

Watkins, Robert

From: Watkins, Robert
Sent: Wednesday, October 20, 2021 11:18 AM
To: Robert Nichols
Cc: Werner, Jeffrey B
Subject: October 2021 BAR Decision

Certificate of Appropriateness Application

BAR 21-10-04

310 East Main Street, TMP 28004100

Downtown ADC District

Owner: Armory 310 East Main, LLC

Applicant: Robert Nichols/Formworks

Project: Facade renovations/alterations

Dear Robert,

The Charlottesville Board of Architectural Review reviewed the above-referenced project at their monthly meeting on August 18. The BAR made the following motion for your project:

Carl Schwarz moves to accept the applicant's request for a deferral.

Breck Gastinger seconds motion. Motion passes (8-0).

Please let me know if you have any further questions.

Robert

Robert Watkins
Assistant Historic Preservation and Design Planner
Neighborhood Development Services
PO Box 911
Charlottesville, VA 22902

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
October 19, 2021**



Certificate of Appropriateness Application

BAR 21-10-04

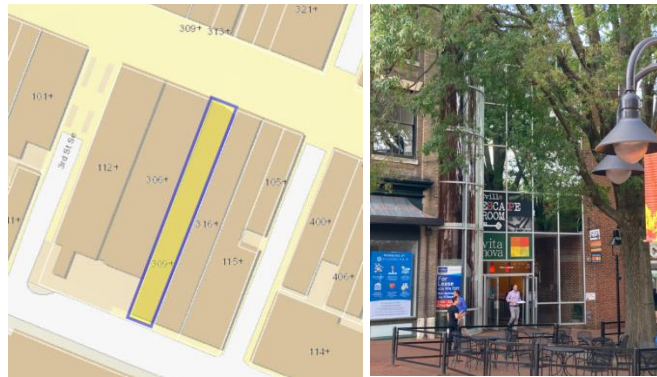
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Background

Year Built: 1916. In 1956 the north façade was reconstructed. The existing north façade was constructed in 1982. (The south façade may have been at this same time, staff will confirm.)

District: Downtown ADC District

Status: Contributing (Note: When the district was established, all existing structures were designated *contributing*.)

Prior BAR Review

None

Application

- Submittal: Formwork Design drawings 310 East Main Street, dated September 28, 2021: Cover; Sheet 2, Context - East Main Street; Sheet 3, Context - Water Street; Sheet 4, East Main Street Views; Sheet 5, Water Street Views; Sheet 6, Mall Level Plan.

CoA request for alterations to the Main Street (north) and Water Street (south) facades. The proposed work will alter the 20th century facades.

Discussion and Recommendations

The original, 1916 facades no longer exist. The proposed alterations will replace the contemporary facades constructed in the 1980s. The November 1980 National Register nomination of the Charlottesville and Albemarle County Courthouse Historic District does not include this address, nor do any of the building descriptions for this block match the current design. Unless the building

[the facades] are of *exceptional importance*, it does not meet the 50-year threshold necessary for consideration for the National Register.

<https://www.dhr.virginia.gov/historic-register/>

A Property that can be Nominated for Listing in the Registers should:

- Have achieved historical significance at least 50 years prior to today and/or is of exceptional importance; and
- Is associated with at least one of the following:
 - An important event or historic trend;
 - A significant person whose specific contributions to history can be identified and documented;
 - An important architectural or engineering design; or it represents the work of a master; or it is a distinguishable entity although its components may lack individual distinction;
 - Has the potential to answer important research questions about human history (most commonly these properties are archaeological sites); and
- Retain physical integrity through retention of historic materials, appearance, design, and other physical features.

There are two questions for the BAR to discuss:

1. Do the existing facades—together or singularly; as part of the mall or as a single structure; and due to age, design, architect. and/or other factors—contribute to historic character of the Downtown ADC and should they be protected? (Emphasizing that an ADC District is a City designation, and not dependent on state or national designation.)
2. If the facades are to be altered--together or singularly—are the proposed changes consistent with the ADC District Design Guidelines?

Additionally, due to the unique nature of the existing facades, the BAR might consider applying components of the design standards for both *New Construction* and for *Rehabilitation*.

The applicant has not specified the glass to be used. The BAR may request that information or address it as a condition of approval. In the Appendix is a summary of BAR's July 17, 2018 discussion re: Clear Glass.

Suggested Motions

Approval: Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction and Additions and for Rehabilitation, I move to find that the proposed façade alterations at 310 East Main Street satisfy the BAR's criteria and are compatible with this property and other properties in the Downtown ADC district, and that the BAR approves the application [as submitted].

or [as submitted with the following conditions/modifications: ...].

Denial: Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction and Additions and for Rehabilitation, I move to find that the proposed façade alterations at 310 East Main Street do not satisfy the BAR's criteria and are not compatible with this property and other properties in the Downtown ADC district, and for the following reasons the BAR denies the application ...

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;
- (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;
- (7) Any applicable provisions of the City's Design Guidelines.

Pertinent Guidelines for New Construction and Additions include:

I. Windows and Doors

- 1) The rhythm, patterns, and ratio of solids (walls) and voids (windows and doors) of new buildings should relate to and be compatible with adjacent historic facades.
 - a. The majority of existing buildings in Charlottesville's historic districts have a higher proportion of wall area than void area except at the storefront level.
 - b. In the West Main Street corridor in particular, new buildings should reinforce this traditional proportion.
- 2) The size and proportion, or the ratio of width to height, of window and door openings on new buildings' primary facades should be similar and compatible with those on surrounding historic facades.
 - a. The proportions of the upper floor windows of most of Charlottesville's historic buildings are more vertical than horizontal.
 - b. Glass storefronts would generally have more horizontal proportions than upper floor openings.
- 3) Traditionally designed openings generally are recessed on masonry buildings and have a raised surround on frame buildings. New construction should follow these methods in the historic districts as opposed to designing openings that are flush with the rest of the wall.
- 4) Many entrances of Charlottesville's historic buildings have special features such as transoms, sidelights, and decorative elements framing the openings. Consideration should be given to incorporating such elements in new construction.
- 5) Darkly tinted mirrored glass is not an appropriate material for windows in new buildings within the historic districts.

