

Violet Crown Cinema

200 West Main Street Charlottesville, Virginia

Contents:

Project Description

Drawing A1

Drawing A2

Drawing Notes

Colored Elevation

Historic Photographs

Relevant Examples on the Mall

Current Conditions Photographs

Project Description:

History:

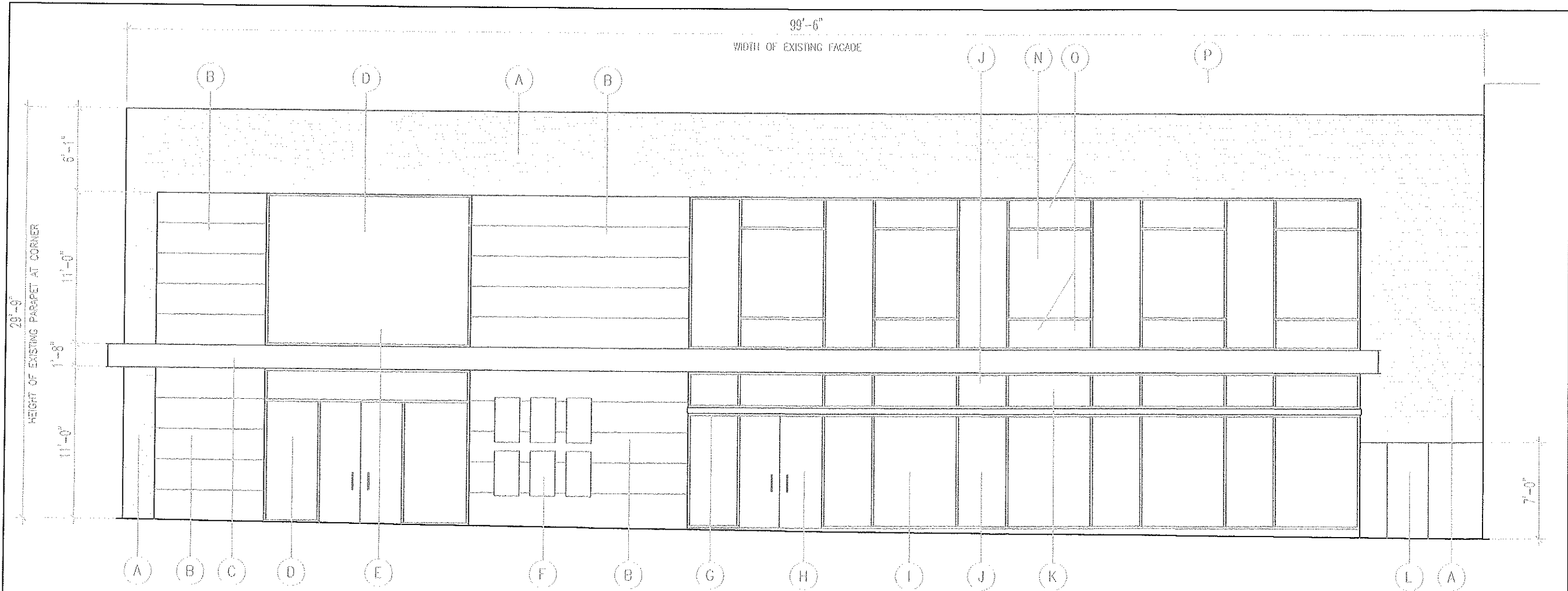
In 1996 this property was converted from its then use as a Leggett store to the Regal Theater. In the 1960's the Leggett design had been reconfigured from the facades previously in place into a single, unified front. The design was consistent with the adjacent properties of the Woolworths and Roses stores. This mid-century approach included a more monolithic aesthetic which used a broad application of materials across the entire property- at both stories. In the case of Woolworth and Roses, the upper level was clad in a single applied "panel"- metal for Woolworths and brick for Roses. The Leggett was similar. In all three cases the lower level was separated from the upper storey using a full width flat canopy typical of this era. The ground levels were primarily glass storefronts. These designs represented a departure from the preceding facades for all three buildings and established trends we still see on the Mall. These evolutions include modifications to all three 1960's facades. The Woolworths building was later renovated to the current Caspari store. Here the full width expression is maintained. Rather than returning to identifying the buildings that once occupied that block, Caspari expressed a new, more modern version, like the one that Woolworth's had employed. A metal skin and flat canopy are primary features. Similarly, the York Place renovation sought to continue the expression of a full-width idea as had Roses. The Regal extended that idea with its all brick design.

