From: Scala, Mary Joy
Sent: Tuesday, October 04, 2016 12:19 PM
To: 'Ivana Kadija'
Subject: FW: BAR Actions- 617B West Main Street- September 20, 2016

October 4, 2016

Ivana Kadija
712 Graves Street
Charlottesville, VA, 22902

RE: Certificate of Appropriateness Application
BAR 16-09-01
617B West Main Street
Tax Parcel 320167000
Curtis Alexander, Owner/ Ivana Kadija, Applicant
Awning Addition

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on September 20, 2016. The following action was taken:

617B West Main Street was pulled off the consent agenda and discussed first in the meeting. Graves moved to find that the proposed new awning satisfies the BAR's criteria and is compatible with this property and other properties in the West Main Street ADC district, and that the BAR approves the application as submitted. Keesecker seconded, and the motion passed (7-2, with Knott and Schwarz opposed).

This certificate of appropriateness shall expire in 18 months (March 20, 2018), 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.

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
September 20, 2016

Certificate of Appropriateness Application
BAR 16-09-01
617B West Main Street
Tax Parcel 320167000
Curtis Alexander, Owner/ Ivana Kadija, Applicant
Awning Addition

Background

This property (617 B West Main Street) is a contributing structure in the West Main Street ADC District. The historic survey is attached.

Application

The applicant is requesting a Certificate of Appropriateness to add a "modern awning" for a fine fiber goods store.

The awning would be made of natural linen with the name "Ewe" applied to the front vertical flap. The awning would extend from the building wall above the door and windows, and would attach to two front columns. Black powder-coated steel collars around the columns would hold a rod that that would slide through the front of the awning. The rod may be made from black powder-coated aluminum so it will be easier to take down and put back up for seasonal awning washing. But everything will look like wrought iron.

Criteria, Standards and Guidelines

Review Criteria Generally

Sec. 34-284(b) of the City Code states that,
In considering a particular application the BAR shall approve the application unless it finds:
(1) That the proposal does not meet specific standards set forth within this division or applicable provisions of the Design Guidelines established by the board pursuant to Sec.34-288(6); and
(2) The proposal is incompatible with the historic, cultural or architectural character of the district in which the property is located or the protected property that is the subject of the application.

Pertinent Standards for Review of Construction and Alterations include:

(1) Whether the material, texture, color, height, scale, mass and placement of the proposed addition, modification or construction are visually and architecturally compatible with the site and the applicable design control district;
(2) The harmony of the proposed change in terms of overall proportion and the size and placement of entrances, windows, awnings, exterior stairs and signs;
(3) The Secretary of the Interior Standards for Rehabilitation set forth within the Code of Federal Regulations (36 C.F.R. §67.7(b)), as may be relevant;
(4) The effect of the proposed change on the historic district neighborhood;
(5) The impact of the proposed change on other protected features on the property, such as

gardens, landscaping, fences, walls and walks;
(6) Whether the proposed method of construction, renovation or restoration could have an adverse impact on the structure or site, or adjacent buildings or structures;
(8) Any applicable provisions of the City's Design Guidelines.

Pertinent Guidelines for Rehabilitation

B. FACADES AND STOREFRONTS
Over time, commercial buildings are altered or remodeled to reflect current fashions or to eliminate maintenance problems. Often these improvements are misguided and result in a disjointed and unappealing appearance. Other improvements that use good materials and sensitive design may be as attractive as the original building and these changes should be saved. The following guidelines will help to determine what is worth saving and what should be rebuilt.