- 6) If small-paned windows are used, they should have true divided lights or simulated divided lights with permanently affixed interior and exterior muntin bars and integral spacer bars between the panes of glass.
- 7) Avoid designing false windows in new construction.
- 8) Appropriate material for new windows depends upon the context of the building within a historic district, and the design of the proposed building. Sustainable materials such as wood, aluminum-clad wood, solid fiberglass, and metal windows are preferred for new construction. Vinyl windows are discouraged.
- 9) Glass shall be clear. Opaque spandrel glass or translucent glass may be approved by the BAR for specific applications.

K. Street-Level Design

- 1) Street level facades of all building types, whether commercial, office, or institutional, should not have blank walls; they should provide visual interest to the passing pedestrian.
- 2) When designing new storefronts or elements for storefronts, conform to the general configuration of traditional storefronts depending on the context of the sub-area. New structures do offer the opportunity for more contemporary storefront designs.
- 3) Keep the ground level facades(s) of new retail commercial buildings at least eighty percent transparent up to a level of ten feet.
- 4) Include doors in all storefronts to reinforce street level vitality.
- 5) Articulate the bays of institutional or office buildings to provide visual interest.
- 6) Institutional buildings, such as city halls, libraries, and post offices, generally do not have storefronts, but their street levels should provide visual interest and display space or first floor windows should be integrated into the design.
- 7) Office buildings should provide windows or other visual interest at street level.
- 8) Neighborhood transitional buildings in general should not have transparent first floors, and the design and size of their façade openings should relate more to neighboring residential structures.
- 9) Along West Main Street, secondary (rear) facades should also include features to relate appropriately to any adjacent residential areas.
- 10) Any parking structures facing on important streets or on pedestrian routes must have storefronts, display windows, or other forms of visual relief on the first floors of these elevations.
- 11) A parking garage vehicular entrance/exit opening should be diminished in scale, and located off to the side to the degree possible.

Pertinent Guidelines for Rehabilitation include:

B. Facades and Storefronts

Over time, commercial buildings are altered or remodeled to reflect current fashions or to eliminate maintenance problems. Often these improvements are misguided and result in a disjointed and unappealing appearance. Other improvements that use good materials and sensitive design may be as attractive as the original building and these changes should be saved. The following guidelines will help to determine what is worth saving and what should be rebuilt.

- 1) Conduct pictorial research to determine the design of the original building or early changes.
- 2) Conduct exploratory demolition to determine what original fabric remains and its condition.
- 3) Remove any inappropriate materials, signs, or canopies covering the façade.
- 4) Retain all elements, materials, and features that are original to the building or are contextual remodelings, and repair as necessary.
- 5) Restore as many original elements as possible, particularly the materials, windows, decorative details, and cornice.

- 6) When designing new building elements, base the design on the “Typical elements of a commercial façade and storefront” (see drawing next page).
- 7) Reconstruct missing or original elements, such as cornices, windows, and storefronts, if documentation is available.
- 8) Design new elements that respect the character, materials, and design of the building, yet are distinguished from the original building.
- 9) Depending on the existing building’s age, originality of the design and architectural significance, in some cases there may be an opportunity to create a more contemporary façade design when undertaking a renovation project.
- 10) Avoid using materials that are incompatible with the building or within the specific districts, including textured wood siding, vinyl or aluminum siding, and pressure-treated wood,
- 11) Avoid introducing inappropriate architectural elements where they never previously existed.

Appendix:

Summary of BAR Discussion July 17, 2018 re: Clear Glass:

BAR concluded that VLT 70 should remain the preference relative to clear glass. However, they acknowledged the case-by-case flexibility offered in the Design Guidelines; specifically, though not exclusively, that this allows for the consideration of alternatives—e.g. VLTs below 70--and that subsequent BAR decisions regarding glass should be guided by the project’s location (e.g. on the Downtown Mall versus a side street), the type of windows and location on the building (e.g. a street level storefront versus the upper floors of an office building), the fenestration design (e.g. continuous glass walls versus punched windows), energy conservation goals, the intent of the architectural design, matching historical glass, and so on.

310 East Main Street, c1970



Downtown Mall To Get 'Futuristic' Building

By CHARLES GIAMETTA
of The Progress Staff

Backers of a new office and retail building on Charlottesville's downtown mall unveiled their plans today and said they hope the structure's futuristic design will inspire owners of other mall buildings.

The Milgraum Center, at 310 E. Market St., will feature a silver-reflective glass facade and a glass-enclosed elevator shaft facing the mall.

