existing or available:** The proposed population and intensity of use are consistent with those provided for by the zoning allowance. No adverse effects to the existing or available community facilities are expected.
 - f. **Reduction in the availability of affordable housing in the neighborhood:** The site does not currently accommodate any housing; therefore no affordable housing units will be lost. The proposed development will comply with the affordable housing ordinance with a cash contribution to the city's affordable housing fund.
 - g. **Impact on school population and facilities:** While the units are planned to be market rate rental units and available to the general public, given its proximity to Downtown, the university and the hospital, it is anticipated that the units will be primarily occupied by students, young professionals and employees at the medical school and hospital. It is expected that TSC will have minimal impact on the school population and facilities.
 - h. **Destruction of or encroachment upon conservation or historic districts:** West Main Street is a locally designated historic district but it is not listed as a district on the State or National Register of Historical Places. The proposed new project will not destroy any historic buildings within this architectural design control district.
 - i. **Conformity with federal, state and local laws, as demonstrated and certified by the applicant:** The proposed project will conform to all applicable federal, state, and local laws.

PROJECT NARRATIVE

- j. **Massing and scale of project:** The proposed mixed-use building will provide a defined street wall at the property line, which steps back at the top floor. In addition to stepping back the upper level along West Main Street, variations in the surface planes of the building have been incorporated to break up the massing into smaller compositions and maintain a pedestrian scale. The scale of the proposed project is consistent with the city's stated vision for the West Main Street corridor and is consistent with a range of existing and recently approved projects on West Main Street. See accompanying sketches.
5. **Whether the proposed use or development will be in harmony with the purposes of the specific zoning district in which it will be placed:** The proposed building is located in close proximity to the front (primary) street, West Main Street, and helps to define a uniform street wall for pedestrian-oriented retail and commercial uses. It is an allowable use within the city's allowable height and density permitted for this specific zoning district. This project respects the City's desired pattern for commercial and residential development envisioned for West Main Street. The development intensity (approximately 89 DUA) is well below the maximum allowed in this area (200 DUA) and is consistent in scale and massing with the City's intent for West Main and with recently approved neighboring hotel, housing and medical projects.
6. **Whether the proposed use or development will be in harmony with the purposes of the specific standards set forth within the zoning ordinance, subdivision regulations, or other city ordinances or regulations:** The proposed new building and use will contribute to the mixed-use development and revitalization efforts along West Main Street. It is within the city's allowable uses, density and height provided for in the zoning designation.

For additional information on the project, see the Project Data sheet in this submittal.

PROJECT DATA

Location	853 & 901 West Main Street	
Site Area	109,640 Square Feet	2.517 Acres
Zoning	Existing: WMN (West Main Street North)	Proposed: WMN
Use	Existing: Office	Proposed: Mixed-use Residential/Commercial
Height	Allowable: 60 Feet + Appurtenance 70 Feet + Appurtenance with SUP (86' max)	Proposed: 70' +/- (Podium + 5 stories) + appurtenance
Density	Allowable: 43 DUA 200 DUA with SUP	Proposed: 89 DUA +/-
Tax Map	31-170 & 31-169	

Parking		Building						
		Floors	Building Area* (+/-)	1BR	2BR	3BR	4BR	TOTAL
Required Parking	189 (1 space/unit)	Parking I	9,188 GSF	--	--	--	--	--
Parking Provided		First	53,691 GSF	3	9	2	11	25
6.5 Tiers	499 +/-	Second	56,482 GSF	4	10	5	19	38
26,784 GSF/tier +/-	174,096 GSF +/-	Third	56,482 GSF	4	10	5	19	38
		Fourth	56,482 GSF	4	10	5	19	38
		Fifth	55,887 GSF	4	12	5	17	38
		Sixth	41,458 GSF	4	7	4	11	26
Parking Ratio	2.46 Spaces/Unit	Seventh (Appurtenance)	16,120 GSF	--	--	--	--	--
	0.83 Spaces/Bed		345,790 GSF +/-	23	58	26	96	203 +/- UNITS
			+ Parking	(11%)	(29%)	(13%)	(47%)	(100% UNIT MIX)
				23	116	78	384	601 +/- BEDS

All quantities, areas, and dimensions are approximate and subject to change as the project is refined and further input is received from city planning staff.



UNIVERSITY OF VIRGINIA
CENTRAL GROUNDS

15 MINUTE WALK

10 MINUTE WALK

5 MINUTE WALK

10TH AND PAGE
NEIGHBORHOOD

PRESTON AVE.

3/4 MILE

1/2 MILE

1/4 MILE

10TH ST. NW

853/855 & 901 WEST MAIN

WEST MAIN ST.

