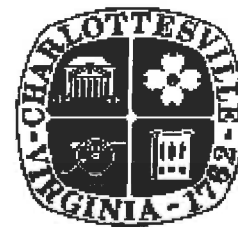


**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
February 21, 2012**



Preliminary Discussion

BAR 12-02-03

315 W Main Street

Tax Map 32 Parcel 197

Clark Gathright, Daggett & Grigg Architects, Applicant/VIM Inc, Contract Purchaser

Seven-story hotel with one level of structured parking

Background

301 West Main Street (c. 1957) and 315 West Main Street (c. 1938; 1947; 1951) are located in the Downtown ADC District.

October 18, 2005 - BAR approves (8-0) demolition of 301 West Main Street. The applicant requested deferral of the 315 West Main Street application in order to have prepared a structural report.

November 15, 2005 - BAR approves (7-2) demolition of 315 West Main Street

September 18, 2006 - The Director of Neighborhood Development Services agreed to extend both certificates of appropriateness for one year as permitted by Sec. 34- 280 because the building tenant (RSC equipment rental) exercised their option to renew their lease for another year.

November 28, 2006 - BAR denied (9-0) CVS project based on standards and guidelines especially site plan, massing, scale, and materials.

October 16, 2007 - BAR approves (7-0) demolition of both buildings on consent agenda.

July 15, 2008 - BAR approved (6-2) a new mixed-use project including the concept of the massing, general articulation, and disposition of materials, but required the details to be re-studied and returned to the BAR for further approval.

September 25, 2008 - The Director of Neighborhood Development Services agreed to extend both demolition approvals for one year, until October 16, 2009.

May 19, 2009 - The BAR approved (8-1) the application for demolition of 301 and 315 West Main Street and asked staff to report back next month regarding the City Attorney's opinion as to when the permit will expire. (The applicant asked the BAR if the one-year approval could begin in October 2009, when the previous permit would expire, rather than the meeting date.) The City Attorney's opinion was that the permit would expire one year from the meeting date, or May 19, 2010.

June 15, 2010- The BAR approved demolition of 301 W Main (8-0); approved demolition of 315 W Main (6-2 with Brennan and Schoenthal opposed).

June 15, 2011 - The Director of Neighborhood Development Services agreed to extend the validity of the COA for one year, or until June 15, 2012.

This property is located in the Downtown ADC District. The Guidelines describe the West Main Street sub-area as: *increasingly vital commercial district with strong definition of the street edge and moderate pedestrian activity typically medium scaled, turn of the century masonry structures, generally mixed use with commercial/service below and residential above, street parking with small off street lots.*

The current zoning is *Downtown Corridor Mixed Use District*, which requires a minimum height of 45 feet and allows a maximum height of 70 feet with stepback requirements. Up to 101 feet may be permitted with a special use permit. The parking zone is "Parking Modified Zone"

The minimum height of the streetwall must be 40 feet, and the maximum height of the streetwall must be 45 feet, containing exactly 3 interior floors. After 45 feet, there shall be a minimum stepback of 25 feet. At least 75% of the streetwall must be built to the property line adjacent a primary street (both Ridge-McIntire and West Main are primary streets). Up to 25% of the streetwall may be set back a maximum of 20 feet, except up to 50% may be set back up to 20 feet if streetscape trees are provided, or if City Council approves a special use permit.

Application

The applicants seeks a preliminary discussion for a new project on this site, a seven-story (or possibly 8-story with special use permit) hotel with one level of structured parking (103 spaces) and a surface parking lot (36 spaces). The surface parking lot and the drive-up lobby entrance are accessed from both Ridge-McIntire and 4th Street NW entrance/exits.

The West Main Street frontage includes a retail area, an interior courtyard, and a hotel restaurant area with "flex" area, all with tall ceiling heights. The top two floors of these areas are hotel rooms. On the Ridge-McIntire frontage there are windows that look into the "flex" area, but become raised above eye-level in the pool area. The top three floors along Ridge-McIntire are hotel rooms. The location of any proposed entrances along West Main, the courtyard, and Ridge-McIntire are not yet specified.

The rear section of the hotel is 7 (or 8) stories in height.

Criteria 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

P. 3.3

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.

P. 3.4 Setback

- 1. Construct new commercial buildings with a minimal or no setback in order to reinforce the traditional street wall.*
- 8. At transitional sites between two distinctive areas of setback, for instance between new commercial and historic commercial, consider using setbacks in the new construction that reinforce and relate to setbacks of the historic buildings.*

P. 3.5 Spacing

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

P. 3.6 Massing & Footprint

- 4. Institutional and multilot buildings by their nature will have large footprints, particularly along the West Main Street corridor and in the 14th and 15th Street area of 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 building, stepping back the buildings as the structure increases in height, and breaking up the roof line with different elements to create smaller compositions.*

P. 3.7 Height and Width

- 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.*
- 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.*

P. 3.8 Scale and Orientation

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.

P. 3.11 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.

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.

P. 3.13 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.

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.

p. 3.14 – Foundation

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.

Discussion and Recommendations

. The BAR may wish to comment on the following general topics:

- Relationship to historic architecture
- Height and width in relation to nearby buildings
- Massing and footprint
- Scale and orientation
- Windows and Doors – rhythm, patterns, size and proportion
- Foundation and cornice articulation
- Site design
- Setbacks and stepbacks
- Street-level design
- Materials preferences

Preliminary Discussion - no fee



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

JAN 31 2012

NEIGHBORHOOD DEVELOPMENT SERVICES

Please submit ten (10) copies of application form and all attachments.

For a new construction project, please include \$350 application fee. For all other projects requiring BAR approval, please include \$100 application fee. For both types of projects, the applicant must pay \$1.00 per required mail notice to property owners. The applicant will receive an invoice for these notices, and project approval is not final until the invoice has been paid. For projects that require only administrative approval, please include \$100 administrative fee. Checks payable to the City of Charlottesville.

The BAR meets the third Tuesday of the month.

Deadline for submittals is Tuesday 3 weeks prior to next BAR meeting by 4 p.m.

Information on Subject Property

Physical Street Address: 36 West Main St.

315

City Tax Map/Parcel: TM 32 Parcel 197

Name of Historic District or Property: _____

Downtown - ACD

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

Applicant

Name: Clark Gathright, Daggett & Grigg Architects

Address: 100 10th St NE Suite 200

Charlottesville, VA 22902

Email: cgathright@dgarchs.com

Phone: (W) 971-8848 x 103 (H) _____

FAX: 296-3040

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]

Signature

1/29/12

Date

Property Owner (if not applicant)

Name: VIM Inc. (contract purchaser)

Address: P.O. Drawer 359

Fayetteville, WV 25840

Email: wend1948@bellsouth.net

Phone: (W) 843-991-0396 (H) _____

FAX: _____

Property Owner Permission (if not applicant)

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

[Signature]

Signature

agent

1/29/12

Date

Description of Proposed Work (attach separate narrative if necessary): 7-story hotel with one level of structured parking.

