

From: Scala, Mary Joy
Sent: Friday, December 19, 2014 4:52 PM
To: Powe, Gregory; 'Keith Woodard'
Subject: BAR Action - 200 2nd Street SW - Dec 2014

December 19, 2014

Market Plaza, LLC
c/o Woodard Properties
224 14th Street NW
Charlottesville, VA 22902

Certificate of Appropriateness

BAR 14-09-01
200 2nd Street SW
Tax Parcel 280069000, 280071000-280075000
Market Plaza LLC, Owner/ Powe Studio Architects, Applicant
New Urban Mixed-Use Development

Dear Applicant,

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

The BAR approved (8-0) the massing and general site layout as submitted; and the applicant shall return to the BAR with further approval for the design details of the entrance and stair area, and including: a comprehensive signage plan, detailed landscape plan; "plaza layout" plan including site amenities and furnishings; window specifications; building and paving materials; wall sections; lighting; and location of mechanical units and trash areas; and

The BAR unanimously supports the curtain wall on the plaza side of the building [rather than the brick grid]; and the BAR does not support trees on the plaza.

Please let me know if you plan to resubmit for the January 20, 2015 BAR meeting by December 30, 2014; please submit revisions by January 5, 2015 to be heard on January 20 BAR meeting.

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

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



Certificate of Appropriateness Application (Massing and scale)

BAR 14-09-01

200 2nd Street SW

Tax Parcel 280069000, 280071000-280075000

Market Plaza LLC, Owner/ Powe Studio Architects, Applicant

New Urban Mixed-Use Development

Background

This property is located in the Downtown ADC District. The site is currently used for parking. A building used by the City Department of Parks and Recreation recently burned and was removed.

The City of Charlottesville has given consent, as owner of this property, for the applicant to seek land use approvals (see attached letter dated July 24, 2014). The applicant was chosen out of four firms who submitted proposals on this site for a mixed-use development that would include incorporation of the current City Market and 102 public parking spaces. The City will continue to operate City Market. Closing 1st Street between Water Street and South Street is an option offered by the City, but a public hearing must be held by Council before it can be closed. Negotiations for a purchase and development agreement are currently underway.

September 16, 2014 – The BAR recommended (8-0) to City Council that the Special Use Permit (SUP) to allow increased density (from 43 units per acre to 60 units per acre) and additional building height (from 70 feet to 101 feet), with an exception for a 12 foot setback on Water Street, for the redevelopment of 200 2nd Street SW into a mixed use development including the City Market and other public assembly events that may be in excess of 300 people, will not have an adverse impact on the Downtown Architectural Design Control (ADC) District, and the BAR recommends approval of the SUP, subject to the usual BAR review.

The BAR also made preliminary comments regarding the proposed design of the building and site:

- Massing is thoughtful, tallest part in right place;
- Plaza side is more successful than Water/2nd Street facades;
- Revisit forcing context with 25 ft. modules, be less literal in modulating facades, use details of wall to break down plane, think of it as single large composition;
- Simplify base, upper and lower elevations need to hang together more, fenestration on brick base needs work, Deco effect on upper brick stories is good and reflects warehouse-industrial context;
- Revisit NW glass corner that incorrectly reads as an entrance;
- Revisit enormous, projecting balconies, prefer negative corners;
- Need thoughtful design of intersections of glass and masonry corners;
- Revisit metal spine above stairs on South Street terraces;
- Want bolder pedestrian connection from 2nd Street to plaza;
- Like the change in brick color, like the tactility of brick material, would be concerned if all glass, don't like strong contrast between brick colors.
- Revisit design of 1st Street stairs and waterfall and area between stairs and building, simplify stairs, make stairs more gentle, follow topo more closely, want the space to be there.

December 1, 2014 - City Council approved the SUP with conditions (the attached City Council Resolution and Conditions show the changes made by City Council to the Planning Commission's recommendations).

Application

The BAR is being asked to review the latest plan, based on the SUP with conditions approved by Council on December 1. The applicant is asking for approval of massing and general site layout, with final details to come back to BAR at a later date.

The applicant has focused on seven areas of further study, pp. 5- 23:

- First Street - Stairway retained; water feature removed; elevator moved to the side.
- Building base – Changed to one brick color and more consistent design.
- Building corners – Glass corner at Water/2nd Streets retained; balconies have been pulled back.
- Residential terraces (South Street) – metal spine removed and interior volumes added.
- Second Street/plaza connection – A third entrance has been added on 2nd Street to serve the event space.
- Plaza character- Tents, trees and water feature will be in place on non-market days; smaller tents added on market days.
- Curtain wall alternative – brick grid façade added on plaza side.

Zoning District Regulations

The property is currently zoned Water Street Corridor (WSD) mixed use zoning district with ADC historic district overlay.

Minimum height: 40 feet; maximum 70 feet, with up to **101 feet allowed with SUP**.

Density: Residential density shall not exceed forty-three (43) DUA; however, up to two hundred forty (240) DUA may be allowed by special use permit. The minimum density required for multifamily developments (new construction only) shall be twenty-one (21) DUA. **[The SUP allows 60 DUA]**

Stepback: For properties with frontage on the north side of South Street between Ridge Street and 2nd Street SW, the maximum height of the streetwall of any building or structure shall be forty-five (45) feet. After forty-five (45) feet, there shall be a minimum stepback of twenty-five (25) feet along the length of such street wall.

[The SUP requires, along both Water Street and 2nd Street SW, a 5-10 foot stepback at the streetwall height, which shall be between 25-45 feet.]

Setbacks:

(1) *Primary and linking street frontage*. At least seventy-five (75) percent of the streetwall of a building must be built to the property line adjacent to a primary street. For the remaining portion of streetwall (i.e., twenty-five (25) percent), the maximum permitted setback is five (5) feet; however, (i) if streetscape trees are provided to the standards set forth in section 34-870, or (ii) pursuant to a special use permit granted by city council up to fifty (50) percent of the streetwall of a building may be set back twenty (20) feet.

(2) *Setback, Water Street*: A minimum setback of five (5) feet shall be required for all buildings located on Water Street. **[The SUP requires a building setback of 7-12 feet on Water Street.]**

Other mixed use regulations:

- (1) No ground floor residential uses may front on a primary street, unless a building fronts on more than one primary street, in which case ground floor residential uses may front on one primary street. Under no circumstances, however, shall any ground floor residential uses front on Main Street, Market Street or Water Street.
- (2) All entrances shall be sheltered from the weather, and lighted.
- (3) Where any building or development occupies one or more parcels constituting an entire city block, courtyards shall be provided (subject to the street wall requirements set forth, above, within this division). Such courtyards shall be accessible from adjacent streets.
- (4) Off-street loading areas may not face public right-of-way.

Parking: Non-residential developments in the *Parking Modified Zone* shall provide 50% of the required parking; residential developments shall provide 1 space per unit. Parking requirements may be fulfilled by the property owner or developer through several alternatives outlined in the code. Affordable dwelling units do not require parking.

For context, nearby building heights include:

Waterhouse (World Stride) has a SUP for 82.6 feet (7 stories).

The Landmark Hotel (under construction) has 101 feet height (9 stories) plus an appurtenance level.

