

From: Scala, Mary Joy
Sent: Wednesday, September 23, 2015 4:37 PM
To: Powe, Gregory; Woodard, Keith
Subject: BAR Action – September 15, 2015 – 200 2nd Street SW

September 23, 2015

Powe Studio Architects
208 3rd Street N.E.
Charlottesville, VA 22902

Certificate of Appropriateness Application

BAR 15-09-07
200 2nd Street SW
Tax Parcel 280069000, 280071000-280075000
Powe Studio Architects, Applicant/Market Plaza LLC, Owner
Refinements to building and plaza and landscape design

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on September 15, 2015. The following action was taken:

The BAR approved the application as submitted (7-1-1 with Keesecker opposed and Schwarz recused) with the exception of: adding a planter wall next to the grand stair between old 1st Street and the parking lot; change to granite banding in the tree lawn will be 8" and 24" to align with plaza brickwork; and back to the original brick base design on the building.

This certificate of appropriateness shall expire in 18 months (March 15, 2017), unless within that time period you have either: been issued a building permit for construction of the improvements if one is required, or if no building permit is required, commenced the project. The expiration date may differ if the COA is associated with a valid site plan. You may request an extension of the certificate of appropriateness *before this approval expires* for one additional year for reasonable cause.

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

Sincerely yours,

Mary Joy Scala, AICP
Preservation and Design Planner

Mary Joy Scala, AICP
Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
City Hall – 610 East Market Street
P.O. Box 911
Charlottesville, VA 22902
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**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
September 21, 2015**



Certificate of Appropriateness Application

BAR 15-09-07

200 2nd Street SW

Tax Parcel 280069000, 280071000-280075000

Powe Studio Architects, Applicant/Market Plaza LLC, Owner

Refinements to building and plaza and landscape design

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.

December 16, 2014 - 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.

January 20, 2015 – The BAR accepted applicant's deferral request (7-0); Some of the items the BAR asked to see were: concise submittal with correct versions of all drawings, architectural elevation drawings, make solid band on top before stepback, then no brick above, no mall brick for pavers, planters should be brick next to building, final design of perforated railing, overall lighting plans (may come later), plaza plan with changes to lighting (Keith's design lighting fixtures along 1st Street). [Please refer to the January 20, 2015 minutes for a full discussion.]

The BAR also made a recommendation to City Council regarding a Special Use Permit: they recommended (7-0) that a proposed temporary location for City Market at 100 E Water Street would have no adverse effects on the ADC district.

February 2, 2015 – City Council approved Special Use Permit for temporary location for City Market at 100 E Water Street, subject to the following conditions:

1. The Farmer's Market shall be easily visible from adjacent vehicular rights-of-way, easily accessible from adjacent sidewalks, and shall be arranged in a manner that facilitates a comfortable flow of pedestrians among the various vendor stands within the Market.
2. The special use permit shall expire on December 31, 2017.

February 17, 2015 - The BAR approved (6-0) the building perspectives with elevations and details to come back to the BAR to confirm the design intention:

1. Handrail along Water Street;
2. Remove brick pillar at top of stair;
3. No brises soleil on east elevation;
4. Modify top of building to minimize crenellations;
5. Terrace dividers;
6. Remove two light poles at bottom of stair;
7. Explore options to remove entry barrier to plaza from South Street;
8. Landscape plan;
9. Lighting plan;
10. Signage plan;
11. Confirm final materials, windows, metal colors;
12. Elevation drawings to show corner details resolved.

April 21, 2015 – The BAR approved (6-1-1 with Keesecker opposed and Schwarz abstained) the application as submitted, with further refinements to brick paving and other details to be circulated [to BAR] and approved administratively if possible. The following addendum to the motion was included: When the 2 versus 3 lanes of traffic flow in and out of the building is resolved, if there are design changes accordingly, it moves to 2 lanes, that the BAR will specifically see that design revision [because perhaps the elevator location would change].

August 18, 2015 – The BAR recommended (5-1-1, with Miller opposed, and Mr. Schwarz recused) that the proposed amendments to the special use permit conditions previously approved by City Council on December 1, 2014 for the redevelopment of 200 2nd Street SW into a mixed use development including City Market, regarding the elimination of the water feature and the provision for a 16 foot wide pedestrian walkway and handicapped access by elevator, will not have an adverse impact on the Downtown Architectural Design Control (ADC) district, and the BAR recommends approval of those portions of the proposed amendments to the special use permit, but the BAR has no comment on the remaining portions of the amendments. The BAR requests that the Planning Commission and City Council review other aspects of the document that concern the transition from public to private plaza space and implications to operations (usage and access,

viability of the City Market) and impact on the district and the BAR asks for review (of drawings and details) of the new centerpiece and pedestrian access.

Application

The applicant is in the process of amending the special use permit for this property. The Planning Commission will make a recommendation on the changes on September 9, 2015. Next steps for the applicant will be City Council approval of the special use permit amendments, City Council approval of the closing of First Street, and the sale of the property with accompanying easement and lease agreements. The applicant will also need a site plan amendment.

The applicant is now seeking BAR approval for proposed physical changes to the development, which are mostly *not* related to the special use permit amendments. They include landscape and site changes, and building refinements.

The water feature will be replaced with a lawn feature including four pairs of Willow Oak trees. The elevator is being moved closer to the building, and new stairs to the garage are proposed on the plaza at First Street. A stair landing has been added to the building exterior on South Street, and the retaining wall between South Street and the plaza replaced with a stair. There are multiple other changes being proposed to the building and site, which are all described in the submittal letter and documents.

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.

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.

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.*

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.*

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.*

Pertinent Design Review Guidelines for Public Design and Improvements

A. Introduction

Public spaces define the spatial organization of the City, forming the basis for social, cultural, and economic interaction. The Downtown Pedestrian Mall is the centerpiece of the community. Charlottesville's historic parks, trails, boulevards, cemeteries, playgrounds, and other open spaces help balance the desired urban density and promote healthy living and quality of life. Public spaces accommodate multiple functions and provide social venues. The historic uses and organization of public spaces represent a timeline of cultural practices and values of the community. Significant features should be identified and respected when changes are proposed. New public spaces and improvements should reflect contemporary design principles and values.

Charlottesville has a rich history of public improvements, which include public buildings, bridges, streetscape landscaping and lighting, street furniture, monuments, public art, fountains, and signage. Many of these improvements have been made within the historic districts, and there will be the opportunity to create additional such amenities in future years. All changes or improvements require BAR review and approval, and should be compatible with the general architectural features and character of an area or district. Repairs and maintenance should match original materials and design, and should be accomplished in a historically appropriate manner.

All public improvements should reflect the quality and attention to detail and craftsmanship of the overall historic districts' character.

B. Plazas, Parks & Open Spaces

- 1) *Maintain existing spaces and important site features for continued public use consistent with the original design intent,*
- 2) *Maintain significant elements in a historic landscape: grave markers, structures, landforms, landscaping, circulation patterns, boundaries, and site walls.*
- 3) *Design new spaces to reinforce streetscape and pedestrian goals for the district. These areas offer the opportunity to provide visual focal points and public gathering spaces for the districts.*
- 4) *New landscaping should be historically and regionally appropriate, indigenous when possible, and scaled for the proposed location and intended use.*
- 5) *Exterior furniture and site accessories should be compatible with the overall character of the park or open space.*
- 6) *Repairs and maintenance work should match original materials and design, and should be accomplished in a historically appropriate manner.*
- 7) *Avoid demolishing historic buildings to create open spaces and parks.*

C. Public Buildings and Structures

- 1) *Public buildings should follow design guidelines for new construction.*
- 2) *New structures, including bridges, should reflect contemporary design principles.*

D. Streets, Walks, & Curbs

- 1) *Retain historic paving or curbing.*
- 2) *If any historic paving or curbing is uncovered in future public projects, consider reusing it or parts of it in the new project.*
- 3) *Make street paving consistent throughout districts.*
- 4) *When widening existing streets provide sidewalks, street trees, and other elements that maintain the street wall and emphasize the human scale.*
- 5) *Limit paved areas to streets, driveways and pedestrian areas.*
- 6) *Consider using some type of distinctive crosswalks at key intersections or crossings.*
- 7) *Avoid faux techniques or appearances in materials, such as stamped asphalt or concrete.*
- 8) *When sidewalks must be repaired, match adjacent materials in design, color, texture, and tooling.*
- 9) *Avoid variation in sidewalk and curb materials.*
- 10) *When sidewalks need replacement, use a paving unit, such as brick or concrete with a tooled or saw cut joint that relates to the scale of the districts.*
- 11) *Avoid excessive curb cuts for vehicular access across pedestrian ways.*
- 12) *Where curb cuts are necessary, they should be consistent with other curb cuts in the area.*
- 13) *Do not block sidewalks with street furniture elements.*
- 14) *Remove obsolete signs and poles.*