Proposal:

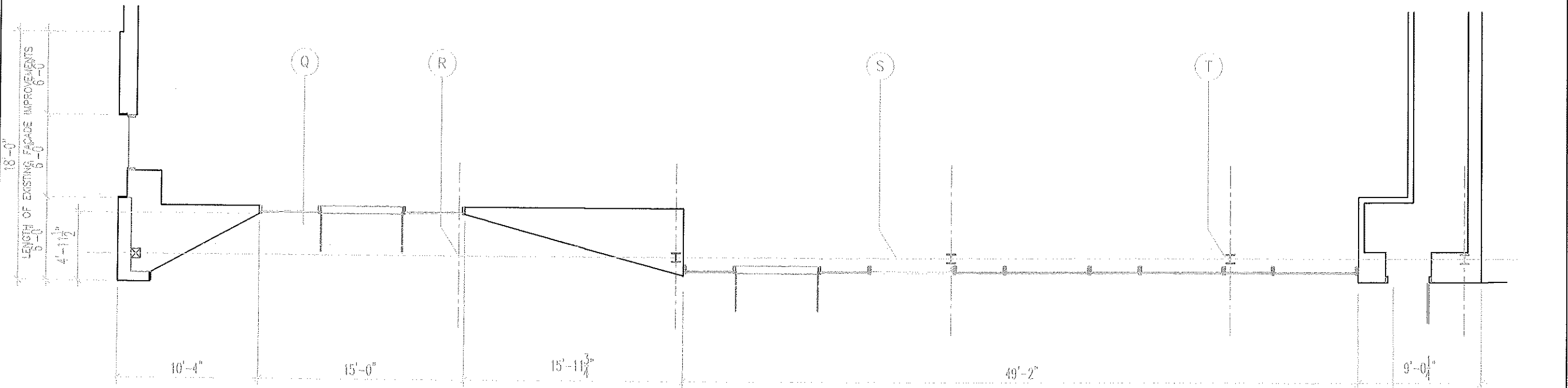
This renovation continues to use the property as a movie theater. The project includes six theaters and a restaurant, the latter of which will be positioned along the Mall at the western portion of the building. Our design also maintains the unified, property-wide approach previously used. The façades once in place prior to the Regal project are gone. Reviving them seems both unnecessary and inconsistent with recent historical trends. We've made numerous design references to the mid-century designs as well as to other ideas in place on the Mall. There is an emphasis on the full-width expression, using brick and glass as the primary materials. We include a wide canopy over the patio section and mirror that in our interpretation of the marquee. We propose large sections of glass, patinated metal, exposed structural steel and other materials currently used on successful Mall renovations. Our approach to the marquee is atypical. Understanding that marquees are invited for theaters, we suggest a new interpretation. Rather than the expected approach used by the Regal or Paramount we show an elongated version reminiscent of the building-wide canopies of previously referenced buildings. This more modern approach seems fitting to this design and affords a fresh view of this feature.

One departure from the ADC guidelines is the apportioning of glass between the two stories. The guidelines suggest it is better that the lower storey be more open than the upper. While we respect that notion, we offer a different solution. Here we have a two-storey space behind the façade. As a theater, there seems to be an argument that such a space should be celebrated. It is not an office building on the second floor, nor residences. Perhaps the façade should not pretend to be such. Moreover, rather than the closed, cold feeling provided by the current façade, we suggest one that invites views into, and from within, the space- at both "stories". We imagine people walking by looking into the illuminated, vaulted interior taking delight in the street presence afforded by a more open design. With second floor access to the theater spaces this is even more important. Visitors on the mezzanine will be able to see the Mall and vice versa.

Our every intent is to make a facade that respects the integrity of the Mall while creating a crisp and modern contribution to its fabric.