The Water Street parking garage is 4 stories.

The rear of Jefferson Theater, Live Arts and the terraces are all 4-5 stories.

The Pink Warehouse is 3 stories.

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

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

Pertinent Design Review Guidelines for New Construction

A. Introduction

3. Building Types

e. Multi-lot

Often new commercial, office, or multiuse buildings will be constructed on sites much larger than the traditionally sized lots 25 to 40 feet wide. Many sites for such structures are located on West Main Street and in the 14th and 15th Street area of Venable neighborhood. These assembled parcels can translate into new structures whose scale and mass may overwhelm neighboring existing structures. Therefore, while this building type may need to respond to the various building conditions of the site, it also should employ design techniques to reduce its visual presence. These could include varying façade wall planes, differing materials, stepped-back upper levels, and irregular massing.

B.Setback

- 1. Construct new commercial buildings with a minimal or no setback in order to reinforce the traditional street wall.*
- 2. Use a minimal setback if the desire is to create a strong street wall or setback consistent with the surrounding area.*
- 3. Modify setback as necessary for sub-areas that do not have well-defined street walls.*
- 4. Avoid deep setbacks or open corner plazas on corner buildings in the downtown in order to maintain the traditional grid of the commercial district.*
- 5. In the West Main Street corridor, construct new buildings with a minimal (up to 15 feet according to the zoning ordinance) or no setback in order to reinforce the street wall. If the site adjoins historic buildings, consider a setback consistent with these buildings.*
- 6. On corners of the West Main Street corridor, avoid deep setbacks or open corner plazas unless the design contributes to the pedestrian experience or improves the transition to an adjacent residential area.*
- 7. New buildings, particularly in the West Main Street corridor, should relate to any neighborhoods adjoining them. Buffer areas should be considered to include any screening and landscaping requirements of the zoning ordinance.*
- 8. At transitional sites between two distinctive areas of setback, for instance between new commercial and historic commercial, consider using setbacks in the new construction that reinforce and relate to setbacks of the historic buildings.*

C. Spacing

- 2. Commercial and office buildings in areas that have a well-defined street wall should have minimal spacing between them.*
- 3. In areas that do not have consistent spacing, consider limiting or creating a more uniform spacing in order to establish an overall rhythm.*
- 4. Multi-lot buildings should be designed using techniques to incorporate and respect the existing spacing on a residential street.*

D. Massing & Footprint

- 1. New commercial infill buildings' footprints will be limited by the size of the existing lot in the downtown or along the West Main Street corridor. Their massing in most cases should be simple rectangles like neighboring buildings.*
- 2. New infill construction in residential sub-areas should relate in footprint and massing to the majority of surrounding historic dwellings.*
- 3. Neighborhood transitional buildings should have small building footprints similar to nearby dwellings.*
 - a. If the footprint is larger, their massing should be reduced to relate to the smaller-scaled forms of residential structures.*
 - b. Techniques to reduce massing could include stepping back upper levels, adding residential roof and porch forms, and using sympathetic materials.*
- 4. Institutional and multi-lot buildings by their nature will have large footprints, particularly along the West Main Street corridor and in the 14th and 15th Street area of the Venable neighborhood.*
 - a. The massing of such a large scale structure should not overpower the traditional scale of the majority of nearby buildings in the district in which it is located.*
 - b. Techniques could include varying the surface planes of the buildings, stepping back the buildings as the structure increases in height, and breaking up the roof line with different elements to create smaller compositions.*

E. Height and Width

1. *Respect the directional expression of the majority of surrounding buildings. In commercial areas, respect the expression of any adjacent historic buildings, which generally will have a more vertical expression.*
2. *Attempt to keep the height and width of new buildings within a maximum of 200 percent of the prevailing height and width in the surrounding sub-area.*
3. *In commercial areas at street front, the height should be within 130 percent of the prevailing average of both sides of the block. Along West Main Street, heights should relate to any adjacent contributing buildings. Additional stories should be stepped back so that the additional height is not readily visible from the street.*
4. *When the primary façade of a new building in a commercial area, such as downtown, West Main Street, or the Corner, is wider than the surrounding historic buildings or the traditional lot size, consider modulating it with bays or varying planes.*
5. *Reinforce the human scale of the historic districts by including elements such as porches, entrances, storefronts, and decorative features depending on the character of the particular sub-area.*
6. *In the West Main Street corridor, regardless of surrounding buildings, new construction should use elements at the street level, such as cornices, entrances, and display windows, to reinforce the human scale.*

F. Scale

1. *Provide features on new construction that reinforce the scale and character of the surrounding area, whether human or monumental. Include elements such as storefronts, vertical and horizontal divisions, upper story windows, and decorative features.*
2. *As an exception, new institutional or governmental buildings may be more appropriate on a monumental scale depending on their function and their site conditions.*

G. Roof

Roof Forms and Pitches

- a. *The roof design of new downtown or West Main Street commercial infill buildings generally should be flat or sloped behind a parapet wall.*
- b. *Neighborhood transitional buildings should use roof forms that relate to the neighboring residential forms instead of the flat or sloping commercial form.*
- c. *Institutional buildings that are freestanding may have a gable or hipped roof with variations.*
- d. *Large-scale, multi-lot buildings should have a varied roof line to break up the mass of the design using gable and/or hipped forms.*
- e. *Shallow pitched roofs and flat roofs may be appropriate in historic residential areas on a contemporary designed building.*
- f. *Do not use mansard-type roofs on commercial buildings; they were not used historically in Charlottesville's downtown area, nor are they appropriate on West Main Street.*

H. Orientation

1. *New commercial construction should orient its façade in the same direction as adjacent historic buildings, that is, to the street.*
2. *Front elevations oriented to side streets or to the interior of lots should be discouraged.*

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.

L. Foundation and Cornice

1. Distinguish the foundation from the rest of the structure through the use of different materials, patterns, or textures.
2. Respect the height, contrast of materials, and textures of foundations on surrounding historic buildings.
3. If used, cornices should be in proportion to the rest of the building.
4. Wood or metal cornices are preferred. The use of fypon may be appropriate where the location is not immediately adjacent to pedestrians.

M. Materials and Textures

1. The selection of materials and textures for a new building should be compatible with and complementary to neighboring buildings.
2. In order to strengthen the traditional image of the residential areas of the historic districts, brick, stucco, and wood siding are the most appropriate materials for new buildings.
3. In commercial/office areas, brick is generally the most appropriate material for new structures. "Thin set" brick is not permitted. Stone is more commonly used for site walls than buildings.
4. Large-scale, multi-lot buildings, whose primary facades have been divided into different bays and planes to relate to existing neighboring buildings, can have varied materials, shades, and textures.
5. Synthetic siding and trim, including, vinyl and aluminum, are not historic cladding materials in the historic districts, and their use should be avoided.
6. Cementitious siding, such as HardiPlank boards and panels, are appropriate.

7. Concrete or metal panels may be appropriate.
8. Metal storefronts in clear or bronze are appropriate.
9. The use of Exterior Insulation and Finish Systems (EIFS) is discouraged but may be approved on items such as gables where it cannot be seen or damaged. It requires careful design of the location of control joints.
10. The use of fiberglass-reinforced plastic is discouraged. If used, it must be painted.
11. All exterior trim woodwork, decking and flooring must be painted, or may be stained solid if not visible from public right-of-way.

