

From: Scala, Mary Joy [mailto:scala@charlottesville.org]
Sent: Wednesday, April 20, 2016 9:10 AM
To: Andrew Garlock; Charlie Armstrong (CharlesA@southern-development.com); Kevin Lewis
Subject: BAR Action - William Taylor Plaza - April 19, 2016

April 20, 2016

Cherry Avenue Investments, LLC
170 S Pantops Dr.
Charlottesville, VA 22911

Discussion- remaining condition

BAR 15-08-04

NW Corner of Ridge St. and Cherry Ave.

Tax Parcel 290145000-147000, 290149000-151000, 290157000

Charlie Armstrong, Owner/ Cherry Avenue Investments LLC, Applicant

Proposed new construction of a Marriot Hotel on the NW corner intersection of Cherry Avenue and Ridge Street – plaza facade design

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on April 19, 2016. The following action was taken:

Schwarz moved, and Mohr seconded, to find that the proposed new construction satisfies the BAR's criteria and is compatible with this property and other properties in the Ridge Street ADC district, and that the BAR approves (7-1 with Knott opposed) Option B for the plaza façade design as submitted, except with the modification that all windows [and doors] on the far east block either have muntins [SDL's with exterior- and interior -applied muntins with spacer bars], or none have muntins, exclusive of the storefront doors going into the retail space under the main canopy [which should not have muntins].

This certificate of appropriateness shall expire in 18 months (October 19, 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.

All your conditions for BAR review have now been met. Please submit a digital copy for our records that includes all approved drawings, plans and cutsheets, including a drawing that shows the final plaza design with your preference for muntins. 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
April 19, 2016**



Discussion- remaining condition

BAR 15-08-04

NW Corner of Ridge St. and Cherry Ave.

Tax Parcel 290145000-147000, 290149000-151000, 290157000

Charlie Armstrong, Owner/ Cherry Avenue Investments LLC, Applicant

Proposed new construction of a Marriot Hotel on the NW corner intersection of Cherry Avenue and Ridge Street – plaza facade design

Background

All the parcels fronting on Ridge Street are located within the Ridge Street ADC district. The parcels fronting on Cherry Avenue are not in a design control district. However, the recently approved Planned Unit Development included a requirement that "The entire William Taylor Plaza Planned Unit Development (PUD), all phases, shall be subject to the Board of Architectural Review (BAR) as it applies all pertinent design standards and guidelines to this project in keeping with the Ridge Street Architectural Design Control (ADC) District."

May 18, 2004 – On the same parcels but different applicant: Preliminary Discussion with the BAR on "Cherry Ridge Commons," William Atwood, architect.

July 20, 2004 – Preliminary discussion with the BAR on "Cherry Ridge Commons," William Atwood, architect.

October 6, 2008 - City Council agreed to convey two parcels of City-owned land to the developer.

January 20, 2009 – Preliminary discussion with BAR and current applicant.

July 21, 2009 Preliminary – Preliminary discussion with the BAR. The Chair requested that staff summarize the BAR's discussion.

September 9, 2009 – The Planning Commission recommended approval of the PUD with proffers. The proffers will be revised prior to City Council's consideration. Please note that the landscaped pedestrian median that is shown on the plan in Ridge Street is not required by the proffers.

September 15, 2009 - The BAR accepted (5-0-1 with Adams recusing) applicant's deferral. The application was not properly before the BAR since the rezoning is still pending.

November 2, 2009 – City Council approved the rezoning to Planned Unit Development (PUD) with proffers.

November 17, 2009 - The BAR approved the application (6-1-1 with Brennan against and Adams recused) in concept, with the stipulation that detailed architectural designs, building materials, colors, and detailed site/landscaping design shall come back to the BAR for approval, also the BAR voiced strong support for a landscaped median on Ridge Street.

July 20, 2015 – City Council approved amendments to the 2009 William Taylor Plaza PUD.

August 19, 2015 – The BAR had a preliminary discussion.
Consensus was the proposal was too suburban; lacked pedestrian engagement along Ridge and Cherry; lacked inviting design at plaza/ important intersection corner and at rear retaining wall; lacked quality building materials; the design of the Ridge Street entrance was incompatible; and the building needs to relate in massing and scale to context of neighborhood and surrounding buildings in historic district.