1 Elevation at Mall
1/8" = 1'-0"



2 Partial Plan along Mall
1/8" = 1'-0"

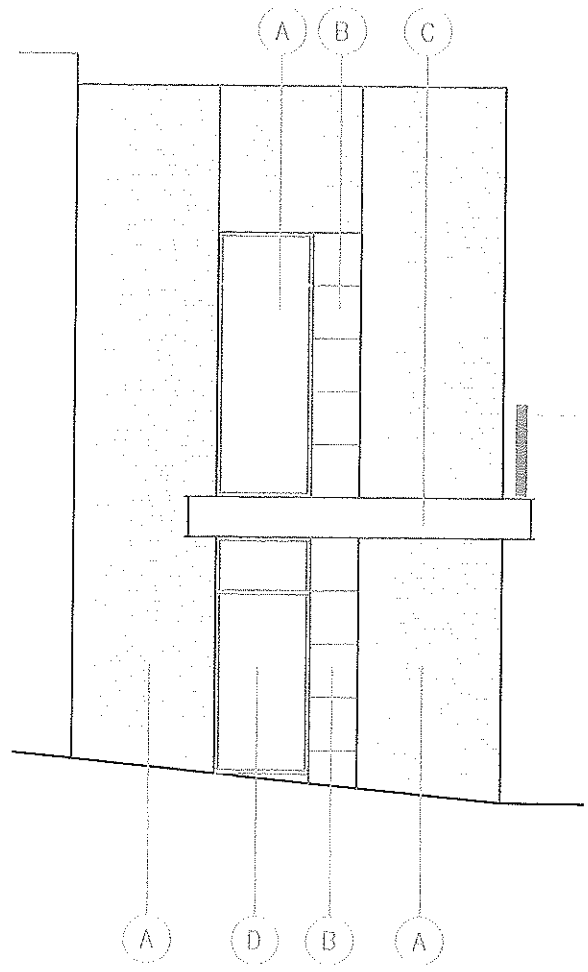
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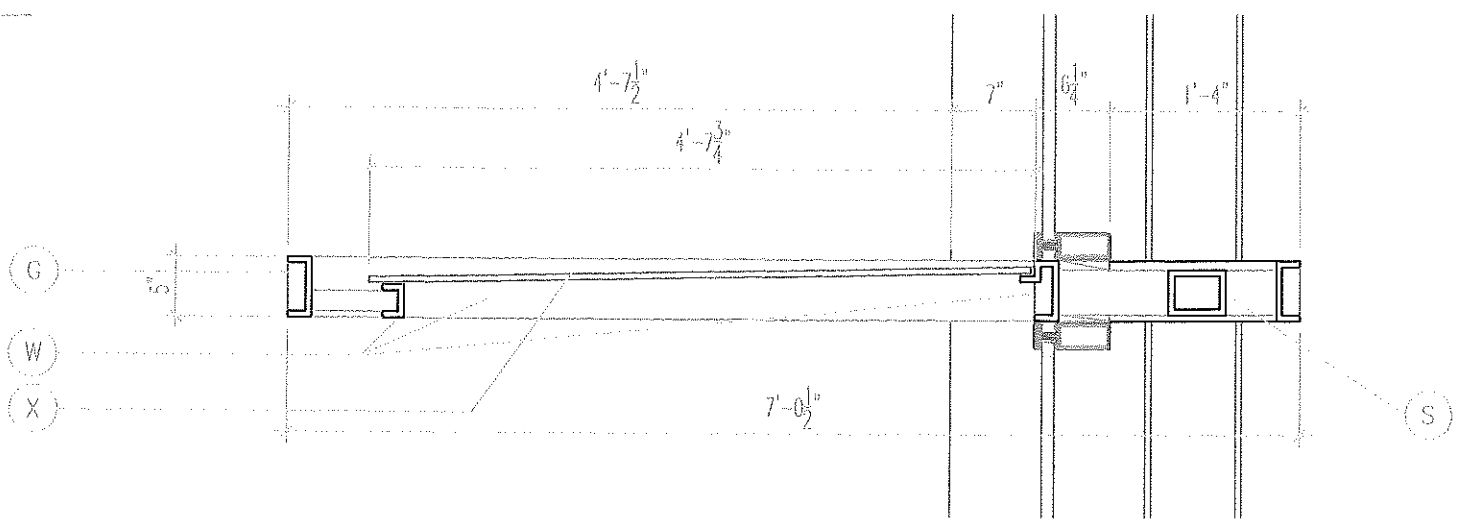
Stoneking/ von Storch Architects | Domiteaux and Baggett Architects

