

From: Scala, Mary Joy
Sent: Thursday, September 18, 2014 11:44 AM
To: 'Jacie Dunkle'
Cc: allan@alimar1.com
Subject: BAR Action - September 16, 2014 - 609 E Market Street

September 18, 2014

RE: Certificate of Appropriateness Application

BAR 14-09-02
609 East Market Street
Tax Parcel 530100000
Townsquare Associates, LLC, Owner/ Jaclynn Dunkle, Applicant
Exterior Changes: Four new awnings

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on September 16, 2014. The following action was taken:

The BAR approved (8-0) three cloth awnings (two on courtyard side and one on Market Street). The awnings must be mounted completely inside the brick openings.

Please make sure your awning fabricator understands that the awnings must be located inside the brick openings.

In accordance with Charlottesville City Code 34-285(b), this decision may be appealed to the City Council in writing within ten working days of the date of the decision. Written appeals, including the grounds for an appeal, the procedure(s) or standard(s) alleged to have been violated or misapplied by the BAR, and/or any additional information, factors or opinions the applicant deems relevant to the application, should be directed to Paige Barfield, Clerk of the City Council, PO Box 911, Charlottesville, VA 22902.

This certificate of appropriateness shall expire in 18 months (March 16, 2016), unless within that time period you have either: been issued a building permit for construction of the improvements if one is required, or if no building permit is required, commenced the project. The expiration date may differ if the COA is associated with a valid site plan. You may request an extension of the certificate of appropriateness *before this approval expires* for one additional year for reasonable cause.

Upon completion of the project, please contact me for an inspection of the improvements included in this application. If you have any questions, please contact me at 434-970-3130 or scala@charlottesville.org.

Sincerely yours,

Mary Joy Scala, AICP
Preservation and Design Planner

Mary Joy Scala, AICP
Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
City Hall – 610 East Market Street
P.O. Box 911
Charlottesville, VA 22902
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scala@charlottesville.org

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
September 16, 2014**



Certificate of Appropriateness Application

BAR 14-09-02

609 East Market Street

Tax Parcel 530100000

Townsquare Associates, LLC, Owner/ Jaclynn Dunkle, Applicant

Exterior Changes: Four new awnings

Background

The former Michie Printing Company building, built in 1900, is located in the Downtown ADC District. The historic survey is attached.

July 17, 2007 - The BAR approved (7-0) the application for replacing a window with a recessed wood door and transom as submitted. (The width of the existing masonry opening was not increased.)

April 19, 2011 - The BAR approved (8-0) a comprehensive signage plan, including a new wall sign to be attached (not painted on the brick) with the anchor bolts to be intentionally placed in mortar joints rather than in brick, and the new downspout shall be copper.

June 21, 2011 - The BAR approved (6-0) on consent agenda) an application to create a new vestibule at exterior door.

Application

The applicant seeks to add four new dark green cloth awnings for a restaurant: three on the courtyard side, and one facing East Market Street. All four windows are similar in size. The awnings are proposed to be mounted below the brickwork design on each of the four windows. The far left courtyard window has an existing kitchen duct exiting from it, so the applicant proposes a shorter awning for that window.

The restaurant is permitted two signs. The applicant may want to have one sign on the front vertical flap of the awning that faces East Market Street.

Criteria, Standards and Guidelines

Review Criteria Generally

Sec. 34-284(b) of the City Code states that,

In considering a particular application the BAR shall approve the application unless it finds:

- (1) That the proposal does not meet specific standards set forth within this division or applicable provisions of the Design Guidelines established by the board pursuant to Sec.34-288(6); and*
- (2) The proposal is incompatible with the historic, cultural or architectural character of the district in which the property is located or the protected property that is the subject of the application.*

Pertinent Standards for Review of Construction and Alterations include:

- (1) Whether the material, texture, color, height, scale, mass and placement of the proposed addition, modification or construction are visually and architecturally compatible with the site and the applicable design control district;*
- (2) The harmony of the proposed change in terms of overall proportion and the size and placement of entrances, windows, awnings, exterior stairs and signs;*
- (3) The Secretary of the Interior Standards for Rehabilitation set forth within the Code of Federal Regulations (36 C.F.R. §67.7(b)), as may be relevant;
 - 9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale, proportion, and massing to protect the integrity of the property and its environment.*
 - 10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.**
- (4) The effect of the proposed change on the historic district neighborhood;*
- (5) The impact of the proposed change on other protected features on the property, such as gardens, landscaping, fences, walls and walks;*
- (6) Whether the proposed method of construction, renovation or restoration could have an adverse impact on the structure or site, or adjacent buildings or structures;*
- (8) Any applicable provisions of the City's Design Guidelines.*

Pertinent Guidelines for Signs, Awnings, Vending and Cafes

C. Awnings, Marquees, and Canopies

Awnings can contribute to the overall image of the Downtown, The Corner, and West Main Street by providing visual continuity for an entire block, helping to highlight specific buildings, and covering any unattractively remodeled transom areas above storefronts. They also protect pedestrians from the weather, shield window displays from sunlight, and conserve energy. Marquees are usually associated with theaters and contain areas for changing information. Canopies are more permanent structures.

Types

- 1. Fixed, sloped fabric awnings are the traditional awning type and are appropriate for most historic buildings, both residential and commercial.*
- 2. Boxed or curved fabric awnings; a more current design treatment, may be used on a non-historic or new commercial building.*
- 3. Marquees and canopies fabricated from rigid materials are appropriate on some commercial buildings, however, they must fit the storefront design and not obscure important elements such as transoms or decorative glass.*
- 4. Historic marquees and canopies should be retained and maintained on historic building facades.*
- 5. Backlit awnings or canopies used as illuminated signs are inappropriate.*

Placement

- 1. Place awnings carefully within the storefront, porch, door, or window openings so they do not obscure elements of damage materials.*
- 2. Choose designs that do not interfere with existing signs or distinctive architectural features of the building, or with street trees or other elements along the street.*

3. *Choose an awning shape that fits the opening in which it is installed.*
4. *Make sure the bottom of the awning valance is at least 8 feet high, or consistent with the current building code.*

Color and Materials

1. *Coordinate colors with the overall building color scheme. Solid colors, wide stripes, and narrow stripes may be appropriate, but not overly bright or complex pattern.*
2. *Aluminum, vinyl plastic, or overly ornate fabric awnings are generally inappropriate for any buildings within the historic districts.*
3. *Contemporary marquees or canopies may be constructed of combinations of metal, wood, and glass; some types of plastic may be appropriate.*

Discussion and Recommendations

The dark green cloth, traditional sloped awnings are appropriate.

The BAR should discuss whether a shorter awning over the courtyard window that contains a kitchen duct is the best solution.

The BAR may want to discuss signage. Having the restaurant name on the vertical flap of the East Market Street awning is appropriate.

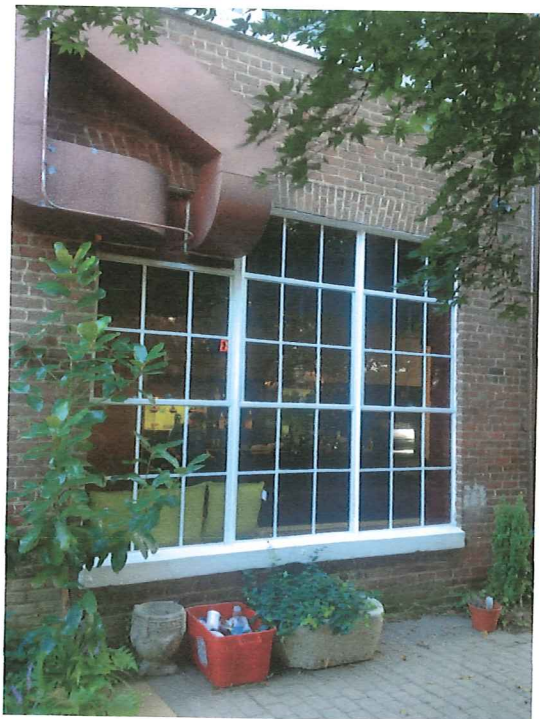
No awning is proposed over the second large window that faces East Market Street because that window belongs to a different tenant.