Attachments (see reverse side for submittal requirements): Schematic drawings attached

For Office Use Only

Received by: _____

Fee paid: _____ Cash/Ck. # _____

Date Received: _____

Approved/Disapproved by: _____

Date: _____

Conditions of approval: _____



CHARLOTTESVILLE, VIRGINIA
Index to Schematic Drawings

- 1 Cover Sheet / Code Summary
- 2 Survey
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- 6 Second Floor Plan
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- 8 Fifth, Sixth & Seventh Floor Plans
- 9 Exterior Elevations
- 10 Building Sections
- 11 Isometric
- 12 Isometric
- 13 Isometric
- 14 Isometric

Project Data

PARKING SPACES: 139
GUEST ROOMS: 131
SITE AREA: 1.25 ACRES
FLOORS: 7 STORIES
BUILDING CODES: 2003 VA UNIFORM STATEWIDE BUILDING CODE
2003 VIRGINIA CONSTRUCTION CODE
2003 VIRGINIA PLUMBING CODE
2003 VIRGINIA MECHANICAL CODE
2003 NATIONAL ELECTRICAL CODE
2003 ICC/ANSI A117J
2003 VIRGINIA FUEL GAS CODE
2003 VIRGINIA ENERGY CONSERVATION CODE
2003 VIRGINIA FIRE PREVENTION CODE

ZONING DISTRICT: DOWNTOWN CORRIDOR
CONSTRUCTION TYPE: 2 B
OCCUPANCY TYPE: RESIDENTIAL (HOTEL)
HEIGHT REGULATIONS: 40' - 45' AT STREET WALL
10' MAXIMUM BUILDING
SPRINKLER SYSTEM NOTES:
BUILDING IS TO BE EQUIPPED THROUGHOUT WITH
A SUPERVISED AUTOMATIC SPRINKLER SYSTEM
DESIGNED AND INSTALLED IN COMPLIANCE WITH
ALL REQUIREMENTS OF NFPA 13.

BUILDING AREA

FLOOR	GROSS BUILDING AREA
ARRIVAL LEVEL	8,900 square feet
GROUND FLOOR	19,816 square feet
SECOND FLOOR	13,124 square feet
THIRD FLOOR	11,563 square feet
FOURTH FLOOR	11,563 square feet
FIFTH FLOOR	12,000 square feet
SIXTH FLOOR	12,000 square feet
SEVENTH FLOOR	12,000 square feet
TOTAL	113,114 square feet

ARCHITECT:
LLW ARCHITECTS, INC.
MEMPHIS, TENNESSEE



(Jan 31, 2012)
RECEIVED
FEB 16 2012
NEIGHBORHOOD DEVELOPMENT SERVICES

4TH STREET N.W.
(VAR WIDTH PUBLIC HWY)

PARCEL 1
0.213 ACRE

MAIN STREET
ASSOCIATES, LLC
D.B. 751, PG. 572
TAX PARCEL 37-191

PARCEL 3
0.560 ACRE

PARCEL 2
0.382 ACRE

RIDGE MCINTIRE ROAD
(VAR WIDTH PUBLIC HWY)

WEST MAIN STREET
(VAR WIDTH PUBLIC HWY)

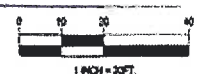
LEGEND

- SANITARY MANHOLE
- ⊙ DRAINAGE MANHOLE
- ⊠ WATER METER
- ⊙ LIGHT POLE
- ⊙ UTILITY POLE
- GUY WIRE
- ⊠ ELECTRIC BOX
- PARKING BOLLARD
- ⊙ ROOF DRAIN
- ⊙ TRAFFIC SIGNAL POLE
- SIGN
- ▨ CONCRETE SURFACE

SURVEY

SCALE: 1"=20'-0"

LAND SUMMARY:
PARCEL 1: 0.213 ACRE
PARCEL 2: 0.382 ACRE
PARCEL 3: 0.560 ACRE
TOTAL: 1.125 ACRES



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SITE PLAN / LOWER LEVEL PARKING

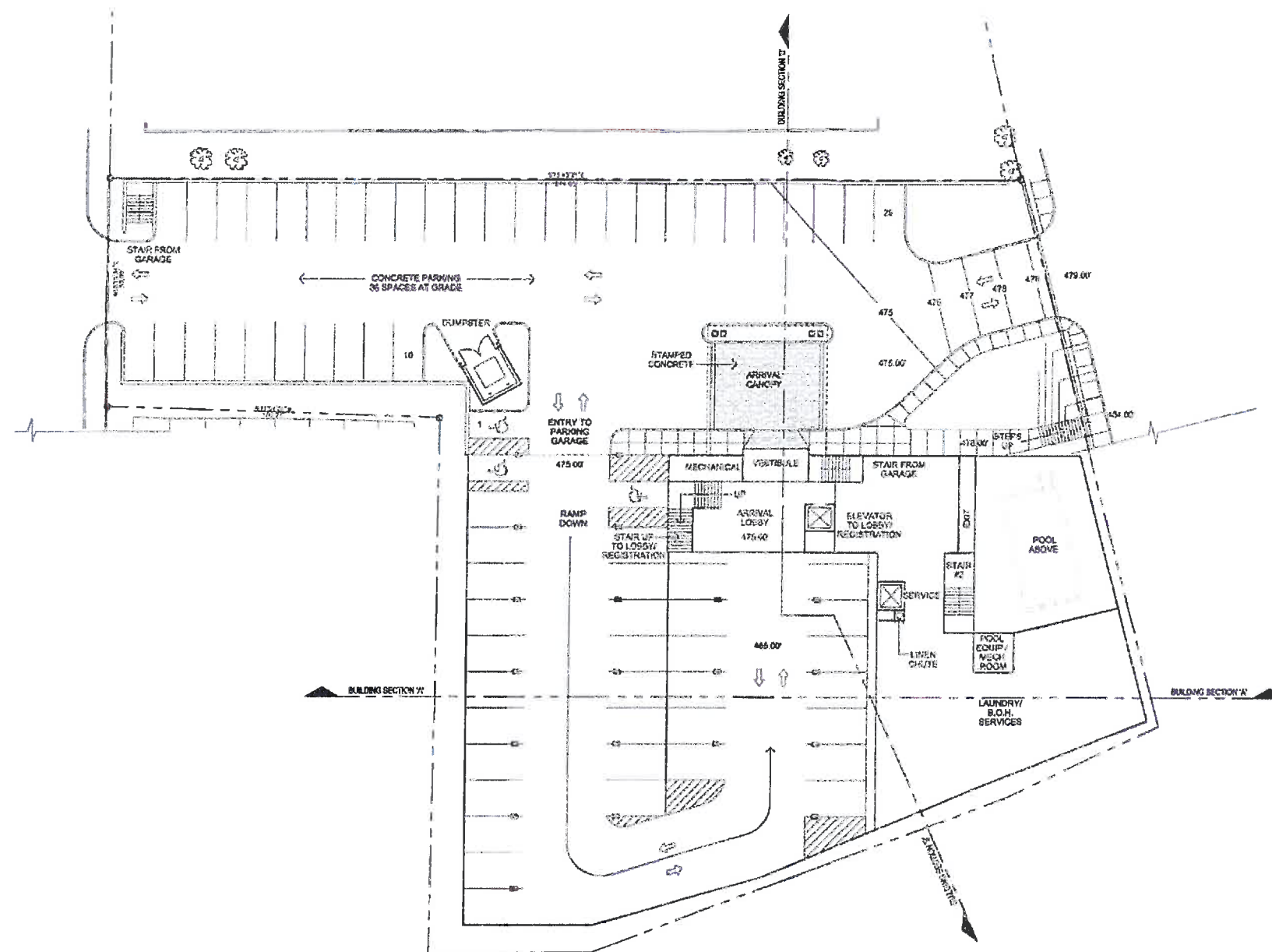
SCALE: 1"=20'-0"
 SQUARE FOOTAGE: 42,737 SQ. FT.
 GRADE PARKING: 36 SPACES
 GARAGE PARKING: 103 SPACES
 TOTAL PARKING: 139 SPACES