1. *Conduct pictorial research to determine the design of the original building or early changes.*
2. *Conduct exploratory demolition to determine what original fabric remains and its condition.*
3. *Remove any inappropriate materials, signs, or canopies covering the façade.*
4. *Retain all elements, materials, and features that are original to the building or are contextual remodelngs, and repair as necessary.*
5. *Restore as many original elements as possible, particularly the materials, windows, decorative details, and cornice.*
6. *When designing new building elements, base the design on the "Typical elements of a commecial façade and storefront" (see drawing next page).*
7. *Reconstruct missing or original elements, such as cornices, windows, and storefronts, if documentation is available.*
8. *Design new elements that respect the character, materials, and design of the building, yet are distinguished from the original building.*
9. *Depending on the existing building's age, originality of the design and architectural significance, in some cases there may be an opportunity to create a more contemporary façade design when undertaking a renovation project.*
10. *Avoid using materials that are incompatible with the building or within the specific districts, including textured wood siding, vinyl or aluminum siding, and pressure-treated wood,*
11. *Avoid introducing inappropriate architectural elements where they never previously existed.*

Pertinent Guidelines for Signs, Awnings, Vending and Cafes

C. AWNINGS, MARQUEES, & CANOPIES

Awnings can contribute to the overall image of the Downtown, The Corner, and West Main Street by providing visual continuity for an entire block, helping to highlight specific buildings, and covering any unattractively remodeled transom areas above storefronts. They also protect pedestrians from the weather, shield window displays from sunlight, and conserve energy. Marquees are usually associated with theaters and contain areas for changing information. Canopies are more permanent structures.

1. Types
a. <u>Fixed, sloped fabric awnings</u> are the traditional awning type and are appropriate for most historic buildings, both residential and commercial.
b. <u>Boxed or curved fabric awnings:</u> a more current design treatment, may be used on a non-historic or new commercial building.

c. Marquees and canopies fabricated from rigid materials are appropriate on some commercial buildings, however, they must fit the storefront design and not obscure important elements such as transoms or decorative glass.
d. Historic marquees and canopies should be retained and maintained on historic building facades.
e. Backlit awnings or canopies used as illuminated signs are inappropriate.

2. Placement
a. Place awnings carefully within the storefront, porch, door, or window openings so they so not obscure elements of damage materials.
b. Choose designs that do not interfere with existing signs or distinctive architectural features of the building, or with street trees or other elements along the street.
c. Choose an awning shape that fits the opening in which it is installed.
d. Make sure the bottom of the awning valance is at least 7 feet high, or consistent with the current building code.

3. Color and Materials
a. Coordinate colors with the overall building color scheme. Solid colors, wide stripes, and narrow stripes may be appropriate, but not overly bright or complex pattern.
b. Aluminum, vinyl plastic, or overly ornate fabric awnings are generally inappropriate for any buildings within the historic districts.
c. Contemporary marquees or canopies may be constructed of combinations of metal, wood, and glass; some types of plastic may be appropriate.

