From: Scala, Mary Joy

Sent: Thursday, October 31, 2013 5:08 PM

To: John Matthews

Cc: wes@landmark-properties.com

Subject: BAR Actions - September and October 2013

October 31, 2013

Landmark Acquisitions LLC 455 Epps Bridge Parkway Building 100 Suite 201 Athens, GA 30606

Special Use Permit Recommendation and Preliminary Discussion

BAR 13-08-05
853 & 901 W Main Street
Tax Map 31 Parcel 169 & 170
853-855 West Main LLC, Owner/ Landmark Acquisitions LLC, Applicant
New Construction

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on September 17, 2013. The following action was taken:

The BAR recommended to City Council (9-0) that the Special Use Permit to allow increased density (from 43 units per acre to 89 units per acre) and additional building height will have an adverse impact on the West Main Street Architectural Design Control (ADC) District and recommends the following mitigations:

The applicant should:

- · Study the massing of the building to consider its relationship to the free-standing house to the west
- Reflect greater presence of the arcade and courtyard in the design, consistent with Planning Commission recommendations
- Reconsider the number of parking spaces as reflected in the volume of the building
- Modify all four elevations to reduce massing and size of the structure
- Reconsider the number of four-bedroom units to compare with the density of University districts (21 units per acre)
- Incorporate recommendations from the West Main Study into the design
- Provide retail and publicly accessible amenities fronting West Main Street

The BAR appreciates the voluntary choice of the applicant to contribute to the West Main study process.

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on October 15, 2013. The following action was taken:

The BAR held a preliminary discussion and made comments on the revised plan, and were generally supportive of the evolving design:

- Revisit how the entries are marked on West Main Street (not curved canopies).
- Brick end walls are good.
- Explore a canopy over the garage rather than a header band?
- West elevation keep brick rather than Hardi (all party wall conditions should be brick).
- Like ends eroded rather than symmetrical.
- Drop down the west end next to the historic building.
- Get ground floor as high as possible.
- Would like seeing light in courtyard; even better if could see light through the building or in the back of the garage.

- Intermittent cornice on stepback area seems busy.
- Need to see wall sections for the various conditions.
- Suggest large street trees.

If the Special Use Permit is approved by City Council, you may then return to the BAR for review of a certificate of appropriateness.

If you have any questions, please contact me at 434-970-3130 or scala@charlottesville.org.

Sincerely yours,

Mary Joy Scala, AICP Preservation and Design Planner

Mary Joy Scala, AICP

Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
City Hall - 610 East Market Street
P.O. Box 911
Charlottesville, VA 22902
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CITY OF CHARLOTTESVILLE BOARD OF ARCHITECTURAL REVIEW STAFF REPORT September 17, 2013



Special Use Permit Recommendation and Preliminary Discussion BAR 13-08-05 853 & 901 W Main Street Tax Map 31 Parcel 169 & 170 Landmark Properties, Inc., Applicant New Construction

Relevant Code Section: Sec. 34-157(7)

When the property that is the subject of the application for a special use permit is within a design control district, city council shall refer the application to the Board of Architectural Review (BAR) or Entrance Corridor Review Board (ERB), as may be applicable, for recommendations as to whether the proposed use will have an adverse impact on the district, and for recommendations as to reasonable conditions which, if imposed, that would mitigate any such impacts. The BAR or ERB, as applicable, shall return a written report of its recommendations to the city council.

Background 610 4 -> 601 units/beds now

This property is located in the West Main Street ADC District. The property is zoned West Main Street North with a historic overlay.

The current site is 2.517 acres made up of two parcels that include two existing structures fronting West Main Street. The Republic Plaza building was approved (8-0) for demolition as submitted at the August, 2013 BAR meeting. The other structure, a former Safeway building, is non-contributing, so may be demolished without review.

The UVA Battle building, currently under construction, zoned West Main Street South (WMS), has a SUP for 90 feet plus 16 foot appurtenance. The Flats at West Village (formerly the Plaza), across West Main Street from the Standard and also zoned WMS, is under construction for a 113 foot (+/-) SUP and 104.3 units per acre. The hotel at the east end of West Main Street (zoned Downtown Corridor) was a by right use, proposed to be 70 feet maximum height.

The West Main North Corridor mixed use zoning district regulations are as follows:

Minimum height: 40 feet; maximum 60 feet, with up to 70 feet allowed with SUP.

<u>Density</u>: maximum 43 dwelling units per acre (DUA) by right; up to 200 DUA by special use permit.

<u>Stepback</u>: 25 feet minimum height streetwall with 2 interior floors; 60 feet maximum. 25 foot minimum stepback required the full length at the streetwall height.

Setbacks: At least 75% of building at property line; 25% remaining may be setback up to 12 feet. However, if streetscape trees are provided, up to 50% of building may be setback 20 feet. Linking street setbacks: 5 feet minimum, 12 feet maximum along linking street with buffers. Side and rear: none unless adjacent to low density. Other mixed use regulations: No ground floor residential or parking garage other than ingress/egress may front on West Main Street. Developments that occupy a whole City block shall provide courtyards and plazas accessible to right-of-way.

