

From: Scala, Mary Joy
Sent: Thursday, July 05, 2012 11:53 AM
To: Gathright, Clark (cgathright@dgarchs.com); Grigg, Jimmy P. (jpgrigg@dgarchs.com)
Cc: 'Long, Valerie'
Subject: 315 W Main Street BAR Action June 2012

July 5, 2012

Clark Gathright
100 10th Street NE Suite 200
Charlottesville, VA 22902

Certificate of Appropriateness Application
BAR 12-05-03
315 W Main Street
Tax Map 32 Parcels 197 and 198
Clark Gathright, Applicant/VIM, Inc., Owner
New 7-story hotel

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on [June 19, 2012](#).

The following action was taken:

The BAR approved (5-1-1 with Adams opposed and Hogg abstaining) the massing, conceptual landscape plan, and conceptual use of manufactured stone and brick on the A & B structures with full detailing of those elements, samples, manufacturer's product information and all things requested at the last meeting (building section, window details, etc.) to come back to the BAR for final approval.

The BAR approved (5-1-1 with Adams opposed and Hogg abstaining) the conceptual use of stucco on the C structure subject to all detailing and color studies as discussed coming back to the BAR for final approval.

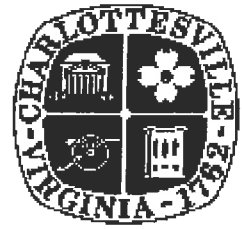
If you have any questions, please contact me at 434-970-3130 or scala@charlottesville.org.

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
Ph 434.970.3130 FAX 434.970.3359
scala@charlottesville.org

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
June 19, 2012**



Certificate of Appropriateness Application

BAR 12-05-03

315 West Main Street

Tax Map 32 Parcel 197 & 198

Clark Gathright, Applicant/ VIM Inc, Owner

Construction of a 7 story hotel

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.

February 21, 2012 – The BAR was generally supportive of the preliminary proposal. Suggestions made were to wrap the corner of Building C with Building B; landscaping and screening parking are important; pedestrian access to Main Street is important; give thought to courtyard (trees, access to hotel).

May 15, 2012 - The BAR approved (4-2-1) the application as submitted to demolish 301 and 315 W Main Street.

May 15, 2012- The BAR accepted (6-0-1) the applicant's request for deferral. The BAR requested further details on: the materials, wall sections, windows details, cornices, articulation of façades, lighting (cut sheets and photometrics), paving materials. Look at the plans along West Main Street. Do not necessarily propose white windows; part of the building may want to be monochromatic.

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 approval for the scale and massing only for a new project on this site, a seven-story hotel with 133 rooms and parking for 122 vehicles, including one level of structured parking (87 spaces) and a surface parking lot (35 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 commercial area (Building A) and a hotel restaurant area with "flex" area (Building B), both with tall ceiling heights, and an interior courtyard. The top two floors of these three-story buildings 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.

Two entrances are proposed along West Main Street, in the center of Building A and near the center of Building B. New pedestrian entrances to the hotel have been added from the landscaped courtyard that connects to West Main Street. Since the preliminary discussion, Buildings A and B have been connected above the courtyard entrance. There are no pedestrian entrances along Ridge-McIntire.

The rear section of the hotel (Building C) is 7 stories in height. There is a drive-up/pedestrian entrance under a porte-cochere in the parking lot.

The building materials are manufactured stone veneer, brick veneer, brick cornice (Building A), fiberglass cornice (on base and on Building B), ¾" stucco - smooth finish (Building C), single-hung aluminum windows, canvas awnings, some brick in-filled window openings.

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 including courtyard and parking lot landscape plans
- Setbacks and stepbacks
- Street-level design
- Materials preferences

The BAR was previously supportive of the strong preliminary concept. Providing pedestrian access to Main Street from the hotel lobby is a huge improvement.

The BAR will want to see more landscaping details, particularly in the parking area, which is currently under site plan review.

The BAR must review signage for new construction.

The BAR should discuss proposed materials, articulation details of the building facades, and the resolution of the cornice across the courtyard entrance.

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction, I move to find that the **scale and massing of the** proposed hotel satisfies the BAR's criteria and is compatible with this property and other properties in this district, and that the BAR approves **the scale and massing only**, with the following details to return to the BAR for approval:....