September 14, 2015 – The BAR held a work session on a revised design. Consensus was the design was moving in a better direction; need larger spatial break at Cherry Avenue entrance; modulate fenestration; resolve corner space to engage Ridge Street; need a good landscape design; re-design the rear retaining wall; large, shared vehicle entrance on Ridge is problematic; historicist design less important than quality materials, details, and construction.

October 20, 2015- Schwarz moved to find that the proposed new construction, including massing, and general site layout generally satisfies the BAR's criteria and is compatible with this property and other properties in the Ridge Street ADC district, and that the BAR approves only the massing and general site layout, with the following modifications: that the applicant look at the lobby entryway and the corner at Ridge and Cherry, and continue to explore color. Mohr seconded. (8-0).

November 17, 2015- Miller moved to find that the proposed new construction satisfies the BAR's criteria and is compatible with this property and other properties in the Ridge Street ADC district, and that the BAR approves (6-0) the proposed new building [including building materials] with the following items and details to come back to the BAR for approval:

- Ridge Street corner [including glass canopies] and plaza;
- Further site plan and planting plan development;
- Exploration of a livelier color at the Cherry edge and entry [Cherry Avenue pedestrian entrance and lower garage entry]
- Exterior lighting plan and signage.

Additional work was recommended on the rear retaining wall, such as more terracing or landscaping.

December 15, 2015 - Miller moved to find that the BAR approves the proposed new building and site design details as submitted with the following modifications:

- eliminate the sidewalk colored pavers and floating seat wall from the plaza;
- change Redbuds on plaza back to Red Maples;
- raise the canopy on the plaza side, and continue to refine, submitting any changes via email;
- institute lighting controls;
- replace upright shrubs on retaining walls with leafing or draping ones; and
- replace the Japanese Beauty Berry with the American Beauty Berry.

Seconded by Schwartz. Motion passes (8-0). [Final elevations, site plan and landscape plan drawings with the requested changes to be submitted in digital form for circulation to the BAR.]

March 15, 2016 – The BAR affirmed that all the remaining conditions of approval had been satisfied except two: The corner plaza brick façade and the related signage.

Application

Background:

The current owner is requesting a certificate of appropriateness for Phase One of a new mixed-use Planned Unit Development on the corner of Ridge Street and Cherry Avenue. The proposed project will be built on a total of 2.9 acres.

The BAR previously received a correct and updated copy of the PUD approval from July 20, 2015, "Approved Plan." That packet includes the ordinance, amended proffers, and drawings such as Existing Conditions, Land Use Plan, Phasing Plan, and Matrix of permitted Use Types.

Two phases are proposed, the 2.4 acre Cherry Avenue Phase (Phase One) and the 0.4 acre Ridge Street Phase (Phase Two). Since the developer is choosing to develop the Cherry Avenue Phase first, the plan stipulates that existing trees in the Ridge Street phase shall remain undisturbed until site plan approval has been granted for the Ridge Street phase, except invasive species may be removed.

Phase One includes a proposed hotel, retail space, parking, and the arboretum area. No residential units are proposed in Phase One. Phase Two may be residential or mixed use.

The new hotel is designed with 4 levels, with 2 levels of parking under the building. On the main level there is a rear drive-up entrance with a *porte cochere* that provides access to a lobby, and a pedestrian entrance from Cherry Avenue that leads into a corridor to the same lobby. On the second level at the Ridge Street end there is a commercial space and a secondary entrance to hotel, both accessed from a small plaza on Ridge Street. There is also a meeting room that has only an interior access. The third and fourth levels are all guest rooms.

There are two levels of parking under the building. The lower level has a vehicular entrance on the west side, visible from Cherry Avenue, and a bike room with outside bike racks at the SW corner of the building. The second level has a vehicular entrance on the north (rear) side, and a pedestrian entrance from Cherry Avenue.

- In addition to the garage parking, there is a surface parking lot below the level of the future Ridge Street buildings. The proffers state that a minimum of 60% of the total project parking will be accommodated in structured parking under the buildings. Parked cars will not be visible from Ridge Street.
- The arboretum must occupy at least 25% of the site, with public access during daylight hours.
- The Phase Two area must provide an effective buffer from the surface parking lot.

The building re-design shows three layers with different materials.

Layer 1: Brick running bond, Cushwa Redland (corbl every other course below water table)
Storefronts and windows are Milk White aluminum.