UVA HOSPITAL

RIDGE STREET

DOWNTOWN
PEDESTRIAN MALL



WERTLAND STREET

STREET

NW

10TH STREET

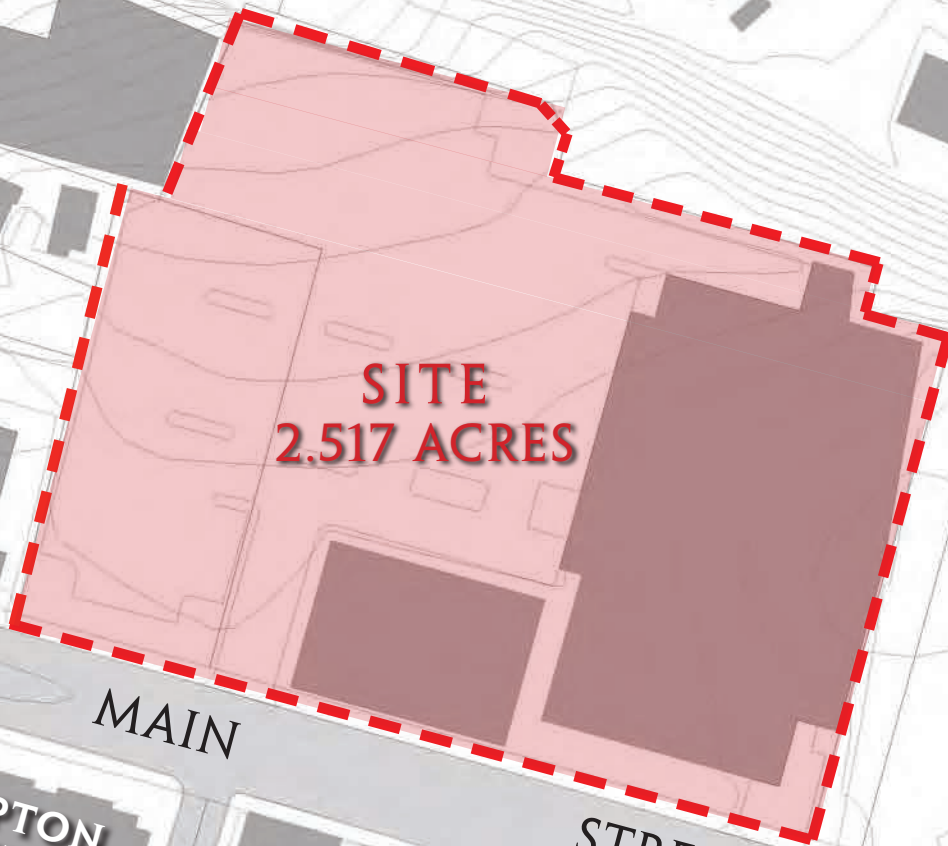
HARDY DRIVE

DRIVE

STACEY HALL

BALKAN BISTRO

TEAM TIRES



SITE 2.517 ACRES

SWEETHAUS

TO UVA CENTRAL GROUNDS
1/2 MILE

WEST

MAIN

STREET

UVA

HAMPTON INN

THE PLAZA

TO DOWNTOWN MALL
1/2 MILE

THE STANDARD | CHARLOTTESVILLE

VICINITY MAP

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913



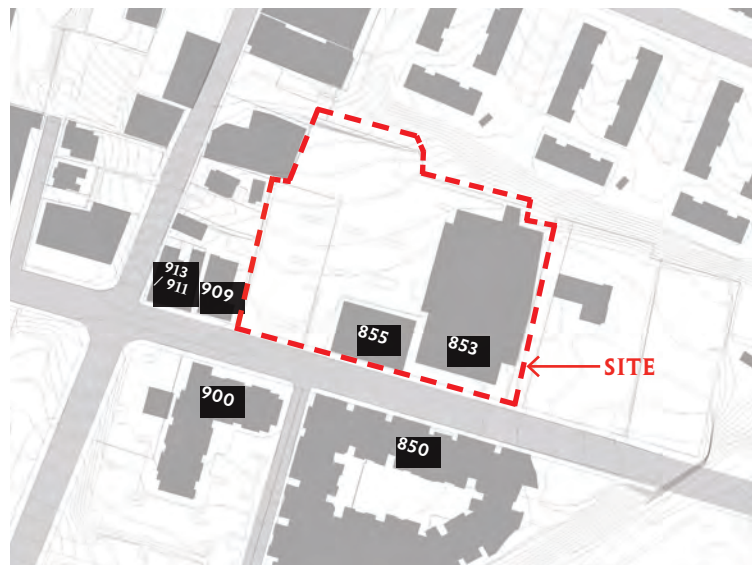
911



909



855



855



900



850 (UNDER CONSTRUCTION)



850 (UNDER CONSTRUCTION)