Scala, Mary Joy

From: Scala, Mary Joy
Sent: Thursday, June 14, 2012 11:40 AM
To: 'Clark Gathright'
Cc: Tolbert, Jim; Thompson, Willy
Subject: RE: West Main streetscape
Attachments: West Main brick specifications.pdf

Not sure about lighting.

Here are sidewalks specs for West Main Street. I got your email about the 2010 plan but the BAR discussed it and came up with the attached.

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
Ph 434.970.3130 FAX 434.970.3359
scala@charlottesville.org

From: Clark Gathright [mailto:cgathright@dgarchs.com]
Sent: Thursday, June 14, 2012 8:53 AM
To: Scala, Mary Joy
Subject: RE: West Main streetscape

Thanks. Do you know if the new lights have been installed? I've been showing the existing streetlights to be re-used.

Clark Gathright

Daggett + Grigg Architects
100 10th Street NE, Suite 200
Charlottesville, VA 22902
434.971.8848

From: Scala, Mary Joy [mailto:scala@charlottesville.org]
Sent: Thursday, June 14, 2012 8:51 AM
To: Clark Gathright
Subject: RE: West Main streetscape

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on September 21, 2010.

Jim Tolbert presented plans for the W Main Street streetscape, and for changing the spacing/type of lights at Drewery Brown Bridge. Hogg abstained from the discussion. The BAR agreed that a hybrid design (part brick, part lighter material) was appropriate the full length between Downtown and the Corner, both of which have all-brick sidewalks. They preferred the roundabout on the plan rather than blocking off South Street. They agreed that the spacing of lights on the bridge could be changed, but first want to approve photometrics for the led lamps, and a cut sheet for the new light fixture and pole.

West Main Street Brick Specifications

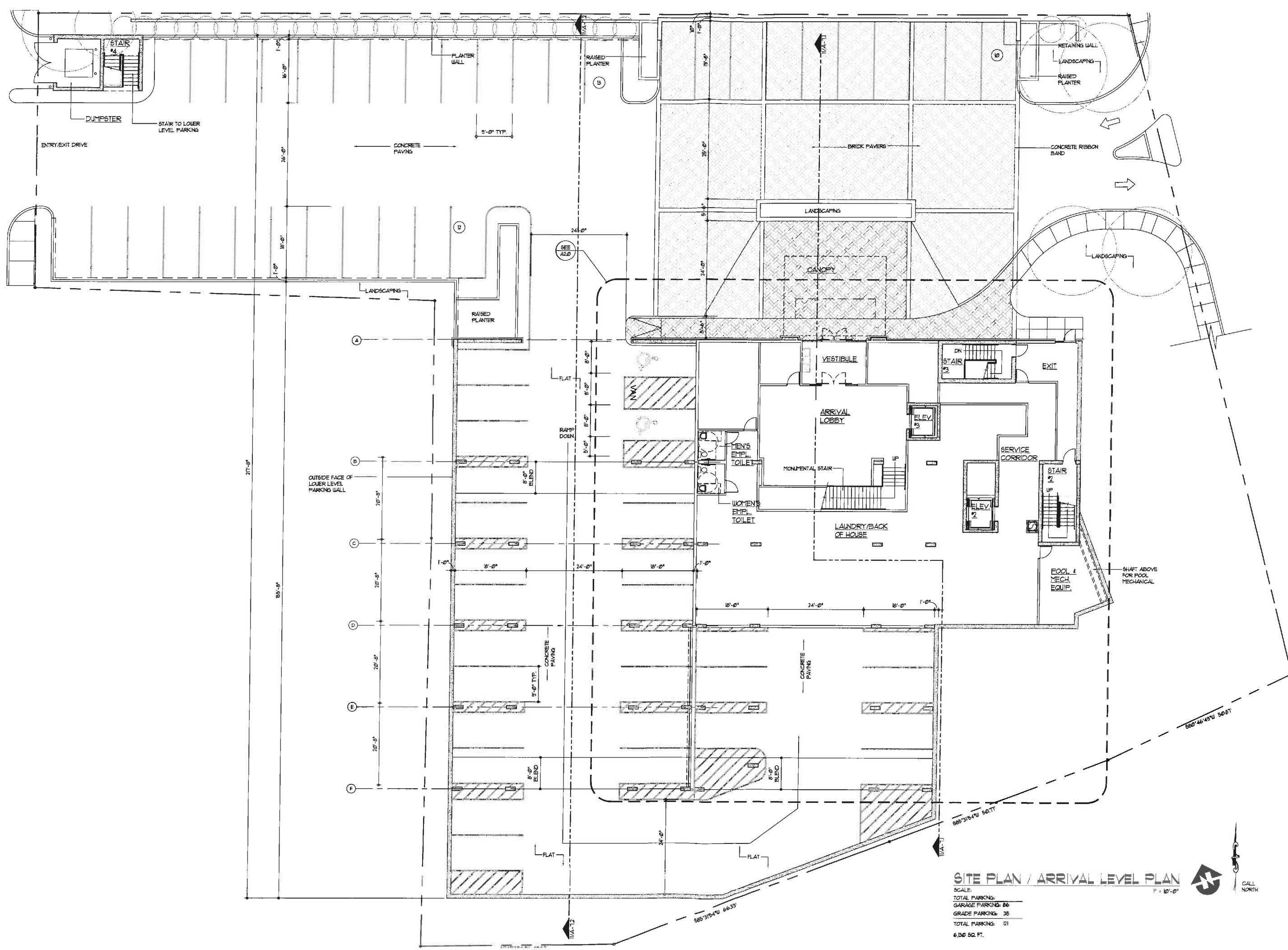
The BAR recently decided that a hybrid sidewalk design (part brick, part lighter material) was appropriate for West Main Street the full length between Downtown and the Corner, both of which have all-brick sidewalks. The City position is that the West Main Street bricks should be laid in sand, like the downtown mall areas.