January 28, 2014

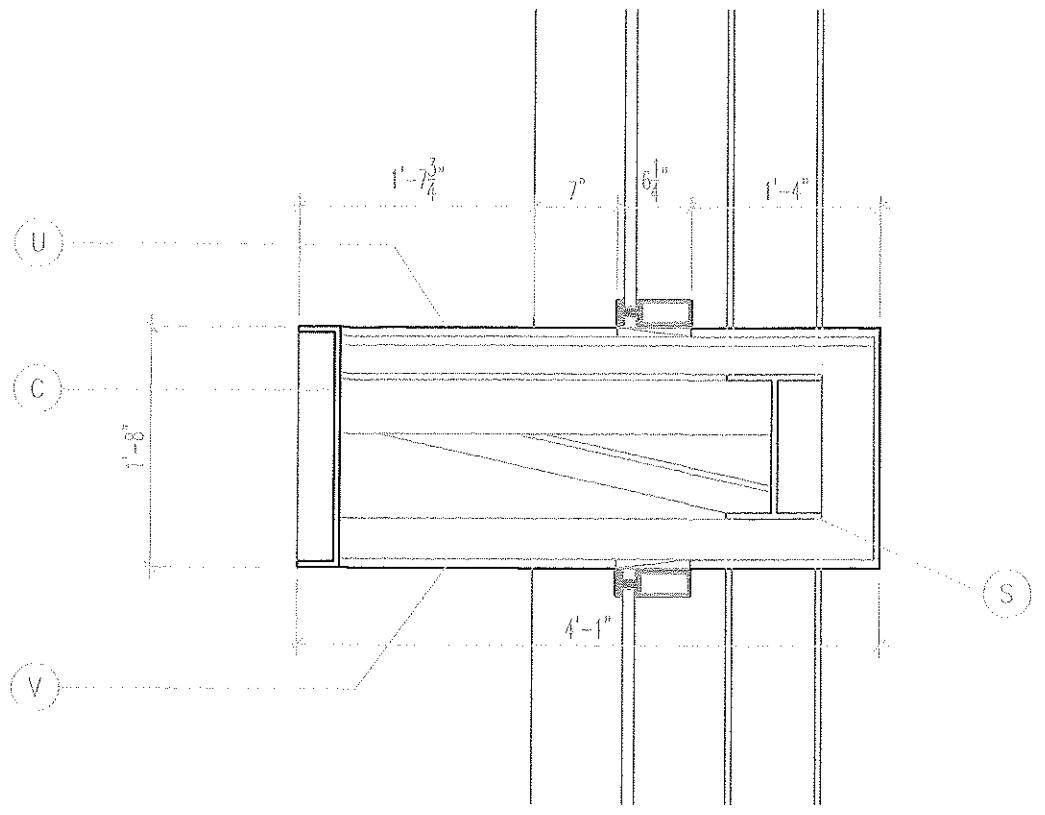
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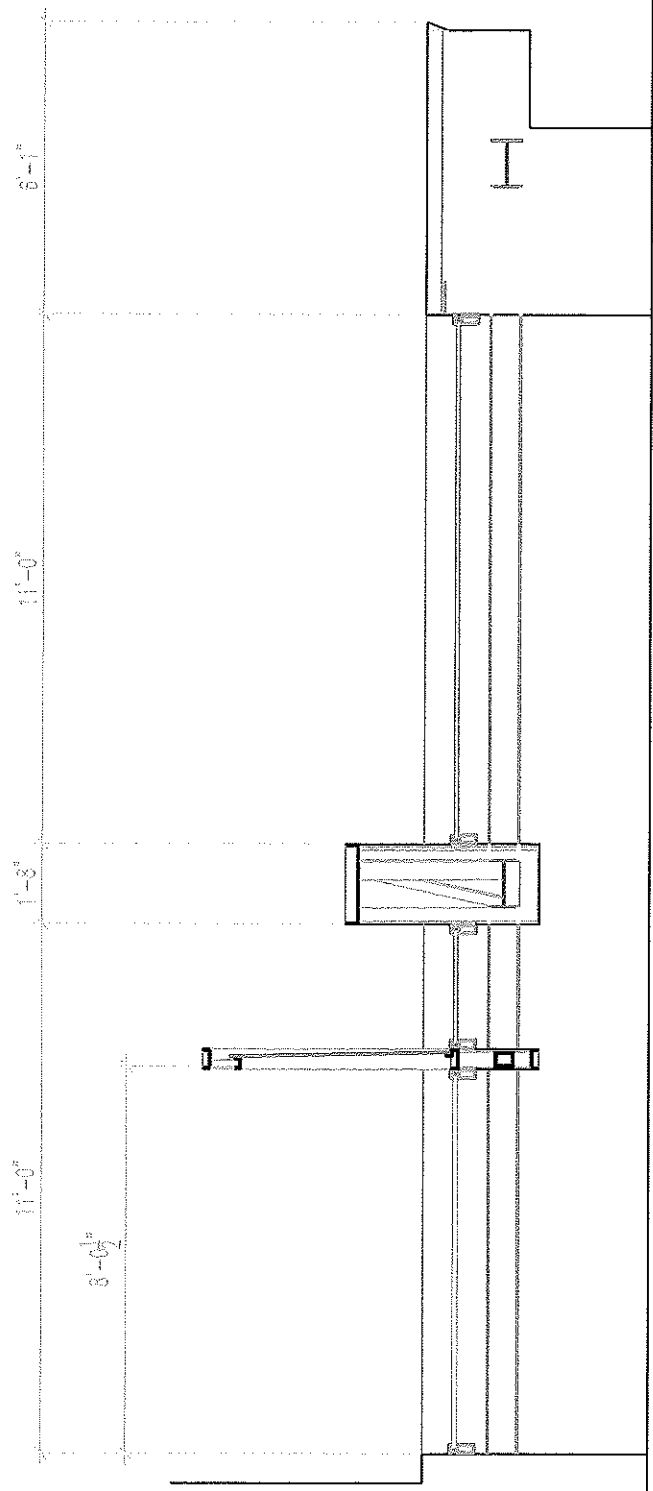
4 Elevation at Second Street
1/8" = 1'-0"