<u>Parking</u>: Parking Modified Zone: non-residential developments shall provide fifty (50) percent of the required parking, and residential developments shall provide one (1) space per unit. Parking requirements may be fulfilled by the property owner or developer through several alternatives outlined in the code.

West Main Street Streetscape Plan: The City is in the process of hiring a consultant to prepare a streetscape plan for West Main Street, with priority focus on this part of West Main Street, and also the intersection of Ridge-McIntire.

Application

The BAR is being asked to (1) make a recommendation to City Council regarding the proposed special use permit application, as to whether it will have an adverse impact on the historic district, and if so, recommended conditions that may mitigate the adverse impacts; and (2) have a preliminary discussion regarding the design of the proposed new building.

The applicant, Landmark Properties, LLC, is requesting a Special Use Permit for increased density from 43 units per acre that is currently allowed to 89 +/- units per acre. (Up to 200 units per acres is possible by special use permit.) They are also requesting increased height (from 60 feet + appurtenance to 70 feet + appurtenance). Landmark Properties is proposing a new (six-story plus appurtenance level) mixed-use building called The Standard, located on the former site of the Republic building and plaza. The new building will combine the following properties into one site: 853, 855, and 901 West Main Street.

The applicant proposes 189 units with 610 beds, and 499 parking spaces (Market Street Garage has 473 spaces). The zoning ordinance requires 189 parking spaces, one per unit.

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

Pertinent Design Review Guidelines for New Construction

A. INTRODUCTION

3. Building Types within the Historic Districts

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.
- 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.

D. MASSING AND 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.
- 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.

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.

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

Facades generally have a three-part composition: a foundation or base that responds at the pedestrian or street level, the middle section, and the cap or cornice that terminates the mass and addresses how the building meets the sky. Solid masonry foundations are common for both residential and commercial buildings. Masonry piers, most often of brick, support many porches.

- 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 & 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.

The Guidelines describe the 10th Street to Drewary Brown Bridge sub-area as: much open space, few contributing buildings, historic lights, underground utilities

Discussion and Recommendations

Before City Council takes action to permit the proposed use, they must consider the BAR's opinion whether there are any adverse impacts to the West Main Street ADC district that could be mitigated with conditions. A special use permit is an important zoning tool that allows City Council to impose reasonable conditions to make a use more acceptable in a specific location, and to "protect the welfare, safety and convenience of the public."

The Planning Commission has also been invited to participate with the BAR in the discussion of SUP's in historic districts at the suggestion of the Planning Commission Chair, Genevieve Keller, at the BAR's recent work session.

The Planning Commission is scheduled to make a recommendation on the SUP at their October 8 regular meeting. If City Council takes action to allow the SUP use, then the applicant will return to the BAR for consideration of their Certificate of Appropriateness application.

Although comparisons will be made with The Flats at West Village, the zoning designations and intent are distinct for the north and south sides of West Main Street. The zoning on the north is established to provide "low-intensity mixed use development at a scale that respects established patterns of commercial and residential development along West Main Street and neighborhoods adjacent to that street." On the south it was recognized that a buffer was provided by the railroad tracks and street rights-of-way.

Alternate Motions Regarding the SUP

I move to find that the proposed special use permit to allow increased density (from 43 units per acre to 89+/-units per acre) and additional building height (from 60 feet to 70 feet) for the redevelopment of 853 and 901 West Main Street into a mixed use development **will not** have an adverse impact on the West Main Street Architectural Design Control (ADC) District and the BAR recommends approval of the Special Use Permit, subject to the usual BAR review.

I move to find that the proposed special use permit to allow increased density (from 43 units per acre to 89+/-units per acre) and additional building height (from 60 feet to 70 feet) for the redevelopment of 853 and 901 West Main Street into a mixed use development will have an adverse impact on the West Main Street Architectural Design Control (ADC) District and the BAR recommends the following conditions to mitigate the adverse impacts....

Preliminary Discussion

A preliminary discussion is required prior to consideration of a Certificate of Appropriateness for new construction. The BAR should consider the Guidelines in making preliminary comments regarding the proposed design.

Some preliminary discussion points:

Relationship to the Street:

The bike and pedestrian planner has made recommendations to the developer to consider widening the sidewalk for incorporation of planned street trees and other landscaping. In addition, the bike/ped planner recommends that the developer consider adding short term bicycle parking for use by customers at the commercial space and apartment guests. In order to realize the plan for shade trees along the street, the applicant should include ample horizontal space for trees to mature. Small decorative trees should be avoided given the narrow sidewalk space, as they would contribute to an uncomfortable or hazardous pedestrian experience. Attention should be given to scale of trees and the function of the landscaping as a buffer.