E. Street Trees & Plantings

- 1) *Maintain existing plantings in public rights of way.*
- 2) *Replace damaged or missing street trees with appropriate species. New street trees should be planted in appropriate locations. Consult the City-approved plant list.*
- 3) *Install plantings in areas like medians, divider strips, and traffic islands.*
- 4) *Locate planters so that they do not block sidewalks.*

F. Lighting

- 1) *In pedestrian areas, use smaller-scaled light fixtures that do not create a glare.*
- 2) *Light fixtures can vary according to district or sub-area and can be in traditional or contemporary styles.*
- 3) *Provide adequate lighting at critical areas of pedestrian/vehicular conflict, such as parking lots, alleys, and crosswalks.*
- 4) *Limit the number of styles of light fixtures and light sources used in each district except in cases of varying sub-areas or distinctive areas, such as bridges.*
- 5) *Light color and intensity should be consistent throughout a general area or subarea of a historic district. Use similar lamping (bulb type) and/or wattage to maintain a consistent quality of light.*
- 6) *Provide street lighting fixtures with flat lenses that are shielded and directed down to the site in order to reduce glare and prevent uplighting.*

G. Street Furniture, Kiosks, & Newspaper Boxes

- 1) *Trash containers should be metal and should match other street furniture.*
- 2) *Place benches at key pedestrian locations. Use designs constructed of wood and/or metal.*
- 3) *Attempt to make street furniture, such as newspaper boxes, bicycle racks, drinking fountains, planters, and bollards, compatible in design, color, and materials with exiting elements.*
- 4) *The design and materials of bus stop shelters should be compatible with street furniture in the districts.*
- 5) *Kiosks*
 - a. *Kiosks should be in scale with other mall elements.*
 - b. *Kiosks should not obscure significant features of the space.*

- c. *Kiosks should be constructed of wrought iron, painted metal, painted wood, or some combination of the above.*
 - d. *The use of natural wood is discouraged.*
 - e. *The roof should be painted metal or copper.*
 - f. *Signs should be incorporated into the design of the kiosk.*
 - g. *No signs should be located on the roof of the structure.*
- 6) *Newspaper boxes should be grouped in designated locations and placed within uniform enclosures of black metal.*

H. Traffic Signals & Utilities

- 1) *Consider installing signals on poles that are placed beside the street and are compatible with the pedestrian-scaled light fixtures.*
- 2) *Place utilities underground, or behind buildings, if possible.*
- 3) *Screen surface equipment.*
- 4) *Place necessary utilities, such as transformers and overhead wires, so that they are as visually unobtrusive as possible.*

I. Public Signs

- 1) *Maintain the coordinated design for a citywide gateway, directional, and informational public sign system.*
- 2) *Add a distinctive street sign system for historic districts.*
- 3) *Continue to install plaques or signs commemorating significant events, buildings, and individuals in the districts.*
- 4) *Avoid placing sign posts in locations where they can interfere with the opening of vehicle doors.*
- 5) *Preserve existing historic plaques located in the district.*
- 6) *New plaques should be discreetly located and should not obscure architectural elements.*

J. Public Art, Statues, & Fountains

(Adopted October 21, 2013)

- 1. *Maintain existing features related to public art, statues and fountains.*
- 2. *Public art is preferred that offers a place-making role in celebrating and communicating the history and culture of the districts.*
- 3. *Develop an appropriate relationship between materials, the scale of artwork and the surrounding environment.*
- 4. *Choose artwork that is appropriate for the current general character of the site.*
- 5. *Consider the appropriateness of the sculpture base.*
- 6. *Public art, statues, and fountains shall be maintained as accessible to the public.*
- 7. *A mural's appearance, materials, colors, size, and scale should be compatible with the building and historic district of which the building is a part.*
- 8. *The use of neon, luminescent, or reflective paint or materials is discouraged.*
- 9. *A mural should not obscure or distort the historic features of a building, and should not cover an entire wall.*
- 10. *Murals painted on primary facades are rarely permitted and strongly discouraged.*
- 11. *In general, previously unpainted masonry should be left unpainted.*
- 12. *Painting directly onto the walls of a non-contributing building, or adding a mural to a previously-painted, non-primary elevation of a contributing building will be considered on a case-by-case basis.*
- 13. *In general, murals should be created on removable material, not directly on a building wall; installed on framing that allows water to weep between the mural and the wall; and attachments should not irrevocably damage the building.*
- 14. *Mural art that constitutes a sign shall conform to the sign regulations.*

K. Parking Facilities

- 1) *Ensure that the design of any new parking structure follows the design guidelines in Chapter 3 for new multi-lot buildings and street-level design.*
- 2) *The street-level design of parking garage facilities should engage pedestrians through the use of storefronts, display windows or other visual features.*
- 3) *Avoid demolishing historic buildings to construct new parking facilities.*

- 4) *Locate vehicular exits and entrances to minimize their impact on the primary street on which they are located.*
- 5) *Parking at the ground level should not be visible from the street.*
- 6) *Reduce the scale of the openings by providing separate entrances and exits.*
- 7) *Consider the impact of interior and roof lighting.*

Discussion and Recommendations

The BAR should determine if any additional information is needed to complete the approval. The BAR may want to discuss the changes one-by-one, as presented in the letter, to determine if they can be approved as submitted, or if additional information or a modification may be needed.

Staff asked the applicant for the following information:

- Will the lawn area appear as depicted on Sheets 3A-4B, or divided up as shown on Sheets 8 and 10?
- Better depictions are needed for the new stair landing on South Street; the new stair that replaces the retaining wall on South Street; and the new stair to the parking garage located on the plaza near 1st Street.
- A cut sheet or more details for the fold up doors at events space.

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction, and for Public Design & Improvements, I move to find that the proposed changes to the landscaping, site, and building satisfy the BAR's criteria and guidelines, and are compatible with this property and other properties in the Downtown ADC District, and that the BAR approves the changes as submitted (or with the following modifications...).



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

RECEIVED

AUG 25 2015

NEIGHBORHOOD
DEVELOPMENT SERVICES

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 3:30 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
208 3RD ST NE, CHARLOTTESVILLE, VA 22902
Email: GREG@POWESTUDIOARCHITECTS.COM
Phone: (W) 434-316-2525 (H) 434-872-9277
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

Print Name

Date

Property Owner Permission (if not applicant)

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

Signature

Date

Print Name

Date

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

Description of Proposed Work (attach separate narrative if necessary): REFINEMENTS TO BUILDING AND PLAZA AND LANDSCAPE DESIGN. SEE DESCRIPTION INCLUDED IN SUBMISSION BROCHURE.

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

(10) COPIES 11x17 BOOKS

For Office Use Only

Received by: J. Barnore
Fee paid: \$125.00 Cash/Ck. # 0153
Date Received: 8/25/2015
P15-0127

Approved/Disapproved by: _____

Date: _____

Conditions of approval: _____

August 24, 2015

Board of Architectural Review
C/o Mary Joy Scala
Neighborhood Development Services
City of Charlottesville
610 East Market Street
Charlottesville, VA 22902

Subject: **Certificate of Appropriateness Amendment:
Market Plaza: Site and Building Design Refinements**

Dear Board of Architectural Review Members and Ms. Scala,

As the City and the Developer have finalized the purchase agreement with accompanying easement and lease agreements, it has been determined that it is necessary, for "health and safety reasons" to replace the current fountain centerpiece on the plaza with a new concept which this submission presents: a "green" with bosque of four pairs of Willow Oak trees. We have also advanced the design of the plaza paving and refined the perimeter streetscape/landscape design around the building.

Market Plaza is a proposed 329,000 GSF urban mixed-use complex including 68 residential units and approximately 55,000 SF of office, 11,000 SF of retail, a 17,000 SF events space, all overlooking a half acre civic plaza which will also be the home of City Market, with 234 underground parking spaces.

As we have further developed the design documents for Market Plaza (we are into construction documents phase) including additional building engineering design input, we have made a number of minor refinements to the tower design.

This resubmission to the Board of Architectural review requests acceptance of these refinements illustrated in the series of colored renderings, updated building elevations, landscape site plan and details with updated plantings exhibits illustrating this submission.