3 Section at Canopy
3/4" = 1'-0"



2 Section at Marquee
3/4" = 1'-0"

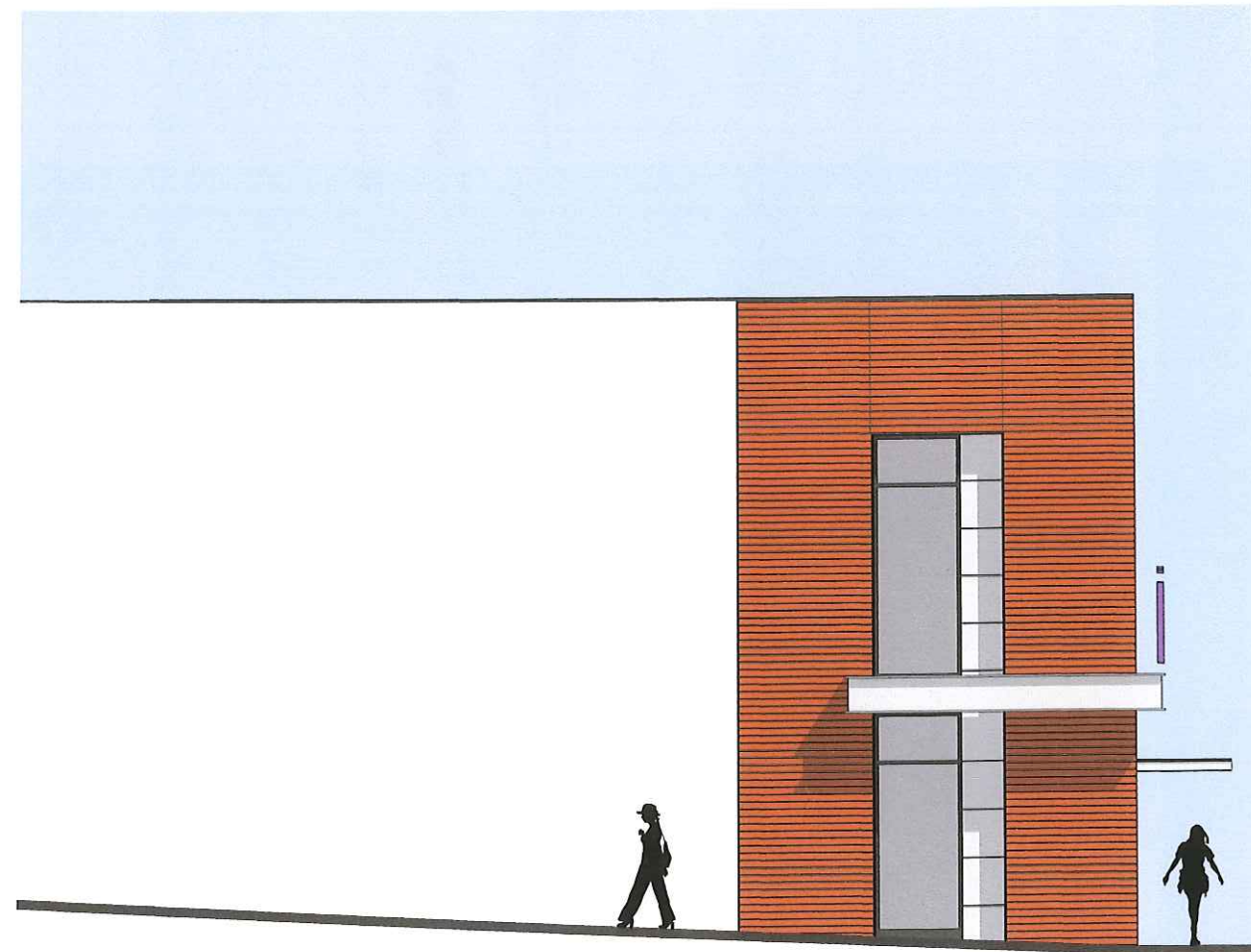


1 Mall Wall Section
1/4" = 1'-0"

Drawing Notes: The following reference key note labels on drafted plans, elevations and sections.

- A. New face brick to replace existing face brick. In same plane as former. Endicott Brick - Norman module - "coppertone" color - smooth finish. All horizontal joints raked 1/4 deep, all vertical joint tool flush with brick face. Mortar color - to match brick.
- B. Ceramic Faced Panels; TheSize ceramic sheets - 5 mm - "TEXTIL" style, white. With white powder coated horizontal aluminum reveals.
- C. Marquee; hot rolled 5/16" steel plate as fascia. Formed into a channel – Clear lacquered. Satin Finish Zinc soldered flat-lock roofing. Painted plaster soffit - Sherwin Williams, SW 7069 - Iron Ore, Satin Finish.
- D. Tubelite 300 series aluminum window wall system. Mullions prefinished to match Sherwin Williams, SW 7069 - Iron Ore, Satin. Clear insulated glass. Butt-glazed glass where mullions not shown.
- E. Marquee signage; Free standing 3-dimensional metal letters. 3" deep by 30" tall. Less than 50 square feet total. Final signage application will be via a separate package. This is included for concept review by the BAR at this time.
- F. Movie posters; Framed glass poster boxes similar to existing. Part of final signage application that will be via a separate package. This is included for concept review by the BAR at this time.