CHARLOTTESVILLE, VIRGINIA

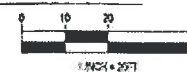
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SITE PLAN / ARRIVAL LEVEL PLAN

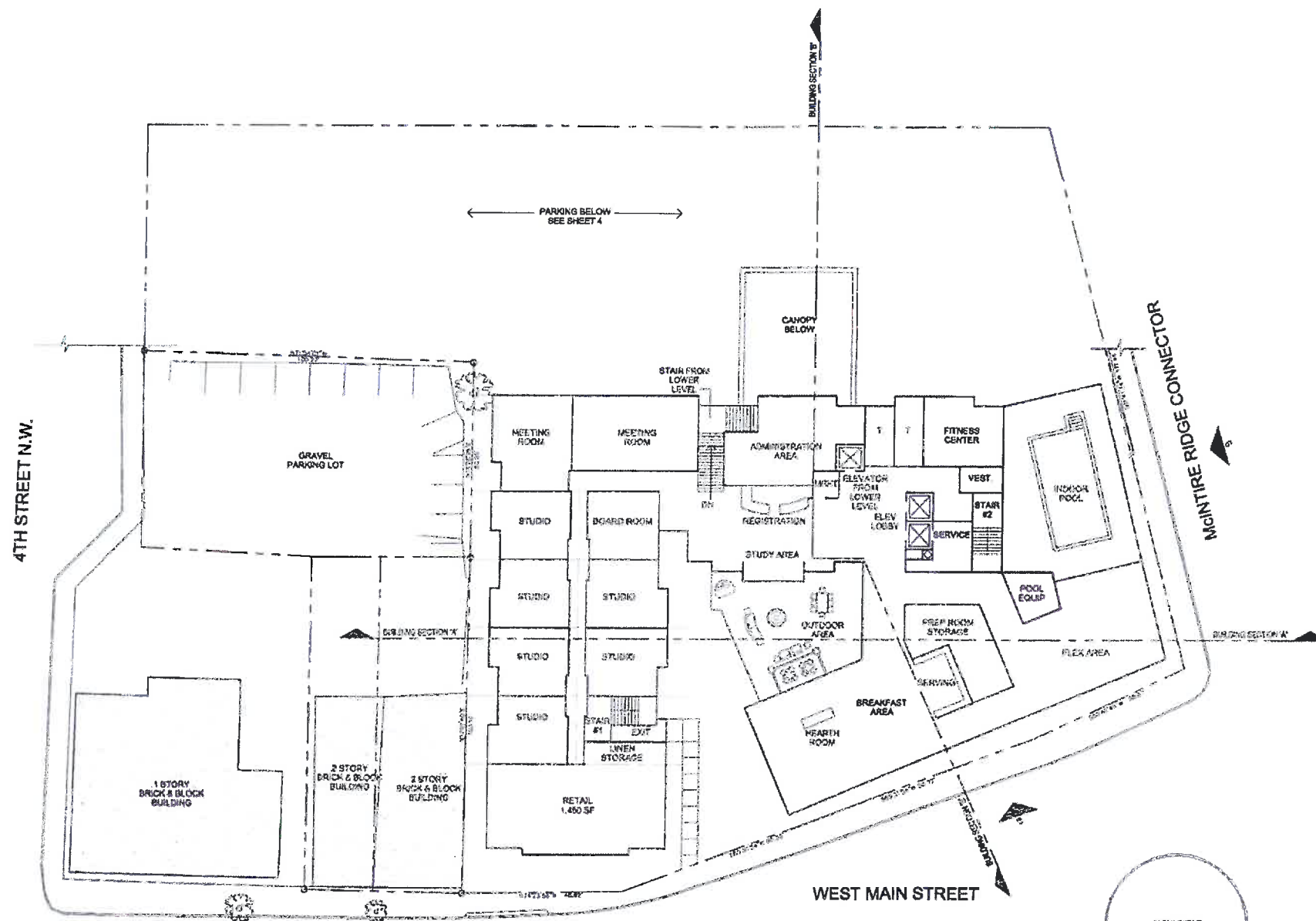
SCALE: 1"=20'-0"
 SQUARE FOOTAGE: 8,988 SQ. FT.
 GRADE PARKING: 30 SPACES
 GARAGE PARKING: 103 SPACES
 TOTAL PARKING: 139 SPACES



CHARLOTTESVILLE, VIRGINIA

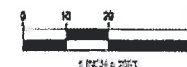
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 LLW ARCHITECTS, INC.
 MEMPHIS, TENNESSEE





GROUND FLOOR PLAN

SCALE: 1"=20'-0"
 SQUARE FOOTAGE: 19,876 SQ. FT.
 (INCLUDING RETAIL)
 6 ROOMS



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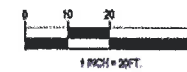
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SECOND FLOOR PLAN

SCALE: 1"=20'-0"
 SQUARE FOOTAGE: 13,124 SQ. FT.
 20 ROOMS / FLOOR



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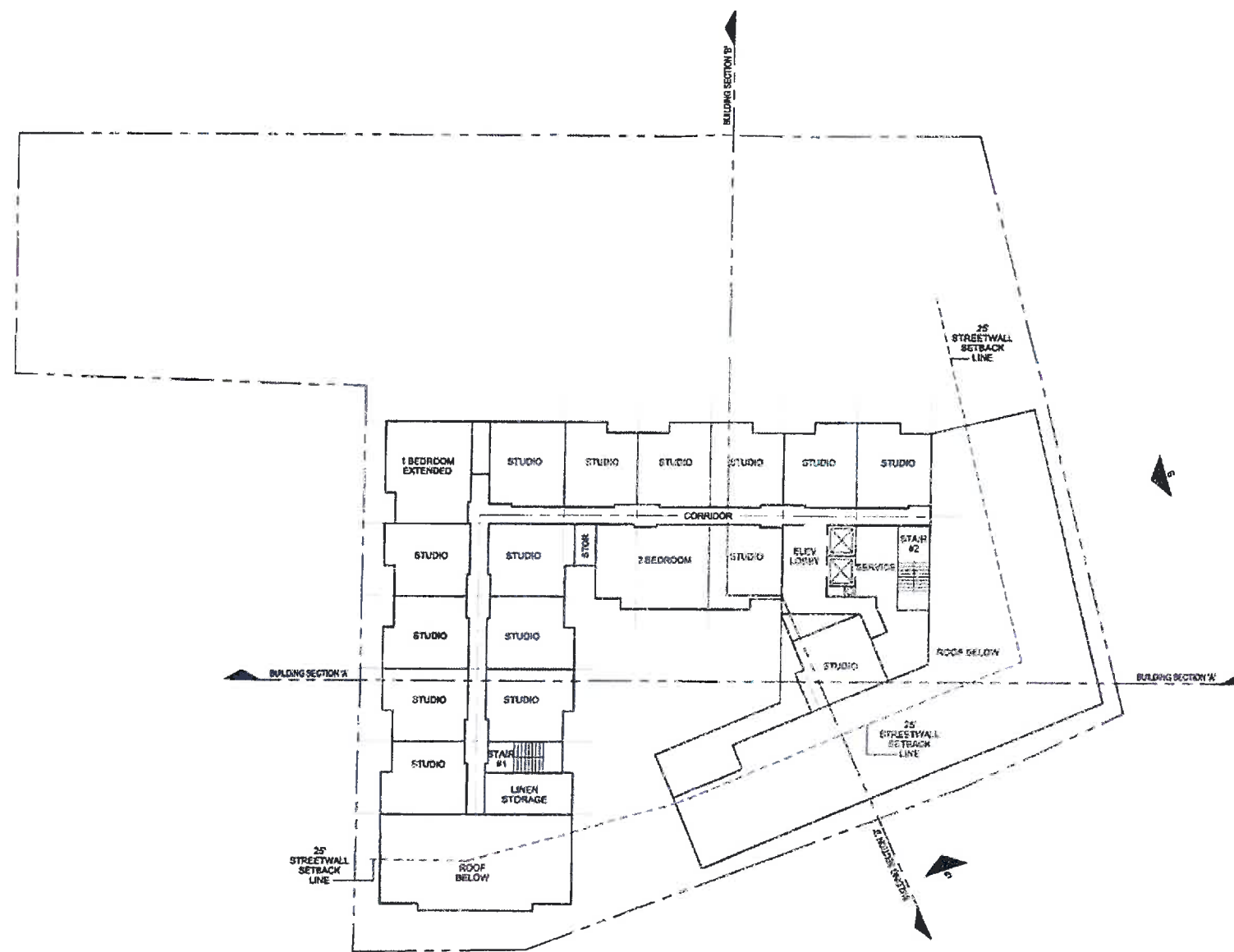