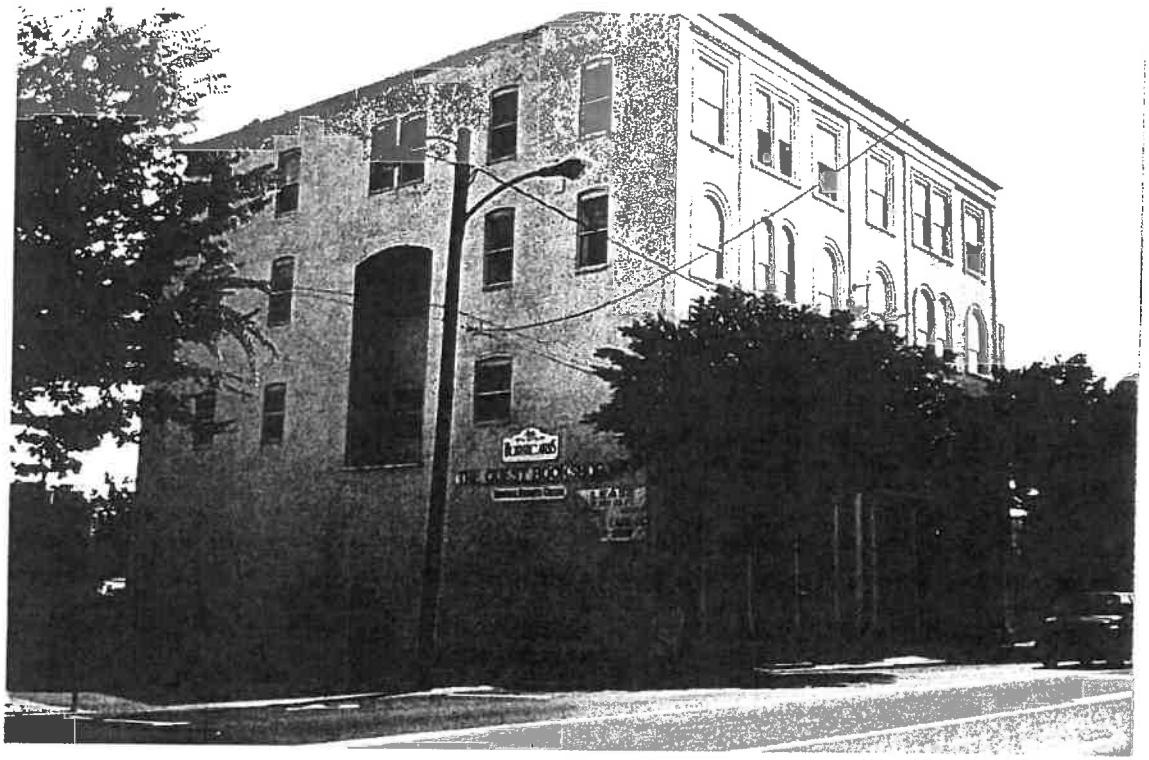
Discussion and Recommendations

The proposed awning is respectful of the building, and appropriate to the business use. The solution seems well considered.

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation, and for Signs, Awnings, Vending and Cafes, I move to find that the proposed new awning satisfies the BAR's criteria and is compatible with this property and other properties in the West Main Street ADC district, and that the BAR approves the application as submitted (or with the following modifications…).

HOTEL GLEASON/ALBEMARLE HOTEL/IMPERIAL CAFE



STREET ADDRESS:	617-619 West Main Street
MAP & PARCEL:	32-167
VDHR FILE NUMBER:	104-220
CITY FILE NUMBER:	183
PRESENT ZONING:	B-5
ORIGINAL OWNER:	Michael S. Gleason
ORIGINAL USE:	Hotel
PRESENT USE:	Educational Services
PRESENT OWNER:	Albemarle Hotel Limited Partnership
ADDRESS:	P.O. Box 8147 Charlottesville, VA 22906
HISTORIC NAME:	Hotel Gleason/Albemarle Hotel/Imperial Cafe
DATE/PERIOD:	1896, 1911-13, 1981
STYLE:	Victorian
HEIGHT IN STORIES:	4 storeys
DIMENSIONS AND LAND AREA:	9207 sq. ft.
CONDITION:	Good
SURVEYOR:	Thomsen/Bibb
DATE OF SURVEY:	1977/1983
SOURCES:	City Records City Directories

HOTEL GLEASON/ALBEMARLE HOTEL/IMPERIAL CAFE

ARCHITECTURAL DESCRIPTION

The Hotel Gleason/Albemarle Hotel building presents a three-bay, three-storey, pressed-brick facade raised above the ground-floor recessed loggia. The loggia is supported on four Corinthian columns and covers a recessed display-window front (much altered). The loggia is covered with a pressed-tin, cove ceiling. The columns of the loggia support a simple cornice from which rise three upper floors. The two flanking bays are inset one-brick's depth from the plane of the central bay and the corners; and these recesses are lined with rounded brick on the sides and molded egg-and-dart bricks above the fourth floor. The central bay at second-floor level consists of a distyle-in-antis portico. The columns supporting the portico are square in cross-section and possess inset panels. They rest on pedestals and support an elaborately beswagged entablature of pressed tin. A smaller pressed-tin panel rests on this entablature just before the third-floor window. A wide, Palladian window is located within the recess of the portico. Flanking windows on the second floor are one-over-one light, double-hung sash with wide, molded brick surrounds. Fourth-floor windows match those of the second, with the central bay being paired and slightly narrower. Third-floor fenestration is similar to that on the fourth floor, but window heads are semi-circular rather than square. A simple boxy, overhanging cornice crowns the facade. When the Imperial Cafe was purchased in 1911 to become part of the Hotel Gleason, the original building was either extensively remodeled or completely rebuilt so that its facade conformed -- although with lateral compression because of a narrow lot -- to the hotel facade.