We present design refinements in two components: site landscape refinements and building tower refinements, the modifications including the following:

Site Landscape Refinements:

- **New plaza centerpiece:** lawn area with a bosque if four pairs of Willow Oaks (same tree on Mall)
- **Plaza paving pattern** details and paver selections (Mall paver, complimentary second color, with granite accents)
- **Plaza Elevator and Garage Stair:** Relocation of public elevator from First Street r.o.w. to within the building footprint (further opening the First Street vista while still providing convenient visible elevator service to the plaza). Introduction of a stairwell opening from garage, not

extending above balustrade height, therefore not impeding First Street corridor view, important to connect parking to plaza and events space

- **Water Street Landscape:** continuous sloping planting bed buffer between street and sidewalk to correspond with sidewalk slope (no longer functioning as bio-filter/water harvesting), refinements to paving details, Water/Second corner outdoor seating area
- **Second Street Landscape:** refinement of paving and plantings, loading zones, building entrances accents modified to meet Fire Department requests
- **South Street Landscape:** refinements to paving pattern and tree plantings, replacement of retaining wall with stairs from South to Plaza

Building Tower Refinements:

- **Plaza Elevator & Stairs:** relocation from First Street to within building footprint, added garage stair to plaza
- **First Street (east) and South Street (south) Elevations:** refinement of brick base integration with curtainwall above, realignment of curtain wall verticals to align with modified structural, extended south exit stair
- **Floor-to-Floor Heights:**
 - plaza set 1 foot higher (to better meet existing grades)
 - office floors reduced from 12'-0" to 11'-8"
 - Residential floors increased from 9'-8" to 10'-0"
 - Penthouse (appurtenance) increased from 9'-8" to 12'-0"
- **Brick detailing:** added rowlock rows (same color) to adjust to changes in office and residential floor-to-floor heights
- **Events Space Windows:** change from roll up to fold up door openings
- **Tower Plaza Base Piers:** adjustments in pier widths at building base on plaza to accommodate structural
- **Office Lobby Entry Fenestration:** modification of exterior fenestration at office lobby to highlight new internal stair
- **Residential Balconies:** reduction of projecting balconies on west elevation and recesses on east elevation (eliminating 5 recessed balconies) to accommodate residential floor plan changes in terraced units

Thank you for your careful consideration of these minor site landscape and building tower refinements. We look forward to having a dialog on these refinements at your September 15th BAR meeting.

Respectfully Submitted by:
Powe Studio Architects PC



Gregory Powe, AIA Principal

Academic ▪ Cultural ▪ Commercial ▪ Diplomatic ▪ Government ▪ Residential

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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 | AUGUST 24, 2015

WATER STREET STUDIO

TIMMONS GROUP, INC.

DESIGN DEVELOP, LLC

RECEIVED
AUG 25 2015
NEIGHBORHOOD
DEVELOPMENT SERVICES

August 24, 2015

Board of Architectural Review
C/o Mary Joy Scala
Neighborhood Development Services
City of Charlottesville
610 East Market Street
Charlottesville, VA 22902

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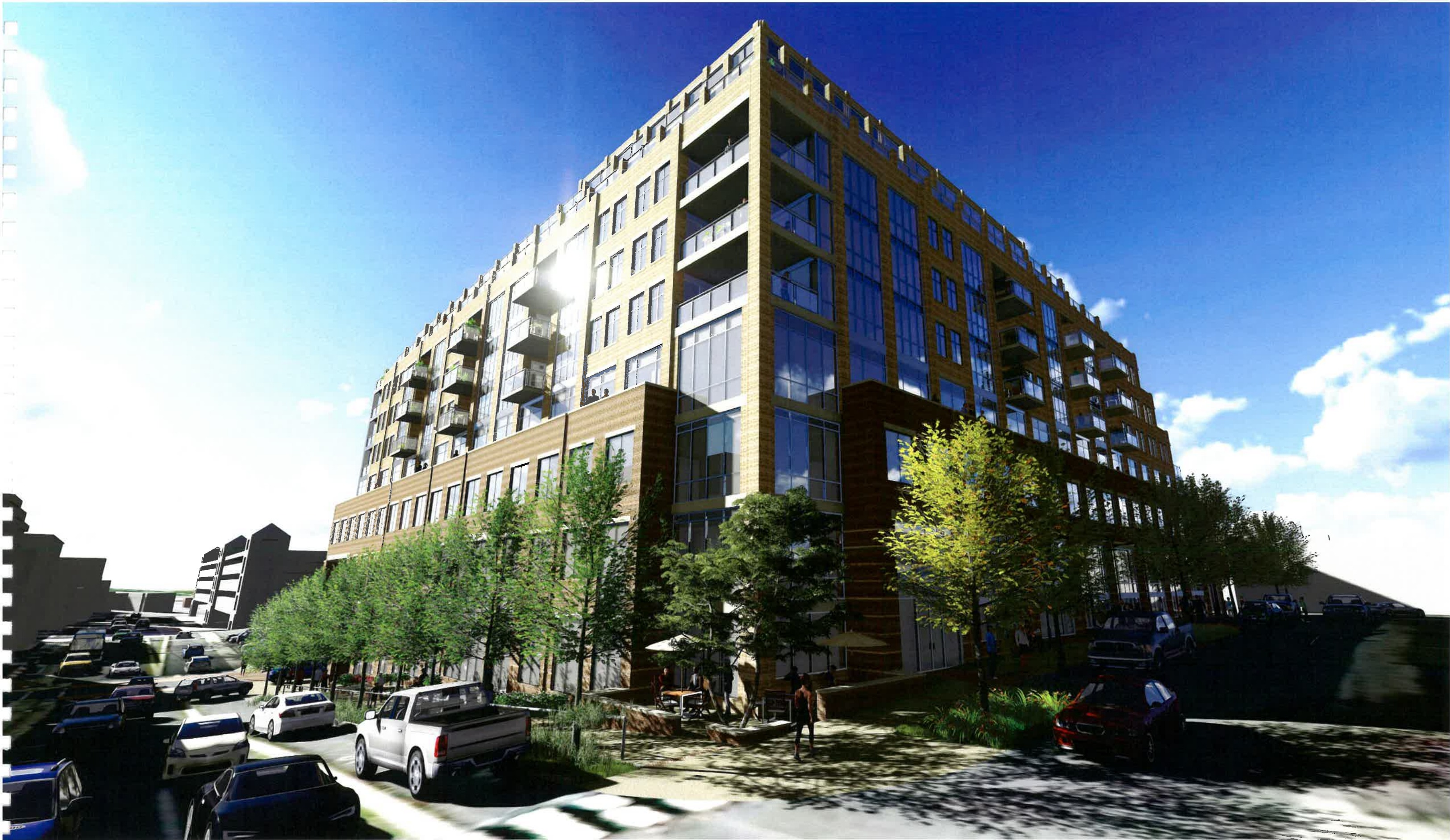
Respectfully Submitted by:
Powe Studio Architects PC