- G. Canopy; Structural steel sections angles and channels. Clear lacquered. Awning material is tempered translucent glass.
- H. Clear glass doors, offset pivot, frameless with stainless steel pulls/ hardware.
- I. Clear insulated low-iron glass with "blue" tint.
- J. Standard clear insulated glass- with natural "green" tint.
- K. Clear insulated low-iron glass with "blue" tint.
- L. Patinated bronze panels. Both at existing egress door and adjacent wall surfaces.
- M. Existing egress door to remain, along with existing exit access corridor.
- N. Clear insulated low-iron glass. Butt-glazed glass where mullions not shown.
- O. Standard clear insulated glass- with natural "green" tint and 10% "frosted" film at interior. Butt-glazed glass where mullions not shown.
- P. Existing parapet to be lowered to height shown. Entire length of new parapet to receive prefinished gravel stop/ drip edge, Sherwin Williams, SW 7069 - Iron Ore, Satin Finish.
- Q. New brick pavers to match Mall pavers.
- R. Existing steel column to be removed. New beam to span across recessed entry area, within Marquee ledge.
- S. New steel beam in Marquee ledge, within building interior. New steel horizontal steel support at canopy level- also within building interior, concealed in canopy.
- T. Existing steel column to remain, within building interior.
- U. Zinc, flat-lock roofing.
- V. Painted plaster soffit, Sherwin Williams, SW 7069 - Iron Ore, Satin Finish.
- W. Canopy; Structural steel sections angles and channels. Clear lacquered.
- X. Tempered translucent glass awning. 10% frosted tint.