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CONTEXT PHOTOS

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C. THE FLATS ON W. MAIN



D. THE PAVILION



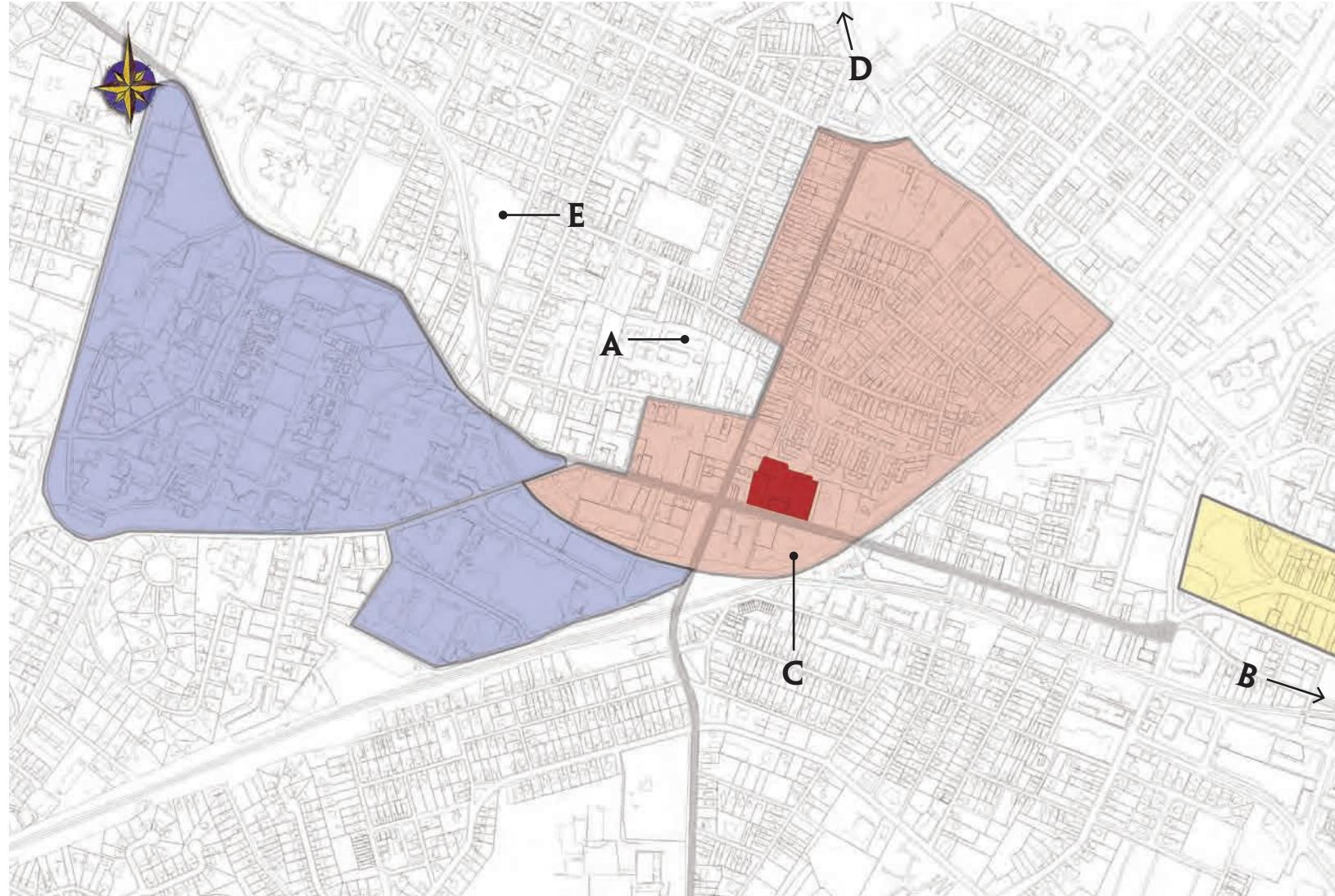
E. GRANDMARC



B. THE GLEASON



A. WERTLAND SQUARE



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COMPARABLE PROJECTS

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EXISTING SITE

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PERSPECTIVE 1

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PERSPECTIVE 2

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PERSPECTIVE 3

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MAIN STREET ELEVATION

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WEST ELEVATION

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NORTH ELEVATION

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EAST ELEVATION

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VIEW FROM HARDY DRIVE

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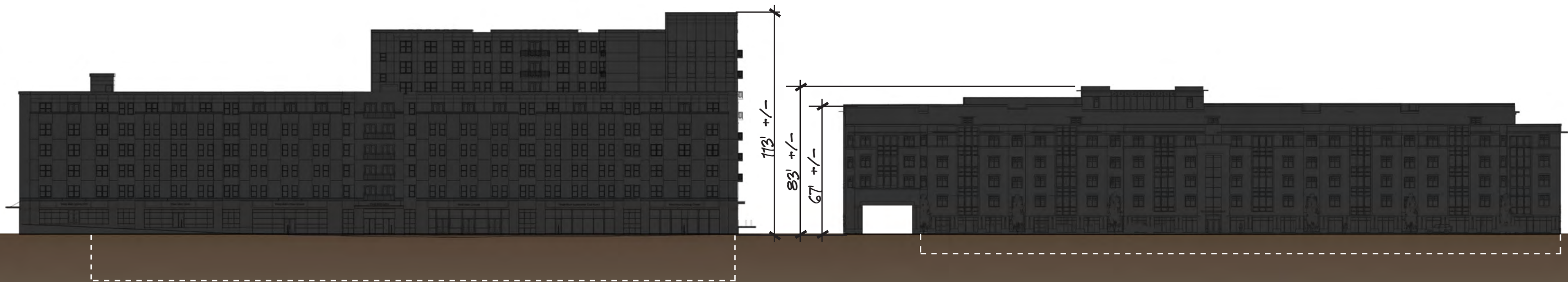
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VIEW FROM HARDY DRIVE (BUILDING HIGHLIGHTED)

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THE PLAZA
 APPROVED DECEMBER 2012
 104.3 D.U.A.

THE STANDARD
 89 +/- PROPOSED D.U.A.
 (UP TO 200 DUA ALLOWED)

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WEST MAIN ST. NEW PROJECT COMPARISON

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BUILDING HEIGHT CALCULATIONS

West Main (South Elevation)

176 ft	at	55 ft	46%	9,680	wall area
60 ft.	at	56 ft	16%	3,360	wall area
149 ft.	at	55 ft	39%	8,195	wall area
385 ft			100%	21,235	wall area

Average height 55.16 ft.

East Elevation

25 ft	at	55 ft	10%	1,375	wall area
205 ft	at	66 ft	81%	13,530	wall area
24 ft	at	66 ft	9%	1,584	wall area
254 ft			100%	16,489	wall area

Average height 64.92 ft.

West Elevation

25 ft	at	55 ft	8%	1,375	wall area
40 ft	at	67 ft	13%	2,680	wall area
110 ft	at	74 ft	37%	8,140	wall area
63 ft	at	80 ft	21%	5,040	wall area
60 ft	at	77 ft	20%	4,620	wall area
298 ft			100%	21,855	wall area

Average height 73.34 ft.

Rear Elevation

35 ft	at	66 ft	10%	2,310	wall area
150 ft	at	71 ft	45%	10,650	wall area
150 ft	at	78 ft	45%	11,700	wall area
335 ft			100%	24,660	wall area

Average height 73.61 ft.

AVERAGE BUILDING HEIGHT (unweighted)*: 66.76 ft.

* Sum of the average height of each side divided by 4

AVERAGE BUILDING HEIGHT (weighted): 66.23 ft.**

** Sum of the total wall area divided by the total length of the building perimeter.

LOW IMPACT DEVELOPMENT WORKSHEET

Project Name: THE STANDARD-CHARLOTTESVILLE

LID Checklist Points	LID Measure	Total Points
5 points or 1 point for each 18% of the total acreage	Compensatory Plantings (see city buffer mitigation manual). 90% of restorable stream buffers restored.	
7 points or 1 point for each 7% of parking and driveway surface area	Pervious pavers for parking and driveways with stone reservoir for storage of 0.5 inches of rainfall per impervious drainage area. Surface area must be >1,000 ft. ² or ≥ 50% of the total parking and driveway surface area.	
5 points or 1 point for each 6% of parking surface area eliminated.	Shared parking (must have legally binding agreement) that eliminates > 30% of on-site parking required.	5
8 points	Impervious Disconnection. Follow design manual specifications to ensure adequate capture of roof runoff. (e.g. cisterns, dry wells, rain gardens).	
8 points or 1 point for each 10% of site treated.	Bioretention. Percent of site treated must exceed 80%. Biofilter surface area must be ≥ 5% of impervious drainage area.	
8 points or 1 point for each 10% of lots treated	Rain gardens. All lots, rain garden surface area for each lot ≥ 200 ft. ² .	
8 points or 1 point for each 10% of site treated	Designed/constructed swales. Percent of site treated must exceed 80%, achieve non-erosive velocities, and able to convey peak discharge from 10-year storm.	
8 points or 1 point for each 10% of site treated	Manufactured sand filters, filter vaults (must provide filtering rather than just hydrodynamic). Percent of site treated must exceed 80%. Sizing and volume for water quality treatment based on manufacturer's criteria.	8
8 points	Green rooftop to treat ≥ 50% of roof area.	
TBD, not to exceed 8 points	Other LID practices as approved by NDS engineer.	
5 points	Off-site contribution to project in city's water quality management plan. This measure to be considered when on site constraints (space, environmentally sensitive areas, hazards) limit application of LID measures. Requires preapproval by NDS director.	
TOTAL POINTS (must equal 10 or more)		13