O. Details and Decorations

1. Building detail and ornamentation should be consistent with and related to the architecture of the surrounding context and district.
2. The mass of larger buildings may be reduced using articulated design details.
3. Pedestrian scale may be reinforced with details.

Discussion and Recommendations

The BAR should consider the recent changes to the overall building and site design. The BAR should discuss and determine whether the proposed design meets the ADC district standards and guidelines, and whether it is consistent with the character of the Downtown ADC historic district. The BAR may recommend design changes, but should adhere to the SUP conditions of approval if possible.

Page 7 of the approved conditions list specific items for the BAR's consideration. The BAR should address them all. It appears that the vertical piers along South Street have been replaced with a seating wall.

Staff questions whether the 2nd Street SW façade elements, such as the entrance and canopy designs, adequately address the scale of historic buildings on the opposite side of 2nd Street. [...minimize the visual impacts of the building on the ...2nd Street SW...elevations....]

Staff wonders if there should be one additional entrance to the event space from South Street? [...a minimum of 3-5 entrances/openings shall be established on Water Street, 2nd Street SW, and South Street....On South Street these will lead to the Plaza.]

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction, I move to find that the proposed new building satisfies the BAR's criteria and is compatible with this property and other properties in the Downtown ADC District, and that the BAR approves the massing general site layout as submitted (or with the following modifications...).

The applicant should return to the BAR for further approval of design details, including: a comprehensive signage plan; a detailed landscape plan; the "Plaza Layout" plan including site amenities and furnishings; window specifications; building and paving materials; wall sections; lighting; and location of mechanical units and trash areas.

SUP CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION
FOR THE PROPOSED WATER STREET PLAZA DEVELOPMENT
December 1, 2014

General

1. The design, height, density, and other characteristics of the Development shall remain essentially the same, in all material aspects, as described within the application materials dated October 14, 2014 and November 11, 2014, submitted to the City for and in connection with SP-13-10-19 ("Application"). Except as the design details of the Development may subsequently be modified to comply with requirements of a certificate of appropriateness issued by the City's BAR, or by any other provision(s) of these SUP Conditions, any substantial change of the Development that is inconsistent with the Application shall require a modification of this SUP.

Massing and Scale

2. The developer shall work with staff and the Board of Architectural Review in the process of obtaining a certificate of appropriateness for the Development, to achieve a final design that will minimize the visual impacts of the building on the South Street, Second St., S.W. and First Street elevations to the satisfaction of the BAR.
 - a. In the design and layout of the Development, the City's historic street grid pattern shall be respected. Although First Street may not ultimately be used or maintained by the City for vehicular traffic, site design shall nevertheless reinforce, visually or otherwise, the historic layout which connected Lee Park and the Downtown Mall, on the north, to Garret Street, on the south. Visual and Pedestrian access shall be maintained as part of the development, by leaving the area of First Street unoccupied by buildings or structures above the Plaza level, with the exception of an elevator on Water Street.
 - b. All outdoor lighting and light fixtures shall be full cut-off luminaires.
 - c. To encourage active uses and building access, a minimum of 3-5 entrances/openings shall be established on Water Street, 2nd Street SW, and South Street as determined by the Board of Architectural Review. On South Street, these will lead to the Plaza.
 - d. Balconies: Throughout the life of the Development, the owner of the Subject Property shall establish enforceable rules to regulate the use and appearance of balconies. Such rules shall be set forth within written instruments that will be binding upon the occupants of the building (for example: recorded covenants or restrictions for condominium or homeowners' associations; written leases; etc.).

Uses

3. The Plaza shall be and remain an open-air plaza throughout the life of the Development and shall include pedestrian links.
 - a. The Plaza may not be designed, constructed or used as surface parking for motor vehicles. The Plaza should be perceived as a plaza/public space, not as a private parking lot, when not in use.
 - b. The general public shall have a right of access to and use of the Plaza, and this right of public access shall be recognized within a written instrument recorded within the City's

SUP CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION
FOR THE PROPOSED WATER STREET PLAZA DEVELOPMENT
December 1, 2014

land records prior to the issuance of any building permit for the project. A copy of the recorded instrument, with deed book and page references, shall be submitted to the City along with the first request for a building permit for the Development. The public's right of access shall be subject to a right of the property owner, or its tenants, to reserve the Plaza, during discreet time periods, for events which may not be open to the general public. Following any such event, the Plaza shall promptly be returned to a clean condition, suitable and attractive for use as a public gathering space. First Street pedestrian access will remain open at all times (even during private events).

- c. In order for the design and construction of the plaza and market to be such that it invites and facilitates its use as a public gathering space, the Plaza shall incorporate public amenities such as, but not limited to, a water feature, art, trees, benches or other seating areas, and/or other amenities that invite individuals to utilize and enjoy the Plaza in a manner similar to an urban, public park.
 - d. A plan prepared to a scale of 1 inch = 10 feet shall be provided as part of the proposed final site plan for the Development, depicting the Plaza and all amenities to be included in the Plaza ("Plaza Layout"), such as: water features, paving surfaces and materials, benches, trash receptacles, trees and landscaping, etc. Included in this plan shall be a schedule of site furnishings to be provided on the Plaza, including any shelter areas or shading devices, benches, bicycle racks, trash and recycling receptacles, and other associated furnishings. All amenities and furnishings shall be of a scale and nature that encourages public use of the Plaza and that is compatible with the character of the Development and the City's Historic District guidelines. The Plaza Layout shall include the layout for vendor stands to be located within the Plaza on City Market days ("Market Plan"). The Market Plan may be changed, from time to time, and any such change in the Market Plan can be approved by the Director of NDS as a minor modification not requiring approval of a site plan amendment.
4. On and within the open air Plaza, and other exterior areas of the Subject Property, no human voice, and no instrument, machine or device, including any device that amplifies sound, shall be used or operated in a manner that causes a sound generation of seventy-five (75) db (A) or more, at a distance of ten (10) feet or more from the source of the sound generation. The prohibition of this condition shall not apply to any sound generation which occurs as part of the Farmer's Market authorized by this permit. This condition regulating sound generation shall remain in effect until such time that the City's noise ordinance is amended to apply to the exterior areas of the Subject Property.
 5. The on-site parking garage shall meet the following requirements:
 - a. To facilitate and encourage the provision of a future access easement, the garage shall be designed to accommodate potential future access to/from the Property located to the east of the Development site ("Adjacent Property") through provision of alternate

SUP CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION
FOR THE PROPOSED WATER STREET PLAZA DEVELOPMENT
December 1, 2014

access design, such as knock out panels. The accommodation for the potential future access shall be depicted and labeled on any proposed final site plan and building construction plans submitted to obtain any building permits. The owner of the Property shall negotiate an agreement regarding operating and construction costs, maintenance, liability, hours of operation, design and traffic flow, etc. for such access, with the owner of the adjacent property, at such time as the Adjacent Property is developed or redeveloped.