PERCENT

18-24
25-34
35-44
45-54
55-64
65-74
75-84
85+

1 INCH = 20 FT.





FIFTH, SIXTH & SEVENTH FLOOR PLANS

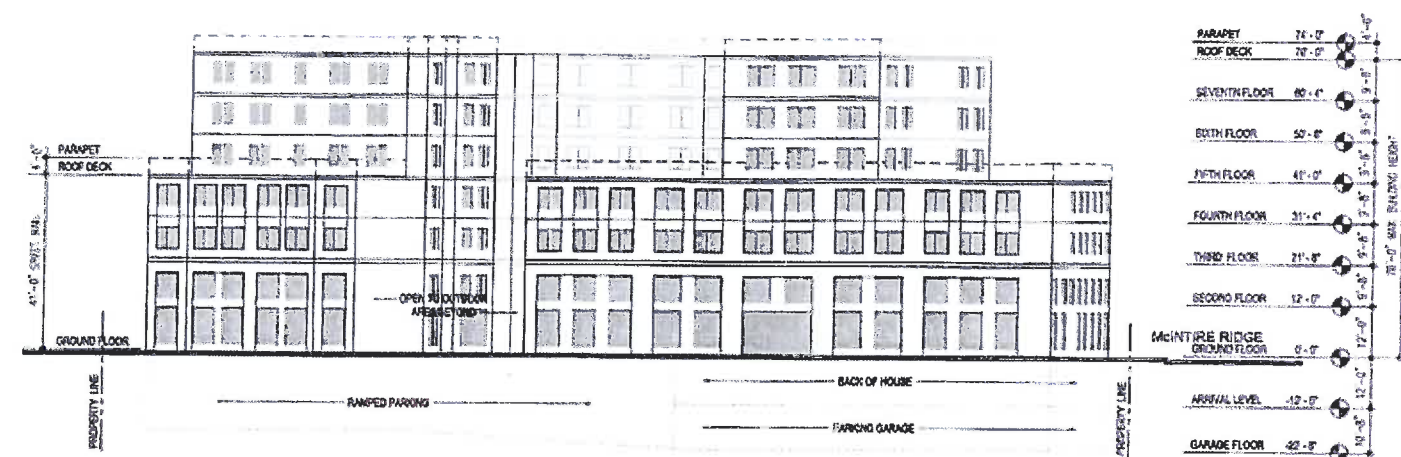
SCALE: 1"=20'-0"
 SQUARE FOOTAGE: 12,000 SQ. FT.
 17 ROOMS / FLOOR



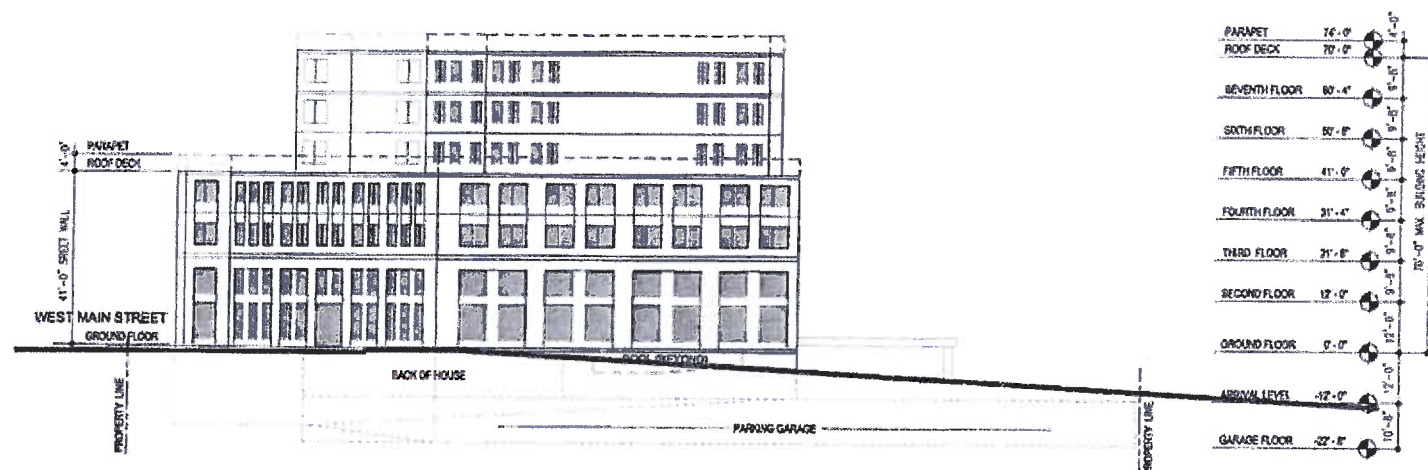
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WEST MAIN STREET ELEVATION