Although there is variation in the façade (consistent with the guidelines for large structures on combined parcels), the variation itself is predictable and does not provide a dynamic experience for pedestrians experiencing the street. Better renderings of the setback portions of the façade may be necessary to understand the scale and dimensions of those spaces. If current renderings are accurate, these spaces will be shadowy, preventing landscaping elements from flourishing. In addition, they provide dark spaces that may not feel secure for pedestrians. The guidelines state that there should not be blank walls in the development. According to the renderings, the southeastern corner of the building features a blank wall, which is the most visible portion of the building as seen when crossing the Drewary Brown Bridge.

The balconies on the western, northern, and eastern elevations are compatible with the guidelines. The applicant could consider using balconies on the southern (West Main Street) elevation to break up the façade and augment interaction between the building and the street.

The entrance(s) to the commercial space is not clearly shown in the renderings. Entrances should face West Main Street and be clear and inviting to pedestrians. According to the guidelines, the parking garage entrance "should be diminished in scale". Although the drawings show that the garage entrance is located to the side of the building, it is framed with decorative trim that contrasts with the primary façade material (brick) and draws attention to its placement.

Regarding lighting and security:

- What are the lighting plans for this development?
- Given that the building may be largely vacant for 1/3 of the year (summer and winter break), what plans are there for maintaining a secure and inviting pedestrian experience, at all hours and in all seasons?
- What are the lighting plans for the interior of the parking structure, the courtyard, and the driveway between the building and the adjacent building on the west (alleyway)?

Relationship to Adjacent Properties

The northern façade of the Standard will sit high on a slope that has historically been a boundary to the Westhaven public housing development. Westhaven has suffered flooding problems in the past, in addition to a lack of street grid that would promote neighborhood unity. The guidelines specifically state that rear facades on West Main Street should relate to adjacent residential areas.

- Are there potential visibility concerns for Westhaven residents or Standard residents, whose windows would face north?
- How will the rear of the site be programmed?
- Will there be any public space on the northern side of the site that provides transitional or common space between the two sites?
- Will the building and accompanying open space be perceived as an edge or a node?

ATTACHMENT:

Planning Commission staff report for preliminary discussion on September 10

CITY OF CHARLOTTESVILLE

DEPARTMENT OF NEIGHBORHOOD DEVELOPMENT SERVICES PLANNING COMMISSION



PRELIMINARY DISCUSSION:

Author of Memo: Brian Haluska, Neighborhood Planner

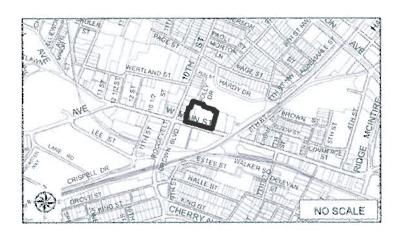
Date of Meeting: September 10, 2013

RE: The Standard

Background

Timmons Group, agent for Landmark Acquisitions LLC has submitted the following application for a special use permit on 2.517 acres of property comprised of Tax Map 31, Parcels 169 and 170. The special use permit is a request for additional height, and residential density above what is permitted byright. The site plan shows a six-story building with 192 apartment units, 12,000 square feet of commercial space and a 499 space parking garage.

Vicinity Map



Preliminary Analysis

Reason for Special Use Permit

The applicant is requesting a special use permit for additional height and density.

The maximum height permitted by right in the West Main North zoning district is 60 feet, with an additional 10 feet permitted by special use permit. The applicant shows a building height of 70 feet.

The maximum by-right residential density in the West Main North corridor is 43 dwelling units per acre, with 200 units per acre permitted by special use permit. As proposed, the overall density of the development would be 76.3 dwelling units an acre.

Questions for Discussion

- Engagement with West Main Street The proposed building will take up over 350 feet along West Main Street, a route envisioned by the City as a vital link between the City's Downtown area and the University of Virginia. The City's vision is that this street has a vibrant pedestrian-oriented street life that encourages interaction from residents and visitors alike. The additional height sought by the applicant impacts the experience of pedestrians along the street. How will the proposed project encourage the type of activity the City hopes to see in this area of West Main Street?
- Plazas Accessibility from the Public Rights-of-Way The building shows a courtyard feature for the private use of the residents. In the past, the Planning Commission has criticized developments that make these amenities private, rather than open to the public. Could the courtyard feature be pushed to the street to serve as an amenity to the public, as well as the commercial establishments that will be located in the ground floor space?
- Connection with Surrounding Neighborhoods The building backs up to the Westhaven Housing complex in the 10th and Page area. In recent discussions about potential renovation of public housing sites in Charlottesville, there has been a frequent concern about developments that are disconnected from surrounding areas. The most frequently cited example is Westhaven's detachment from West Main Street. The development of this and adjacent properties offers an opportunity to reconnect Westhaven to West Main Street. Does the plan contemplate this connection, or does it further "wall off" the public housing site from one of the City's main avenues?

Attachments

Application
Conceptual plan with Drawings bilty of

3 Deloach mentioned the need for windows to transition in particular between
the susperic house (west) and large birddip.