- b. Water Street serves as part of the City's east-to-west bike corridor. To maintain ease of pedestrian and bicycle movement on Water Street, there shall be no more than one (1) vehicular entrance or exit for the Development on Water Street. This single entrance/exit shall have no more than 2 lanes of traffic, unless a traffic impact analysis denotes that more lanes are necessary. The parking garage will provide a separate entrance/exit for pedestrians.

Massing and Scale

6. The required building setback along the property line adjacent to Water Street shall be a minimum 7 feet and a maximum of 12 feet.
7. Along Water Street there shall be provided a setback of a minimum of 5 feet and a maximum of 10 feet, at the height of the streetwall. The minimum height of the streetwall on Water Street shall be 25 feet, and the maximum height shall be 45 feet.
8. Along 2nd Street SW there shall be provided a setback of a minimum of 5 feet and a maximum of 10 feet, at the height of the streetwall. The minimum height of the streetwall on 2nd Street SW shall be 25 feet, and the maximum height of the streetwall shall be 45 feet.

Use

9. **Farmer's Market:** The Plaza shall be designed and constructed with materials and amenities that make it desirable and convenient for use as a Farmer's Market open to the public.
 - a. The Farmer's Market shall be visible from adjacent vehicular rights-of-way, accessible from adjacent sidewalks, and shall be arranged in a manner that facilitates a flow of pedestrians among the various vendor stands within the Market and provides area(s) in which pedestrians may stand or sit out of the "flow" of circulation.
 - b. The Farmer's Market shall accommodate no fewer than 102 vendors and the entire area of the Plaza area shall be available to the market on market days, including the convertible indoor space. Unless otherwise acceptable to the Farmer's Market operator, all such spaces shall be located adjacent or contiguous to each other, all on the same level/ grade, in order that all vendors participating in the Farmer's Market clearly appear to be part of one coordinated "event."
 - c. The Plaza shall be designed and constructed of materials from which wear and tear reasonably to be anticipated from the Farmer's Market use can easily be removed or repaired. Outdoor hose connections shall be provided, in a number and location that is

SUP CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION
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December 1, 2014

easily accessed by Farmer's Market users for the purposes of cleaning the Plaza area after each Farmer's Market day. The Property owner shall ensure, either itself, or through agreements with the Farmer's Market or third parties, that upon conclusion of the Farmer's Market, the Plaza will be restored to a clean condition, attractive and suitable for use as a public gathering space.

10. Construction

- a. Prior to commencement of any land disturbing activity on the Property, the developer shall hold a meeting with notice to all adjoining property owners and the City's Downtown Business Association, to review the proposed location of construction worker parking, plan for temporary pedestrian and vehicular circulation, and hours and overall schedule for construction activities. The city's director of neighborhood development services shall be provided with evidence that such meeting was held, and of the required notices, prior to the issuance of any building permit for the Development.
- b. The developer shall submit a Traffic Control Plan as part of the proposed final site plan, detailing measures proposed to control traffic movement, lane closures, construction entrances, haul routes, idling of construction vehicles and equipment, and the moving and staging of materials to and from, and (if planned, in public rights-of-way adjacent to the site, during the construction process. This Traffic Control Plan shall be amended, as necessary, and submitted along with any application or a building permit or other development permit applications.
- c. The developer shall provide the city's director of neighborhood development services, adjoining property owners and the Downtown Business Association with written notice of a person who will serve as a liaison to the community throughout the duration of construction of the Development. The name and telephone number, including an emergency contact number, of this individual shall be provided.
- d. If the City's existing public infrastructure (public streets, sidewalks, curb, gutters, utilities, etc.) is damaged during construction of the Development, then the Property owner shall be responsible for repair and/or reconstruction of the same in accordance with applicable City standards.
- e. The developer shall submit a foundation inspection, prior to commencement of construction of the first floor above-grade framing for the Building(s). The foundation inspection shall include (i) the building footprint, as depicted within the approved final site plan, (ii) the top-of-slab elevation, and (iii) the first floor elevation. The foundation inspection shall be prepared and sealed by a registered engineer or surveyor, and shall be approved by the zoning administrator prior to the commencement of construction of the first-floor above-grade framing.
- f. Any structural elements that are proposed to extend into the public right-of-way, including, but not necessarily limited to, footings, foundations, tie-backs, etc., must be

SUP CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION
FOR THE PROPOSED WATER STREET PLAZA DEVELOPMENT
December 1, 2014

shown on the proposed final site plan and the property owner shall be required to enter into a written encroachment easement, in a form approved by the City Attorney, suitable for recording in the City's land records. A copy of the recorded instrument shall be submitted to the City along with the first request for a building permit for the development.

11. Traffic

- a. A Traffic Plan, showing the layout of signs, details, signals, turning lanes, entrances and exits, and pavement markings, shall be submitted to the City as part of the proposed final site plan for the development.
- b. The Developer shall be responsible for the cost of constructing, in areas adjacent to the Property, any turning lane(s), traffic signals, or other public street improvements or traffic regulation devices, the need for which is substantially generated by the proposed Development.
- ~~c. In the event that the City determines, prior to the issuance of the final certificate of occupancy within the Development, that (i) relocation of any existing on-street parking, or (ii) changes to the direction of traffic on any adjacent street(s), (iii) elimination of any existing turn lane(s), and/or (iv) the addition of on-street parking adjacent to the Development Site, is reasonably necessitated by the proposed Development, then the Developer shall be responsible for the following:
 - ~~i.~~ The cost of removal of existing signage and of installation of new signs and appurtenances necessary to shift or establish on-street parking, or to change the direction of traffic along the Development site's frontage with any existing public street; and
 - ~~ii.~~ Pavement marking modifications (such as eradication of existing and addition of new markings).~~
- ~~c.~~ The Development shall include one or more off-street loading docks/ areas. To the maximum extent feasible, all loading shall occur off-street, within such docks/ areas. Loading schedules shall be coordinated to facilitate off-street loading and to minimize idling by waiting vehicles.
- d. The developer shall provide the City with a Traffic Impact Analysis (TIA), as part of its proposed final site plan for the Development, if the trip generation data for the subject Property is over 100 vehicles in any peak hour for any adjacent street.

SUP CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION
FOR THE PROPOSED WATER STREET PLAZA DEVELOPMENT
December 1, 2014

- e. Trip generation data shall be separately provided for each and every category of use anticipated within the proposed development. Consistent with requirements of Chapter 5 of the City's Standards and Design Manual, "projected traffic" figures and data shall include trip generation data for traffic projected to result from the complete build-out of all land to be served by adjacent public streets, including traffic which may be forecasted to be generated by development, both internal and external to the Development Site.
- f. Except as otherwise required by these conditions, the TIA shall conform to the requirements of Chapter 5 of the City's Standards and Design Manual. The developer shall meet with the City's Traffic Engineer and Director of Neighborhood Development Services, or designee, to determine the scope of the TIA, prior to submission.

Affordable Housing

- 12. The developer must declare how it intends to comply with City Code 34-12, prior to the issuance of a building permit for the Development.
- 13. In the event that the developer chooses to make a contribution to the City's Affordable Housing Fund to comply with City Code 34-12, no building permit shall be issued for the development until the amount of the contribution has been calculated by the developer and confirmed by the City's Director of Neighborhood Development Services, or designee, and until such contribution has been paid in full to the City.