Suggested Motion

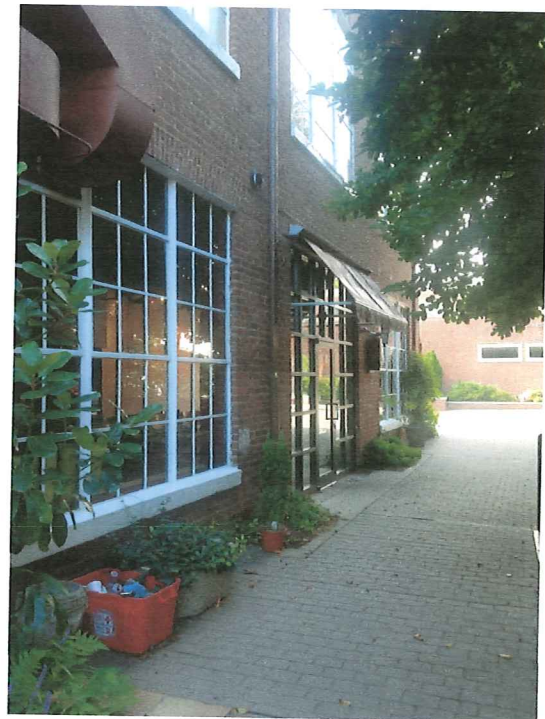
Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, Awnings, Vending and Cafes, I move to find that the proposal to add four awnings satisfies the BAR's criteria and guidelines and is compatible with this property and other properties in this district, and that the BAR approves the application as submitted (or with the following modifications...).