The brick pavement should generally use bricks of the same size and color as those used on the side streets downtown (wire-cut, regular size, approx. 4 x 8 pavers in a red color that matches the mall brick color). Since the brick pavement on West Main will be installed piecemeal over time, it will help to have a standard brick that will always be readily available and that will complement a wide range of architecture. **Old Va. Brick Co. 4" x 8" Taylor Clay #317 Dark Red lugged pavers, Item # TLR3**

For pedestrian areas, the brick is 2-1/4" thick, with 1/2" - 3/4" sand bed; then 4-6" concrete base. For vehicle travel areas the brick would increase to 2-3/4" thickness, and the sand would be replaced with an asphalt bed, with thicker concrete base.

Use a concrete curb and either mortared brick or concrete on the other side to contain and stabilize the brick set in sand. If the sidewalk stops at a building, there should be a mortared brick soldier course next to the building like was done on the mall. Or, there could be a concrete plaza beyond, like at Battle Building,

The BAR thought we should be flexible regarding the brick pattern, allowing the designer to choose either a running bond, or herringbone, diagonal, or possibly other patterns. Continuity along West Main Street would be provided by the concrete curb, the soldier course, and the brick color/size.



803 S. MOUNT MORIAH
SUITE 100B
MEMPHIS, TN 38117
(901) 683-7175 p.
(901) 683-2385 f.
llw@llwarchitects.com

ISSUED	DATE

NO.	REVISIONS	DATE

COPYRIGHT BY LW ARCHITECTS, INC.
WARNING: UNAUTHORIZED COPYING VIOLATES
U.S. COPYRIGHT LAWS AND WILL SUBJECT THE
VIOLATOR TO LEGAL PROSECUTION.

CONSULTANTS

SEAL



CHARLOTTEVILLE,
VIRGINIA

SHEET NAME

SITE PLAN /
ARRIVAL LEVEL
PLAN

DATE	2/3/12
DRAWN BY	AP
CHECKED BY	PEL
FILE NAME	1611-A101
SCALE	AS NOTED
PROJECT NO.	1611
DRAWING	

SITE PLAN / ARRIVAL LEVEL PLAN

SCALE:
TOTAL PARKING: 86
GARAGE PARKING: 86
GRADE PARKING: 35
TOTAL PARKING: 121
6,130 SQ. FT.