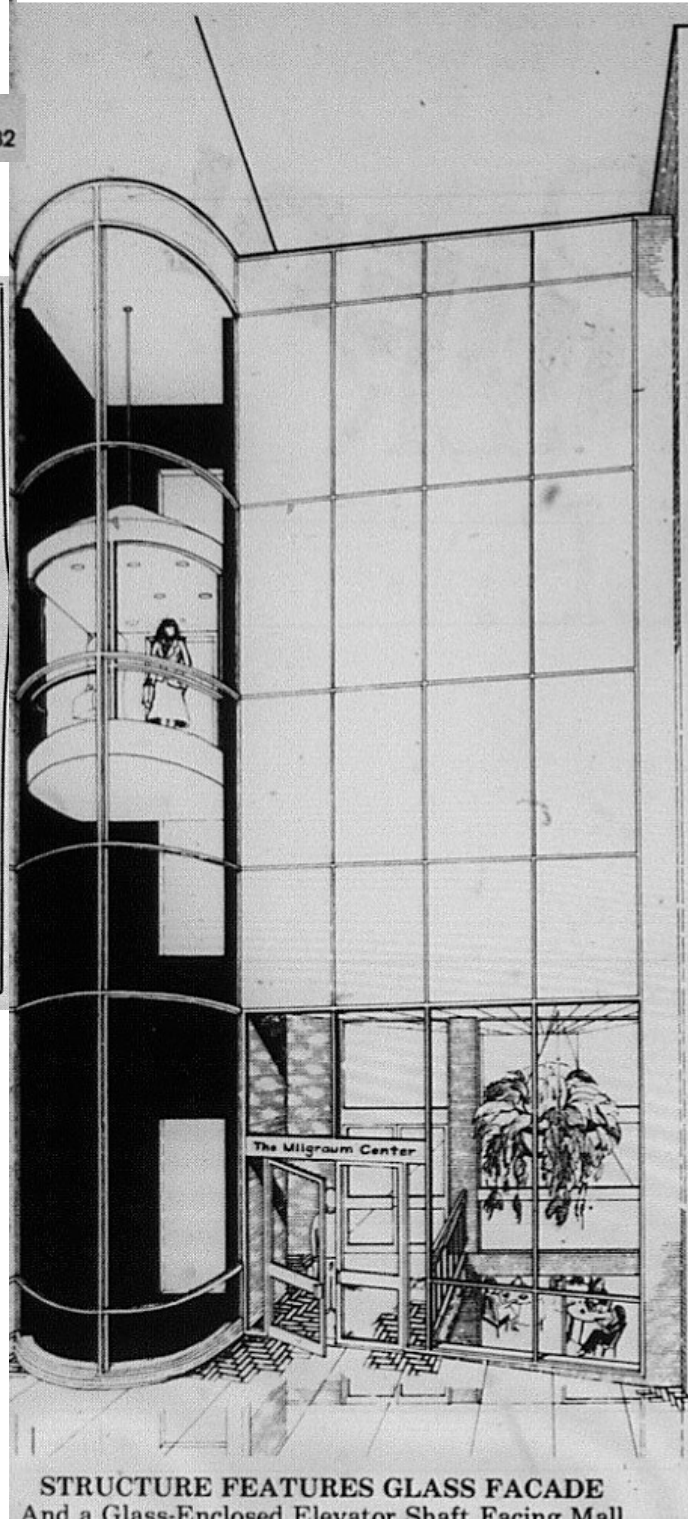
Plans call for offices on the top two stories of the four-level building, a retail space on the mall level and a restaurant in the basement.

The \$250,000 renovation is being financed by the building's owners, Leonard and Sylvia Milgraum, who own land in Cismont in Albemarle County and also own several downtown properties.

"It's a very futuristic-type building," said Bill Rice, a real estate broker who announced the plans this morning. "We wanted the building to be a focal point — that no matter where you are on the mall, it would stand out and grab you."

Please See MALL, Page B4

Curiously, the wrong street.



STRUCTURE FEATURES GLASS FACADE
And a Glass-Enclosed Elevator Shaft Facing Mall

★ Mall

Continued From Page B1

"There are a lot of landlords on the downtown mall that sit back, collecting rent checks and basically not doing anything," Rice added. "The city fathers know this ... maybe we can embarrass (other landlords) into doing something."

Rice said he helped the owners and the general contractor, John Moore, design the renovation. "What we had to do is find something that works" to make the building attractive to tenants, he said.

The building, next to the Hardware Store Restaurant, was vacated in the mid-1970s by Tilman's department store, Rice said. The Milgraums bought the property in the late 1970s, he said.

About 3,000 square feet of retail space are available on the mall side of the first floor; a fabric store is already operating in about 1,200 square feet on the building's Water Street side, Rice said.

Rice said he did not expect to have problems renting the space because he said there is a demand for small office space downtown. He said he hoped the first occupants could move into the building in September.

Rice said the exterior glass will promote energy efficiency by reflecting sunlight.

The facade will be angled toward the elevator so that the glass-enclosed elevator shaft and glass elevator car will stand in relief from the building, Rice said.

??

WE
SEA

Architectural And Historic Survey



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Identification

STREET ADDRESS: 310 E. Main Street	HISTORIC NAME: Tilman Building (J.D. & J.S. Tilman's)
MAP & PARCEL: 28-41	DATE / PERIOD: 1916 and 1956
CENSUS TRACT AND BLOCK: 1-124	STYLE: Victorian
PRESENT ZONING: B-4	HEIGHT (to cornice) OR STORIES: 2 1/2, 3 storeys
ORIGINAL OWNER: J. Dean Tilman, Sr.	DIMENSIONS AND LAND AREA: 27' x 232' (6,140 sq. ft.)
ORIGINAL USE: Dry Goods Store	CONDITION: Good
PRESENT USE: Department Store	SURVEYOR: Bibb
PRESENT OWNER: J. Dean Tilman, Jr., G. McNeir Tilman, William T. Tilman	DATE OF SURVEY: Spring 1979
ADDRESS: 310 E. Main Street Charlottesville, VA	SOURCES: City Records William T. Tilman Holsinger's Charlottesville Sanborn Map Co. - 1896, 1907, 1920

ARCHITECTURAL DESCRIPTION

This 2-storey, 3-bay building with pointed-arched windows evokes the Gothic Revival style of a half century before. Construction is of pressed brick laid in stretcher bond on the facade. A 1956 remodelling gave the building an incongruous Colonial Revival storefront: Corner pilasters support an entablature and pediment above a recessed entrance loggia. The original storefront had a narrower loggia and simple entablature. Windows at the second level are double-sash, 8-over-8 light, with 4-light rectangular transoms. The center muntins are wider to give the appearance of narrow paired windows. Their pointed arches continue as window surrounds. The area above each window, under the arch, is faced with concrete and has a raised brick circle in its center. There is a low attic storey at the front of the building with tiny Gothic double-sash windows with pointed arches. These windows rest directly on a narrow concrete stringcourse. The parapet is topped by a simple concrete cornice. Behind it, a tar-&-gravel shed roof slopes to the rear. The flat-roofed, windowless, 3-storey rear addition is built of brick laid in 5-course American bond. It has a storefront entrance at the basement level framed by a band of stretchers.