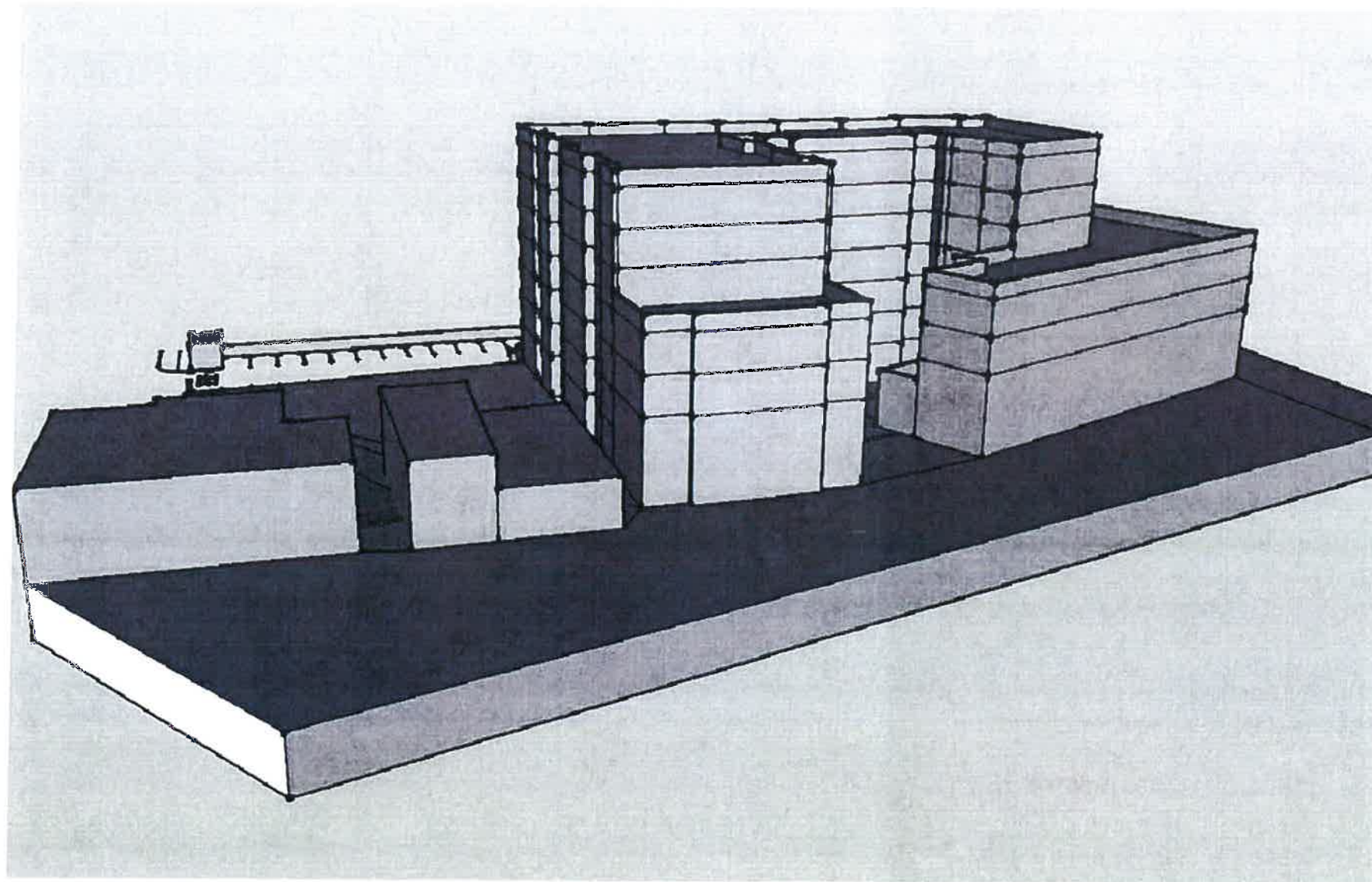
McINTIRE RIDGE CONNECTOR ELEVATION



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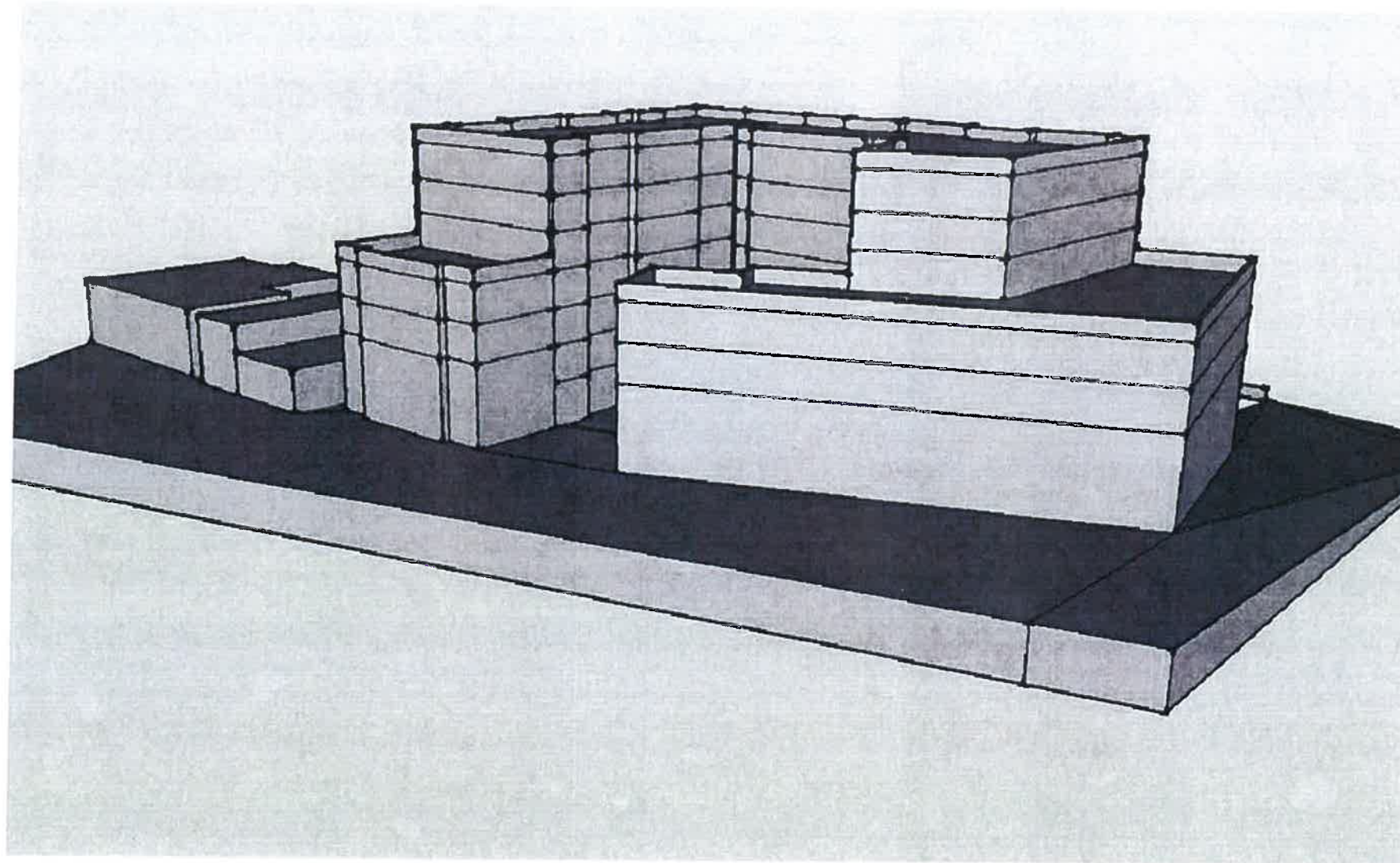
ISOMETRIC