Layer 2: Fine texture stucco in Sherwin Williams Anonymous or Camelback.
Storefronts and windows are Night Hawk Gray.

Layer 3: Hardie fibercement clapboard (smooth face with bead) in color Cobblestone
Windows are color Sea Wolf Gray.

Precast stone watertables, lintels – Arctic White (smooth)
Perforated decorative metal panels on garage openings – Grecian pattern, color- Milk White
Porous concrete pavers- Umbriano style, color Winter Marvel
PTAC exterior grilles – linear louvres, color to match window frame
Marquee canopy/porte cochere cladding - beige
Cherry Avenue areaway railings – agate gray with stainless steel cable
Retaining wall guardrail – matte black aluminum
Picket fence and vehicle guardrail – dark walnut stain
Segmental retaining wall system – AB Fieldstone Europa – Abbey blend
Light fixtures – matte black
Awnings – Sunbrella Sapphire (stripe)

Current application:

The building design has been approved by the BAR *except* for the unresolved condition: “raise the canopy on the plaza side, and continue to refine.” The BAR has not been able to come to consensus via email, so staff suggested to the applicant that they submit a wrapped balcony version per Mohr’s suggestion, then the BAR could discuss both options at the April 19 BAR meeting and decide on one or the other.

Mohr suggested extending the balconies around the corner to the first row of windows. Some members preferred to have balconies only on the Ridge Street façade.

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.*

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;*
- (7) When reviewing any proposed sign as part of an application under consideration, the standards set forth within Article IX, sections 34-1020 et seq. (SIGNS) shall be applied; and*
- (8) Any applicable provisions of the City's Design Guidelines.*

Pertinent Design Guidelines for New Construction

D. MASSING & FOOTPRINT

While the typical footprint of commercial building from the turn of the twentieth century might be 20 feet wide by 60 feet long or 1200 square feet per floor, new buildings in the downtown can be expected to be somewhat larger. Likewise, new buildings in the West Main Street corridor may be larger than this district's historic buildings. It is important that even large buildings contribute to the human scale and pedestrian orientation of the district.

- 1) New commercial infill buildings' footprints will be limited by the size of the existing lot in the downtown or along the West Main Street corridor. Their massing in most cases should be simple rectangles like neighboring buildings.*
- 2) New infill construction in residential sub-areas should relate in footprint and massing to the majority of surrounding historic dwellings.*
- 3) Neighborhood transitional buildings should have small building footprints similar to nearby dwellings.*
 - a. If the footprint is larger, their massing should be reduced to relate to the smaller-scaled forms of residential structures.*
 - b. Techniques to reduce massing could include stepping back upper levels, adding residential roof and porch forms, and using sympathetic materials.*

- 4) *Institutional and multi-lot buildings by their nature will have large footprints, particularly along the West Main Street corridor and in the 14th and 15th Street area of the Venable neighborhood.*
 - a. *The massing of such a large scale structure should not overpower the traditional scale of the majority of nearby buildings in the district in which it is located.*
 - b. *Techniques could include varying the surface planes of the buildings, stepping back the buildings as the structure increases in height, and breaking up the roof line with different elements to create smaller compositions.*

E. HEIGHT & WIDTH

The actual size of a new building can either contribute to or be in conflict with a historic area. This guideline addresses the relationship of height and width of the front elevation of a building mass. A building is horizontal, vertical, or square in its proportions. Residential buildings' height often relates to the era and style in which they were built. Houses in the historic districts for the most part range from one to three stories with the majority being two stories. Most historic residential buildings range in width from 25 to 50 feet. While some commercial buildings are larger, the majority are two to three stories in height. Most historic commercial buildings range from 20 to 40 feet in width. The West Main Street corridor has a greater variety of building types. Early nineteenth-century (Federal and Greek Revival) and early-twentieth-century (Colonial Revival) designs often have horizontal expressions except for the townhouse form which is more vertical. From the Victorian era after the Civil War through the turn of the century, domestic architecture is usually 2 to 2 1/2 stories with a more vertical expression. Commercial buildings may be divided between horizontal and vertical orientation depending on their original use and era of construction.