Market Street window



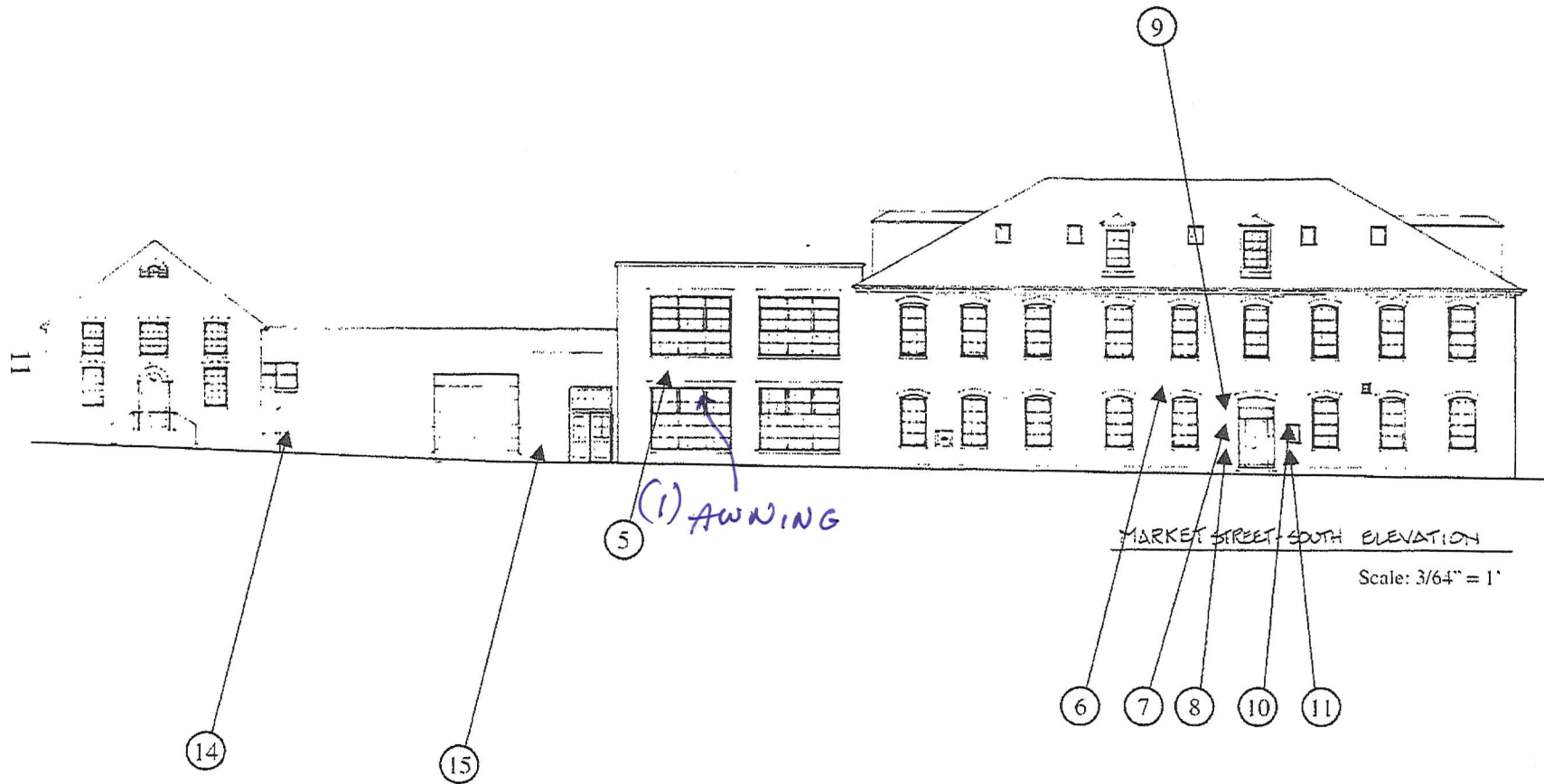
Courtyard window – left side



Three courtyard windows

Market Street – South Elevation

Current Signage indicated by Number



Courtyard – East Elevation

Current Signage indicated by Number

12



COURTYARD - EAST ELEVATION

Scale: 3/64" = 1'



Board of Architectural Review (BAR) Certificate of Appropriateness

Please Return To: City of Charlottesville
Department of Neighborhood Development Services
P.O. Box 911, City Hall
Charlottesville, Virginia 22902
Telephone (434) 970-3130 Fax (434) 970-3359

Please submit ten (10) copies of application form and all attachments.
For a new construction project, please include \$375 application fee. For all other projects requiring BAR approval, please include \$125 application fee. For projects that require only administrative approval, please include \$100 administrative fee. Make checks payable to the City of Charlottesville.
The BAR meets the third Tuesday of the month.
Deadline for submittals is Tuesday 3 weeks prior to next BAR meeting by 4 p.m.

| | |
|--|--------------------------------------|
| Owner Name <u>Joungene Associates, LLC</u> | Applicant Name <u>JACLYNN DUNKLE</u> |
| Project Name/Description _____ | Parcel Number _____ |
| Property Address <u>609 E. MARKET ST.</u> | |

Applicant Information

Address: 500 W. MARKET
CHARLOTTESVILLE 22912
Email: Fellinis9@yahoo.com
Phone: (W) 434-575-4791
FAX: _____

Property Owner Information (if not applicant)

Address: _____
Email: _____
Phone: (W) _____ (H) _____
FAX: _____

Do you intend to apply for Federal or State Tax Credits for this project? _____

Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct. (Signature also denotes commitment to pay invoice for required mail notices.)

Jaclynn Dunkle 8/21/14
Signature Date
JACLYNN DUNKLE 8/21/14
Print Name Date

Property Owner Permission (if not applicant)

I have read this application and hereby give my consent to its submission.

By Allan H. Cadgene 8/21/14
Signature Date
Allan H. Cadgene
Print Name Date

Description of Proposed Work (attach separate narrative if necessary):

ATTACH 4 AWNINGS TO WINDOWS OF RESTAURANT.
1 ON MARKET ST WINDOW - 3 ON COURTYARD SIDE

List All Attachments (see reverse side for submittal requirements):