Landscaping

- 14. The landscaping plan required as a component of final site plan approval for this Development shall include native or appropriate tree plantings along all street frontages, as well as trees on the Public Plaza subject to BAR approval. Any Trees on the Public Plaza shall be planted using roof planting methods and not hinder the operations of the Farmers' Market.

SUP CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION
FOR THE PROPOSED WATER STREET PLAZA DEVELOPMENT
December 1, 2014

Conditions that the Commission will forward as recommendations to the Board of Architectural Review.

Massing and Scale

1. Building massing and scale should respond to the very different building scales along Water Street, South Street, Second Street SW and First Street without losing the integrity and simplicity of its own massing.
2. First Street should be maintained as a separate urban component. Soften the impact of the retaining wall on First Street and create interest with opening or putting something in front of it. (ex: Trees, Public art, murals that are incorporated in the design of the building).
3. The Planning Commission is in favor of having a sufficient number of openings along street frontages to encourage the activation of street and pedestrian experience. The opening allow for flexibility and variability for changes of use over time.
4. Request that the BAR discuss the vertical piers on South Street.
5. Brick detailing will be evaluated across all four (4) facades of the proposed development.

Uses

6. **Public Use of Open-Air Plaza:** Market space/Plaza should contribute positively to the city's public space network. Market plaza and/or street should be a memorable public space worthy of Lee Park and the Downtown Mall

**RESOLUTION
APPROVING A SPECIAL USE PERMIT
AS REQUESTED BY APPLICATION NO. SP-14-08-08
FOR A PROPOSED MIXED USE DEVELOPMENT ON WATER STREET
PROPOSED BY MARKET PLAZA, LLC**

WHEREAS, Market Plaza, LLC ("Applicant") has submitted application SP-14-08-08 ("Application") seeking approval of a special use permit for property located between Water Street and W. South Street, bounded by the existing 2nd Street, S.W. and 1st Street South, identified on City Tax Map 28 as Parcels 69, 71, 72, 73, 74 and 75, and the undeveloped portion of the undeveloped right-of-way of 1st Street, S. ("Subject Property"), consisting of approximately 1.18 acres; and,

WHEREAS, the special use permit seeks the following: (i) additional height, up to 101 feet, per City Code §34-742(3); (ii) density of up to 60 dwelling units per acre, per §34-744; (iii) modification of the setback and streetwall regulations of §34-743(b), per §34-162(a); and (iv) authorization of the following special uses of the Subject Property, pursuant to §34-796: an auditorium/ theater with capacity for 300 or more persons, and a farmer's market (retail) use; and

WHEREAS, the Subject Property is zoned "WSD" (Water Street Corridor District), subject to the requirements of the City's Parking Modified Zone, per § 34-971(e)(3), and of the Downtown architectural design control (ADC) overlay district; and the City's Board of Architectural Review has previously been given an opportunity to make findings and recommendations on whether the proposed development would have an adverse impact on the ADC district, as required by City Code §34-157(a)(7); and

WHEREAS, following a joint public hearing before this Planning Commission and City Council, duly advertised and held on October 14, 2014, the Planning Commission reviewed this application and determined that the proposed special use permit, under suitable regulations and safeguards set forth within a list of recommended conditions, will serve the interests of the public necessity, convenience, general welfare or good zoning practice, and will conform to the criteria generally applicable to special permits as set forth within §§ 34-156 et seq. of the City Code, and the Planning Commission has transmitted its recommendation to City Council; and

WHEREAS, this Council finds and determines that, under suitable regulations and safeguards, the proposed special use permit will serve the interests of the public necessity, convenience, general welfare or good zoning practice, and will conform to the criteria generally applicable to special permits as set forth within §§ 34-156 et seq. of the City Code. NOW, THEREFORE,

BE IT RESOLVED by the City Council of the City of Charlottesville, that a special use permit is hereby approved, to permit the proposed mixed use development described within the Application, as follows: (i) height of up to 101 feet; (ii) density up to 60 dwelling units per acre; (iii) modification of setback and streetwall regulations, as more specifically set forth within the conditions referenced below; and (iv) authorization of the following special uses an auditorium/ theater with capacity for 300 or more persons, and a farmer's market (retail) use;

AND BE IT FURTHER RESOLVED that this special use permit is granted subject to suitable regulations and safeguards set forth within the list of conditions recommended by the City's Planning Commission, ~~dated July 11, 2014, and modified by the City Council~~, which conditions are dated December 1, 2014 and attached hereto and incorporated by reference;

AND FINALLY, BE IT RESOLVED that this special use permit is expressly conditioned upon City Council's separate consideration and approval of a sale of the Subject Property to the Applicant, and upon final closing and settlement of any such sale as evidenced by recordation within the land records of the Circuit Court of the City of Charlottesville of a deed transferring title to the Subject Property to the Applicant.

CITY OF CHARLOTTESVILLE

"A World Class City"

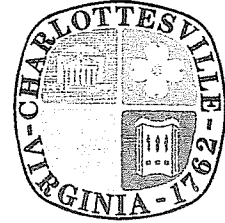
Office of The City Manager

P.O. Box 911 • Charlottesville, Virginia 22902

Telephone 434-970-3101

Fax 434-970-3890

www.charlottesville.org



July 24, 2014

Keith O. Woodard
Market Plaza LLC
224 14th Street, NW
Charlottesville, VA 22903

Gregory Powe, AIA
Powe Studio Architects, PC
455 Second Street, SE, Suite 101
Charlottesville, VA 22902

Re: Land Use Approvals -- City Market Site
Parcels 71, 72, 73, 74 and 75 on City Real Property Tax Map 28

Gentlemen:

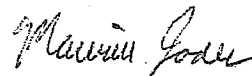
At the direction of the Charlottesville City Council, you and City staff have started negotiations for the sale and development of the above referenced City-owned properties (collectively the "Property"). It is anticipated that the development of this site as proposed by Market Plaza LLC will require a number of regulatory reviews and approvals, including but not limited to approvals of a special use permit, site plan, subdivision plat, certificate of appropriateness and street and / or alley closing permits. Given the amount of time needed to negotiate the sale and development agreement, and in order for the project to proceed as expeditiously as possible and to minimize the potential disruption of the current City Market operation, you have asked for authorization to begin making submissions for the necessary land use approvals. By this letter the City hereby evidences its written consent for Market Plaza LLC, or its authorized agents, to apply for and seek any and all land use and zoning approvals necessary for the intended use of the Property. This consent is subject to the following conditions:

- All costs and expenses associated with the submittals and applications shall be the responsibility of Market Plaza, LLC;
- During the time period when this authorization is in effect Market Plaza will make no representation that it is the owner or contract purchaser of the Property;

- The City's authorization shall not be construed as a representation that it will grant or approve any particular application submitted by Market Plaza, which is otherwise within the City's discretion to approve or deny;
- Any approvals or permits granted pursuant to this authorization shall not be construed as permission or consent to begin any work or to install any improvements on the Property, without the prior written consent of the City of Charlottesville City Manager; and,
- This consent shall automatically terminate when: (i) the parties have executed a purchase and development agreement, so that Market Plaza can continue pursuing the necessary approvals as a contract purchaser; or (ii) either the City or Market Plaza LLC gives notice that it is terminating the negotiations for a purchase and development agreement.