1. *Respect the directional expression of the majority of surrounding buildings. In commercial areas, respect the expression of any adjacent historic buildings, which generally will have a more vertical expression.*
2. *Attempt to keep the height and width of new buildings within a maximum of 200 percent of the prevailing height and width in the surrounding sub-area.*
3. *In commercial areas at street front, the height should be within 130 percent of the prevailing average of both sides of the block. Along West Main Street, heights should relate to any adjacent contributing buildings. Additional stories should be stepped back so that the additional height is not readily visible from the street.*
4. *When the primary façade of a new building in a commercial area, such as downtown, West Main Street, or the Corner, is wider than the surrounding historic buildings or the traditional lot size, consider modulating it with bays or varying planes.*
5. *Reinforce the human scale of the historic districts by including elements such as porches, entrances, storefronts, and decorative features depending on the character of the particular sub-area.*
6. *In the West Main Street corridor, regardless of surrounding buildings, new construction should use elements at the street level, such as cornices, entrances, and display windows, to reinforce the human scale.*

F. SCALE

Height and width also create scale, the relationship between the size of a building and the size of a person. Scale can also be defined as the relationship of the size of a building to neighboring buildings and of a building to its site. The design features of a building can reinforce a human scale or can create a monumental scale. In Charlottesville, there is a variety of scale. For instance, an institutional

building like a church or library may have monumental scale due to its steeple or entry portico, while a more human scale may be created by a storefront in a neighboring commercial building.

- 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 design, materials, and textures should be consistent with the existing structures in the historic districts. Common roof forms include hipped roofs, gable roofs, flat roofs, and gambrel roofs, as well as combinations of the above. In general, the roof pitch of an older dwelling is steeper than a new tract house, and this factor is more important than the type of roof in most neighborhoods.

1. 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.*

2. Roof Materials

Common roof materials in the historic districts include metal, slate, and composition shingles.

- a. For new construction in the historic districts, use traditional roofing materials such as standing-seam metal or slate.*
- b. In some cases, shingles that mimic the appearance of slate may be acceptable.*
- c. Pre-painted standing-seam metal roof material is permitted, but commercial-looking ridge caps or ridge vents are not appropriate on residential structures.*
- d. Avoid using thick wood cedar shakes if using wood shingles; instead, use more historically appropriate wood shingles that are thinner and have a smoother finish.*
- e. If using composition asphalt shingles, do not use light colors. Consider using neutral-colored or darker, plain or textured-type shingles.*
- f. The width of the pan and the seam height on a standing-seam metal roof should be consistent with the size of pan and seam height usually found on a building of a similar period.*

3. Rooftop Screening

- a. If roof-mounted mechanical equipment is used, it should be screened from public view on all sides.*
- b. The screening material and design should be consistent with the design, textures, materials, and colors of the building.*
- c. The screening should not appear as an afterthought or addition the building.*

H. ORIENTATION

Orientation refers to the direction that the front of the building faces.

- 1. . New commercial construction should orient its façade in the same direction as adjacent historic buildings, that is, to the street.*
- 2. Front elevations oriented to side streets or to the interior of lots should be discouraged.*

I. WINDOWS & 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.*

J. PORCHES

Most of Charlottesville's historic houses have some type of porch. There is much variety in the size, location, and type of porches, and this variety relates to the different residential areas, strong consideration should be given to including a porch or similar form in the design of any new residence in these sub-areas.

1. Porches and other semi-public spaces are important in establishing layers or zones of intermediate spaces within the streetscape.

K. STREET-LEVEL DESIGN

- 1. Street level facades of all building types, whether commercial, office, or institutional, should not have blank walls; they should provide visual interest to the passing pedestrian.*
- 2. When designing new storefronts or elements for storefronts, conform to the general configuration of traditional storefronts depending on the context of the sub-area. New structures do offer the opportunity for more contemporary storefront designs.*
- 3. Keep the ground level facades(s) of new retail commercial buildings at least eighty percent transparent up to a level of ten feet.*
- 4. Include doors in all storefronts to reinforce street level vitality.*
- 5. Articulate the bays of institutional or office buildings to provide visual interest.*
- 6. Institutional buildings, such as city halls, libraries, and post offices, generally do not have storefronts, but their street levels should provide visual interest and display space or first floor windows should be integrated into the design.*
- 7. Office buildings should provide windows or other visual interest at street level.*
- 8. Neighborhood transitional buildings in general should not have transparent first floors, and the design and size of their façade openings should relate more to neighboring residential structures.*
- 9. Along West Main Street, secondary (rear) facades should also include features to relate appropriately to any adjacent residential areas.*
- 10. Any parking structures facing on important streets or on pedestrian routes must have storefronts, display windows, or other forms of visual relief on the first floors of these elevations.*
- 11. A parking garage vehicular entrance/exit opening should be diminished in scale, and located off to the side to the degree possible.*