HUNTER GREEN CANVAS AWNINGS

For Office Use Only

Received by: D. Eubank
Fee paid: 12500 Cash/Ck. # 1436
Date Received: 8/25/14

Approved/Disapproved by: _____
Date: _____
Conditions of approval: _____

RECEIVED
AUG 25 2014
NEIGHBORHOOD DEVELOPMENT SERVICES

FRONT ON MARKET ST



Scala, Mary Joy

From: Jacie Dunkle <fellinis9@yahoo.com>
Sent: Monday, September 15, 2014 3:43 PM
To: Scala, Mary Joy
Subject: Re: Question

that's great advice. thank you very much

Fellini's #9
Delicious Italian Food
In an up-beat, romantic atmosphere
200 W. Market St.
Charlottesville 22902
434-979-4279
<http://www.fellinis9.com/>
Dinner every night 5-10
Sunday Brunch 11-2:30
Late Night Menu 10-12am

On Monday, September 15, 2014 10:19 AM, "Scala, Mary Joy" <scala@charlottesville.org> wrote:

Jacie,

I would ask for your first choice. If you want three on the courtyard side, and one on Market Street, ask for that. If they don't like your proposal for some reason, wait until then to agree to something else. They won't just flat out deny it without discussion.

I personally think your proposal would be fine, except for the third awning on the courtyard that has the duct. I would probably not do that one at all because it would look odd.

Having the same green awnings over your courtyard windows, especially your entrance, and on Market Street, helps to identify the location of your restaurant. I tend to agree with you that it makes sense not to put one over the other Market Street window that is not in your lease.

If you want it, you should request a sign on the front flap of the Market Street awning. I also like the location of the existing wall sign on the courtyard side because that shows where your entrance is. You want people to be able to find you, and the awnings and the signage are important to help do that.

Mary Joy Scala, AICP
Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
City Hall – 610 East Market Street
P.O. Box 911
Charlottesville, VA 22902

Ph 434.970.3130 FAX 434.970.3359
scala@charlottesville.org

From: Jacie Dunkle [mailto:fellinis9@yahoo.com]
Sent: Monday, September 15, 2014 5:38 AM
To: Scala, Mary Joy
Subject: Re: Question

I know the meeting is Tuesday but do you think if I were to propose putting the same awning up over the wood store next to Bocce to give the front uniformity and eliminating the two on the courtyard side I could mention that on Tuesday night? I really need this approved! Charlie Kabbash has said you are able to work some magic sometimes. What do you think?

thanks
jacie

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On Thursday, August 21, 2014 1:50 PM, "Scala, Mary Joy" <scala@charlottesville.org> wrote:

Yes

Mary Joy Scala, AICP
Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
City Hall – 610 East Market Street
P.O. Box 911
Charlottesville, VA 22902
Ph 434.970.3130 FAX 434.970.3359
scala@charlottesville.org

From: Jacie Dunkle [mailto:fellinis9@yahoo.com]
Sent: Thursday, August 21, 2014 1:00 PM
To: Scala, Mary Joy
Subject: Re: Question

Hi Mary Joy - the property owner lives in San Francisco and is not here right now. Can he send you an e-mail with his approval of the application I am going to turn in?

Thanks

Jacie

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Saturday and Sunday Brunch 11-3

Late Night Menu 10-12am

On Wednesday, August 20, 2014 11:37 AM, "Scala, Mary Joy" <scala@charlottesville.org> wrote:

I'd like this to go to the full BAR since there have never been awnings there. Submit an application by Aug 26 for the September 16 BAR meeting. Fee is \$125.

Submit the dimensioned shop drawings of the awnings. I need a fabric sample (or give me the brand, material, and color). It's very important how and where they attach to the building - so either a photoshop or drawing of the building that shows where/how they will be attached.

Thank you

Mary Joy Scala, AICP

Preservation and Design Planner

City of Charlottesville

Department of Neighborhood Development Services

City Hall – 610 East Market Street

P.O. Box 911

Charlottesville, VA 22902

Ph 434.970.3130 FAX 434.970.3359

scala@charlottesville.org

From: Jacie Dunkle [mailto:fellinis9@yahoo.com]

Sent: Wednesday, August 20, 2014 11:24 AM

To: Scala, Mary Joy

Subject: Question

Hi Mary Joy - Charlie Kabbash told me to contact you regarding installing awnings on the windows over what is now Caffe Bocce. There would be 4 awnings all together - 1 on the front window on Market Street and 3 on the side windows overlooking the patio/garden area. I am in the process of purchasing this business. In the past, as you know, this space has not been too successful for many restaurants - there have been 5

in there since I moved here in 2004! My business partner and I feel there is somewhat of an identity problem and felt that dark green awnings (similar to what I have on Fellini's building) would designate our space as something different from the rest of the businesses in that building.