HISTORICAL DESCRIPTION

In April 1896, Michael S. Gleason bought the lot immediately adjacent to his store and saloon at 611 West Main Street from the executors of Caroline M. Hase (City DB 7-252). Gleason immediately sold the western 28 feet of the lot to Henrietta H. Hase (DB 7-117); and a June 1896 agreement with Hase (DB 7-253) to share the party wall indicates his new building under construction. 1897 tax records show new buildings on both lots: Gleason's Hotel Gleason ($12,000) and Hase's Imperial Cafe ($3,000) - the latter described in a later reference (DB 10-350) as a new, three-storey, pressed-brick front store building. The years 1910 and 1911 saw the consolidation by J. L. Veal and George D. Smith of the Hotel Gleason (DB 22-74) and the Imperial Cafe (DB 22-207) into an expanded "New Hotel Gleason" (DB 24-209). Improvements included on the Tax records of 1912 and 1914 note the extensive renovation of the Imperial Cafe (619 W. Main) to conform to the Hotel Gleason (617) facade and probably expansion of both buildings. In 1933 the Hotel Gleason, Inc. was sold for indebtedness (DB 80-399), and in October 1934 ownership passed to the Albemarle Hotel Corp. (DB 83-366). By the time Charles W. Hurt purchased the property in 1970, the Albemarle Hotel had deteriorated and was being used as a hotel for transients. In August, 1976 the City condemned the building and the Hotel closed. While stores occupied the lower floor for the next year or so, the building was mostly vacant between 1977 and 1981, when the building was extensively rehabilitated as part of the City's Starr Hill Community Development Block Grant neighborhood revitalization program.

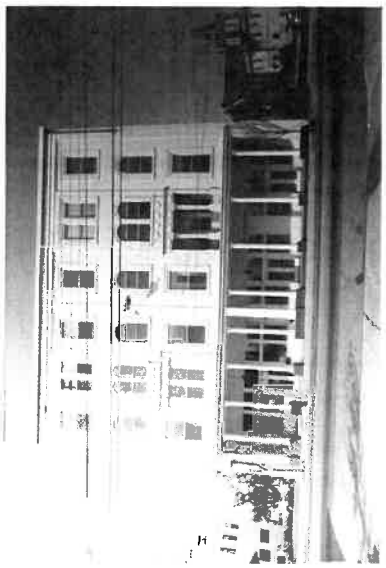
STATEMENT OF SIGNIFICANCE

This four-storey brick hotel exhibits many Victorian details, quite a number of which are not found on any other building in the City. Its highly articulated facade features arched and grouped windows, brick pilasters, a recessed loggia with cast-iron Corinthian columns, and a small second-storey portico-in-antis with an elaborate pressed-metal entablature. The hotel is listed individually on the National Register of Historic Places as part of the Charlottesville Multiple Resource Area.

Following the route of the old Three-Notched Road, West Main Street has been a major thoroughfare since Colonial days, as well as being the link between Charlottesville and the University of Virginia since the early 19th century. The opening of the Union Station at the intersection of the railroad lines in 1885 made it the transportation hub of this part of the state. The Hotel Gleason opened in 1896, the first large, modern hotel in the City. It proved to be one of the most successful, operating for three-quarters of a century - first as the Hotel Gleason and later as the Albemarle Hotel - and sustaining its popularity after the automobile had replaced

the railroads as the principal means of travel and all of the other West Main Street hotels had closed. Although replaced as the City's "best" hotel, it maintained its high standards and kept its number two position until the 1950's. It continued operation, mainly as a residential hotel, until the late 1970's.