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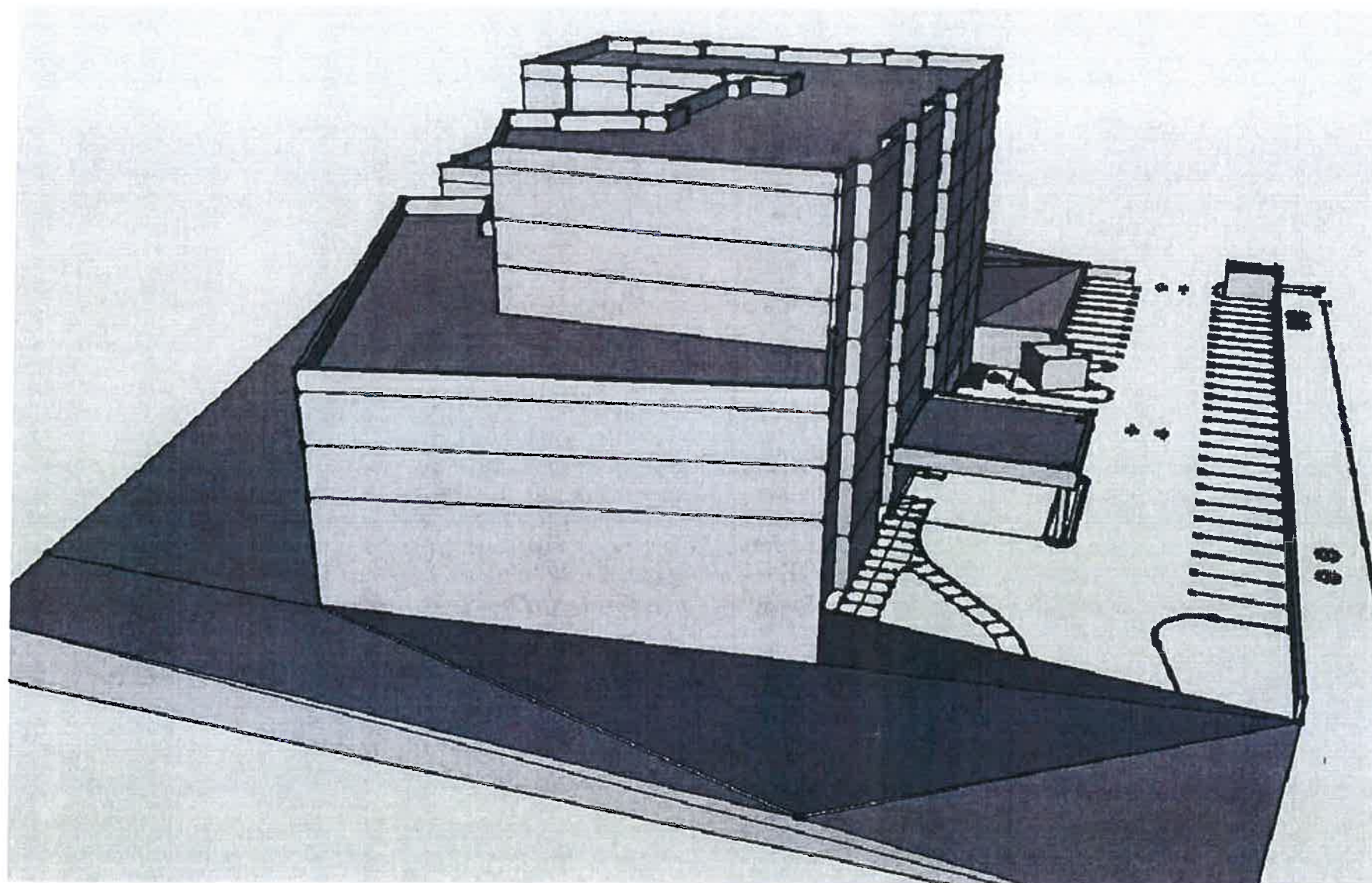
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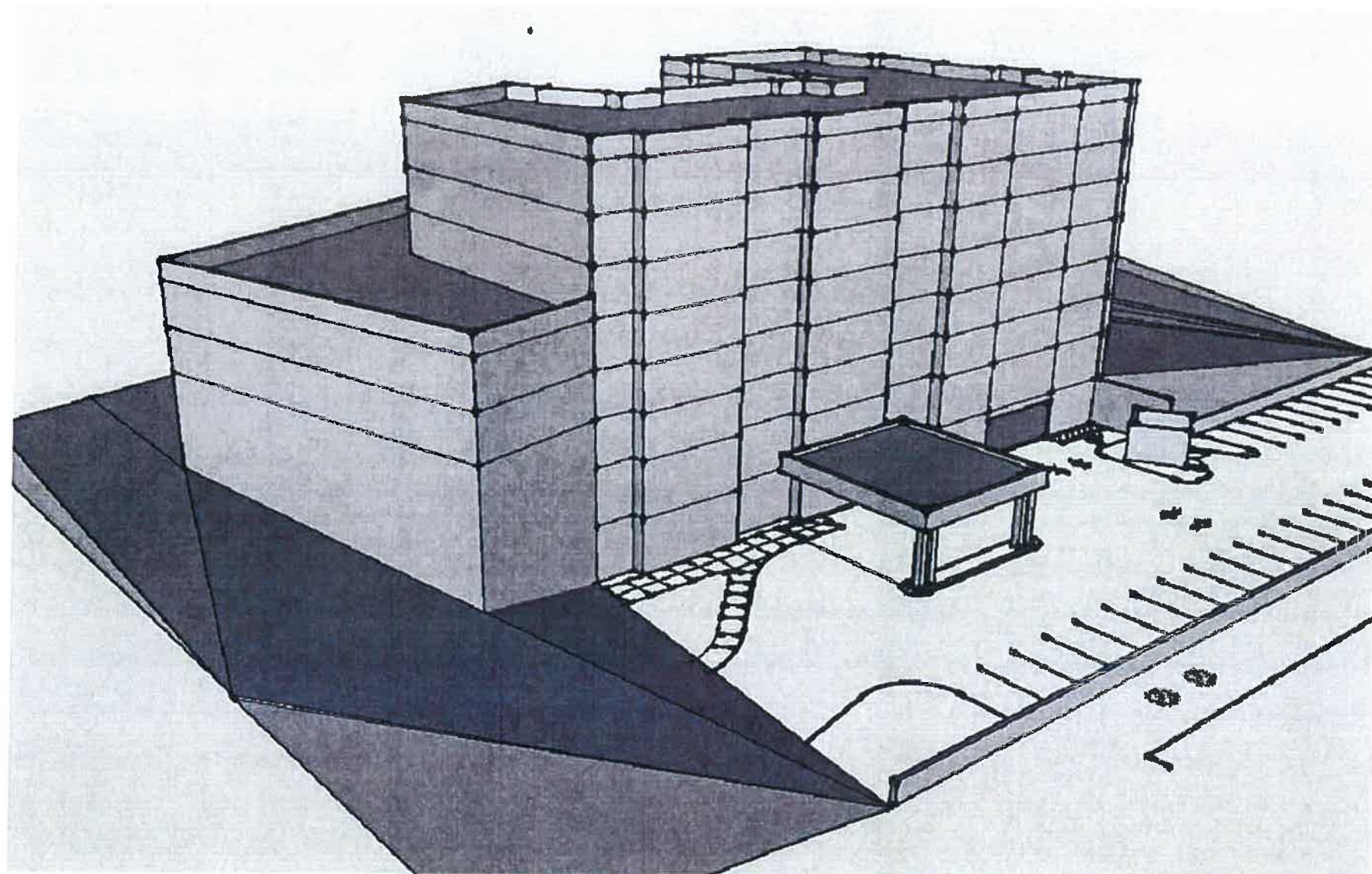