What procedure do I need to follow to present this idea to you for approval? Thank you for your time!

Jacie Dunkle, owner

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Late Night Menu 10-12am

Scala, Mary Joy

From: Scala, Mary Joy
Sent: Tuesday, August 26, 2014 10:39 AM
To: 'Jacie Dunkle'
Cc: Brodhead, Read
Subject: RE: 609 E Market Street
Attachments: Part 1.pdf; Part 2.pdf

Jacie,

That property actually has a Comprehensive Signage Plan in place that shows two signs approved for the former Carlton's (now Bocce). One is a vertical wall sign allowed to be attached to the brick (NOT painted on the brick) and a blade sign. Perhaps you would want to keep the vertical sign and add an awning sign in place of the blade sign?

I have attached the complete Comprehensive Signage plan, which was approved with the conditions below.

The BAR approved (8-0) a comprehensive signage plan, including a new wall sign to be attached (not painted on the brick) with the anchor bolts to be intentionally placed in mortar joints rather than in brick, and the new downspout shall be copper.

Mary Joy Scala, AICP

Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
City Hall - 610 East Market Street
P.O. Box 911
Charlottesville, VA 22902
Ph 434.970.3130 FAX 434.970.3359
scala@charlottesville.org

From: Jacie Dunkle [mailto:fellinis9@yahoo.com]
Sent: Tuesday, August 26, 2014 10:01 AM
To: Scala, Mary Joy
Subject: Re: 609 E Market Street

Okay. I will decide which 2 types of signs to do.

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Late Night Menu 10-12am

On Tuesday, August 26, 2014 9:41 AM, "Scala, Mary Joy" <scala@charlottesville.org> wrote:

Jacie,

A name on an awning is considered a sign. A business is generally allowed 2 signs. So you could have a blade sign and one awning sign, for example.

Mary Joy Scala, AICP

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Charlottesville, VA 22902
Ph 434.970.3130 FAX 434.970.3359
scala@charlottesville.org

From: Jacie Dunkle [mailto:fellinis9@yahoo.com]
Sent: Monday, August 25, 2014 10:54 PM
To: Scala, Mary Joy
Subject: Re: 609 E Market Street

Hi Mary Joy - Yeah, that photo shopped image of an awning isn't exactly what I wanted to show.

Will all four awnings be identical? They should be. Yes, all 4 identical

Will the awning end panels really look like the one in the courtyard view? I am assuming it will be a more typical end panel that is horizontal at the bottom? Typical end panel that is horizontal at the bottom

I think the tops of the windows are all the same height, and it looks like you intend to mount all the awnings below the brickwork design over the window. Yes, all awnings will be mounted below the brickwork design over the window.

So, the photo that shows the courtyard awning mounted higher than the front one may be an error? Right the courtyard awning will be mounted at the same height.

So, one question is this - do I have to ask the BAR for approval to have the name of the new restaurant stenciled on the awnings?

thank you!

On Monday, August 25, 2014 4:07 PM, "Scala, Mary Joy" <scala@charlottesville.org> wrote:

Jackie,

I got your application and had some questions:

Will all four awnings be identical? They should be.

Will the awning end panels really look like the one in the courtyard view? I am assuming it will be a more typical end panel that is horizontal at the bottom?

I think the tops of the windows are all the same height, and it looks like you intend to mount all the awnings below the brickwork design over the window.

So, the photo that shows the courtyard awning mounted higher than the front one may be an error? Let me know.

You will be on the BAR's September 16 agenda. I will email you the agenda and staff report before the meeting.

Thank you

Mary Joy Scala, AICP

Preservation and Design Planner

City of Charlottesville

Department of Neighborhood Development Services

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