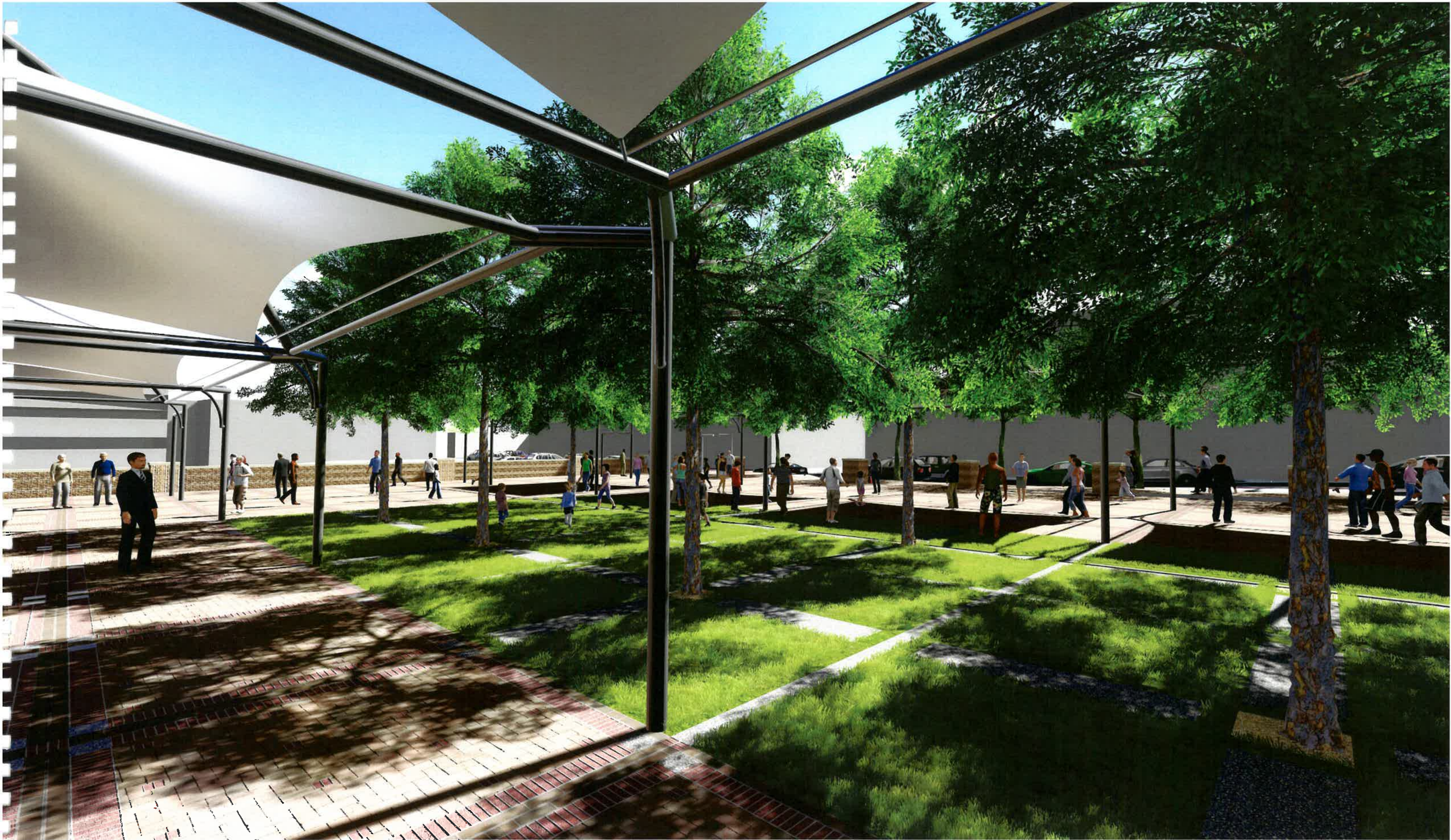
Gregory Powe, AIA Principal



View from First and South Streets



Plaza View from Second and Water Streets



Plaza Grove by Day



Plaza Grove by Night



Plaza Grove by Day



Plaza Grove by Night

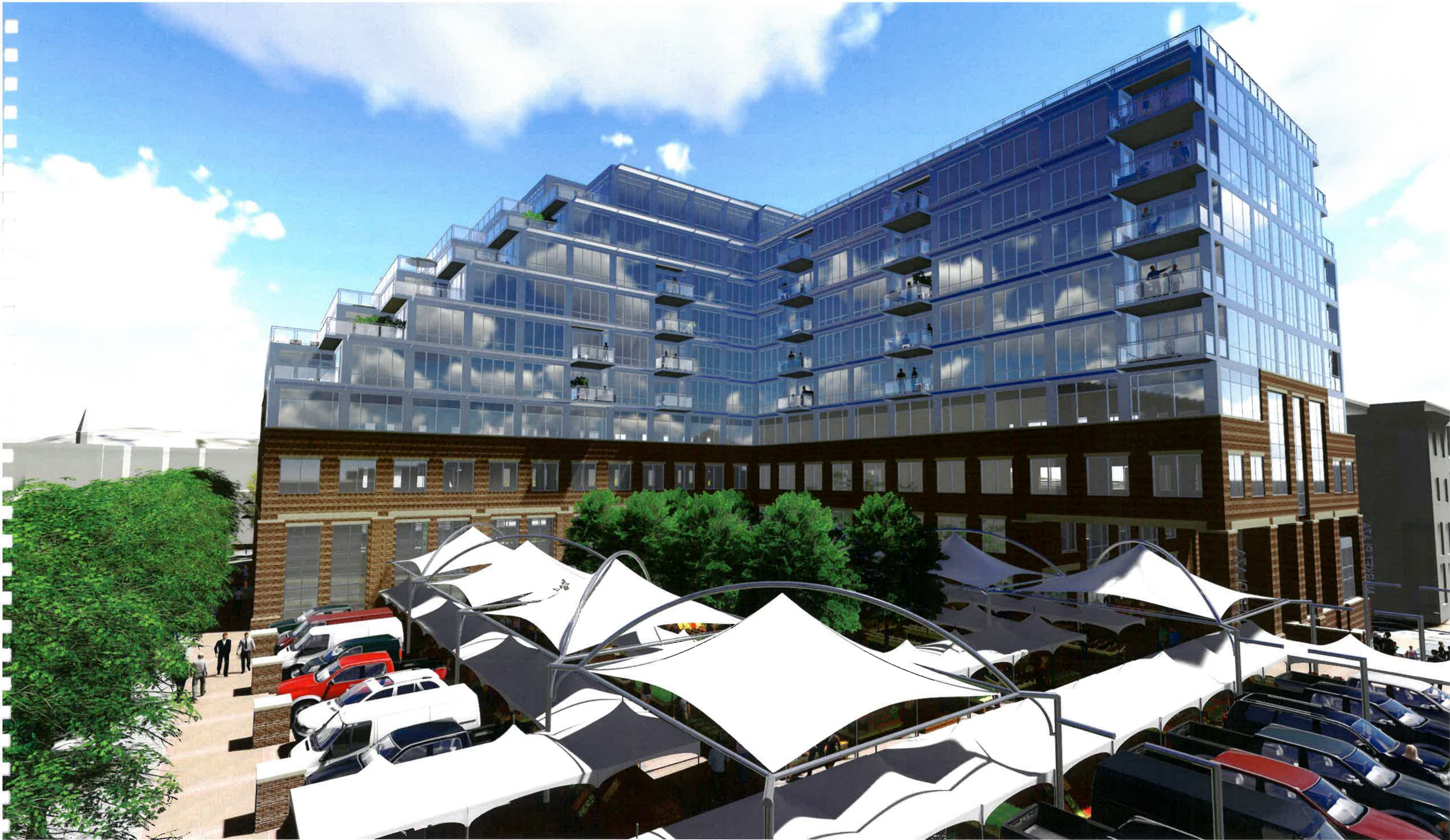
Market Plaza | Urban Mixed-Use Development
Market Plaza, LLC - a joint venture led by Woodard Properties
Charlottesville, Virginia

Powe Studio Architects, PC
in association with Keith O. Woodard, RA and Design Develop, LLC.
August 24, 2015