A1.1



803 S. MOUNT MORIAH
SUITE 100B
MEMPHIS, TN 38117
(901) 683-7175 p.
(901) 683-2385 f.
llw@llwarchitects.com

ISSUED	DATE

NO.	REVISIONS	DATE

COPYRIGHT BY LLW ARCHITECTS, INC.
WARNING: UNAUTHORIZED COPYING VIOLATES
U.S. COPYRIGHT LAWS AND WILL SUBJECT THE
VIOLATOR TO LEGAL PROSECUTION.

CONSULTANTS

SEAL



CHARLOTTEVILLE,
VIRGINIA

SHEET NAME

GROUND FLOOR
(MAIN LEVEL)
FLOOR PLAN

DATE
2/3/12

DRAWN BY
ICB

CHECKED BY
PEL

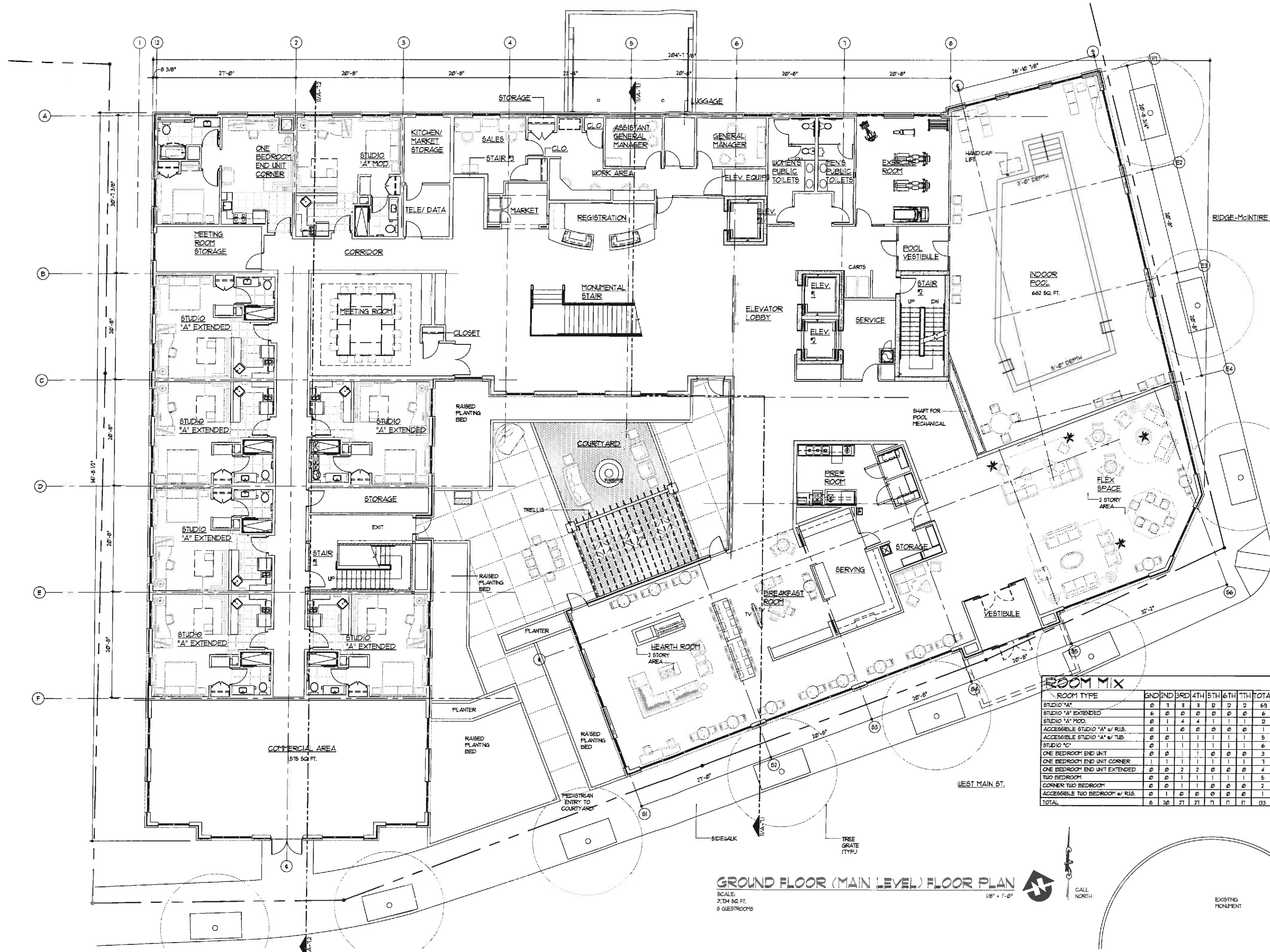
FILE NAME
1611-A201

SCALE
AS NOTED

PROJECT NO.
1611

DRAWING

A2.1



ROOM TYPE	END	2ND	3RD	4TH	5TH	6TH	7TH	TOTAL
STUDIO "A"	0	1	1	1	1	1	1	6
STUDIO "A" EXTENDED	6	0	0	0	0	0	0	6