- 3) Adams asked about splitting buildings Matthews said that did not work
- 1) Osteen density is appropriate but the volume/massif seems inappropriate
 ogarage is "overprised" without it, the building would appear much smaller
 oglounits may still be too many visits per acre (compared to student districts: V-med. iV-high)

 "Variation in Street height would be appropriate
- B) Hogg-agrees that height + density are appropriate but that the amount of parking is driving the part-size of the building. Concerned that students non't walk cross-grounds; will drive more than expected. (More of a programming + design issue then an SVP issue).
- To Miller noted that this will change the character of West Main (town-gown relationship) if the importance of errand-related buildings /convenience supports to mitigate
- (1) Adams: density should be addressed architecturally streets cape is becoming schizophrenic: organic, prior development v. controlled, large building - the bridge will become a divide between Charlottesville : the Manhattanization" suggested that this may be too much too soon for the rules as written. density The assembled parcel sizes are too large compared to the intent for non-assembled 3.
- (B) Hogg: West Main street "was never built"- it never presented a continuous street scape - problem of limited context
- Description concerned with adjacent reighbs. and impact on them compared to building on Westland and effects on Page Street density v. geography

preliminary discussion

· public mentioned need for adequate parking and avoiding the precedence of student nousing in the W. M. area as a primary bridge type · also mentioned the need for a diversity of projects moving forward

Offogg-concerned about the Main'st. facade, particularly the entrance element - should east t west ends of the building. The passages should be integrated - avoid stone hardi-cantilevers or buonys. Revisit window sizes - lighter up the walls. also use cast than plant

DAdams suggested combining the 2 center panels into a single block. The top of the building is busy - might need calming possibly more brick for continuity. Overall reduce Upper arriculations, particularly the pieces on the stepback. Need for large street trees on south side and trees / landscarsing on north side. Knott reminded the applicant to consider the landscape plan early in the design. Adams mentioned the PLACE com. sec. that the first floor betailles to reflect mescarine spaces. In addition, reducing the months of M coloring for the north facade. In several chancing materials on the the contrast M coloring for The north facade. In general, changing materials on The front elevation would improve the project

Scala, Mary Joy

From: Sent: Rosalyn Keesee <rk@mitchellmatthews.com> Tuesday, September 03, 2013 12:04 PM

To:

Scala, Mary Joy

Cc:

Hawks, Madeleine: John Matthews; Haluska, Brian

Subject:

Re: The STandard application

Mary Joy -

The property has not changed hands. The SUP applicant is the contract purchaser. The owner's of the two properties provided letters stating that Landmark is the contract purchaser and has authorization to submit the SUP; they were attached to the SUP application. Let me know if you need any of that backup.

If it's easier to discuss by phone, let me know and I'll give you a call. Our phones are down now (apparently the storm over the weekend brought them down) but I call you from my cellphone.

Thanks -

Rosalyn Keesee, Architect, LEED AP Mitchell/Matthews Architects & Planners

a | PO Box 5603, Charlottesville, VA 22905 p | 434.979.7550

On Sep 3, 2013, at 11:52 AM, "Scala, Mary Joy" < scala@charlottesville.org > wrote:

Rosalyn,

The special use permit application shows a different owner for this site, so I'm assuming the property has changed hands since you submitted the BAR application. Can you please get the current property owner's signature added to the BAR application and get us a copy? Thank you.

Mary Joy Scala, AICP

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

CITY OF CHARLOTTESVILLE BOARD OF ARCHITECTURAL REVIEW STAFF REPORT October 15, 2013



Preliminary Discussion (Revised Plan)

BAR 13-08-05 853 & 901 W Main Street Tax Map 31 Parcel 169 & 170 Landmark Properties, Inc., Applicant New Construction

Background

This property is located in the West Main Street ADC District. The property is zoned West Main Street North with a historic overlay.

August 20, 2013 - The BAR approved (8-0) demolition of 855 W Main Street (Republic Plaza).

September 17, 2013 – The BAR voted (9-0): The BAR finds that the Special Use Permit to allow increased density (from 43 units per acre to 89 units per acre) and additional building height will have an adverse impact on the West Main Street ADC and recommends the following mitigations:

The applicant should:

- Study the massing of the building to consider its relationship to the free-standing house to the west
- Reflect greater presence of the arcade and courtyard in the design, consistent with Planning Commission recommendations
- Reconsider the number of parking spaces as reflected in the volume of the building
- Modify all four elevations to reduce massing and size of the structure
- Reconsider the number of four-bedroom units to compare with the density of University districts (21 units per acre)
- Incorporate recommendations from the West Main Study into the design
- Provide retail and publicly accessible amenities fronting West Main Street

The BAR appreciates the voluntary choice of the applicant to contribute to the West Main study process.

The current site is 2.517 acres made up of two parcels that include two existing structures fronting West Main Street. The Republic Plaza building was approved (8-0) for demolition as submitted at the August, 2013 BAR meeting. The other structure, a former Safeway building, is non-contributing, so may be demolished without review.