L. FOUNDATION and CORNICE

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

- 1. Distinguish the foundation from the rest of the structure through the use of different materials, patterns, or textures.*
- 2. Respect the height, contrast of materials, and textures of foundations on surrounding historic buildings.*
- 3. If used, cornices should be in proportion to the rest of the building.*
- 4. Wood or metal cornices are preferred. The use of fypon may be appropriate where the location is not immediately adjacent to pedestrians.*

M. MATERIALS & TEXTURES

- 1. The selection of materials and textures for a new building should be compatible with and complementary to neighboring buildings.*
- 2. In order to strengthen the traditional image of the residential areas of the historic districts, brick, stucco, and wood siding are the most appropriate materials for new buildings.*

3. *In commercial/office areas, brick is generally the most appropriate material for new structures. "Thin set" brick is not permitted. Stone is more commonly used for site walls than buildings.*
4. *Large-scale, multi-lot buildings, whose primary facades have been divided into different bays and planes to relate to existing neighboring buildings, can have varied materials, shades, and textures.*
5. *Synthetic siding and trim, including, vinyl and aluminum, are not historic cladding materials in the historic districts, and their use should be avoided.*
6. *Cementitious siding, such as HardiPlank boards and panels, are appropriate.*
7. *Concrete or metal panels may be appropriate.*
8. *Metal storefronts in clear or bronze are appropriate.*
9. *The use of Exterior Insulation and Finish Systems (EIFS) is discouraged but may be approved on items such as gables where it cannot be seen or damaged. It requires careful design of the location of control joints.*
10. *The use of fiberglass-reinforced plastic is discouraged. If used, it must be painted.*
11. *All exterior trim woodwork, decking and flooring must be painted, or may be stained solid if not visible from public right-of-way.*

Discussion and Recommendations

The BAR should focus their review on this site as a major gateway to the City, in addition to the neighborhood context, and whether the design meets the pertinent design guidelines and is compatible with the Ridge Street ADC historic district.

Regarding the signage, permitted signage on Ridge Street is limited to 12 sq feet, since it is in the Ridge Street ADC district. The two signs proposed on Cherry Avenue would meet the maximum 100 square foot aggregate area on that street. The applicant had originally proposed a projecting sign, but the sign ordinance allows only 3'-6' for projecting sign, so that was not acceptable to them. Staff then suggested a monument sign of maximum 24 sq feet, which was selected. The porte cochere sign at the rear is not counted because it cannot be seen from the public road.

Therefore, the only remaining condition is the resolution of the Ridge Street façade building design. The BAR was not in agreement on the idea of wrapping balconies around to Ridge Street. Everyone did seem to agree that the balcony brackets were oversized. The BAR needs to resolve this issue, understanding that the remainder of the building and site design have already received approval from the BAR.

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 proposed Ridge Street plaza façade design satisfies the BAR's criteria and is compatible with this property and other properties in the Ridge Street ADC district, and that the BAR approves the building details of option ---as submitted (or with the following modifications...).



Board of Architectural Review (BAR)
Certificate of Appropriateness

RECEIVED

JUN 30 2015

NEIGHBORHOOD DEVELOPMENT SERVICES

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

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 Cherry Avenue Investments, LLC Applicant Name Same
Project Name/Description Marriott Hotel at William Taylor Plaza Tax Map 29, Parcels 145, 146,
Parcel Number 147, 149, 150, 151 & 157
Property Address none - NW corner of the intersection of Cherry Avenue and Ridge Street

Applicant Information

Address: 170 S Pantops Dr, Charlottesville, VA 22911

Email: carmstrong@southern-development.com

Phone: (W) 434-245-0894 (H) _____

FAX: _____
Charles A@southern-development.com

Property Owner Information (if not applicant)

Address: same as applicant

Email: _____

Phone: (W) _____ (H) _____

FAX: _____

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

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

6/30/15
Date

Charlie Armstrong, VP
Print Name

6/30/15
Date

Property Owner Permission (if not applicant)

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

same as applicant

Signature

Date

Print Name

Date

Description of Proposed Work (attach separate narrative if necessary): please see the following page

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

Please see the following page

For Office Use Only

Received by: L. Barmore

Fee paid: 375.00 Cash/Ck. # 1222

Date Received: 6/30/15

Approved Disapproved by: M.J. Scala

Date: August 9, 2016

Conditions of approval: _____

Final approval granted by BAR
April 19, 2016 (attached)

Please see responses to submittal requirements below.