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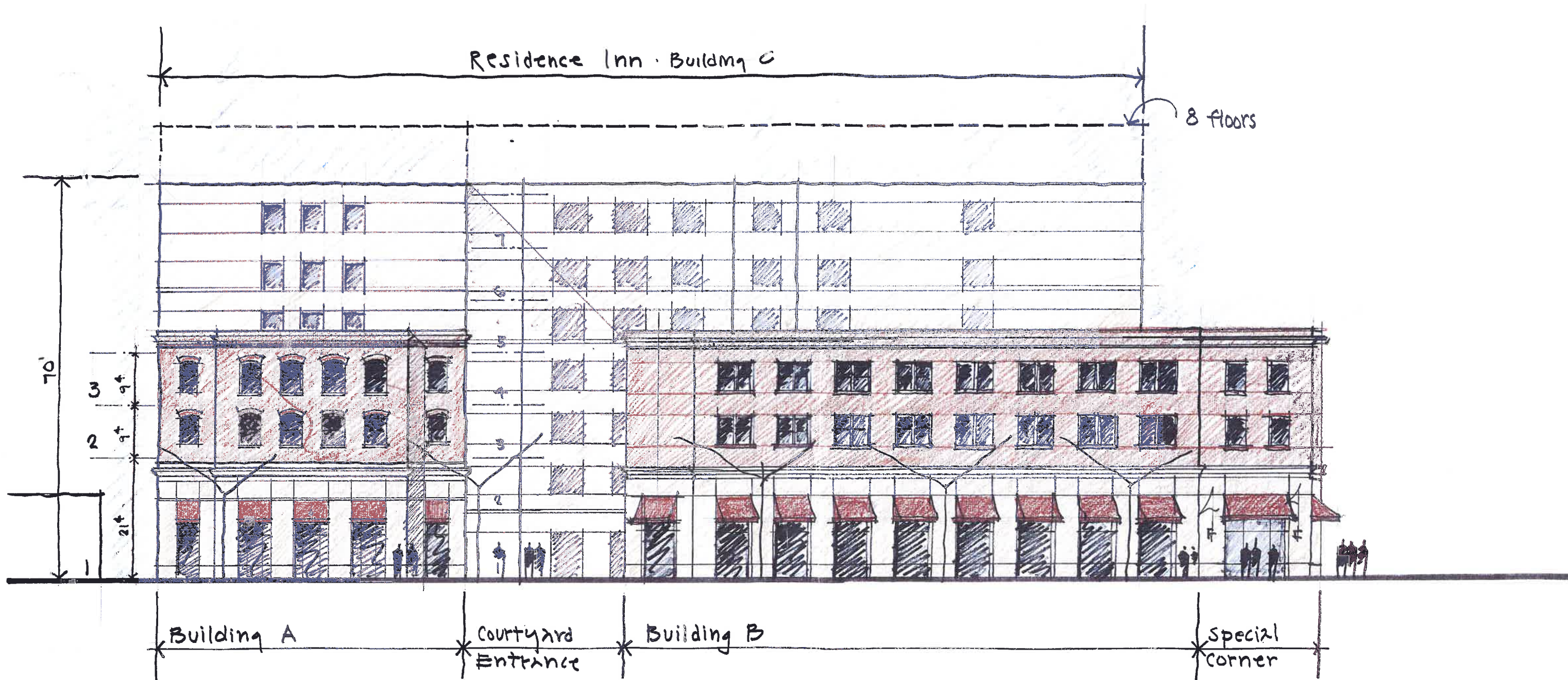
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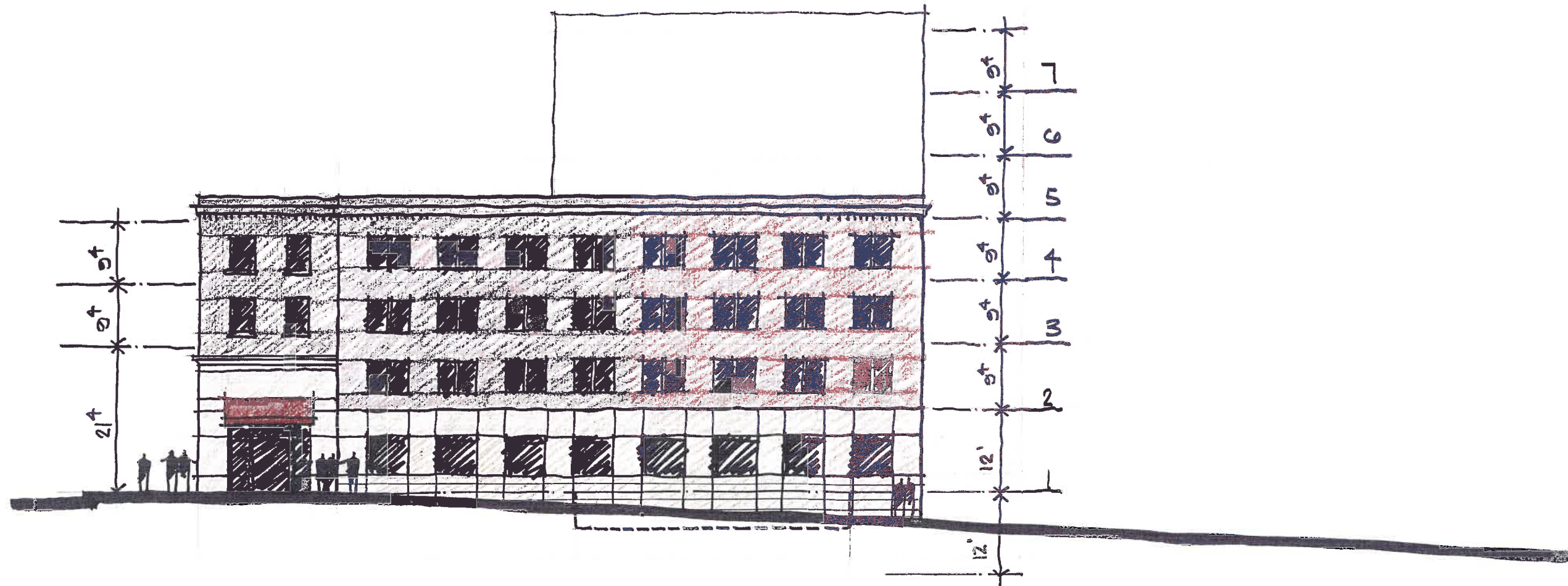