HISTORICAL DESCRIPTION

J. D. & J. S. Tilman's was founded in 1905 and for several years occupied one of the Main Street store rooms in the magnificent old bank building on the northwest corner of Main and Fourth Streets. J. Dean Tilman, Sr., purchased the lot in 1915 (City DB 27-455) and completed the present building the next year (DB 28-82). A 2-storey brick house had once stood on the site, but it was destroyed in the 1909 fire. The building was completely remodeled and given a new storefront, and a large 3-storey rear wing with a basement entrance on Water Street was added in 1956. The Tilman family still owns the building and conducts their business there. Additional References: City DB 28-17, 375-149; WB 9-66.



Bibb/Spring 1979

IDENTIFICATION	BASE DATA
Street Address: 310 E. Main Street	Historic Name: Tilman Building (J.D. & J.S. Tilman's)
Map and Parcel: 28-41	Date/Period: 1916 and 1956
Census Track & Block: 1-124	Style: Victorian
Present Owner: J. Dean Tilman, Jr.; G. McNeir Tilman, William T. Tilman	Height to Cornice:
Address: 310 E. Main Street	Height in Stories: 2½, 3
Present Use: Department Store	Present Zoning: B-4
Original Owner: J. Dean Tilman, Sr.	Land Area (sq.ft.): 27' x 232' (6140 sq. ft.)
Original Use: Dry Goods Store	Assessed Value (land + imp.):

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GRAPHICS

CONDITIONS

Good

SOURCES

City Records
 William T. Tilman
 Holsinger's Charlottesville
 Sanborn Map Co. - 1896, 1907, 1920

310- E Main St.
312
Tilman's Dept Store

1916 + 1956 (assessor)

28-41



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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

Please submit ten (10) hard copies and one (1) digital copy of application form and all attachments.
Please include application fee as follows: New construction project \$375; Demolition of a contributing structure \$375;
Appeal of BAR decision \$125; Additions and other projects requiring BAR approval \$125; Administrative approval \$100.
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 3:30 p.m.

Owner Name Armory 310 E Main, LLC Applicant Name Robert Nichols, Formwork Design Office, LLC
Project Name/Description 310 E Main Facade Renovation Parcel Number 280041000
Project Property Address 310 E Main St, Charlottesville, VA

Applicant Information

Address: 619 E High St, Suite A
Email: robert@formworkusa.com
Phone: (W) 434-296-2223 (C) 434-760-3337

Property Owner Information (if not applicant)

Address: 26360 Valley View Ave
Carmel, CA 93923
Email: martin@armoryasset.com
Phone: (W) (434) 806-1918 (C) _____

Do you intend to apply for Federal or State Tax Credits for this project? no

Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct.

Robert Nichols Sept 26, 2021
Signature Date
Robert F Nichols Sept 26, 2021
Print Name Date

Property Owner Permission (if not applicant)

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

Martin Klingel Sept 26, 2021
Signature Date
Martin Klingel, Manager, 310 East Main, LLC Sept 26, 2021
Print Name Date

Description of Proposed Work (attach separate narrative if necessary): See attached application package

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

For Office Use Only
Received by: _____ Approved/Disapproved by: _____
Date: _____
Fee paid: _____ Cash/Ck. # _____ Conditions of approval: _____
Date Received: _____
Revised 2016

HISTORIC DISTRICT ORDINANCE: You can review the *Historical Preservation and Architectural Design Control Overlay Districts* regulations in the City of Charlottesville Zoning Ordinance starting with Section 34-271 online at www.charlottesville.org or at Municode.com for the City of Charlottesville.

DESIGN REVIEW GUIDELINES: Please refer to the current *ADC Districts Design Guidelines* online at www.charlottesville.org.

SUBMITTAL REQUIREMENTS: The following information and exhibits shall be submitted along with each application for Certificate of Appropriateness, per *Sec. 34-282 (d)* in the City of Charlottesville Zoning Ordinance:

- (1) Detailed and clear depictions of any proposed changes in the exterior features of the subject property;
- (2) Photographs of the subject property and photographs of the buildings on contiguous properties;
- (3) One set of samples to show the nature, texture and color of materials proposed;
- (4) The history of an existing building or structure, if requested;
- (5) For new construction and projects proposing expansion of the footprint of an existing building: a three-dimensional model (in physical or digital form);
- (6) In the case of a demolition request where structural integrity is at issue, the applicant shall provide a structural evaluation and cost estimates for rehabilitation, prepared by a professional engineer, unless waived by the BAR.

APPEALS: Following a denial the applicant, the director of neighborhood development services, or any aggrieved person may appeal the decision to the city council, by filing a written notice of appeal within ten (10) working days of the date of the decision. Per *Sec. 34-286*. - City council appeals, an applicant shall set forth, in writing, the grounds for an appeal, including the procedure(s) or standard(s) alleged to have been violated or misapplied by the BAR, and/or any additional information, factors or opinions he or she deems relevant to the application.



WATER STREET FACADE



PEDESTRIAN MALL FACADE

310 EAST MAIN STREET

CHARLOTTESVILLE BOARD OF ARCHITECTURAL REVIEW
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

SUBMITTED SEPTEMBER 28, 2021

...the Milgraum Center was immediately labeled as a "Futuristic" building because of its angled entrance to the mall and its entirely glass facade. The building was meant to be a focal point on Main Street. Many thought its construction set a dangerous precedent on the Mall. In 1985, the Board of Architectural Review was set up in Charlottesville to address growing concerns about architectural changes downtown. However controversial, this building is a statement of 20th-century architectural style on Main Street.