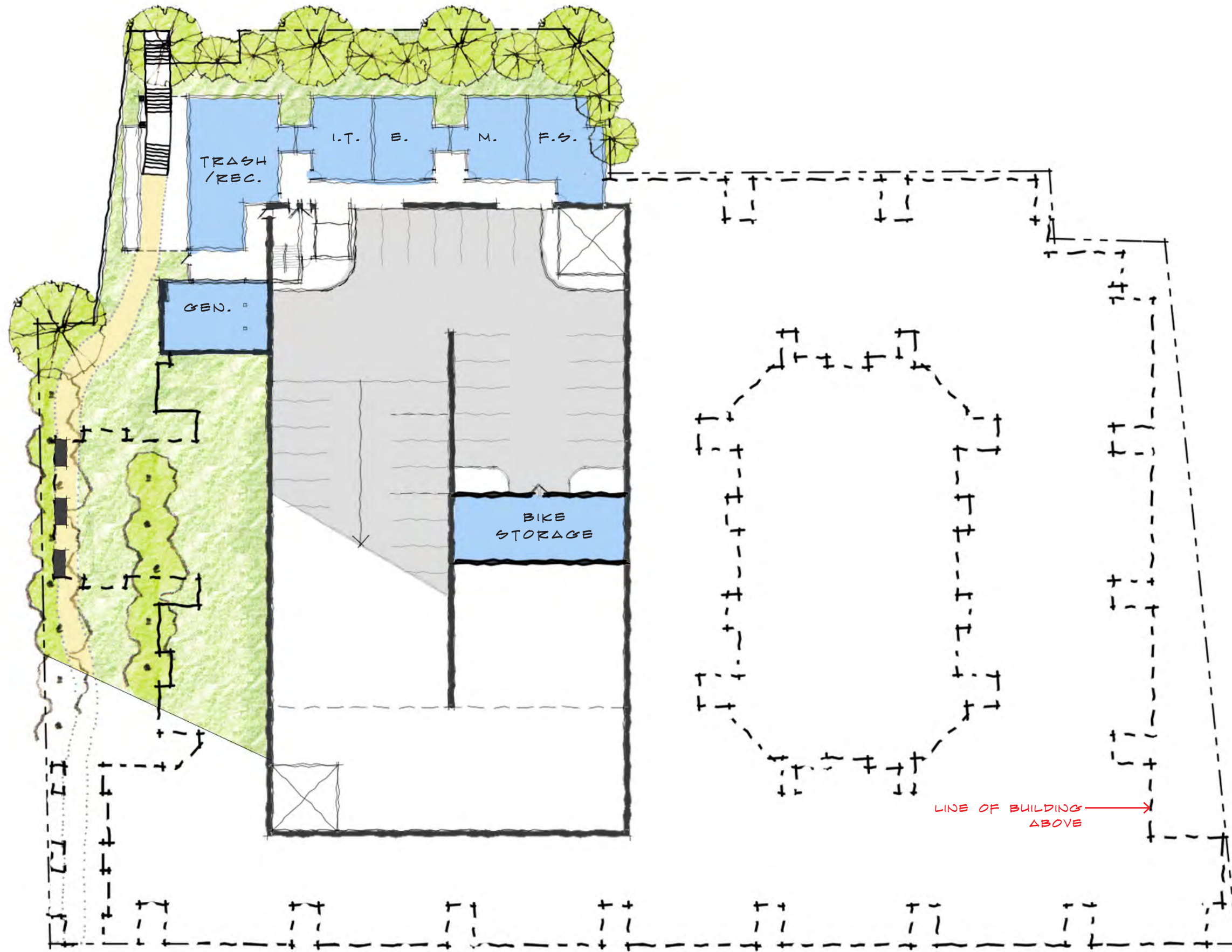
PARKING SPACES
REQ'D = 192
PARKING GARAGE
FOOTPRINT USED:
70 SPACES

ENTIRE SITE
IS TREATED

Submitted by: CRAIG KOTARSKI
(Name of applicant)

Approved by: _____ (date) _____
(City Engineer)

SUPPLEMENTAL INFORMATION



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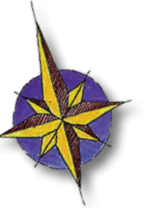
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P1 LEVEL

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STREET LEVEL

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TYPICAL LEVEL (2F-4F)

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FIFTH LEVEL

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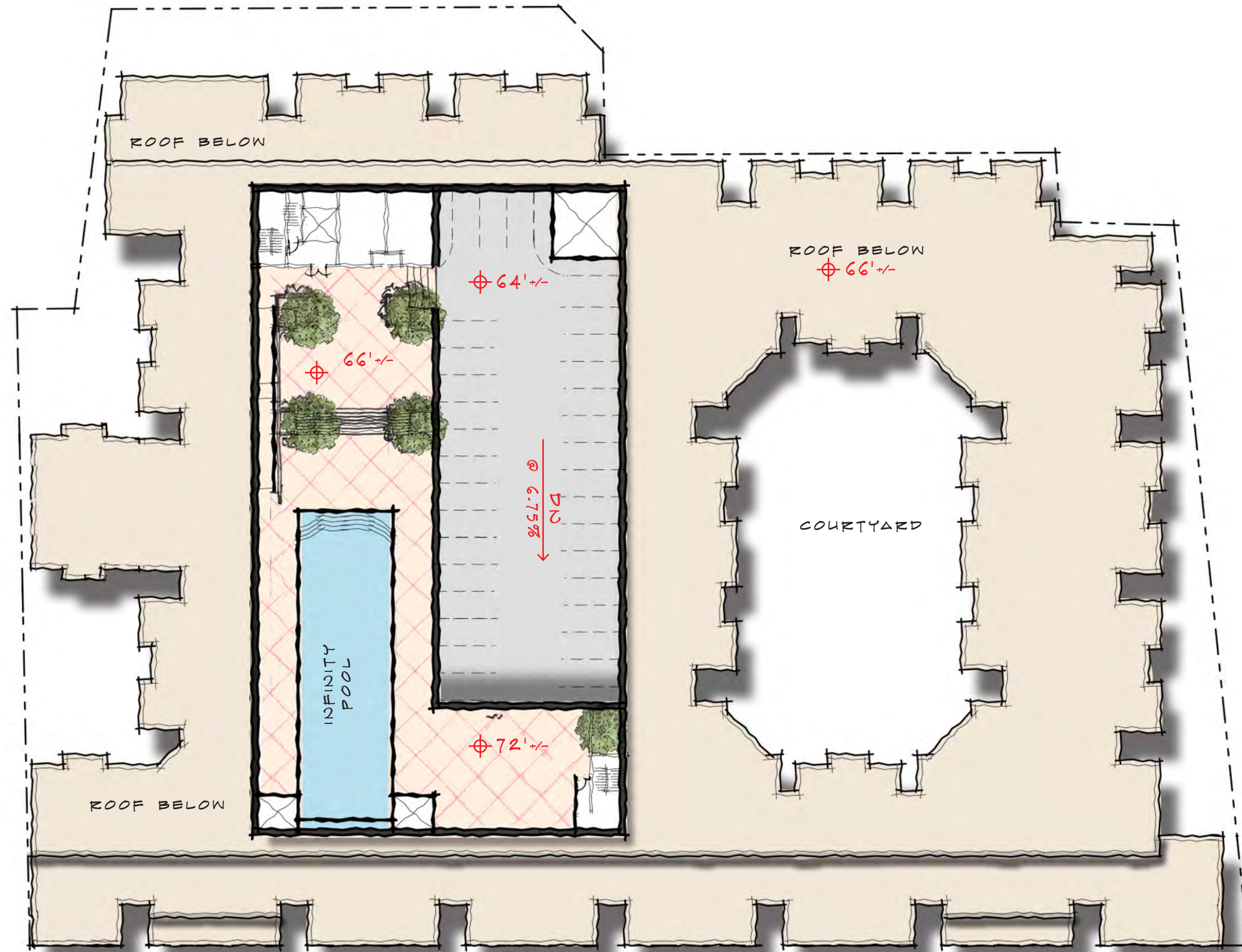
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SIXTH LEVEL