STUDIO "A" MOD.	0	1	4	4	1	1	1	12
ACCESSIBLE STUDIO "A" w/ R/LB.	0	1	0	0	0	0	0	1
ACCESSIBLE STUDIO "A" w/ TUB	0	0	1	1	1	1	1	5
STUDIO "C"	0	1	1	1	1	1	1	6
ONE BEDROOM END UNIT	0	0	1	1	0	0	0	3
ONE BEDROOM END UNIT CORNER	1	1	1	1	1	1	1	7
ONE BEDROOM END UNIT EXTENDED	0	0	2	2	0	0	0	4
TWO BEDROOM	0	0	1	1	1	1	1	5
CORNER TWO BEDROOM	0	0	1	1	1	0	0	3
ACCESSIBLE TWO BEDROOM w/ R/LB.	0	1	0	0	0	0	0	1
TOTAL	8	20	21	21	11	11	11	133

GROUND FLOOR (MAIN LEVEL) FLOOR PLAN
SCALE:
1/8" = 1'-0"
2,134 SQ. FT.
8 GUESTROOMS



NO.	REVISIONS	DATE

COPYRIGHT BY LLW ARCHITECTS, INC
WARNING: UNAUTHORIZED COPYING VIOLATES
U.S. COPYRIGHT LAWS AND WILL SUBJECT THE
VIOLATOR TO LEGAL PROSECUTION.