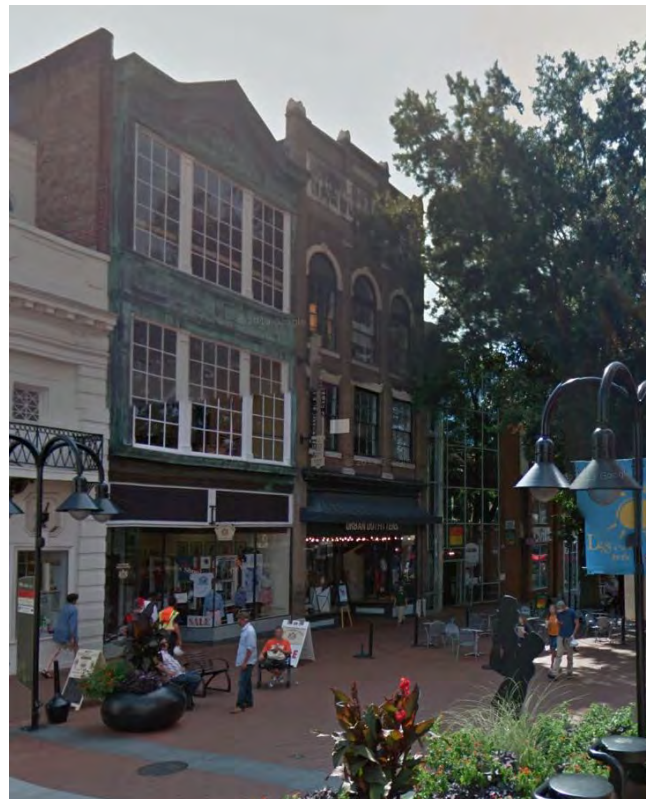
Excerpt from "More than a Mall: A Guide to Historic Charlottesville. Albemarle Charlottesville Historical Society, 2010