SUBMITTAL REQUIREMENTS: The following information and exhibits shall be submitted along with each application for Certificate of Appropriateness, per Sec. 34-282 (d) in the City of Charlottesville Zoning Ordinance:

(1) Detailed and clear depictions of any proposed changes in the exterior features of the subject property;

- *The existing property is currently forested, as depicted in the existing site photos. The site will be cleared to the extent indicated on the site plan. The "arboretum", which accounts for roughly 20% of the site, will remain forested with public access being provided. The hotel building, which fronts along Cherry Avenue, is a 4 and 3 story building on top of a 2 story parking garage. The site slopes approximately 30 feet from one end of the building to the other, and the building responds to this feature by stepping down from 4 stories to 3. Both levels of the parking garage are accessible by grade at the back sides of the building. Pedestrian access is possible on all sides of the building. There is also a public plaza planned at the corner of Cherry Avenue and Ridge Street, which will serve both public pedestrians and hotel guests.*

(2) Photographs of the subject property and photographs of the buildings on contiguous properties;

- *Please see attached "Existing Site Photos" and "Local Site Context" for photos of the property and contiguous properties in the area.*

(3) Samples to show the nature, texture and color of materials proposed;

- *Physical samples will be brought to the BAR meeting on July 21st, 2015. Proposed product information has been attached.*

(4) The history of an existing building or structure, if requested;

- *There are no existing buildings or structures located on the site.*

(5) For new construction and projects proposing expansion of the footprint of an existing building: a three- dimensional model (in physical or digital form);

- *A digital 3D BIM model of the proposed building has been created, and will continue to be developed throughout the design process. The attached 3D renderings were created using this model. We plan on bringing a laptop and projector to show the 3D model during the BAR meeting.*

(6) In the case of a demolition request where structural integrity is at issue, the applicant shall provide a structural evaluation and cost estimates for rehabilitation, prepared by a professional engineer, unless waived by the BAR.

- *There are no existing buildings or structures located on the site, and therefore, no building demolition will occur.*

Scala, Mary Joy

From: Creasy, Missy
Sent: Wednesday, August 12, 2015 7:56 AM
To: Scala, Mary Joy; Alfele, Matthew
Subject: FW: Site Plan Conference Notice.William Taylor Plaza Phase One

And FYI to add into the comments. It is likely they will have some reps at one or both meetings

From: Paul Josey [mailto:pauljosey@gmail.com]
Sent: Tuesday, August 11, 2015 11:19 AM
To: Tree Commission
Subject: Fwd: Site Plan Conference Notice.William Taylor Plaza Phase One

Tree Commissioners,

While I cannot make this meeting, since there is an arboretum being proposed on the project, it might be helpful if one of us could attend and add comments if necessary and learn about the project.

While power lines are along Cherry, making for limited canopy trees, we should emphasize canopy trees, at minimum, following city standards (large canopy trees, 40' on center) on all adjacent streets with adequate soil volumes.

Hopefully they are not proposing the building footprint go to the property line and disregarding any street trees. I also hope that the arboretum is permanent and not located in the future Phase 2 area of the project.

Paul

----- Forwarded message -----

From: McCray, Carolyn <mccrayc@charlottesville.org>
Date: Tue, Aug 11, 2015 at 10:30 AM
Subject: Site Plan Conference Notice.William Taylor Plaza Phase One
To:

SITE PLAN CONFERENCE NOTICE

Notice is hereby given that the City of Charlottesville will hold a Site Plan Conference on Wednesday, August 19 at 10:00 am in the NDS Conference Room in City Hall to review the following:

Ridge - Cherry PUD

Scala, Mary Joy

From: Lucia Stanton <cstanton1811@gmail.com>
Sent: Monday, January 26, 2015 11:26 AM
To: Council; Creasy, Missy; Scala, Mary Joy; Tolbert, Jim
Subject: Ridge-Cherry development and protection of historic cemetery

26 January 2015

To: Members of: Charlottesville City Council; Charlottesville City Planning Commission; Charlottesville Board of Architectural Review