CONSULTANTS

SEAL



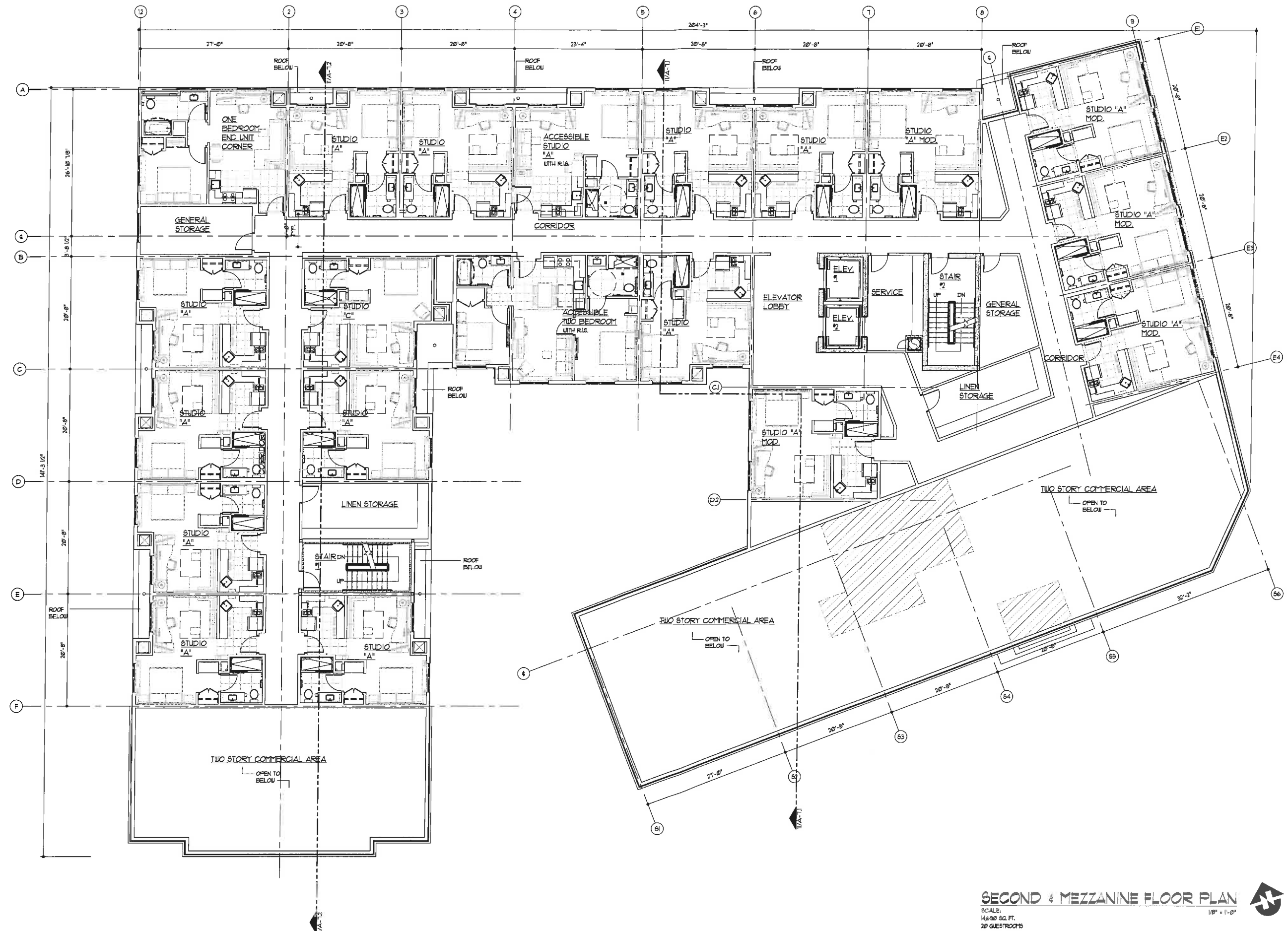
CHARLOTTESVILLE,
VIRGINIA

SHEET NAME

SECOND & MEZZANINE FLOOR PLAN

DATE	2/3/12
DRAWN BY	ICB
CHECKED BY	PEL
FILE NAME	1611-A202
SCALE	AS NOTED
PROJECT NO.	1611
DRAWING	

A2.2



SECOND & MEZZANINE FLOOR PLAN
SCALE: 1/8" = 1'-0"
14,630 SQ. FT.
20 GUESTROOMS



803 S. MOUNT MORIAH
SUITE 100B
MEMPHIS, TN 38117
(901) 683-7175 p.
(901) 683-2385 f.
llw@llwarchitects.com

ISSUED	DATE

NO.	REVISIONS	DATE

COPYRIGHT BY LLW ARCHITECTS, INC.
WARNING: UNAUTHORIZED COPYING VIOLATES
U.S. COPYRIGHT LAWS AND WILL SUBJECT THE
VIOLATOR TO LEGAL PROSECUTION.