EAST MAIN FACADE, C. 1974



EAST MAIN FACADE, C. 1916



320 E. MAIN

316 E. MAIN
HARDWARE STORE



SUBJECT BUILDING
310 E. MAIN ST, A.K.A. MILGRAUM CENTER



308 E. MAIN
BANK ANNEX

300 E. MAIN
PEOPLE'S BANK

PRESENT DAY



SUBJECT BUILDING
310 E. MAIN ST
WATER ST FACADE

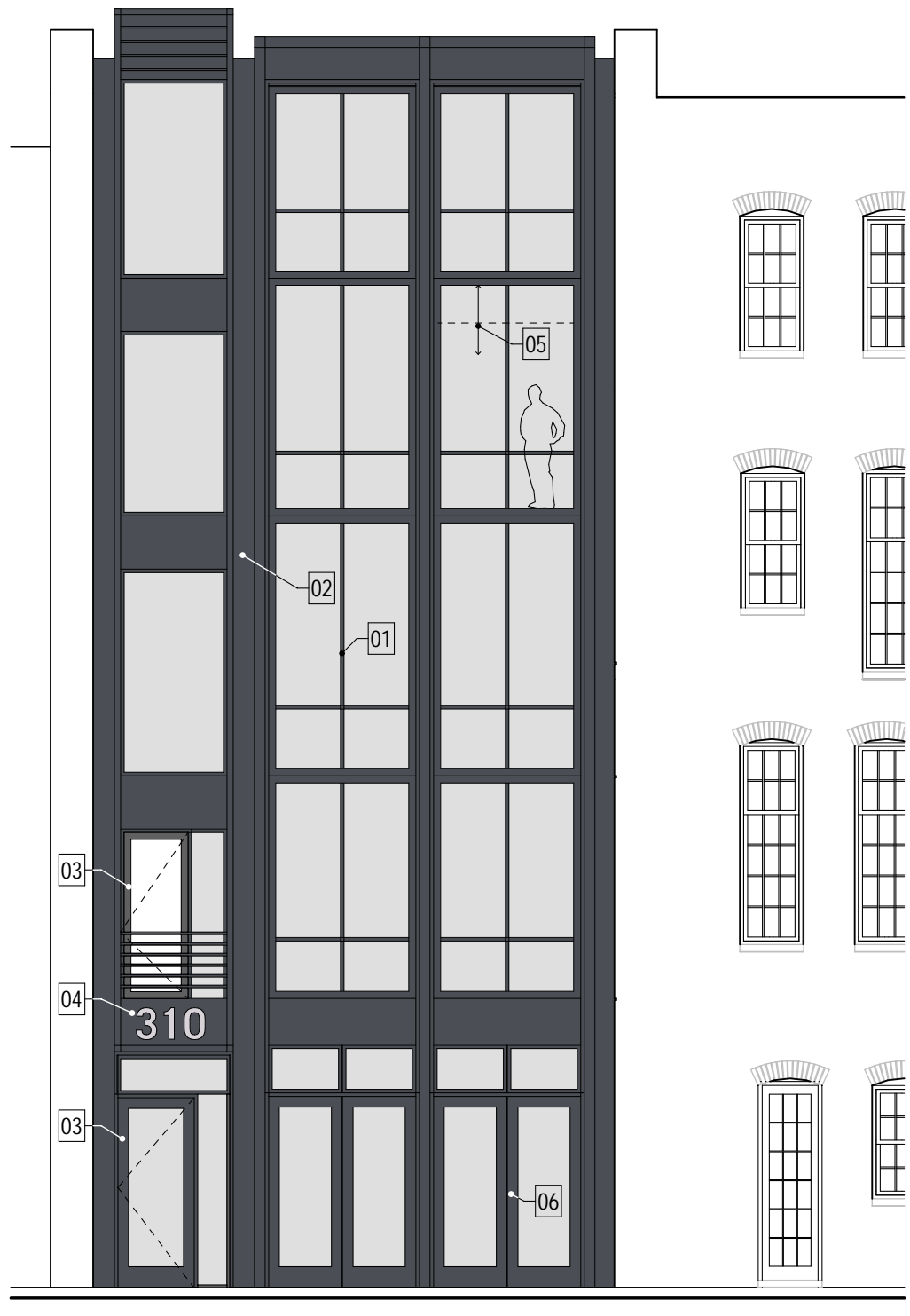
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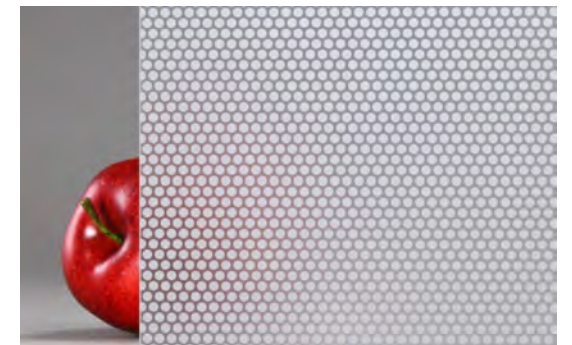
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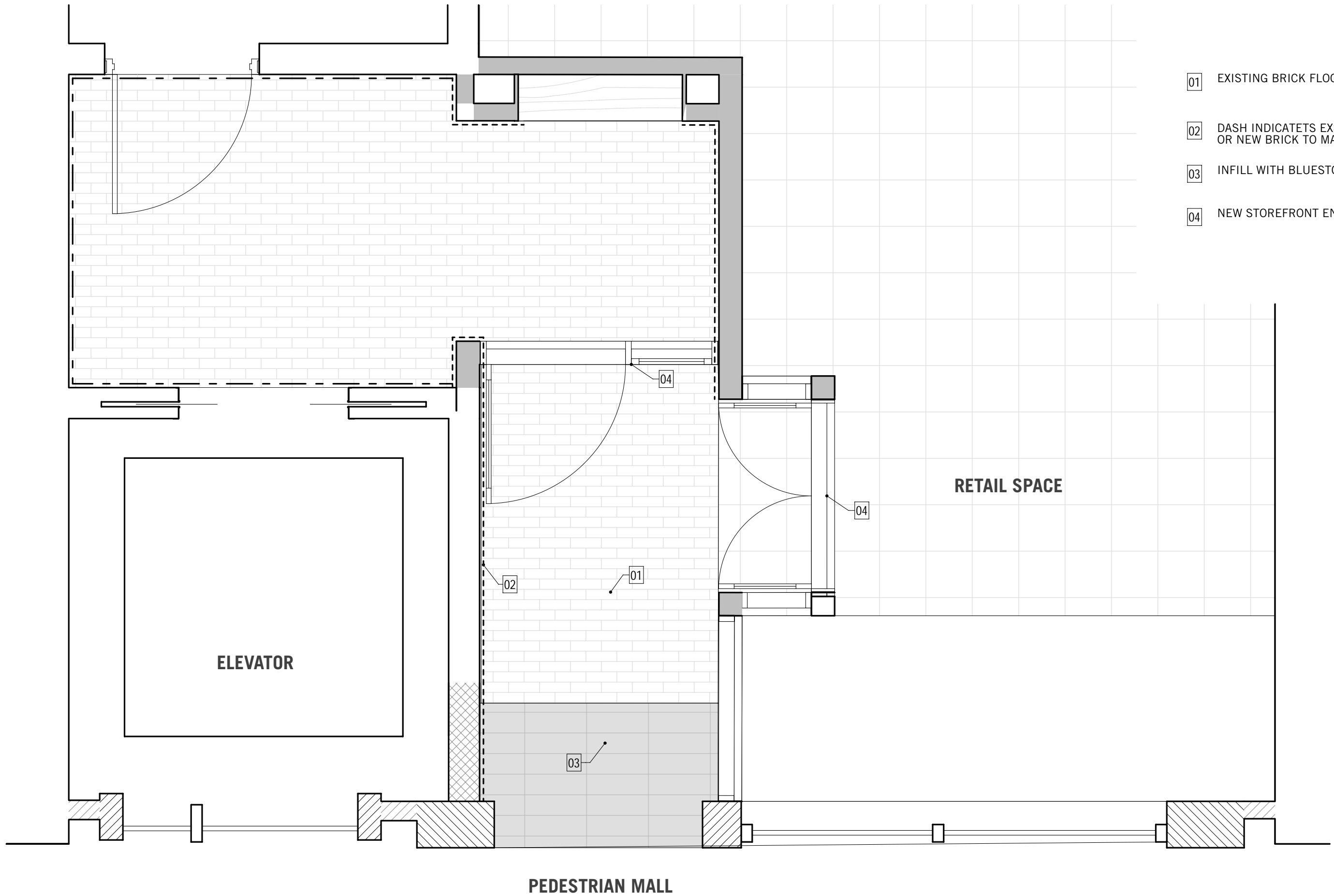


- 01 ALUMINUM STOREFRONT SYSTEM
- 02 BRAKE-METAL CLAD MULLIONS, SPANDRELS, ETC.
- 03 ALUMINUM ENTRY SYSTEM
- 04 1.5" DEEP REVERSE-CHANNEL LETTERS WITH INTEGRAL LIGHTING - COLOR TEMP: 3000K; LETTER HT: 18"
- 05 GRADUATED CERAMIC FRIT ON GLASS PANELS AT SPANDREL CONDITIONS
- 06 FIXED GLAZED PANELS





- 01 ALUMINUM STOREFRONT SYSTEM
- 02 BRASS-METAL CLAD MULLIONS, SPANDRELS, ETC.
- 03 ALUMINUM ENTRY SYSTEM
- 04 1" DEEP DIMENSIONAL LETTERS; LETTER HT: 18"
- 05 BRASS-METAL FRAME & PANELS W/ CNC OVERLAY 'SHADOW' SCREEN IN CONTRASTING MATERIAL
- 06 FIXED GLAZED PANELS



- 01 EXISTING BRICK FLOORING TO REMAIN
- 02 DASH INDICATES EXST BRICK REMAINS ON WALL OR NEW BRICK TO MATCH
- 03 INFILL WITH BLUESTONE
- 04 NEW STOREFRONT ENTRY