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A5



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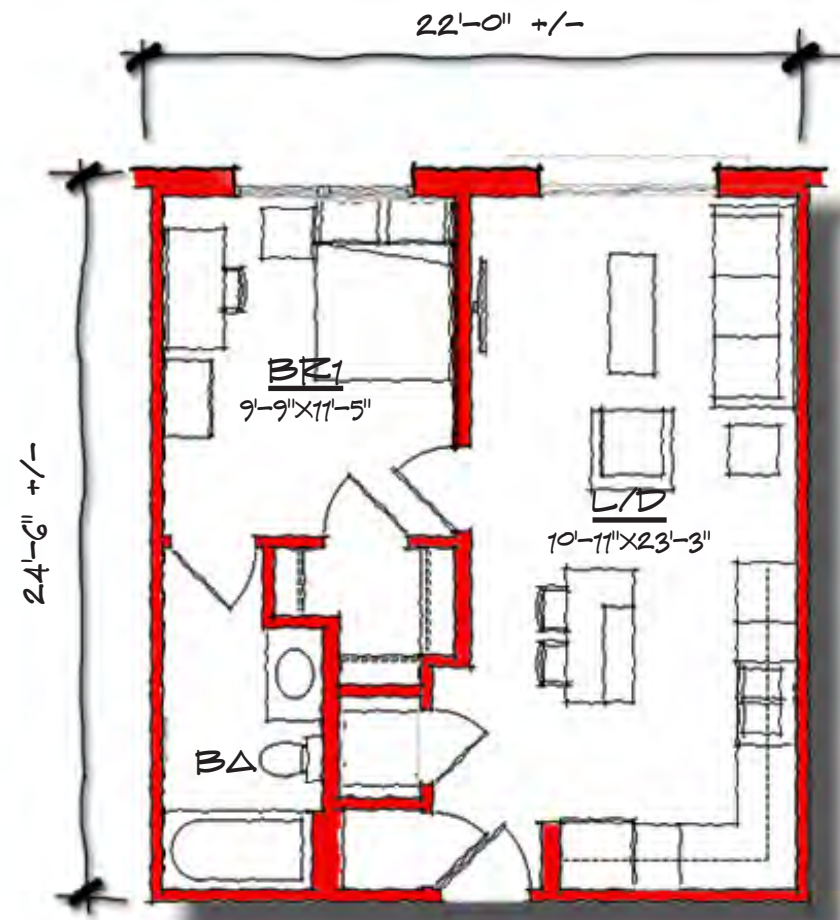
THE STANDARD | CHARLOTTESVILLE

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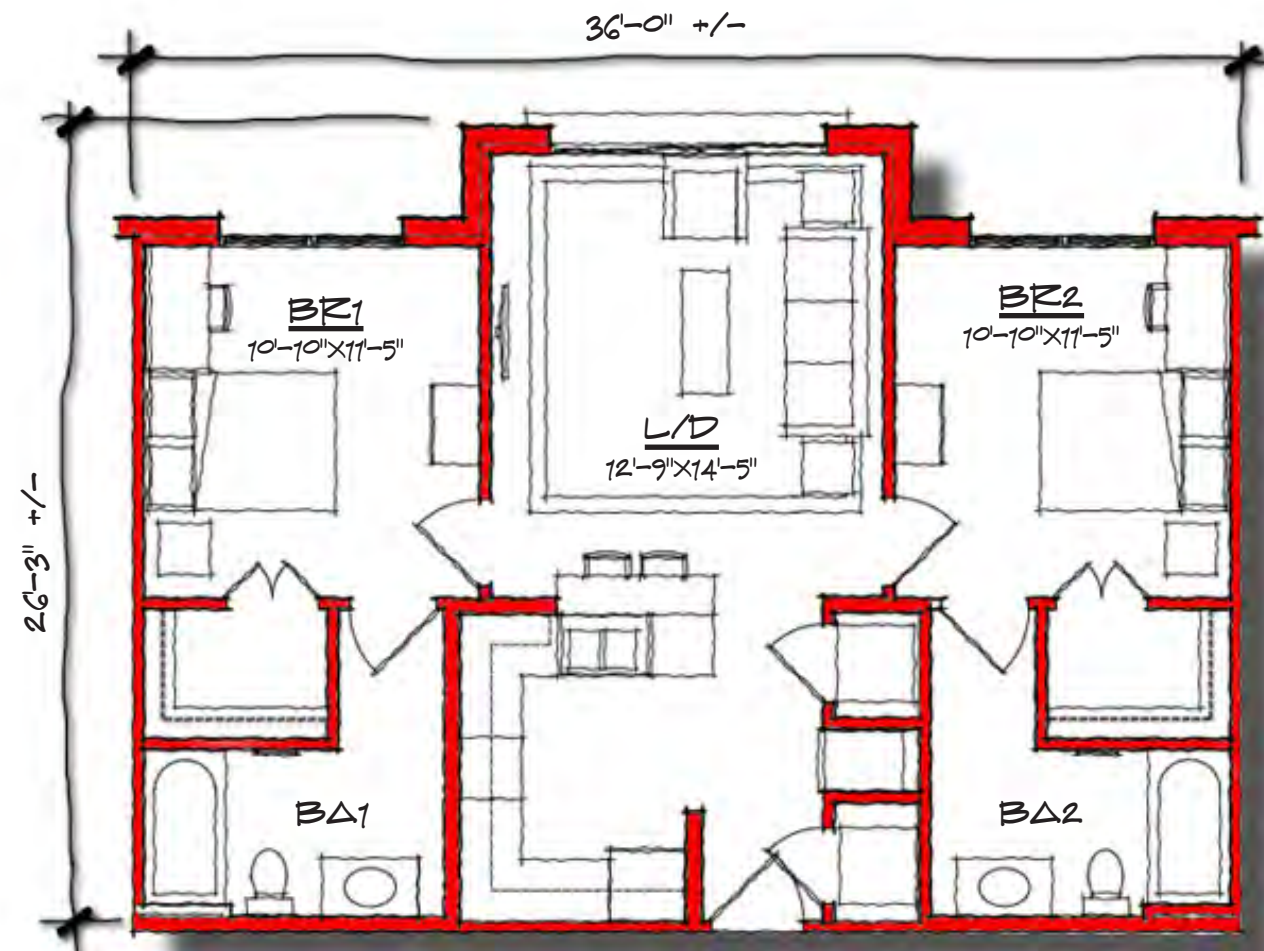
APPURTENANCE LEVEL