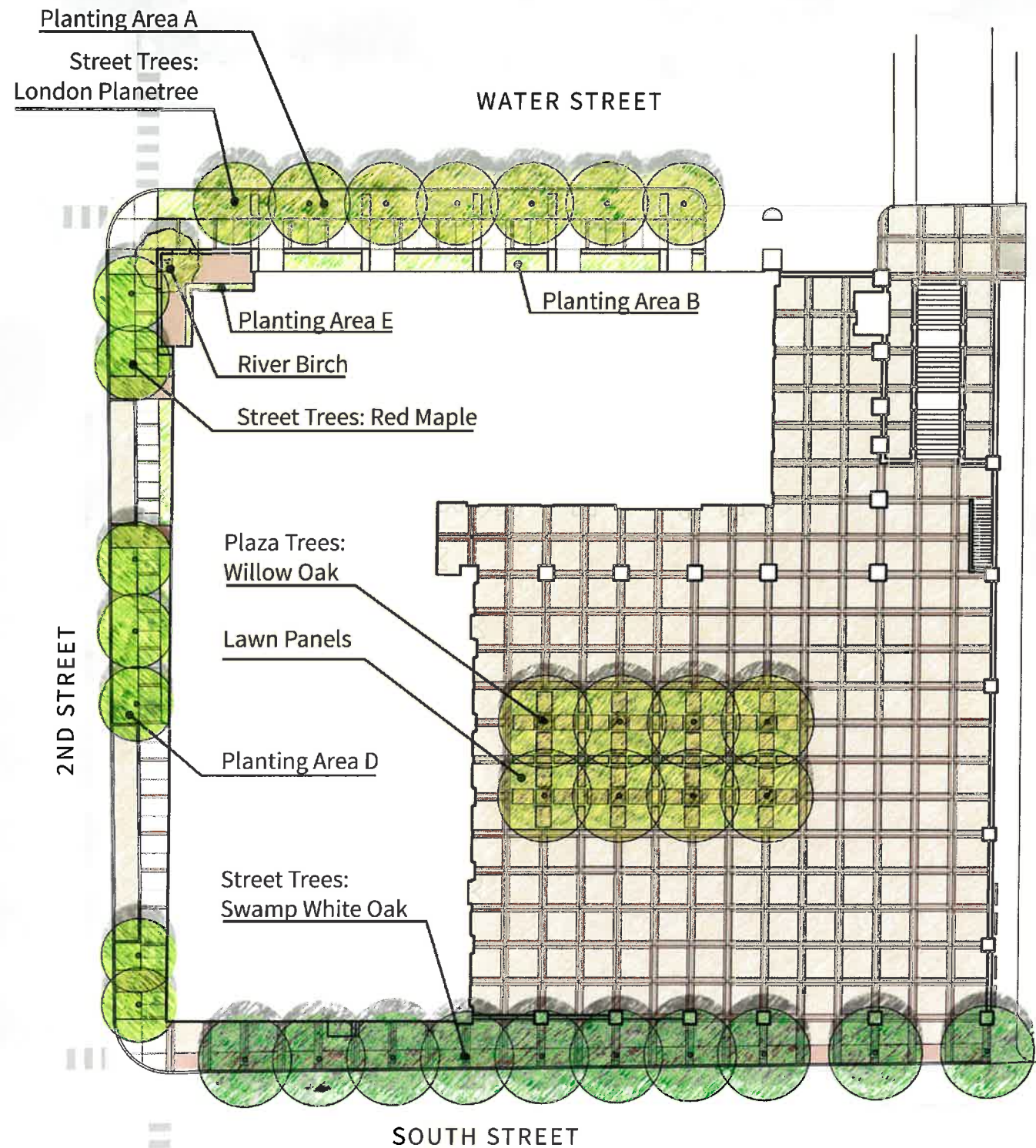
4B



Plaza Grand Stair



View of Plaza on City Market Days



PLANT SCHEDULE

QTY.	Scientific Name	Common Name	Size	Spacing	Root	Notes	30 Yr. Canopy
STREET TREES							
7	Acer rubrum 'Red Sunset'	Red Maple	7' CAL	AS SHOWN	B&B	Second Street - well branched, straight dominant leader	1103
1	Betula nigra 'Heritage'	Heritage River Birch	12' Ht.	AS SHOWN	B&B	Water Street - specimen multi-leader (3-5 stems)	1017
10	Platanus x kienfolia 'Columbia'	Columbia Platanus	7' CAL	AS SHOWN	B&B	Water Street - well branched, straight dominant leader	1001
10	Quercus bicolor	Swamp White Oak	7' CAL	AS SHOWN	B&B	South Street - well branched, straight dominant leader	810
8	Quercus phellos	Willow Oak	8' CAL	20' O.C.	B&B	Plaza - well branched, straight dominant leader	1385

WATER STREET PLANTINGS

PLANTING AREA "A" - Shrubs

1	Celtis occidentalis	Summersweet	3' GAL	3' O.C.	CONT.	
1	Fothergilla gardenii	Mountain Holly	3' GAL	3' O.C.	CONT.	
1	Hamamelis virginica	Hamamelis	3' GAL	3' O.C.	CONT.	
1	Hamamelis virginica	Hamamelis	3' GAL	3' O.C.	CONT.	
1	Viburnum dentatum	Blue Muffin	3' GAL	3' O.C.	CONT.	

PLANTING AREA "A" - Grasses and Perennials

1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	

PLANTING AREA "B" - Between Sidewalk and Building - Shrubs

1	Celtis occidentalis	Summersweet	3' GAL	3' O.C.	CONT.	
1	Fothergilla gardenii	Mountain Holly	3' GAL	3' O.C.	CONT.	
1	Viburnum dentatum	Blue Muffin	3' GAL	3' O.C.	CONT.	

PLANTING AREA "C" - Between Sidewalk and Building - Grasses and Perennials

1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
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1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	18" O.C.	CONT.	

SECOND STREET PLANTINGS

PLANTING AREA "D" - Along Sidewalk

1	Achillea millefolium	Yarrow	1' GAL	18" O.C.	CONT.	
1	Agastache Blue Fortune	Anise Hyssop	1' GAL	18" O.C.	CONT.	
1	Campanula medium	Bluebell	1' GAL	18" O.C.	CONT.	
1	Campanula medium	Bluebell	1' GAL	18" O.C.	CONT.	
1	Campanula medium	Bluebell	1' GAL	18" O.C.	CONT.	
1	Campanula medium	Bluebell	1' GAL	18" O.C.	CONT.	
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1	Campanula medium	Bluebell	1' GAL	18" O.C.	CONT.	
1	Campanula medium	Bluebell	1' GAL	18" O.C.	CONT.	

SECOND STREET AND WATER STREET CORNER PLANTINGS

1	Andropogon scoparius	Black Grass	1' GAL	12" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	12" O.C.	CONT.	
1	Andropogon scoparius	Black Grass	1' GAL	12" O.C.	CONT.	

LANDSCAPE CALCULATIONS

TREE COVER REQUIREMENTS

SECTION 34-807	
20 YEAR MINIMUM TREE CANOPY COVERAGE	
TREE CANOPY REQUIRED:	10% GROSS AREA OF DEVELOPMENT

SITE DATA

SITE AREA:	51,363 S.F.
CANOPY REQUIRED:	5,136 S.F.
CANOPY PROVIDED:	37,928 S.F.

STREETSCAPE TREES

SECTION 34-870	
1 LARGE TREE PER 40 LINEAR FEET	
1 MEDIUM TREE PER 25 LINEAR FEET	

WATER STREET DATA

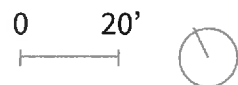
ROAD FRONTAGE:	231.2 L.F.
TREES REQUIRED:	6 LARGE TREES
TREES PROVIDED:	7 LARGE TREES