PEDESTRIAN MALL

RETAIL SPACE

ELEVATOR



WATER STREET FACADE



PEDESTRIAN MALL FACADE

310 EAST MAIN STREET

CHARLOTTESVILLE BOARD OF ARCHITECTURAL REVIEW
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

SUBMITTED SEPTEMBER 28, 2021

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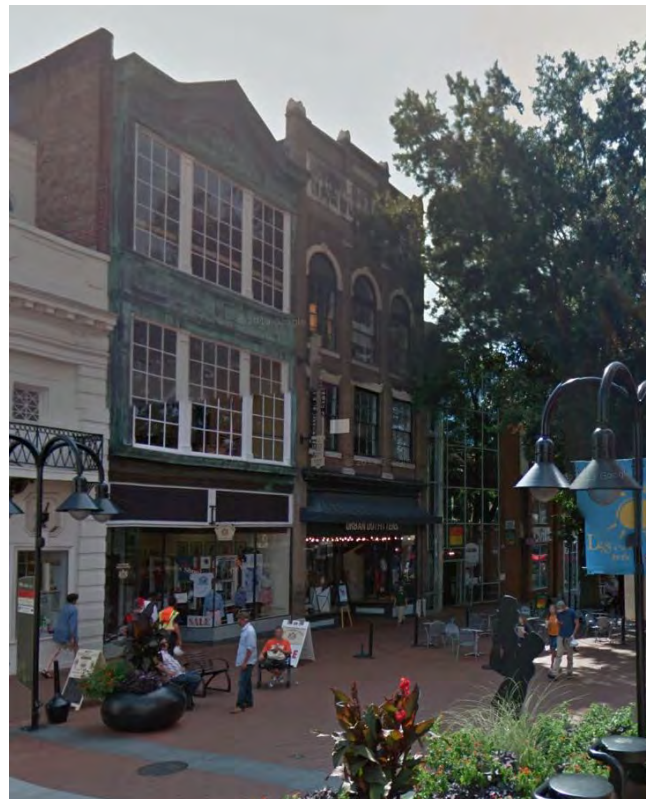
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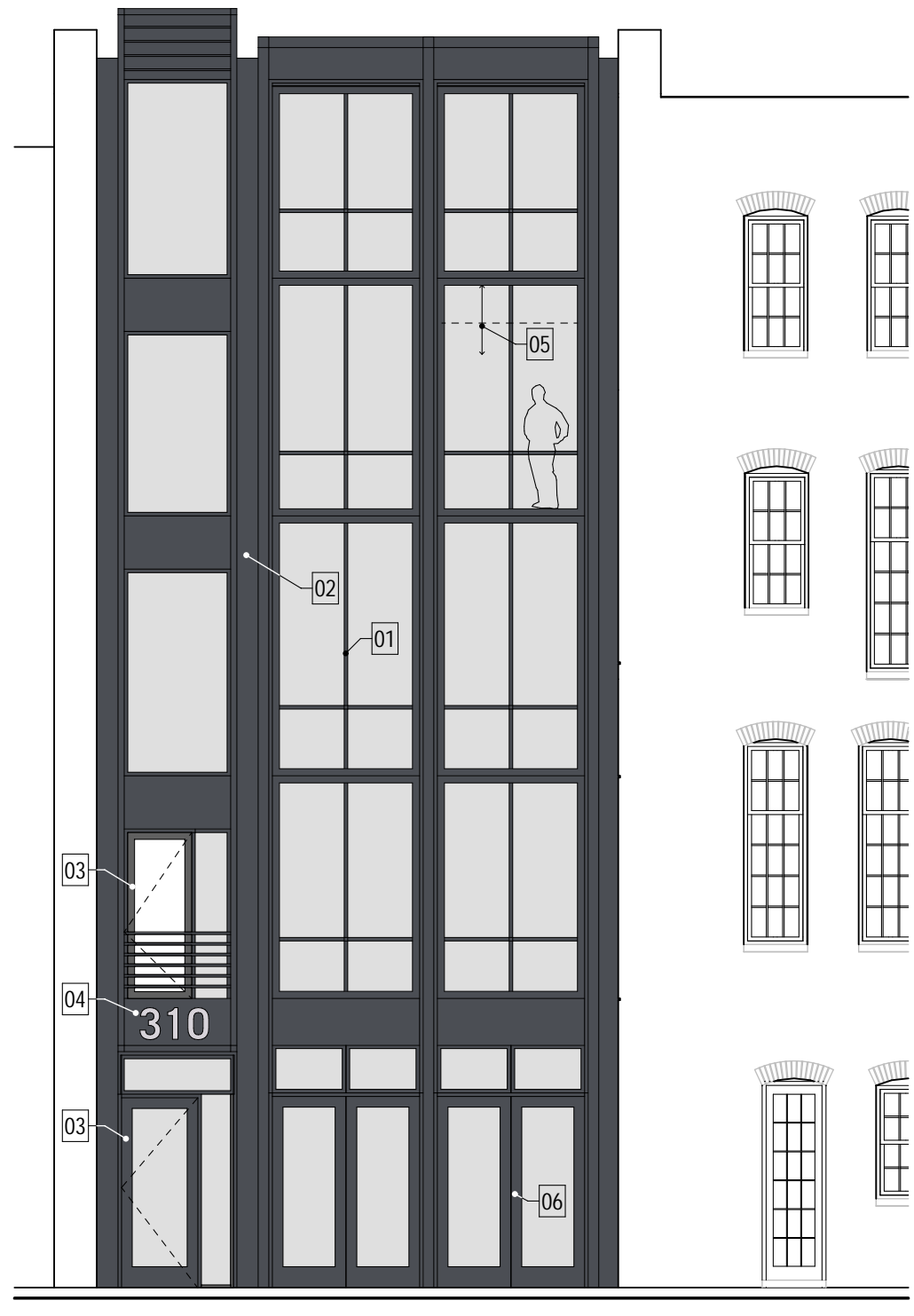
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WATER ST FACADE