Despite some alternations and the loss of its annex when it was renovated in 1981, the Hotel retains enough original fabric to be a splendid example of the Victorian style. It remains a prominent landmark on West Main Street where it recalls an earlier era of transportation and lodging. It would be one of the most important buildings in a West Main Street Historic District, and it is surely worthy of preservation.



Date JAN 1994 File No. 104-220

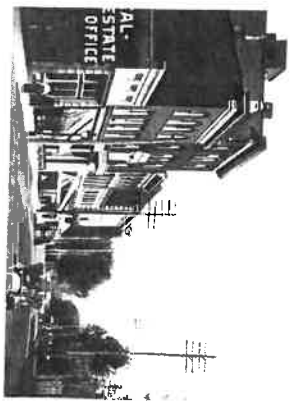
Name HOTEL GLEASON/ALBEMARLE HOTEL/IMPERIAL CAFE
617-619 WEST MAIN STREET

Town CHARLOTTESVILLE

County

Photographer ANN C. HUPPERT

Contents 4 EXT. VIEWS




HOTEL ALBEMARLE

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 Email scala@charlottesville.org

RECEIVED
AUG 31 2016
NEIGHBORHOOD DEVELOPMENT SERVICES

Please submit ten (10) hard copies and one (1) digital copy of application form and all attachments.
Please include application fee as follows: New construction project $375; Demolition of a contributing structure $375; Appeal of BAR decision $125; Additions and other projects requiring BAR approval $125; Administrative approval $100.
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: Curtis Alexander
Applicant Name: Ivana Kadija
Project Name/Description: EWE Fine Fiber Goods
Parcel Number: 320167000
Project Property Address: 617 -B WEST MAIN STREET

Applicant Information

Address: 712 GRAVES ST
Email: IVANA.KADIJA@GMAIL.COM
Phone: (W) → (C) 434-294-9763

Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct.

Signature — Date: 8/26/16
Print Name: IVANA KADIJA — Date: 8/26/16

Property Owner Information (if not applicant)

Address: ~~[illegible]~~ 500 Westfield Rd.
Charlottesville VA 22901
Email: pprimiani@montaguemiller.com
Phone: (W) (434) 981-5924 (C) same

Property Owner Permission (if not applicant)

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

Peter F. Primiani
Authorized Agent for Curtis Alexander, LLC

Signature — Date: 8/30/16
Print Name: CURTIS ALEXANDER — 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): "modern" awning w/ WROUGHT IRON + LINEN (NATURAL)

List All Attachments (see reverse side for submittal requirements):
SHOP ENTRANCE MOCK-UP; WROUGHT IRON COLUMN COLLAR SCHEMATIC; PHOTO OF FABRIC

For Office Use Only
Received by: J. Barnes
Fee paid: $125.00 Cash/Ck. # 1006
Date Received: 8/31/2016
Revised 2016
P16-0144

Approved/Disapproved by:
Date:
Conditions of approval:

Montague Miller & Co. REALTORS®
500 Westfield Road
Charlottesville, VA 22901

PETER F. PRIMIANI
ASSOCIATE BROKER

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(434) 951-7101 FAX

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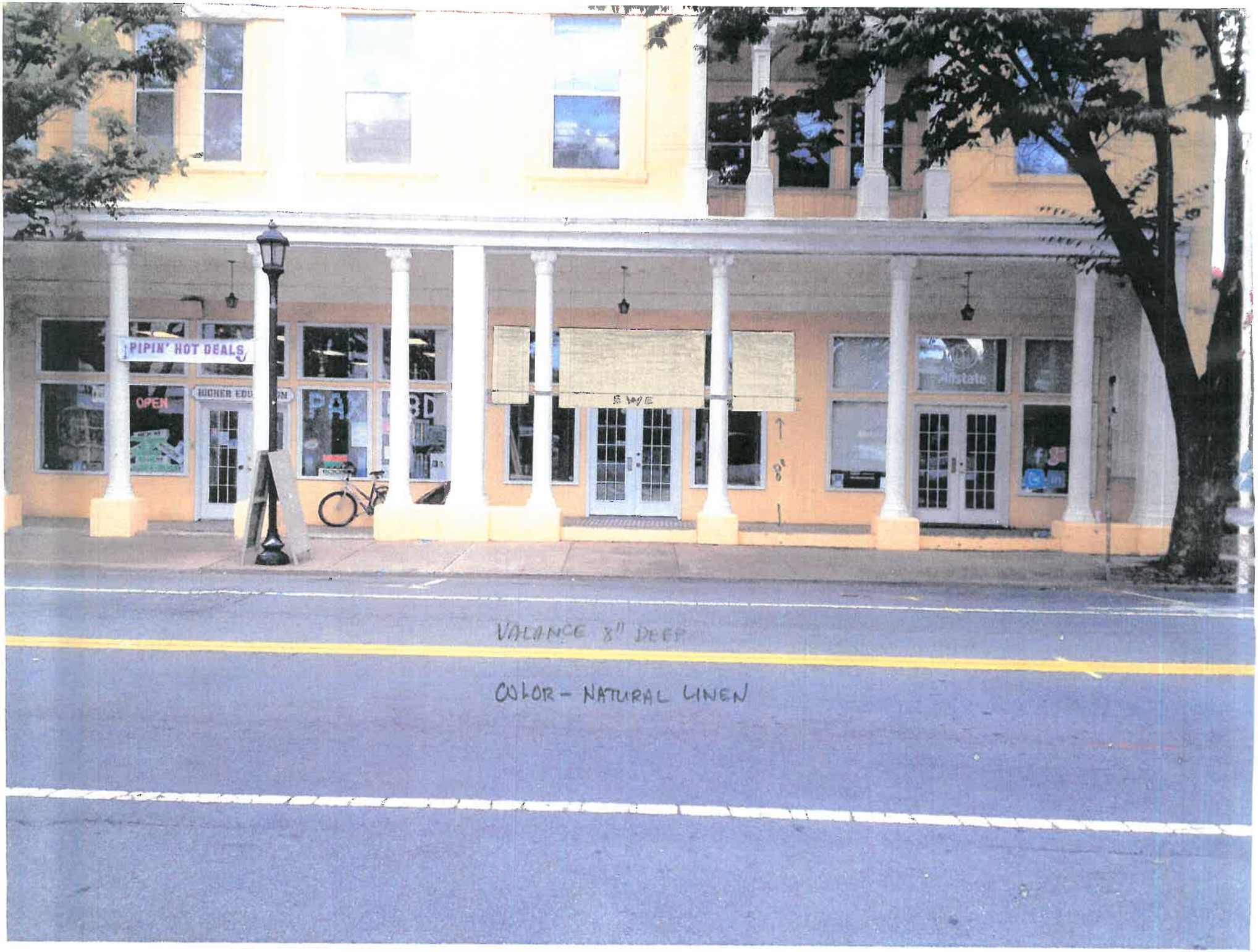
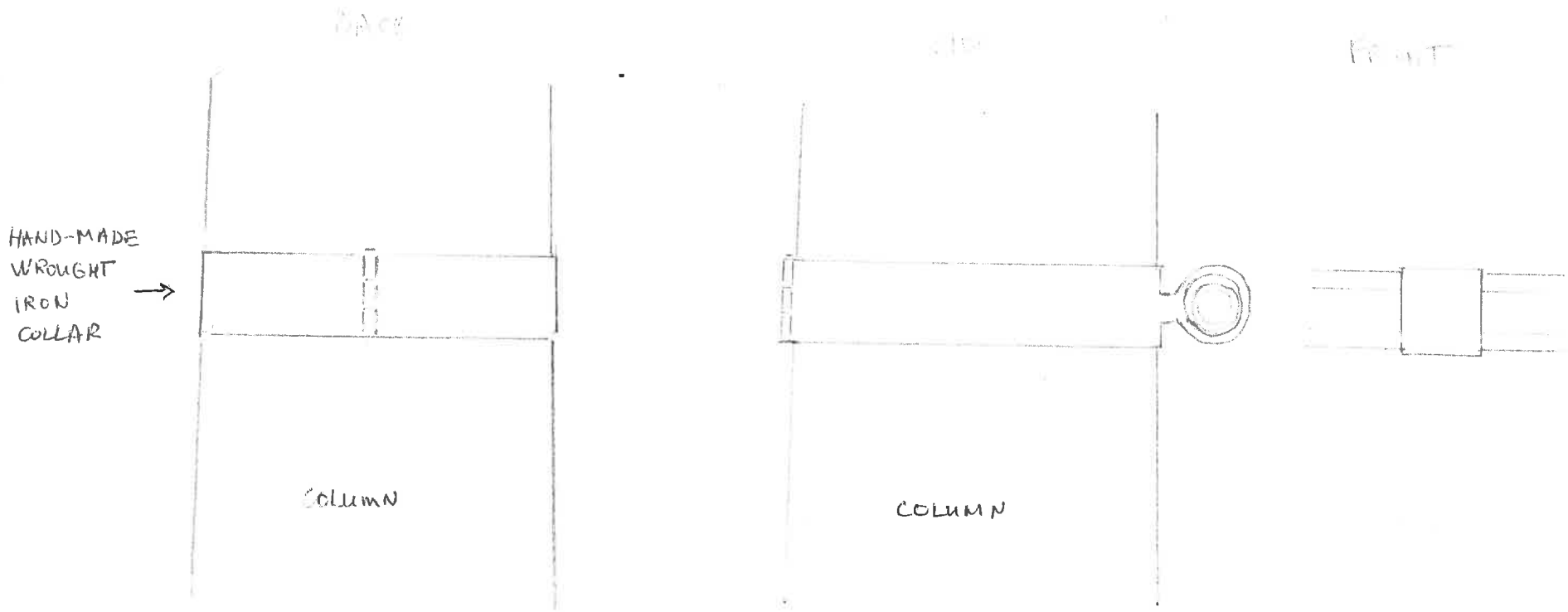