If these conditions are acceptable please sign one copy of this letter and return it to Mr. Watts. You may keep the additional copy for your files. We continue to look forward to working with Market Plaza on this important project.

Sincerely,

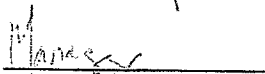


Maurice Jones
City Manager

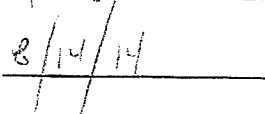
Agreed to:


For Market Plaza, LLC

Title:



Date:



cc: Aubrey Watts
Chris Engel
Craig Brown



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 MARKET PLAZA LLC Applicant Name POWE STUDIO ARCHITECTS
Project Name/Description MARKET PLAZA URBAN MIXED-USE Parcel Number TM 28-69, 71, 72, 73, 74, 75
Property Address 200 SECOND ST SW

Applicant Information

Address: POWE STUDIO ARCHITECTS
205 THIRD ST NE, CHARLOTTESVILLE, VA 22902
Email: greg@powestudioarchitects.com
Phone: (W) 434-316-2525 (H) 434-672-9277
FAX: _____

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.)

Signature _____

Date 8/13/2014

Property Owner Information (if not applicant)

Address: 5/O WOODARD PROPERTIES
224 14TH ST NW, CIVILIS, VA 22903
Email: KELT@WOODARDPROPERTIES.COM
Phone: (W) 434-971-6460 (H) 434-989-6732
FAX: 434-293-2280

Print Name GRIGORY POWE, AIA Date 8/13/2014

Property Owner Permission (if not applicant)

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

Signature _____

Date 8/14/14

Print Name KELT O. WOODARD

Date 8/14/14

Description of Proposed Work (attach separate narrative if necessary): 69 RESIDENTIAL UNITS,
56,660 GSF OFFICE, 19,311 GSF RETAIL/ASSEMBLY, 25,000 CIVIL PLAZA,
257 PARKING PLACES, 9 STORY TOWER + 3 PARKING LEVELS, 11,310,000 GSF TOTAL

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

For Office Use Only

Received by: J. Eubank
Fee paid: 375.00 Cash/Ck. # _____
Date Received: 8/15/14

Approved/Disapproved by: _____

Date: _____

Conditions of approval: _____

An architectural rendering of a modern, multi-story building with a stepped, terraced design. The building features large glass windows and balconies with people. In the foreground, there is an outdoor market area with white tents and colorful produce displays. The sky is blue with some clouds.

MARKET PLAZA

an urban, mixed-use development

Powe Studio Architects, PC

In Association with Keith O. Woodard, RA

Market Plaza, LLC | A Joint Venture

Led By Woodard Properties

BOARD OF ARCHITECTURAL REVIEW

Charlottesville, VA | November 24, 2014

WATER STREET STUDIO



TIMMONS GROUP, INC.



DESIGN DEVELOP, LLC.

AREAS OF FURTHER STUDY



4. Residential Terraces: stair element projection

7. Curtain Wall Alternative: brick grid facade

1. First Street: character and continuity, grand stair

6. Plaza Character: solar shading alternative



3. Building Corners: corner balconies

5. Second Street / Plaza Connection: plaza linkage from Second Street

2. Building Base: Water and Second St. Walls, character, integration

Note: This submission illustrates design modifications proposed in response to the six areas of discussion at our September 16, 2014 presentation, supplementing our original BAR submission dated August 15, 2014.

Agenda



First and Water



Second and Water



Second and South



First and South

Building Intro

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 Charlottesville, Virginia

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 in association with Keith O. Woodard, RA and Design Develop, LLC.
 November 25, 2014



Second and South

Site Plan - Non-Market Day Above the Tents



Market Plaza on Non-Market Day

Building Intro

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Charlottesville, Virginia

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November 25, 2014

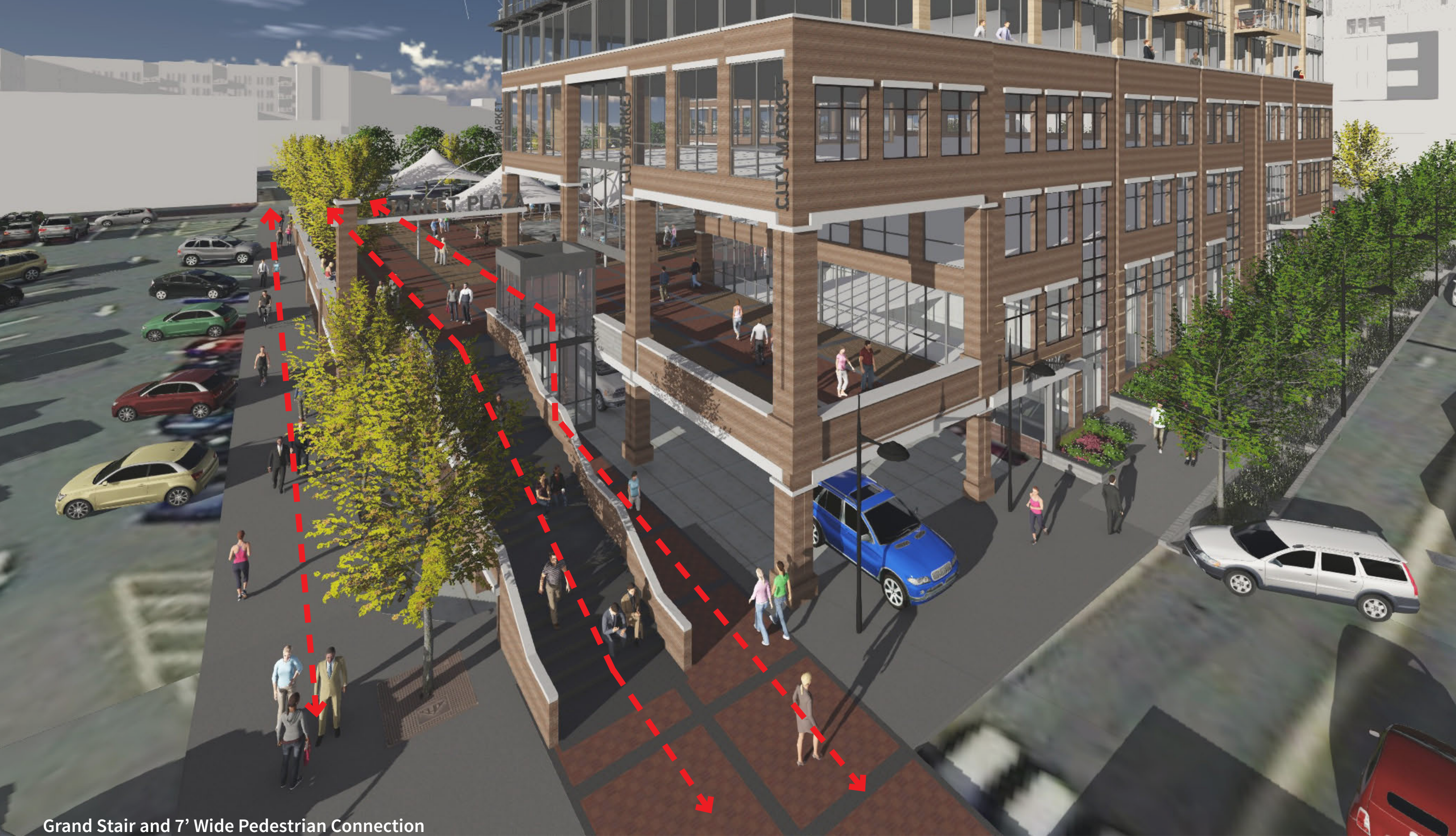


From Second and Water Streets

Building Intro

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Grand Stair and 7' Wide Pedestrian Connection