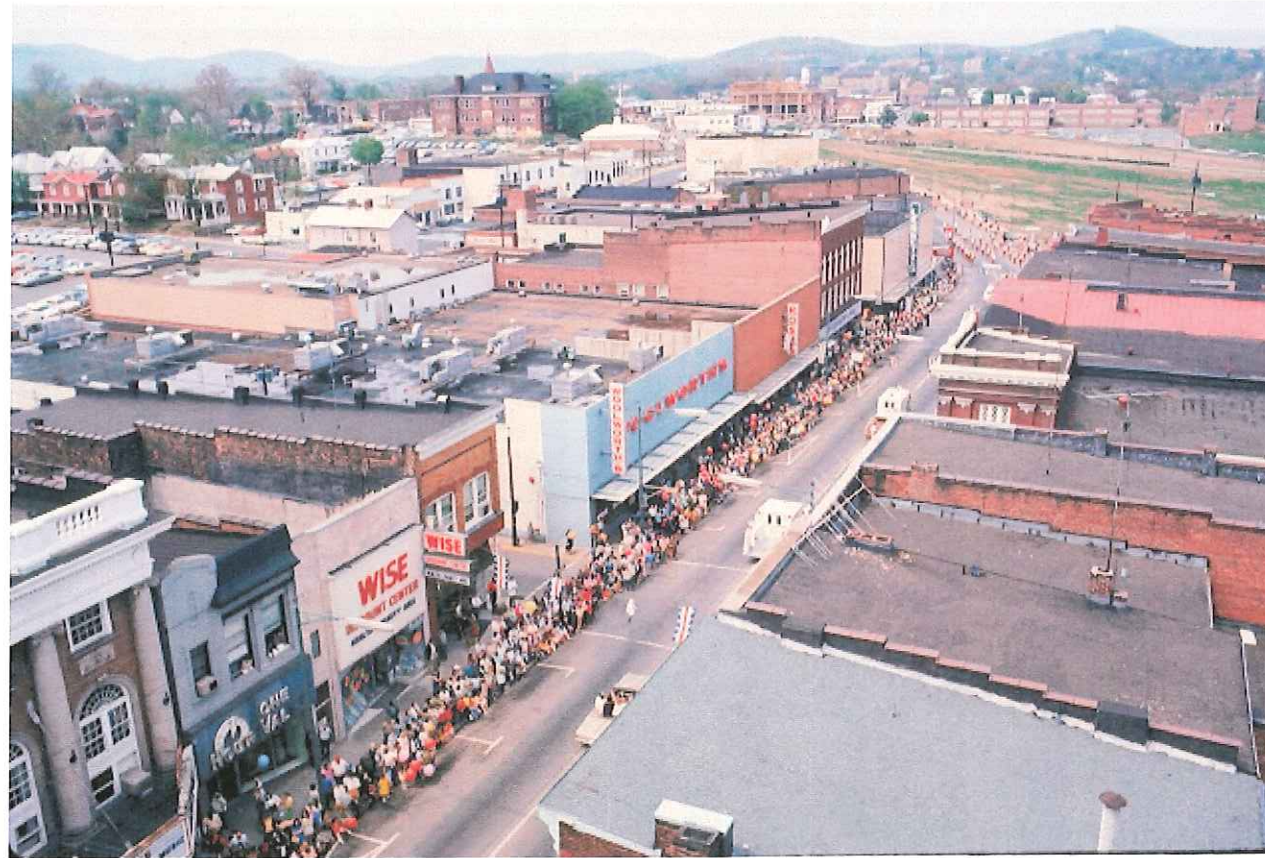
Historic Photographs



1. Historic Photograph circa 1930's
Property appears in background, to the right. Two building facades serving Leggett and Sears stores.



2. Historic Photograph circa 1930's
Property appears in background, to the left. Two building facades serving Leggett and Sears stores.



3. Historic Photo circa 1960's
Property appears in top right of photo, end of street on the left.
Monolithic façade across both previous buildings. Single Leggett store.
Note full width, "modern" expression at Woolworths, Roses and Leggett.



4. Historic photos circa 1960's
Full width "modern" façade for Leggett.



5. Historic photo circa 1930's
Property appears at right. Condition prior to first Legget and Sears.

Relevant Examples on the Mall



1. Current Photograph
Cville Weekly Offices
Modern architecture, two-storey composition.



2. Current Photograph
Verdigris Shop
Modern architecture, patinated metal panels, large glass panes.



3. Current Photograph

Caspari

Modern architecture, full width expression, patinated metal skin, large glass openings, flat glass canopy.