The UVA Battle building, currently under construction, zoned West Main Street South (WMS), has a SUP for 90 feet plus 16 foot appurtenance. The Flats at West Village (formerly the Plaza), across West Main Street from the Standard and also zoned WMS, is under construction for a 113 foot (+/-) SUP and 104.3 units per acre. The hotel at the east end of West Main Street (zoned Downtown Corridor) was a by right use, proposed to be 70 feet maximum height.

The West Main North Corridor mixed use **zoning district regulations** are as follows:

Minimum height: 40 feet; maximum 60 feet, with up to 70 feet allowed with SUP.

Density: maximum 43 dwelling units per acre (DUA) by right; up to 200 DUA by special use permit.

Stepback: 25 feet minimum height streetwall with 2 interior floors; 60 feet maximum. 25 foot minimum stepback required the full length at the streetwall height.

<u>Setbacks</u>: At least 75% of building at property line; 25% remaining may be setback up to 12 feet. However, if streetscape trees are provided, up to 50% of building may be setback 20 feet. Linking street setbacks: 5 feet minimum, 12 feet maximum along linking street with buffers. Side and rear: none unless adjacent to low density.

<u>Other mixed use regulations</u>: No ground floor residential or parking garage other than ingress/egress may front on West Main Street. Developments that occupy a whole City block shall provide courtyards and plazas accessible to right-of-way.

<u>Parking</u>: Parking Modified Zone: non-residential developments shall provide fifty (50) percent of the required parking, and residential developments shall provide one (1) space per unit. Parking requirements may be fulfilled by the property owner or developer through several alternatives outlined in the code. <u>West Main Street Streetscape Plan</u>: The City has hired a consultant, Rhodeside and Harwell, to prepare a streetscape plan for West Main Street, with priority focus on this part of West Main Street, and also the intersection of Ridge-McIntire.

Application

The BAR is being asked to have a (second) preliminary discussion regarding the revised design of the proposed new building.

The Planning Commission will make a recommendation on the Special Use Permit at a Joint Public Hearing with City Council on October 8, 2013. At a future meeting City Council will make a final decision regarding the SUP, including any mitigating conditions. If City Council approves the SUP, then the applicant will return to the BAR to seek approval of a Certificate of Appropriateness.

The applicant, Landmark Properties, LLC, is requesting a Special Use Permit for increased density from 43 units per acre that is currently allowed to 89 +/- units per acre. (Up to 200 units per acres is possible by special use permit.) They are also requesting increased height (from 60 feet + appurtenance to 70 feet + appurtenance). Landmark Properties is proposing a new (six-story plus appurtenance level) mixed-use building called The Standard, located on the former site of the Republic building and plaza. The new building will combine the following properties into one site: 853, 855, and 901 West Main Street.

The applicant proposes 203 units with 601 beds, and 499 parking spaces (Market Street Garage has 473 spaces). The zoning ordinance requires one parking space per unit.

Revisions since the last meeting include:

- 1. Garage entry moved east to align with 9th Street.
- 2. Second pedestrian connection to Westhaven.
- 3. Pedestrian connection to interior courtyard.
- 4. Façade facing Westhaven reduced by one story and balconies removed facing Westhaven.
- 5. 40% of units are 1-2 bedrooms.
- 6. Increased commercial/retail on W Main.

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

Pertinent Design Review Guidelines for New Construction

A. INTRODUCTION

- 3. Building Types within the Historic Districts
- 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.
- 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.

D. MASSING AND FOOTPRINT

- 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.
- 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.

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.

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.
- 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

Facades generally have a three-part composition: a foundation or base that responds at the pedestrian or street level, the middle section, and the cap or cornice that terminates the mass and addresses how the building meets the sky. Solid masonry foundations are common for both residential and commercial buildings. Masonry piers, most often of brick, support many porches.

- 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.