CONSULTANTS

SEAL



CHARLOTTESVILLE,
VIRGINIA

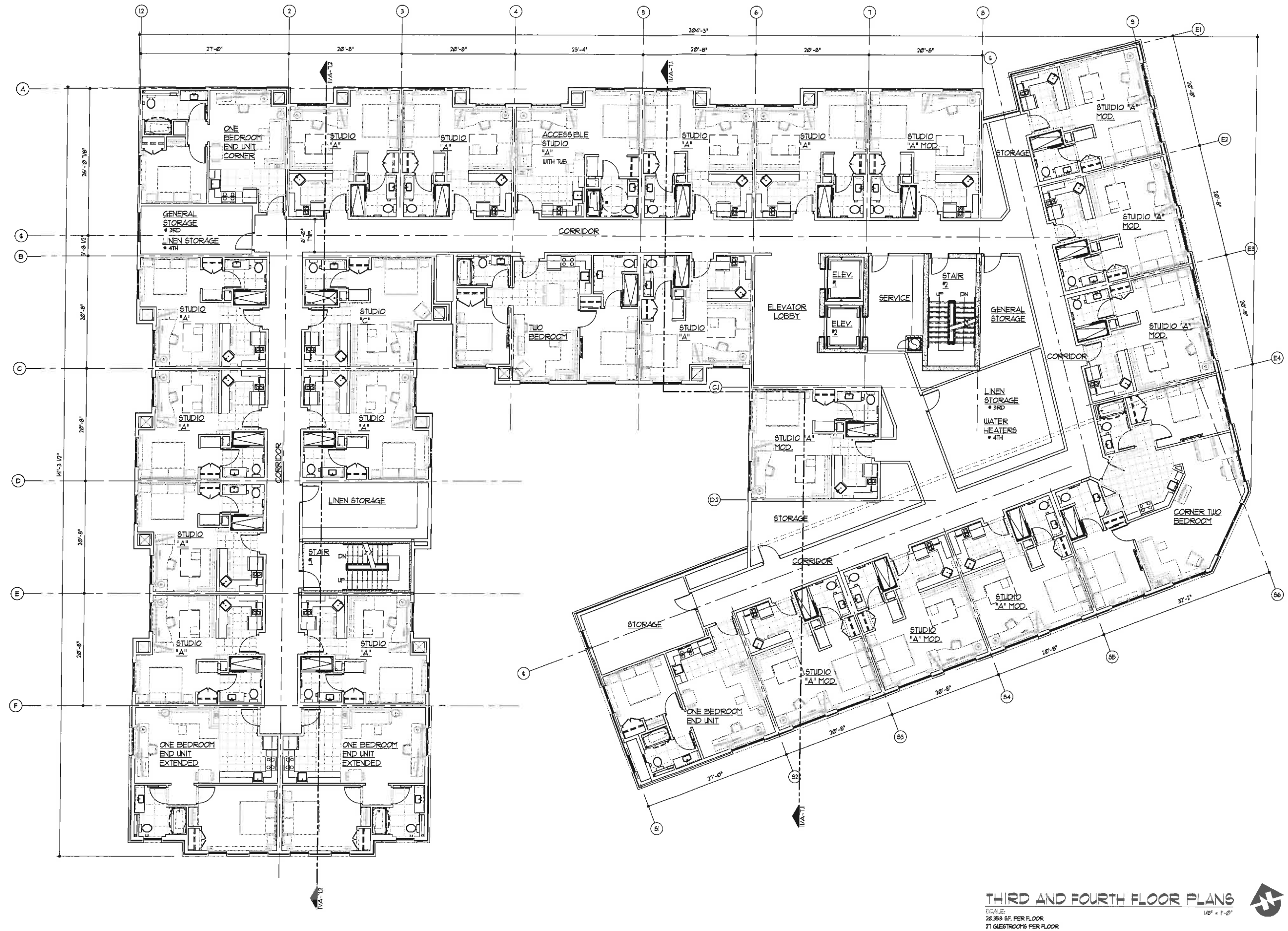
SHEET NAME

THIRD AND FOURTH
FLOOR PLANS

DATE	2/3/12
DRAWN BY	ICB
CHECKED BY	PEL
FILE NAME	1611-A203
SCALE	AS NOTED
PROJECT NO.	1611
DRAWING	



CALL
NORTH



THIRD AND FOURTH FLOOR PLANS
SCALE:
20,358 SF. PER FLOOR
21 GUESTROOMS PER FLOOR
1/8" = 1'-0"



803 S. MOUNT MORIAH
SUITE 100B
MEMPHIS, TN 38117
(901) 683-7175 p.
(901) 683-2385 f.
llw@llwarchitects.com

ISSUED	DATE

NO.	REVISIONS	DATE

COPYRIGHT BY LLW ARCHITECTS, INC.
WARNING: UNAUTHORIZED COPYING VIOLATES
U.S. COPYRIGHT LAWS AND WILL SUBJECT THE
VIOLATOR TO LEGAL PROSECUTION.