1. First Street Continuity

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Openings and Articulation Along Pedestrian Connection

1. First Street Continuity



Pedestrian Connection to and from Downtown Mall



Axis to Lee Park Across Downtown Mall

1. First Street Continuity



Water Street Elevation



Pedestrian Level Crossing Water Street at First Street



Pedestrian Level on Water Street



Second Street Elevation

2. Building Base



Pedestrian Level on Water Street



Pedestrian Level on Second Street at Resident's Entrance



Pedestrian Level on Water Street



Pedestrian Level on South Street

2. Building Base



Corner Balconies at First and Water Streets



Corner Balconies at Second and Water Streets

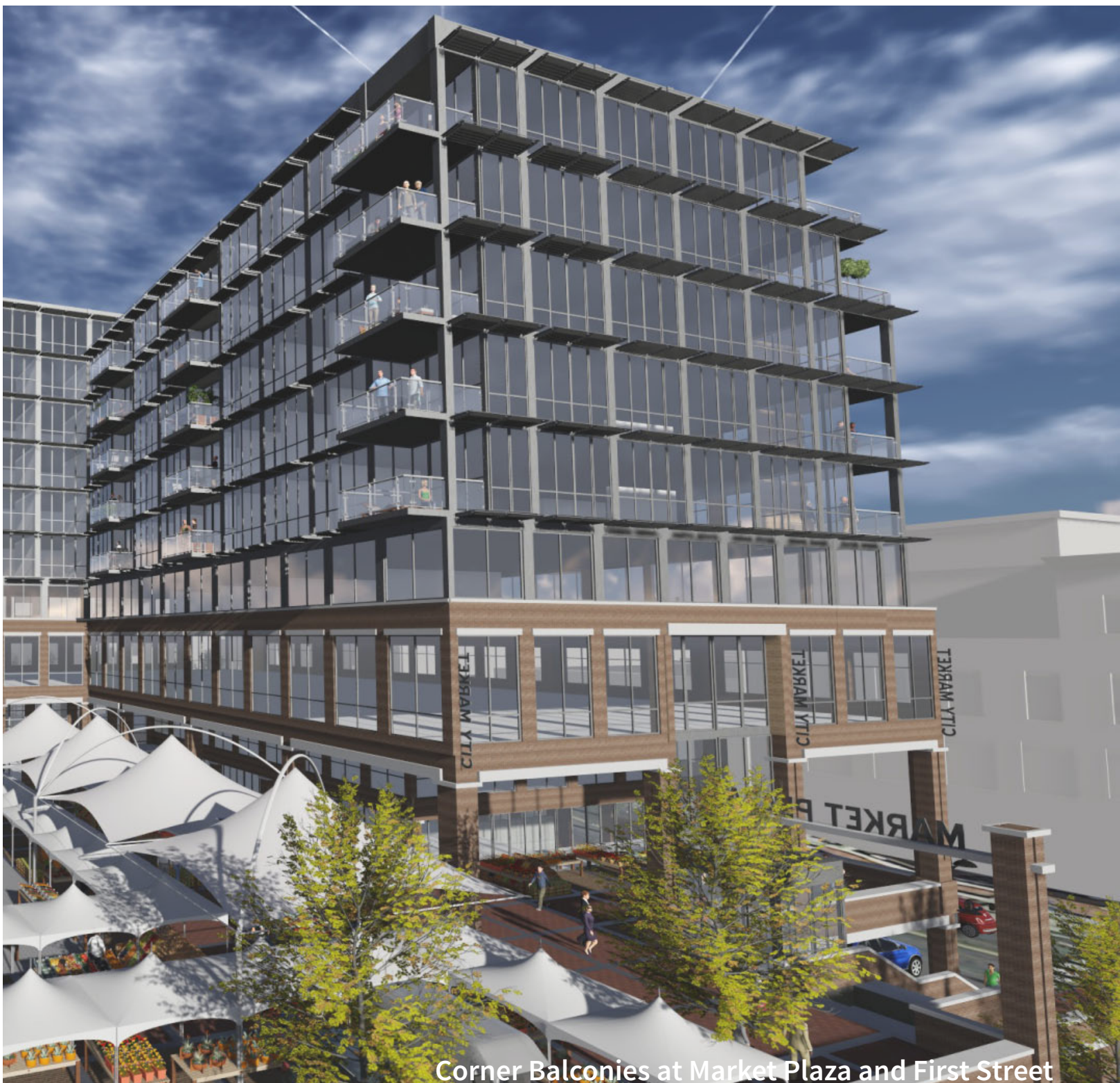
3. Building Corners

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Corner Balconies on First Street Elevation



Corner Balconies at Market Plaza and First Street

3. Building Corners



4. Residential Terraces

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Residential Terraces from South and Second Streets



Residential Terraces from Market Plaza

4. Residential Terraces

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Residents Entrance and Two Market Plaza Entrances from Second Street

5. Second Street / Plaza Connection

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Market Plaza Entrances from Second Street

5. Second Street / Plaza Connection

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View through Indoor Market to Fountain on Non-Market Day