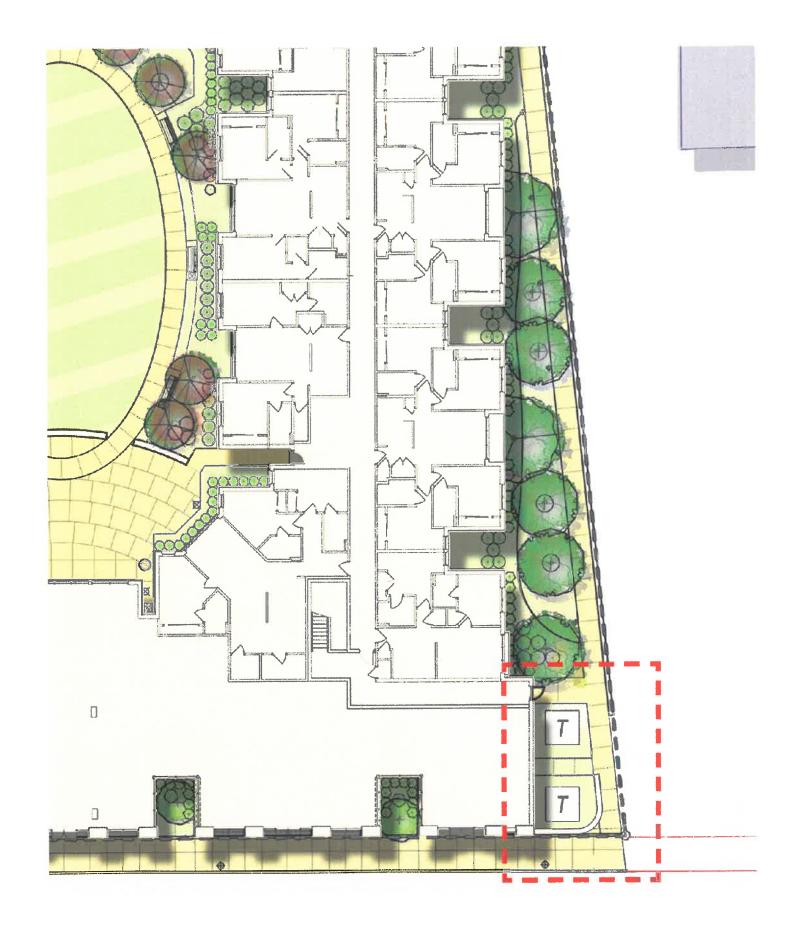
M. MATERIALS & TEXTURES

- 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.

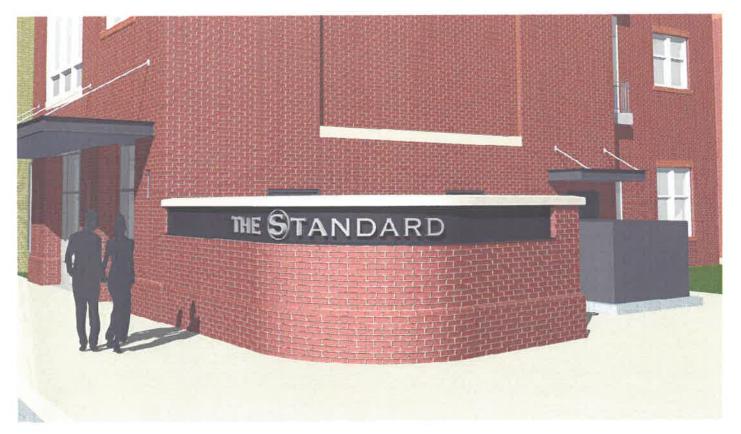
The Guidelines describe the 10th Street to Drewary Brown Bridge sub-area as: much open space, few contributing buildings, historic lights, underground utilities

Preliminary Discussion

A preliminary discussion is required prior to consideration of a Certificate of Appropriateness for new construction. The BAR should consider the Guidelines in making preliminary comments regarding the revised design. No motion should be made.