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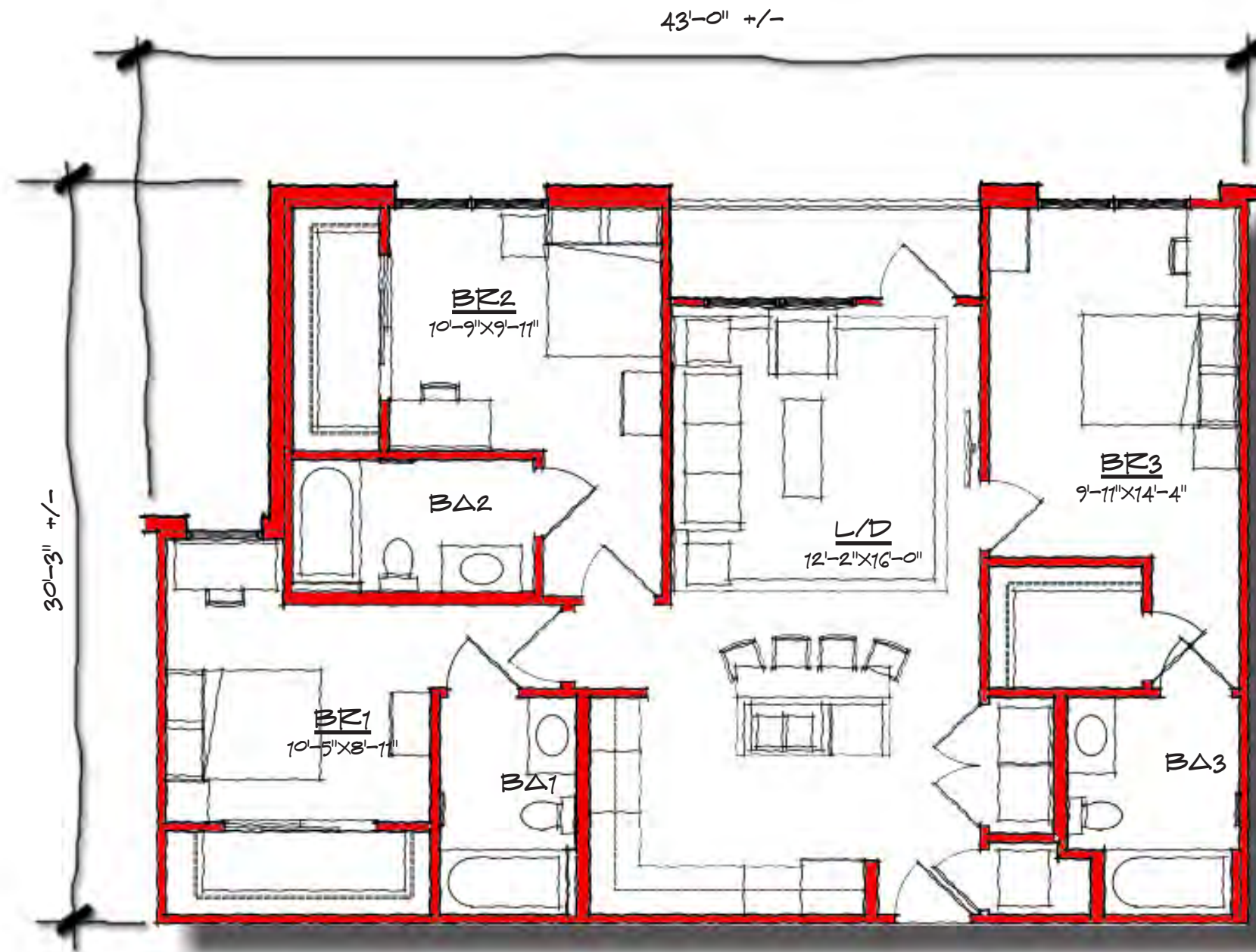
A6