2nd STREET DATA

ROAD FRONTAGE:	209.2 L.F.
TREES REQUIRED:	6 LARGE TREES
TREES PROVIDED:	7 LARGE TREES

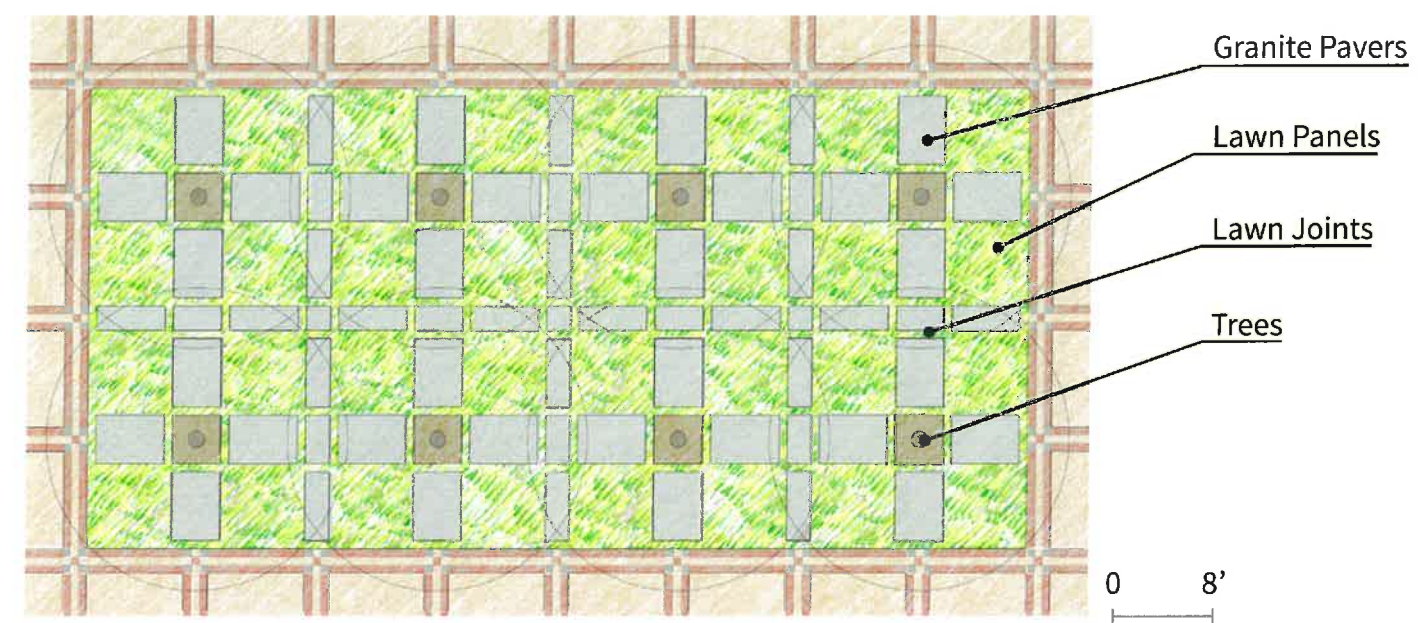
SOUTH STREET DATA

ROAD FRONTAGE:	230.2 L.F.
TREES REQUIRED:	6 LARGE TREES
TREES PROVIDED:	10 LARGE TREES

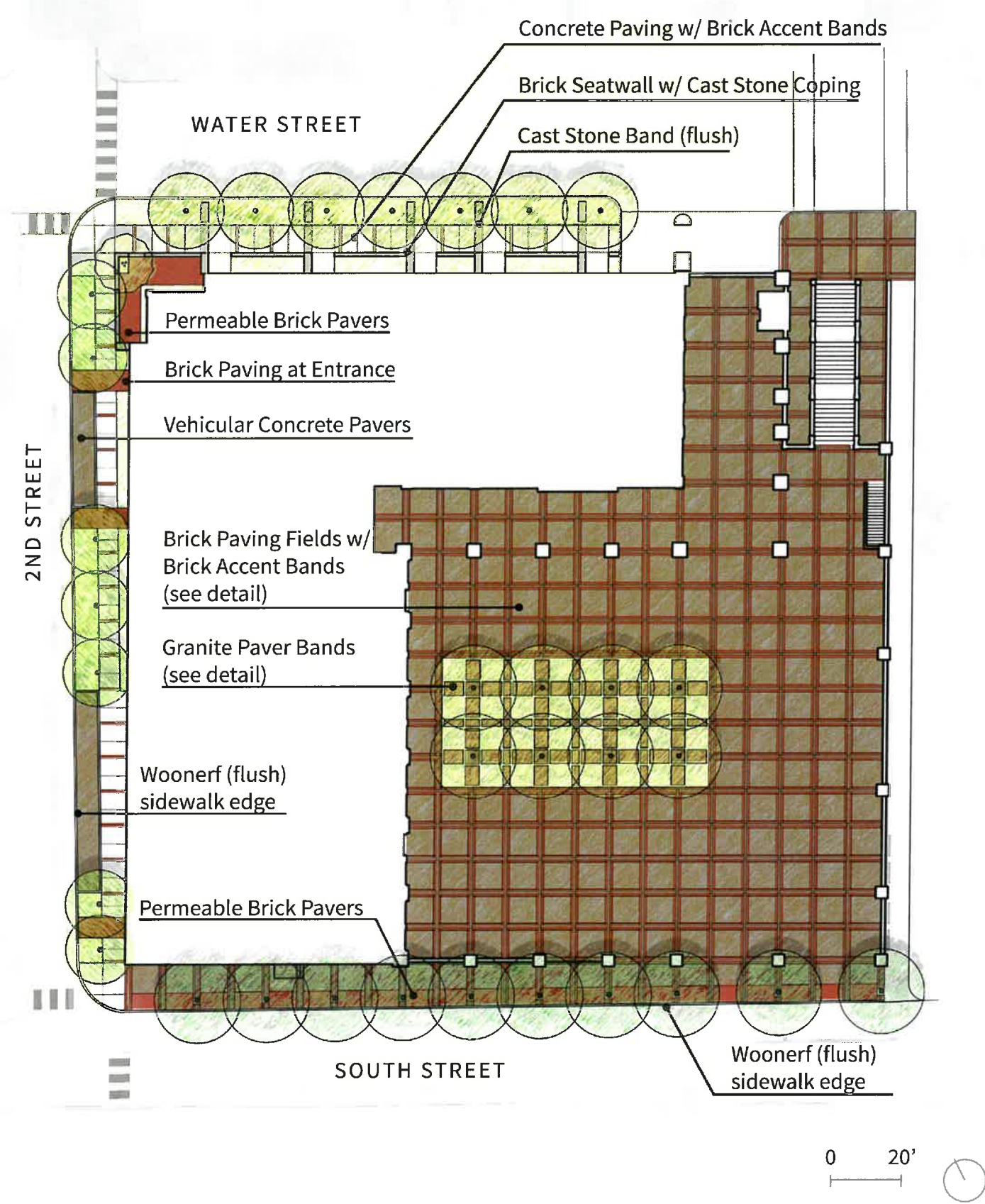
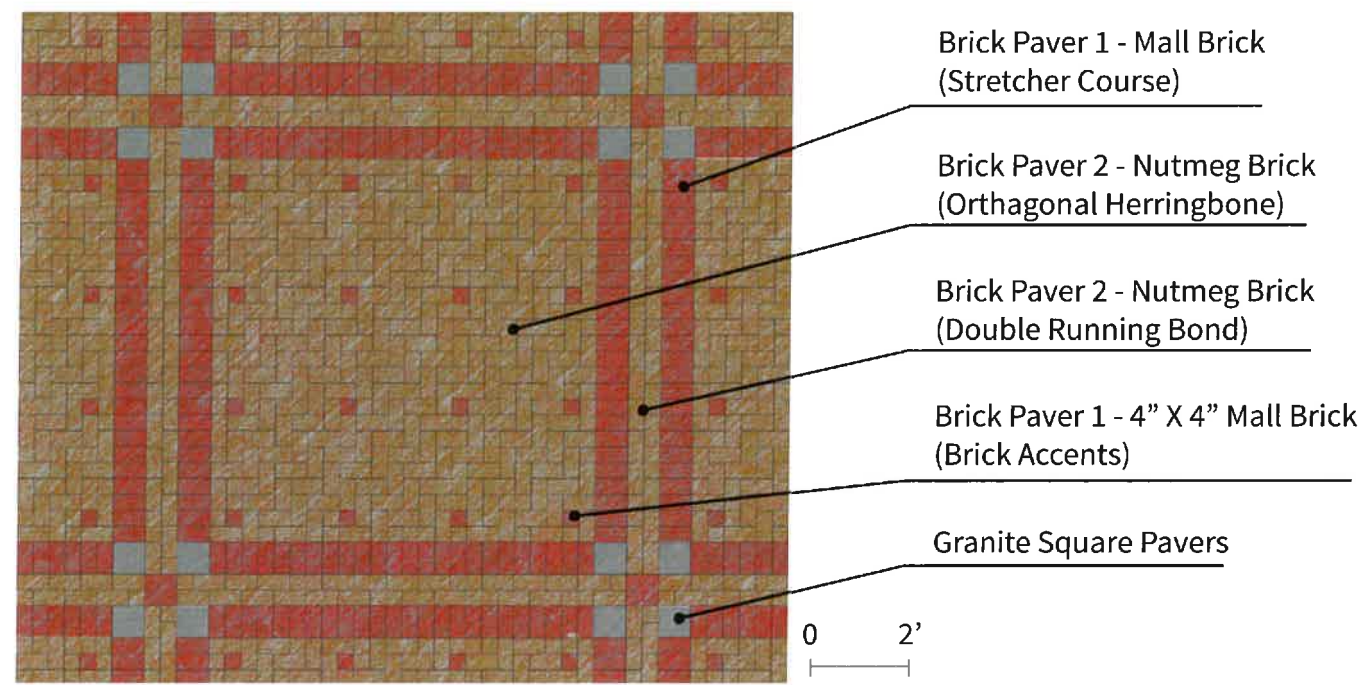


Landscape Site Plan

Plaza Green - Plan



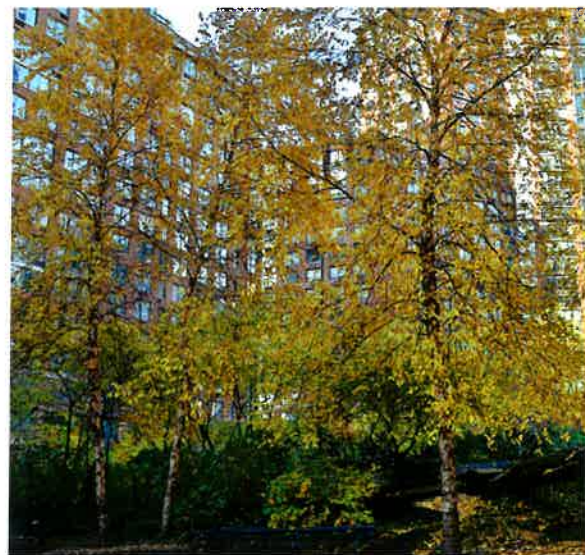
Brick Paving Field - Plan



Site Materials Diagram, Plaza Plan and Paving Detail Plans



London Planetree - *Platanus x acerifolia* 'Columbia'
Street Trees



Betula nigra - River Birch



Red Maple - *Acer rubrum* 'Red Sunset'



Swamp White Oak - *Quercus bicolor*



Willow Oak - *Quercus Phellos*
Plaza Tree



Sweetspire - *Itea virginica* 'Henry's Garnet'



Dwarf Fothergilla - *Fothergilla gardenii*



Winterberry - *Ilex verticillata* 'Red Sprite'