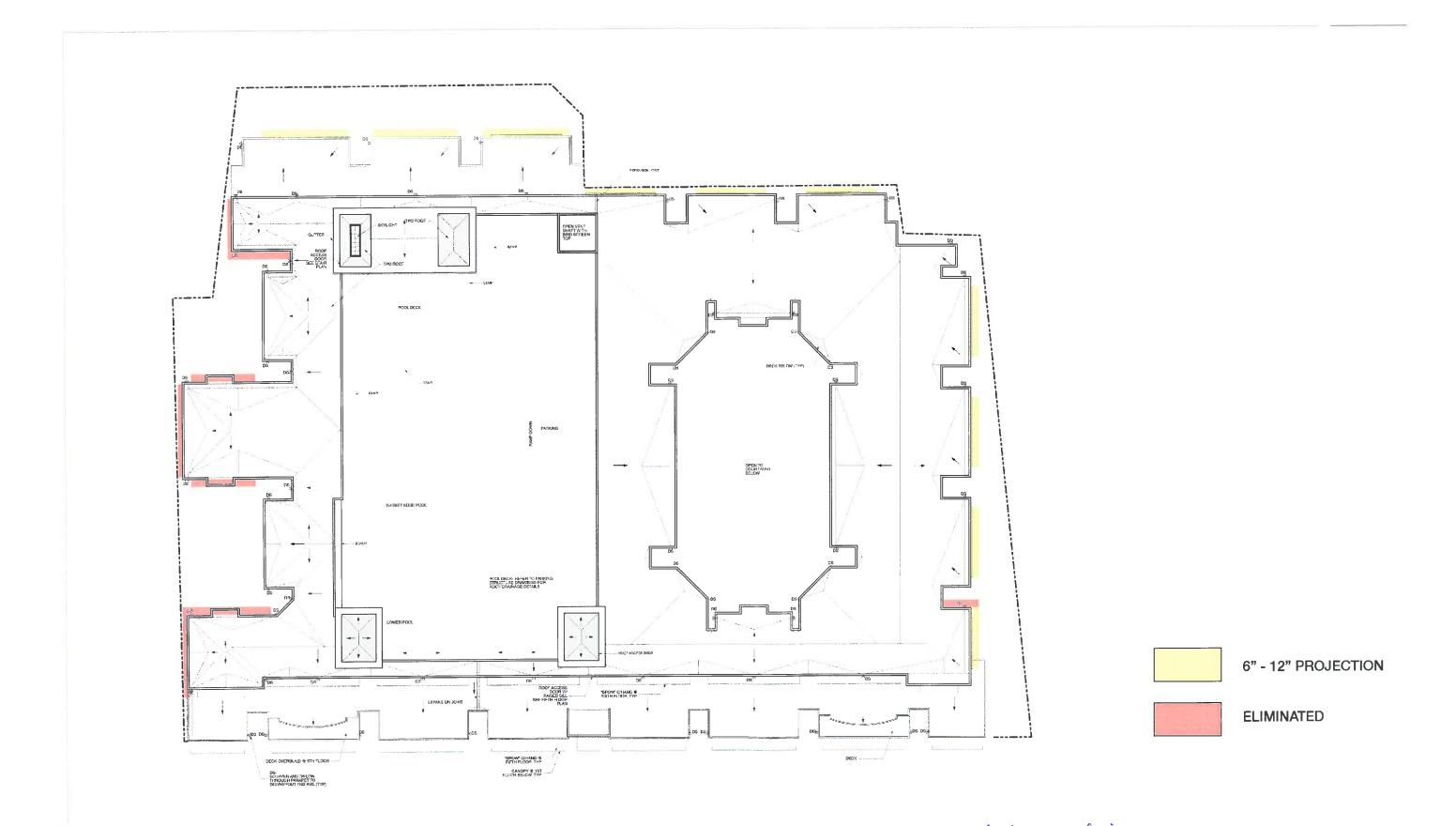




Received @ 1-21-14 meeting

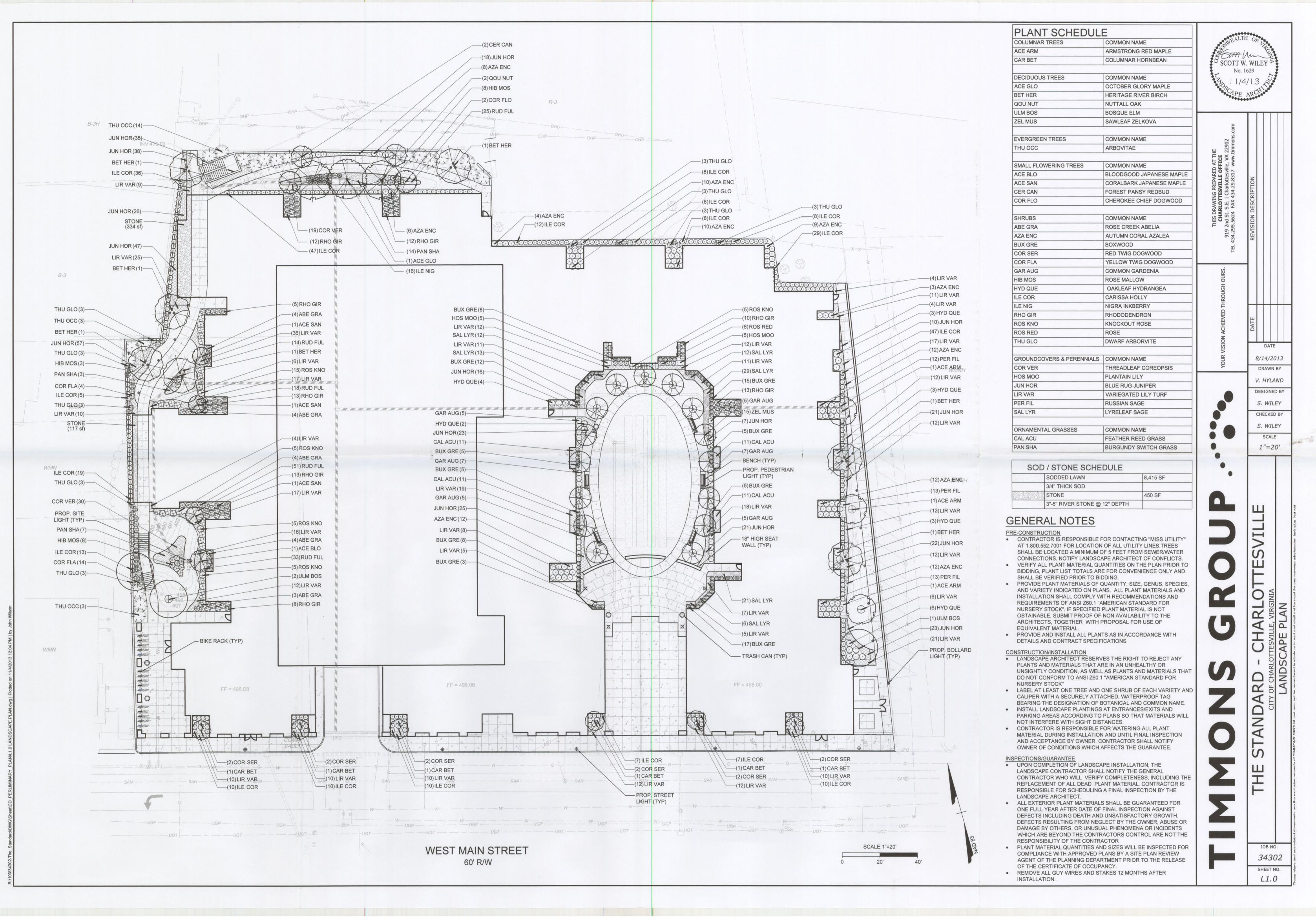
SCREEN WALL

LANDMARK PROPERTIES, INC. BAR SUBMISSION #4 - DETAILS DECEMBER 30, 2013 MITCHELL/MATTHEWS © 2013 ARCHITECTS AND URBAN PLANNERS CHARLOTTESVILLE 434 979 7550



THE STANDARD | CHARLOTTESVILLE

received at 1/21/14 neeting
CORNICE MODIFICATIONS



CITY OF CHARLOTTESVILLE

"A World Class City"

Department of Neighborhood Development Services

City Hall Post Office Box 911 Charlottesville, Virginia 22902 Telephone 434-970-3182 Fax 434-970-3359 www.charlottesville.org



August 29, 2013

Dear Sir or Madam:

This letter is to notify you that the following application has been submitted for review by the City of Charlottesville Board of Architectural Review on property that is either abutting or immediately across a street from your property, or that has frontage on the same city street block.

Special Use Permit Recommendation and Preliminary Discussion BAR 13-08-05 853 & 901 W Main Street Tax Map 31 Parcel 169 & 170 Landmark Properties, Inc., Applicant New Construction

The Board of Architectural Review (BAR) will consider these applications at a meeting to be held on **Tuesday**, **September 17**, **2013**, **starting at 5:30 pm in City Council Chambers**, **City Hall**. Enter City Hall from the Main Street pedestrian mall entrance and go up to 2nd floor.

An agenda with approximate times and additional application information will be available on the BAR's home page accessible through http://www.charlottesville.org If you need more information, please do not hesitate to contact me at 434-970-3130 or hawksm@charlottesville.org.

Sincerely yours,

Madeleine Hawks, MUEP

Preservation and Design