PIPIN' HOT DEALS
OPEN
HIGHER EDU
PAX
Allstate
VALANCE 8" DEEP
COLOR - NATURAL LINEN


HAND-MADE
WROUGHT
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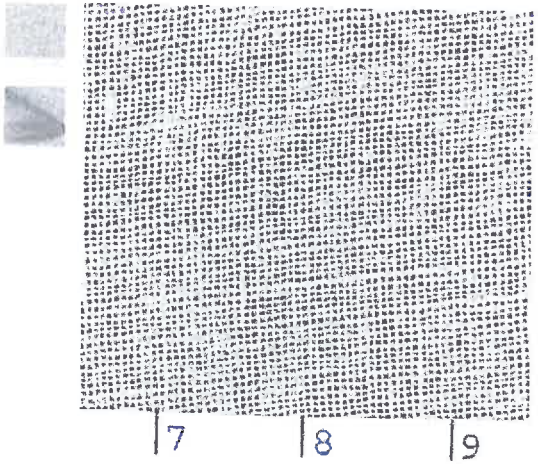
COLUMN
COLUMN



IL041 NATURAL - 100% Linen - Middle Weight (5.01 oz/yd2)

1 Reviews

Price: $9.92 per yard

At 5.1 ounces this Open Weave linen has a unique slightly sheer look and feel that sets it apart from other medium weight linens. Open weave does not make it less durable or versatile, just loosely woven.

This linen should be laundered in a cold wash-tumble dried on air setting or very low heat--line dry if possible.

Fabric specifications:

Article :	IL041 - Open Weave
Content :	100% Linen
Type :	BASIC
Thread size warp :	9.09
Thread size weft :	9.09
Thread count warp :	20
Thread count weft :	19
Color :	NATURAL
Weight :	5.01 oz/yd².
Width :	57 inch

Qty. in yards : 1

Sample Details

Add Item To Wish List

Customer Care

Shipping & Return

Fabric Care

G+1