5. Second Street / Plaza Connection

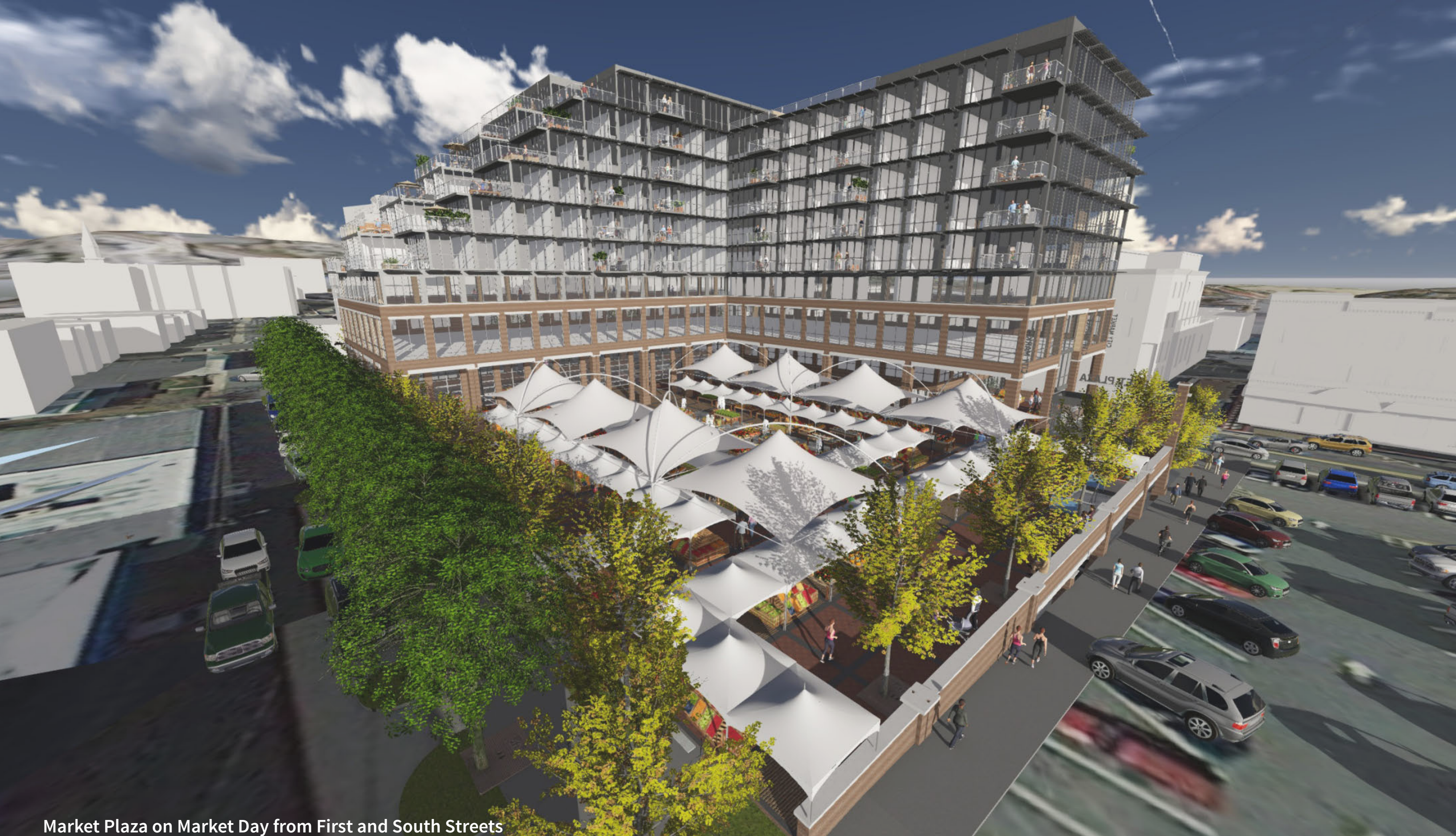


Market Plaza on Non-Market Day



Market Plaza on Market Day Aerial

6. Plaza Character

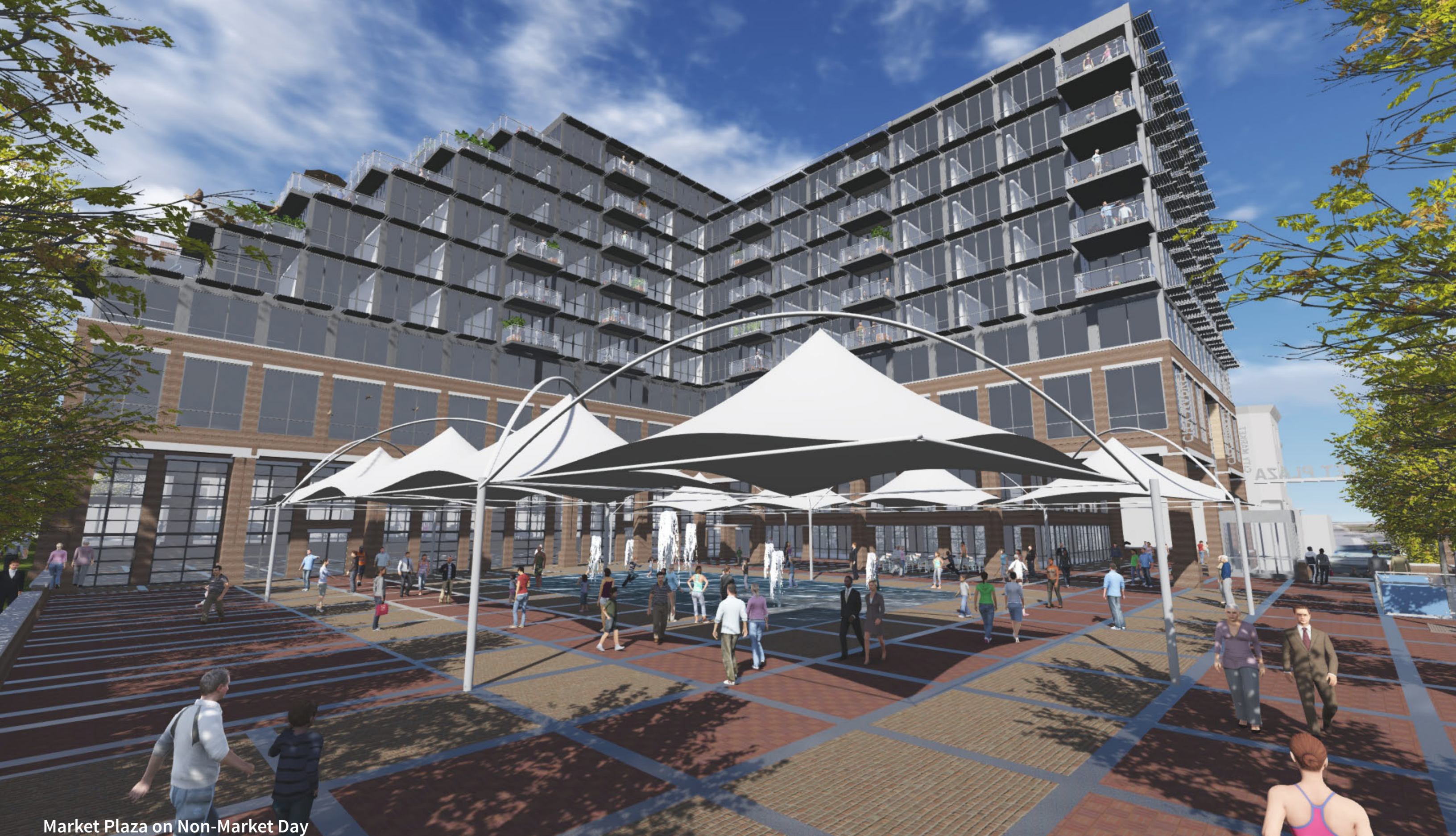


Market Plaza on Market Day from First and South Streets

6. Plaza Character

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Market Plaza on Non-Market Day

6. Plaza Character

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Market Plaza on Non-Market Day

7. Curtain Wall Alternative

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Market Plaza on Non-Market Day

7. Curtain Wall Alternative

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AREAS OF FURTHER STUDY

1. **First Street:** character and continuity, grand stair

2. **Building Base:** Water and Second St. Walls, character, integration

3. **Building Corners:** corner balconies

4. **Residential Terraces:** stair element projection

5. **Second Street / Plaza Connection:** plaza linkage from Second Street

6. **Plaza Character:** solar shading alternative

7. **Curtain Wall Alternative:** brick grid facade

Market Plaza on Non-Market Day

Summary

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