CITY OF CHARLOTTESVILLE

"A World Class City"

Department of Neighborhood Development Services

City Hall Post Office Box 911 Charlottesville, Virginia 22902 Telephone 434-970-3182 Fax 434-970-3359 www.charlottesville.org



AFFIDAVIT OF MAILING

To File: 853 & 901 W. Main Street (BAR 13-08-05)

I, Madeleine Hawks, being first duly sworn, hereby certify that I mailed the attached letter, by first class United States Mail, to the addresses shown on this affidavit on August 29, 2013.

Signed:

Madeleine Hawks

<u>ADDRESSES</u>

See Attachments

STATE OF VIRGINIA
CITY OF CHARLOTTESVILLE, to-wit:

The foregoing instrument was acknowledged before me this 29 day of 2013, by Pam Murray.

My Commission Expires: AUGUST 31 2015



panclag munay Notary Public ()

owner_cur	address1	address2	address3	zipcode	propertyad
MIDTOWN, LLC		900 W MAIN ST	CHARLOTTESVILLE VA	22903	900 W MAIN ST
	KAYNE ANDERSON R E				
CHARLOTTESVILLE PROPERTIES I, LLC	ADVISORS	200 BUSINESS PARK DR STE 309	ARMONK NY	10504	852-854 W MAIN ST
FLUVANNA HOLDINGS, LLC		P O BOX 1467	CHARLOTTESVILLE VA	22902	858-860 W MAIN ST
CH'VILLE RED & HOUSING AUTHORITY		P O BOX 1405	CHARLOTTESVILLE VA	22902	338 HARDY DR
JENSEN, P DOUGLAS & PATRICIA B		2351 STONY POINT ROAD	CHARLOTTESVILLE VA	22911	126 10TH ST NW
	WILLIAM DAVIS,				
DAISY BUSCH, LLC	MANAGER	1576 PANTOPS MOUNTAIN PL	CHARLOTTESVILLE VA	22911	917-919 W MAIN ST
MAIN STREET ASSOCIATES LLC	CBRE	314 E WATER ST	CHARLOTTESVILLE VA	22902	909 W MAIN ST
ROBERTSON, JEAN&JAMES LINDSAY LLLP	RIVANNA PARTNERS	P O BOX 7885	CHARLOTTESVILLE VA	22906	901 W MAIN ST
853 WEST MAIN, LLC		P O BOX 7885	CHARLOTTESVILLE VA	22906	853 W MAIN ST
DABNEY, KIM T & CHRIS T		43872 GLEN HAZEL DRIVE	ASHBURN VA	20147	847 W MAIN ST