Bluebeard - *Caryopteris* 'Petit Bleu'



Switchgrass - *Panicum virgatum* 'Shenandoah'



Horsetail - *Equisetum hyemale*



Goat's Beard - *Aruncus dioecus*



Wild Bleeding Heart - *Dicentra eximia*



Christmas Fern - *Polystichum acrostochoides*



Joe Pye Weed - *Eupatorium dubium* 'Little Joe'



Catmint - *Nepeta* 'Walker's Low'



Pennsylvania Sedge - *Carex pensylvanica*



Pennsylvania Sedge - *Carex pensylvanica*



Hairy Alum Root - *Heuchera villosa* 'Autumn Bride'



Blue Star Amsonia - *Amsonia tabernaemontana*



Russian Sage - *Perovskia* 'Little Spire'



Yarrow - *Achillea millefolium*



Snowdrops - *Galanthus nivalis*

Water Street Plantings

Second Street Plantings

Cafe Plantings

Plantings



4" x 8" Brick on Downtown Mall



4" x 8" Brick - Nutmeg Color



Accent Paving on Downtown Mall



Permeable Pavers



Paving with Lawn Joints and Panels



Paving with Lawn Joints and Panels



Lawn Joints



Steel Handrail



Bicycle Racks



Cantilevered Wood Bench

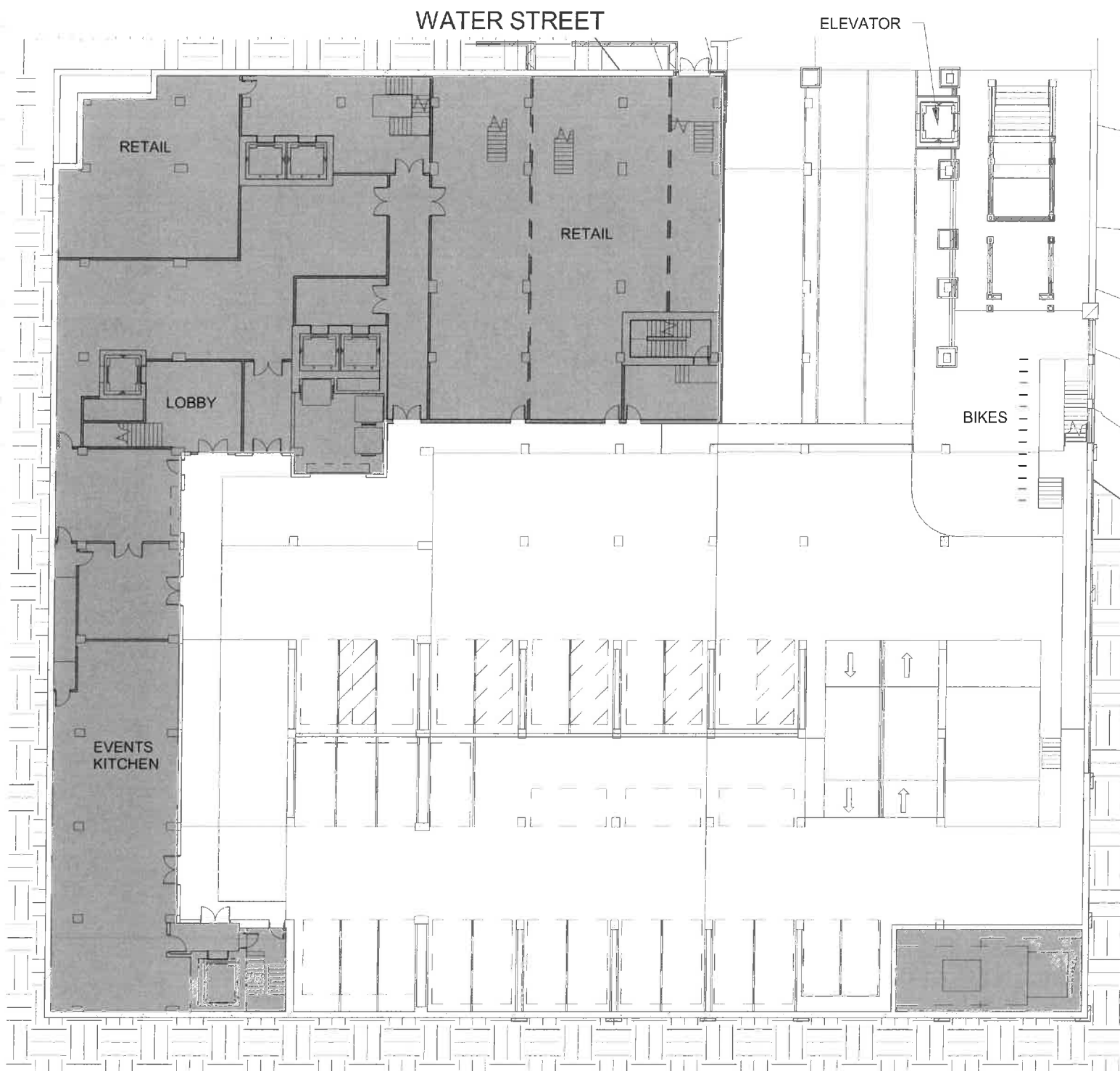


Public Art

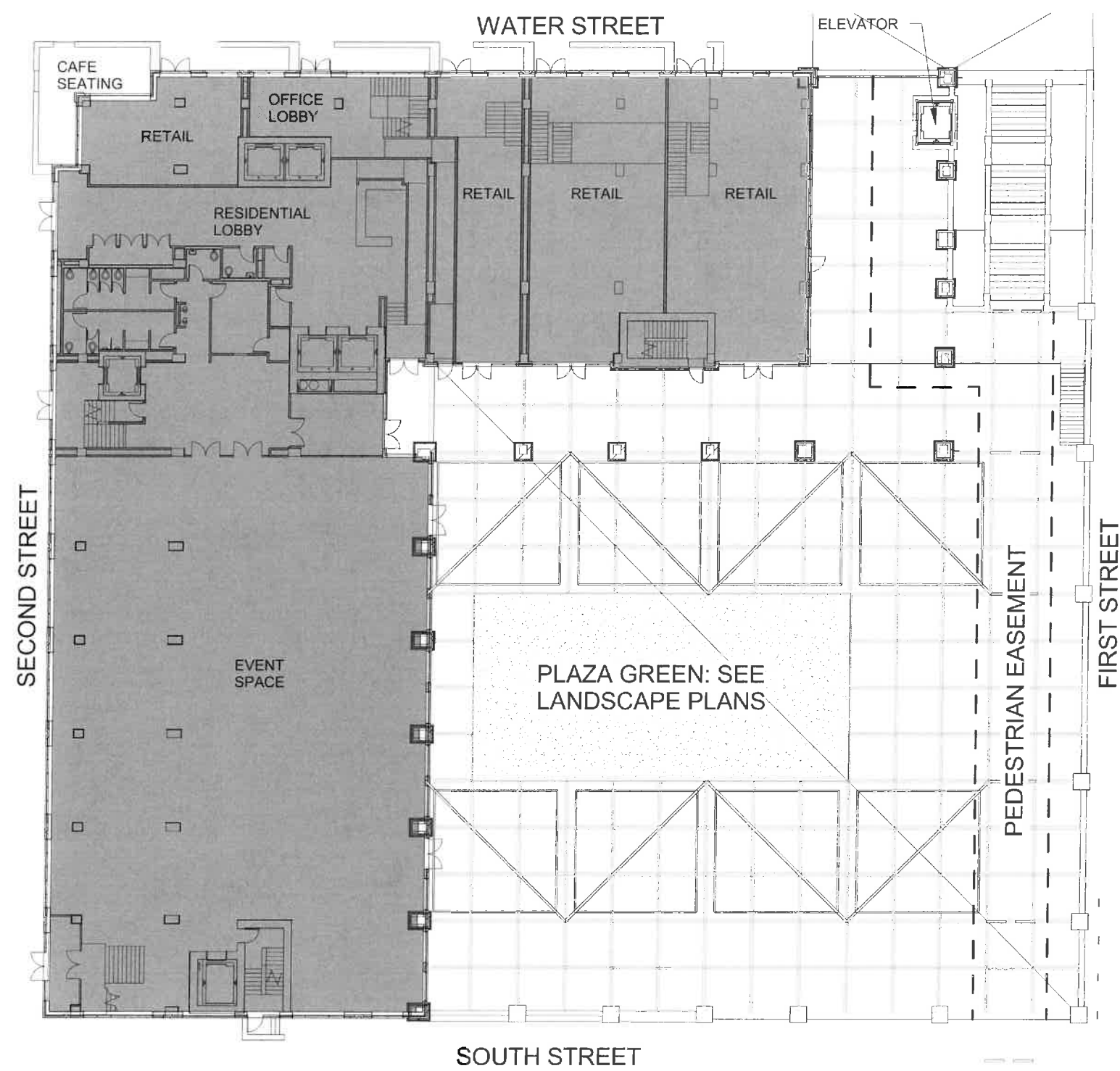


Seatwall

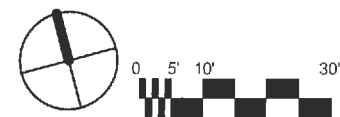
Site Materials and Elements Precedents



P1 GARAGE LEVEL



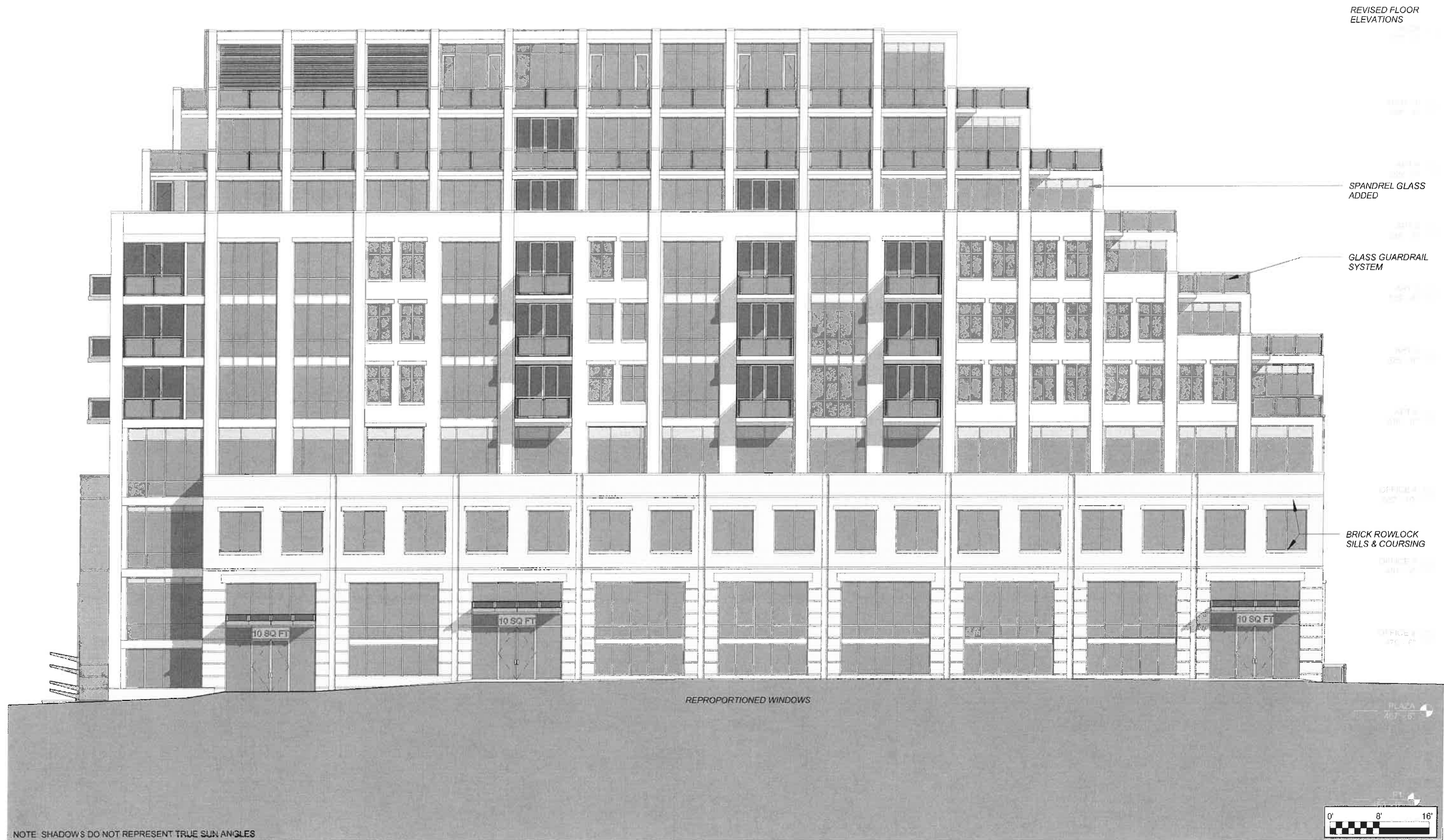
PLAZA LEVEL



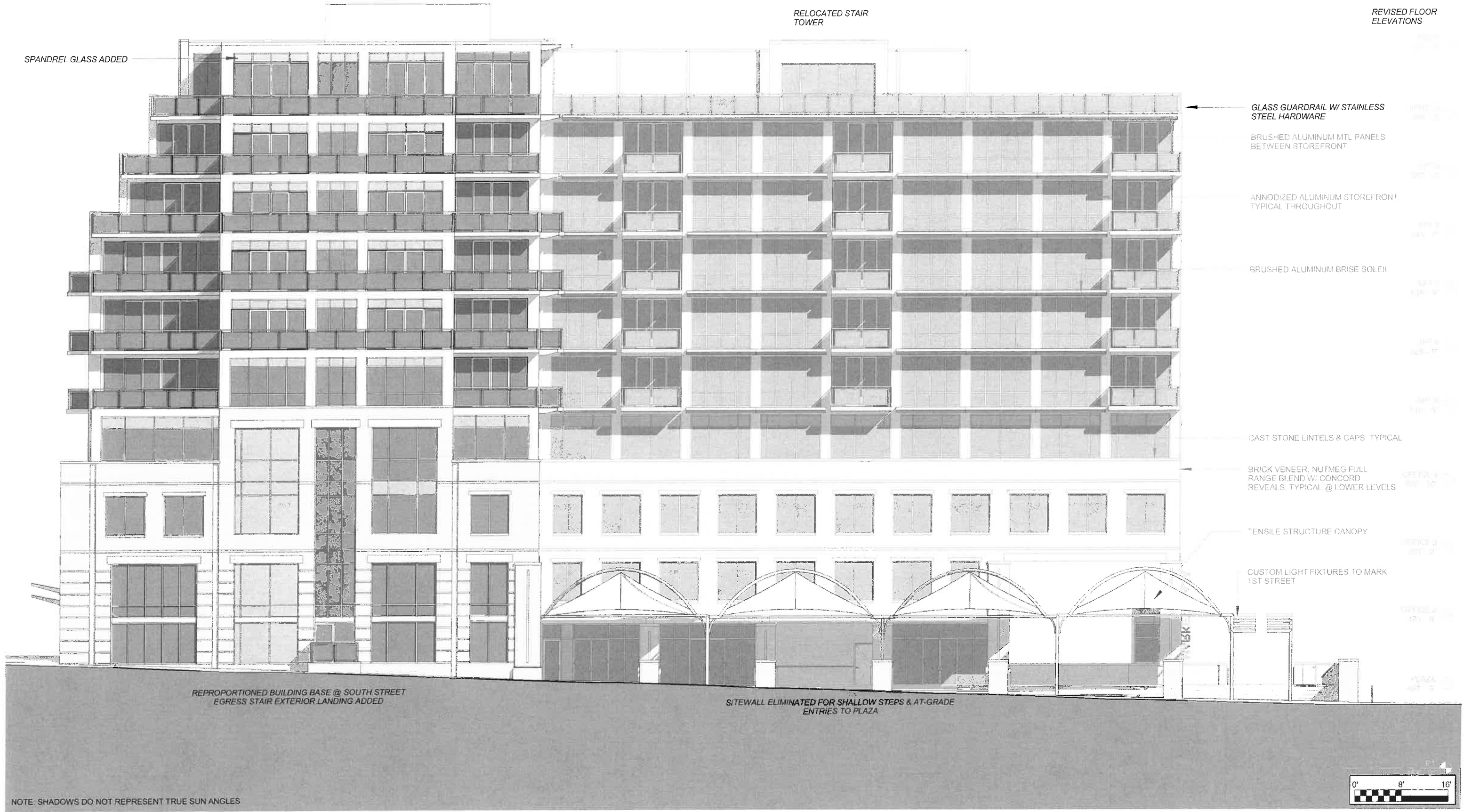
Plaza and Water Street Levels



Water Street Elevation



Second Street Elevation



South Street Elevation



First Street Elevation



View from Water and First Street



View from Water and Second Streets



View from South and Second Streets



View from South and First Streets



Market Plaza on City Market Days

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