CONSULTANTS

SEAL

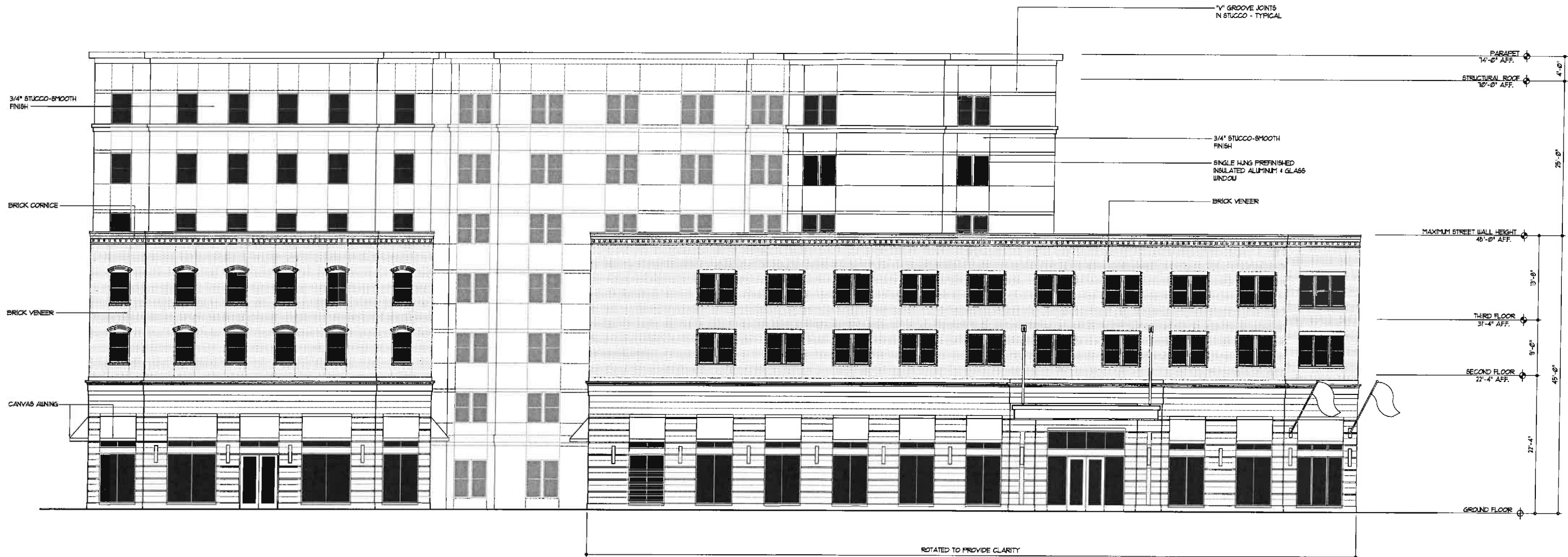


CHARLOTTESVILLE,
VIRGINIA

SHEET NAME

EXTERIOR
ELEVATIONS
(ROTATED)

DATE	2/3/12
DRAWN BY	AP
CHECKED BY	PEL
FILE NAME	1611-A301
SCALE	AS NOTED
PROJECT NO.	1611
DRAWING	



SOUTH ELEVATION
(ROTATED)

EXTERIOR ELEVATIONS - ROTATED
SCALE: 1/8" = 1'-0"



803 S. MOUNT MORIAH
SUITE 1008
MEMPHIS, TN 38117
(901) 683-7175 p.
(901) 683-2385 f.
llw@llwarchitects.com

ISSUED	DATE

NO.	REVISIONS	DATE

COPYRIGHT BY LLW ARCHITECTS, INC.
WARNING: UNAUTHORIZED COPYING VIOLATES
U.S. COPYRIGHT LAWS AND WILL SUBJECT THE
VIOLATOR TO LEGAL PROSECUTION.

CONSULTANTS

SEAL



CHARLOTTESVILLE,
VIRGINIA

SHEET NAME

EXTERIOR
ELEVATIONS

DATE	2/3/12
DRAWN BY	AP
CHECKED BY	PEL
FILE NAME	1611-A304
SCALE	AS NOTED
PROJECT NO.	1611
DRAWING	

A3.4



NORTH ELEVATION

EXTERIOR ELEVATIONS
SCALE: 1/8" = 1'-0"