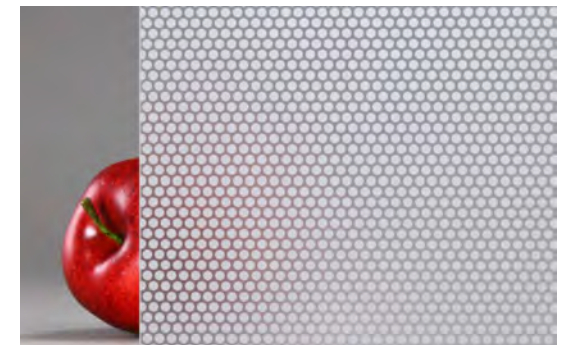


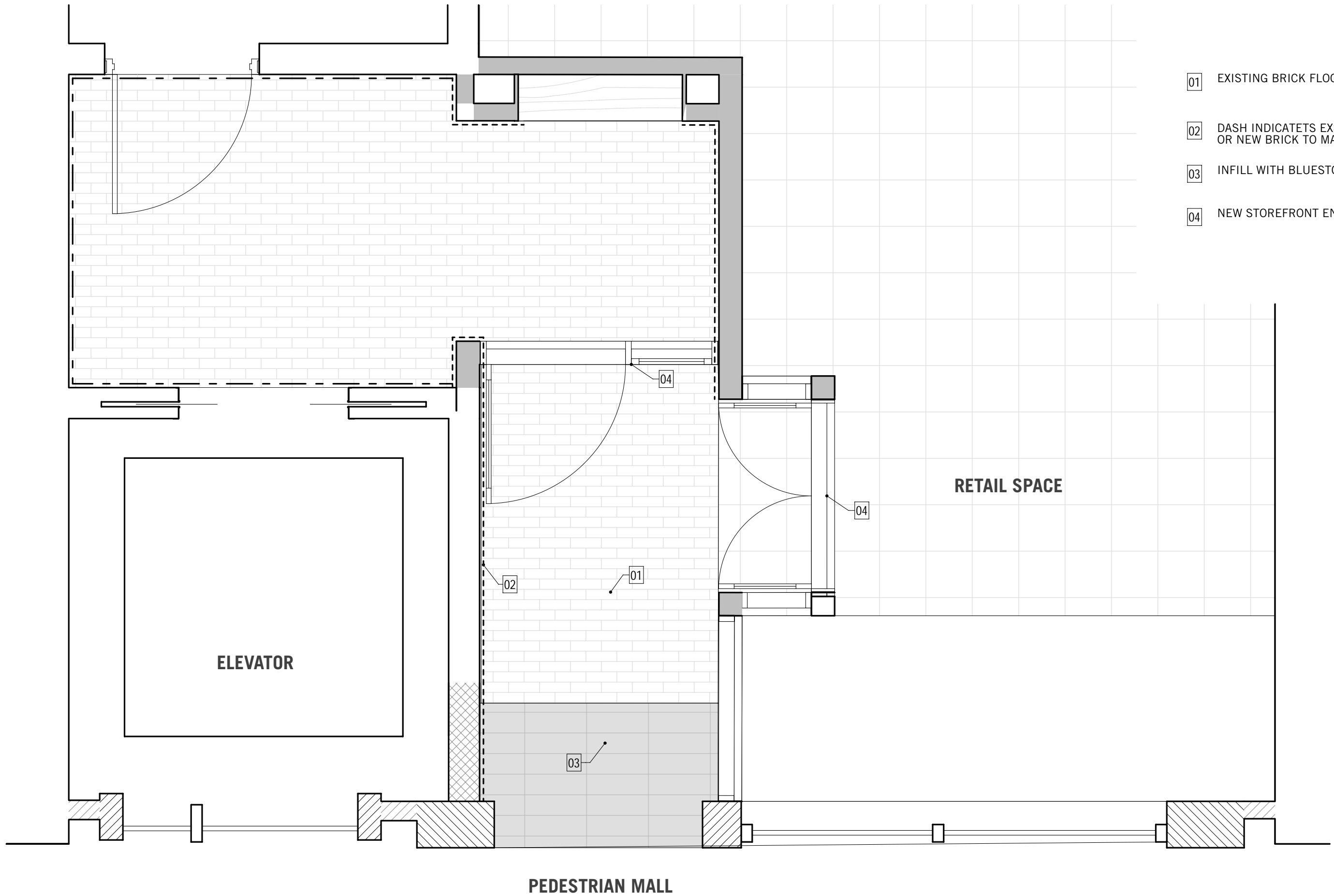
- 01 ALUMINUM STOREFRONT SYSTEM
- 02 BRAKE-METAL CLAD MULLIONS, SPANDRELS, ETC.
- 03 ALUMINUM ENTRY SYSTEM
- 04 1" DEEP DIMENSIONAL LETTERS; LETTER HT: 18"
- 05 BREAK-METAL FRAME & PANELS W/ CNC OVERLAY 'SHADOW' SCREEN IN CONTRASTING MATERIAL
- 06 FIXED GLAZED PANELS
- 07 MODULAR BRICK - GREY





- 01 ALUMINUM STOREFRONT SYSTEM
- 02 BRAKE-METAL CLAD MULLIONS, SPANDRELS, ETC.
- 03 ALUMINUM ENTRY SYSTEM
- 04 1.5" DEEP REVERSE-CHANNEL LETTERS WITH INTEGRAL LIGHTING - COLOR TEMP: 3000K; LETTER HT: 18"
- 05 GRADUATED CERAMIC FRIT ON GLASS PANELS AT SPANDREL CONDITIONS
- 06 FIXED GLAZED PANELS





- 01 EXISTING BRICK FLOORING TO REMAIN
- 02 DASH INDICATES EXST BRICK REMAINS ON WALL OR NEW BRICK TO MATCH
- 03 INFILL WITH BLUESTONE
- 04 NEW STOREFRONT ENTRY

PEDESTRIAN MALL

RETAIL SPACE

ELEVATOR