4. Current Photograph
Blue Light Grill/ Ten
Modern architecture, cementitious panels, frameless glass detailing.



5. Current Photograph
Commonwealth Restaurant
Modern architecture, exposed structural steel elements, large glass openings, patinated metal panels.

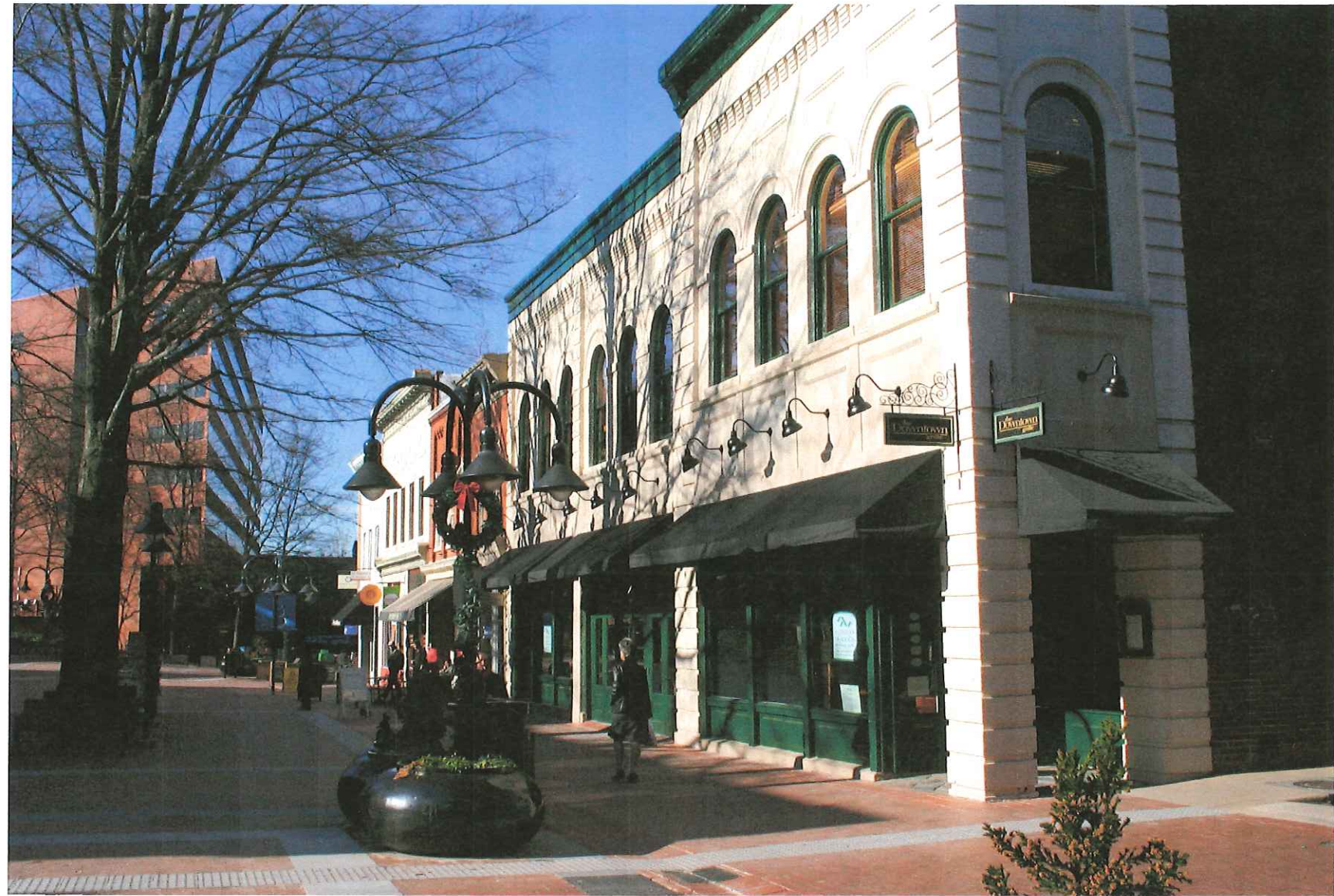
Existing Conditions Photographs



1. Current photograph- existing conditions.



2. Current photograph- existing conditions.



4. Current photograph- existing conditions directly across the Mall.



6. Current photograph- existing conditions just to the east of property, across Second Street.



7. Current photograph- existing conditions showing building just to the west of property.



VIOLET CROWN

FLYER
HIST
THE W
KLEW

Holt