RESIDENCE INN · WEST MAIN STREET

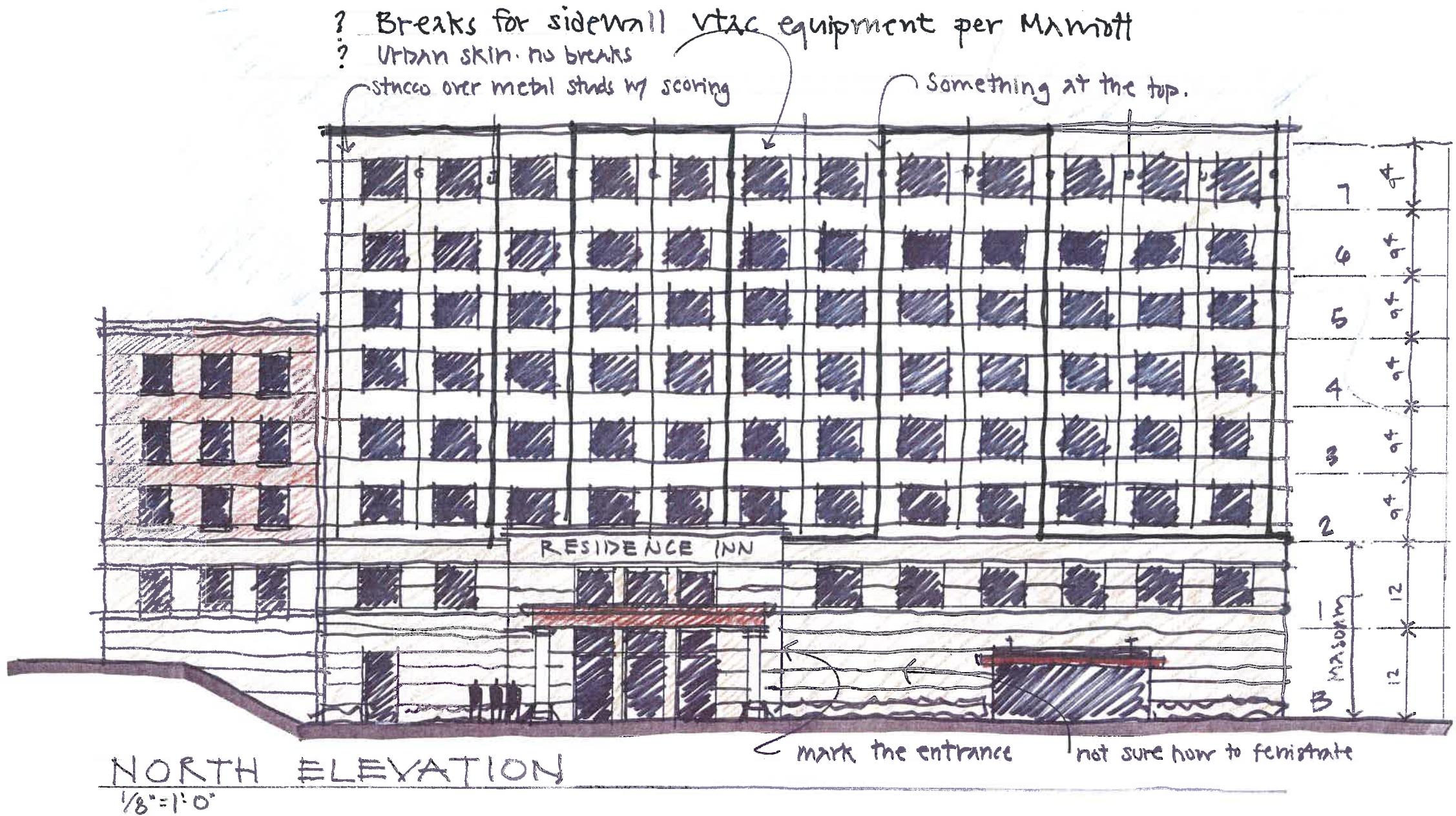
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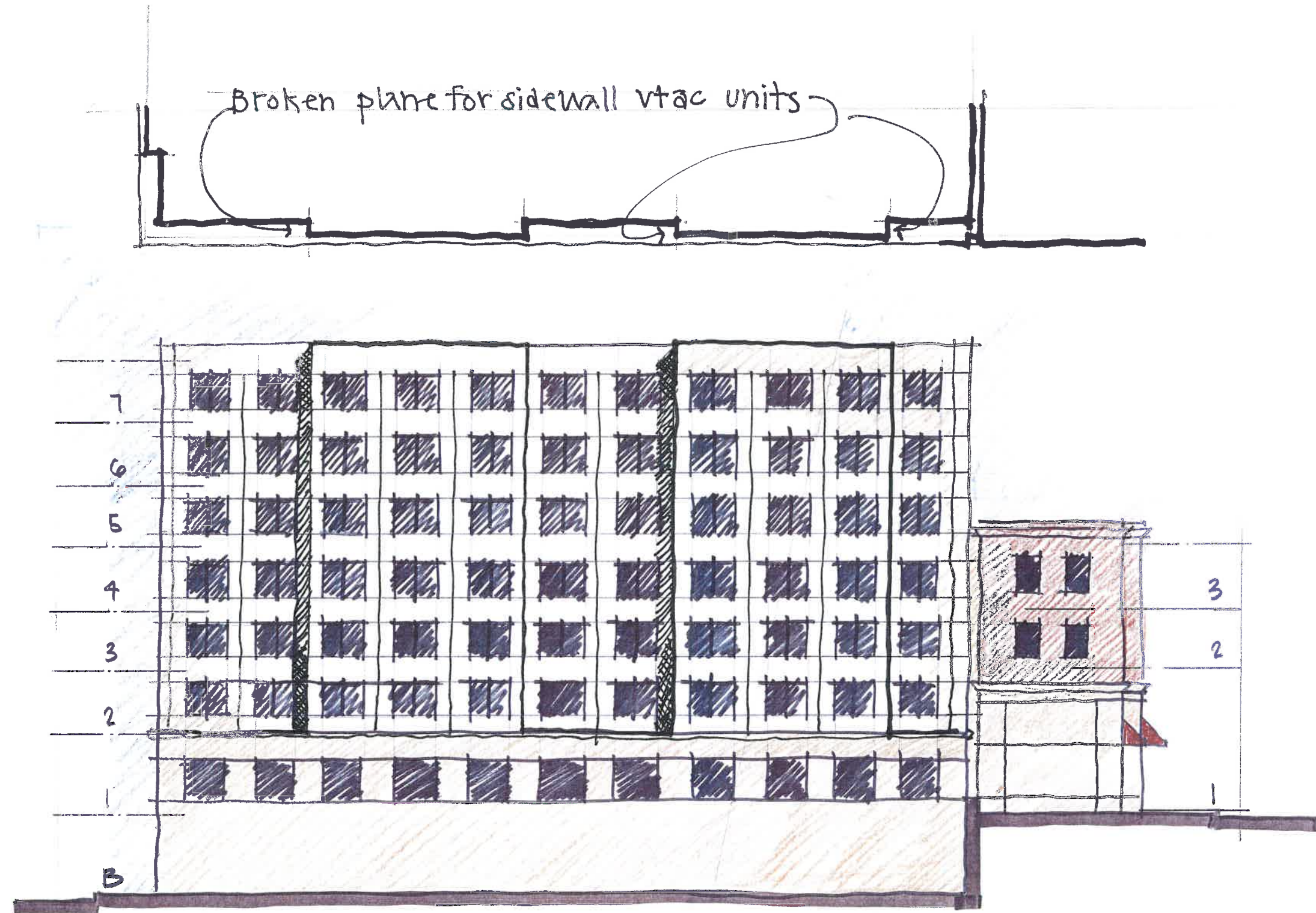
CHARLOTTESVILLE

2.15.2012



RIDGE MCINTIRE ELEVATION
1/8" = 1'-0" 2.15.2012





WEST ELEVATION

1/8" = 1'-0"