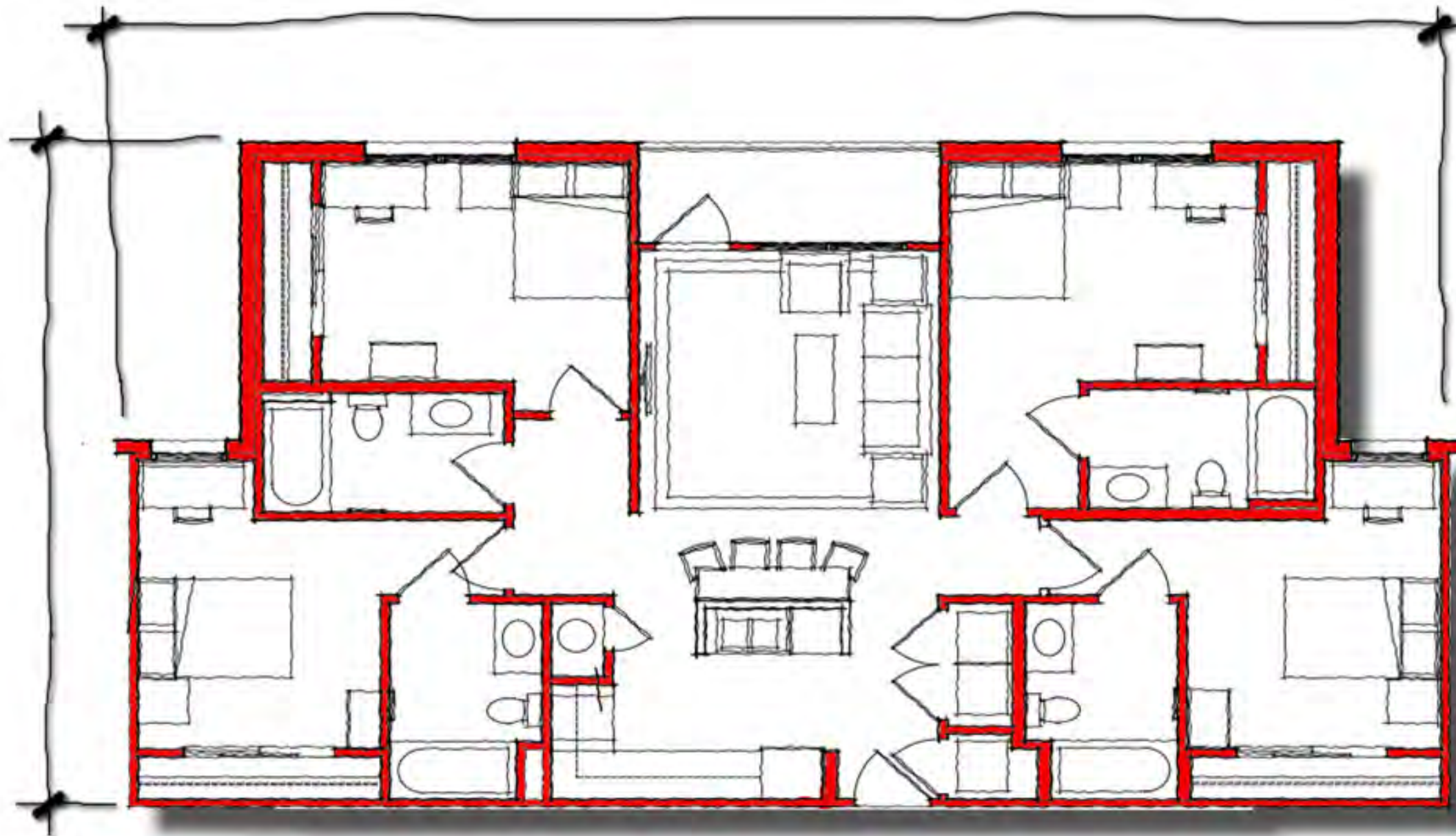
1 BR UNIT
680 S.F. +/-



2 BR UNIT
850 S.F. +/-



3 BR UNIT
1230 S.F. +/-



1,460 S.F. +/-

THE STANDARD | CHARLOTTESVILLE

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TYPICAL 4BR UNIT

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A9



MEETING #1 MINUTES

Charlottesville Housing Authority and West Haven Residents

The Standard | Charlottesville

Meeting Date & Time: July, 11, 1:15 – 1:50pm

Meeting Location: S. 1st St. Community Center

Attendees: Constance Dunn, Charlottesville Redevelopment and Housing Authority
Sherri Clark, Resident Commissioner, Board of CRHA
Brandon Collins, Public Housing Association of Residents
Sarad Davenport, City of Promise
10 Additional Residents (1 from the Westhaven neighborhood)
John Matthews, Mitchell / Matthews Architects (M/M)
Kevin Schafer, Mitchell / Matthews Architects (M/M)

Meeting Purpose:

- Project introduction
- Initiate discussion with residents and gather initial feedback

Items of Discussion:

JM provided an overview of the project, describing location of the site, boundaries of project limits, vehicular and pedestrian access locations, project timeline, use of building and general project size in terms of stories, units and beds. JM requested initial project feedback from those in attendance. The meeting then continued in a question and answer format; Primary concerns of the residents include (in order of most discussed):

1. **Affordability:** Who can afford the units / who would be the target market? What are the rental structures/prices? Would any affordable housing be provided? Who would be the target retail leasees? Concerns of paying affordable housing fee to the city in lieu of providing affordable units. Would this be a replacement for / supplement to Westhaven?

M/M Response: Because the project is in its very initial stage of investigation and feasibility analysis, a rent structure has not yet been determined. Constance noted a market study will likely be done as the project progresses to determine demand and help determine rents. JM noted that if he had to guess, a rent structure similar to The Plaza, underconstruction across the street may be a reasonable assumption. The project is not intended to replace Westhaven; It was clarified that we would not be altering or constructing anything on the Westhaven site. The project will follow all city ordinance's and guidelines regarding affordable housing or provide the required alterante fee. The target market is anybody who wishes to live on West Main close to UVA, the medical center or down town.

NOTES BY MITCHELL / MATTHEWS ARCHITECTS. WE BELIEVE THE ABOVE IS AN ACCURATE SUMMATION OF MEETING CONTENT. PLEASE REPORT DISCREPANCIES TO: KEVIN SCHAFER (434-979-7550 OR KEVIN@MITCHELLMATTHEWS.COM) WITHIN 7 DAYS OF RECEIPT.

2. **Height of Project:** How many stories? Would it block sunlight? Concerns about the topographical differences of a lower grade at Westhaven to a higher grade of West Main Street.

M/M Response: The project will be five to six stories tall, in accordance with all city zoning ordinances. Once the project massing is determined, sun modeling will be done to illustrate the shading created by the proposed building. The project is not expected to block sunlight to the Westhaven neighborhood.

3. **Runoff:** Would any water run from the site to Westhaven?

M/M Response: It is not expected that any additional water will flow from the developed site onto Westhaven. It is our understanding that the current stormwater runoff issues affecting Westhaven are coming from the adjacent site. We have our engineers reviewing this now.

4. **Additional issues raised without discussion:**

- Desired pedestrian connection from Westhaven to West Main
- Westhaven's desire to create community.
- Westhaven's future redevelopment with private sector involvement

Next Meeting:

Tentatively. Next week with residents of Westhaven / 10th and Page neighborhood. To be confirmed by the Westhaven/10th & Page representatives.

NOTES BY MITCHELL / MATTHEWS ARCHITECTS. WE BELIEVE THE ABOVE IS AN ACCURATE SUMMATION OF MEETING CONTENT. PLEASE REPORT DISCREPANCIES TO: KEVIN SCHAFER (434-979-7550 OR KEVIN@MITCHELLMATTHEWS.COM) WITHIN 7 DAYS OF RECEIPT.



MEETING #2 MINUTES

City of Promise Steering Committee Meeting

The Standard | Charlottesville

Meeting Date & Time: July 22, 2013 4:30 – 5:00pm Meeting Location: Region 10 Office Building

Attendees: Total attendees: 12
Steering Committee members

Robert Johnson
Sarad Davenport
Kristen Szakos (City Councilor)
Jessie Ray
Vizena Howard
2 Other steering committee members

Public

3-4 Additional Residents

Edith

Janice

John Matthews, Mitchell / Matthews Architects (M/M)

Kevin Schafer, Mitchell / Matthews Architects (M/M)

Rosalyn Keesee, Mitchell / Matthews Architects (M/M)

Meeting Purpose:

- Accepted invitation to introduce project during public comment period
- Initiate discussion with residents/attendees and gather initial feedback

Items of Discussion:

2.01 JM explained that a new multi-family development is proposed on West Main street at the current Republic Plaza site. The Owner and design team would like to solicit public input up front. While there is only time for a general overview at this meeting,

subsequent meetings can be held by contacting Mitchell/Matthews if people are interested.

- 2.02 The project will provide between 160-180 apartment units; the exact numbers are still being worked out. Parking will be internal to the project and wrapped with the residential units so that no neighbor will be looking onto a parking deck. The building will be 6 stories high but in accordance with the city regulations, the side facing West Main street will step back after the fifth story. It is shorter than the new multi-family housing project (known as The Plaza) under construction across the street.
- 2.03 In a previous meeting with the Charlottesville Redevelopment and Housing Authority (CRHA) residents, there was discussion of providing a pedestrian connection from Westhaven to West Main street; this is currently being explored. It was also noted that Coran Capshaw has discussed the possibility of providing a vehicular connection to Westhaven at his property to the east of this site.
- 2.04 The project will provide some economic development opportunities to the area through construction, operations and ongoing maintenance activities.
- 2.05 It was asked how this project will affect Westhaven in the long run. JM said there is no negative impact foreseen on the Westhaven community. A shadow study will be conducted as suggested at the last resident meeting to study the changes in shadows that may occur on the site. The CRHA has a plan for redeveloping Westhaven in the future which may respond to the increased development along West Main, though several noted that the calendar for Westhaven Redevelopment had not yet begun.
- 2.06 A number of questions were asked about the project's affordability and rent structure. JM explained that it is planned to be market rate rentals; exact rental rates have not been established. It was also asked if the units were rented by the room or by the unit; JM said that this has not been discussed, but he would deduce it to be comparable to other multi-family developments between downtown and the university. Attendees indicated that it makes a difference in determining the affordability of the housing; it is generally unaffordable to a working family if apartments are rented by the room.
- 2.07 Vizona Howard, president of the 10th and Page Neighborhood Association was present at the meeting. She exchanged contact information with M/M and discussed inviting M/M to present the project at the next neighborhood meeting (in August). M/M will follow-up with Ms. Howard.

Next Meeting:

Tentatively – attend the August meeting of the 10th and Page neighborhood association.



MEETING #3 MINUTES

NEIGHBORHOOD MEETING

The Standard | Charlottesville

Meeting Date & Time: September 19, 2013 10:30am Meeting Location: Westhaven Community Center

Attendees: Heather Jeffries, Westhaven Property Manager
Joy Johnson, Westhaven Resident
Barbara Lee, 10th & Page Resident
Mike Osteen, BAR & PC Member
Dede Smith, City Councilor
Suzanne Morse Moomaw, UVa Faculty & Charlottesville Resident
John Matthews, Mitchell / Matthews Architects (M/M)
Rosalyn Keesee, Mitchell / Matthews Architects (M/M)

Meeting Purpose:

- To introduce and review the proposed project and to try to answer any questions.

Items of Discussion:

- 3.01 JM explained the project. Emphasized that this is a private development and is not affiliated in any way with the City, the CRHA or UVa.
- 3.02 One of the concerns of the residents is affordable housing. The residents stated that the 10th and Page neighborhood is gentrifying. They feel that the city has already allocated any funds that may come into the City's Affordable Housing Fund and will not directly benefit the residents of Westhaven.
- 3.03 Dede would like to see retail off the courtyard.
- 3.04 Joy said she realizes that West Main will be built out and that something will be built on the Republic Plaza site. Her main concern is services; how will these projects help the economics of the neighborhood. She said that what the residents of the neighborhoods really need are jobs. Barbara agreed. Dede said that Section 3 jobs would be attractive.

- 3.05 Joy noted that there are a number of people she knows who suffer from depression and the only help they can get is in the form of medicine. She said that the residents could benefit from assistance that will help them recover without the use of medicine. It was noted that this is not something which this project can address but we understand it is a concern.
- 3.05 It was agreed that at least one pedestrian access to West Main Street would be good. It was generally felt that the eastern most connection was preferred as it connected from the middle of Westhaven. It was suggested that the current bus stop be relocated to the end of that pedestrian connection to provide easier access to public transportation.
- 3.06 Mike and Dede encouraged those provisions that encouraged interaction between the residents of The Standard and Westhaven. Tutoring programs and neighborhood basketball games (such as at UVA's Dell) were mentioned as examples.
- 3.07 Recreation facilities at Westhaven were discussed. It was noted that their basketball courts and playgrounds were all in need of repair.
- 3.08 The general sense was that the following items would be beneficial to the Westhaven community:
1. Access to West Main and public transportation
 2. Jobs
 3. Personal rehabilitation.
 4. Recreation
- 3.09 Joy was complimentary of the rear elevation (she said it looks "great"). She appreciated the removal of the balconies on the north side.
- 3.10 John noted that Westhaven has some really nice trees. Many of these trees will block the view to The Standard.

Next Meeting:

Thursday, October 3, 2013 – 7:00 p.m. at the Westhaven Community Center