Jim Tolbert, Director, Charlottesville Department of Neighborhood Development Services

Re: Allen W. Hawkins family graveyard and City Tax Map 29, Parcel 157 (NW corner of Ridge Street and Cherry Avenue)

I am writing on behalf of Central Virginia Historical Researchers (CVHR) about a matter of great concern to our members. CVHR is an informal group of over a hundred people: historians, archaeologists and anthropologists, archivists, preservationists, and independent scholars. CVHR members, who have been meeting monthly in Charlottesville since 2005, have been researching local history with a particular emphasis on individuals and communities that have been overlooked or under-appreciated. They are working to shed light on the fascinating history of Charlottesville and Albemarle County and are interested in making hard-to-access public records available to researchers; see the CVHR Database at www.centralvirginiahistory.org. CVHR's project to share the story of the historic African American community of Hydraulic-Union Ridge earned it two preservation awards in 2013 and 2014, from Preservation Piedmont and the Council of Virginia Archaeologists.

Because of our focus on rural Albemarle County, it was only quite recently that we learned of the historic legacy of Allen Woodson Hawkins (1800-1855), who lived, worked, and died on land now bounded by Ridge Street, Oak Street, 5th Street SW, and Cherry Avenue. Hawkins, a brick-mason who helped build the University of Virginia, constructed many houses on this block---several still standing and considered historic---as well as training local builders, both black and white.

Hawkins and his legacy, such a significant element of the development of Charlottesville in the nineteenth century, are surely worthy of respect and consideration. We learn, however, that the Hawkins family graveyard has failed to gain even the basic protection intended by state law. When the property was sold in 1883, this burial ground was mentioned in the deed and reserved for the Hawkins family (".... saving and reserving unto themselves the family graveyard....," deed, James T. Hawkins et al. to William B. Chisholm, 14 May 1883, Albemarle County Deed Book 84: 194-195).

CVHR members, who have a deep knowledge of local public records, had the opportunity to review the evidence assembled about the location of the family graveyard on Allen Hawkins's former property. We believe that body of evidence points to Parcel 157 on Tax Map 29 as the likely location.

CVHR members are very concerned about the loss of such small remnants of local history and were alarmed to hear that disturbance of Parcel 157, begun fifteen years ago, has continued despite repeated notification given to officials and the property owner of the probable presence of the graveyard. This disturbance has erased visible above-ground signs of the burial ground. Therefore, a careful archaeological

survey is the only way to recover information about this historic cemetery and to ensure the respectful treatment, both legally and morally, of the Hawkins remains.

Given the renewed danger that proposed development poses to Parcel 157, we respectfully and urgently call on Charlottesville officials to make all possible efforts to require a professional archaeological survey before any further disturbance of Parcel 157 is authorized or otherwise allowed.

Thank you very much for your consideration of our concerns.

Yours sincerely,

Lucia (Cinder) Stanton
Shannon Senior Historian Emerita (Monticello)
Central Virginia History Researchers, Steering Committee



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Approved
Shirley Wilson



approved option w/ cond.
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1 SOUTHWEST ELEVATION
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2 SOUTHEAST ELEVATION
SCALE: 3/32" = 1'-0"

FINAL

Approved April 19, 2016

BCA ARCHITECTS AND ENGINEERS

FINAL BAR DOCUMENTS - APRIL 20, 2016



Scala, Mary Joy

From: Scala, Mary Joy
Sent: Wednesday, April 06, 2016 2:45 PM
To: 'Andrew Garlock'
Subject: RE: Plaza facade design - william Taylor Plaza

Andrew, the BAR packets go out Thursday April 14. If you can email me something by Wednesday, April 13, I can include it in their packets, which is preferable. If not, they will see it for the first time at the meeting. Thank you.

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: Andrew Garlock [<mailto:agarlock@TheBCGroup.com>]
Sent: Tuesday, April 05, 2016 11:02 AM
To: Scala, Mary Joy
Subject: RE: Plaza facade design - william Taylor Plaza

Thank you Mary Joy. I will revise per the BAR comments and resubmit for the April 19th BAR meeting. Would it be ok to resubmit by next Friday, April 15th?

Best Regards,

ANDREW T. GARLOCK | NCARB | AIA
Project Architect

BCA ARCHITECTS & ENGINEERS
Ithaca | Syracuse | Watertown

327 Mullin Street
Watertown, NY 13601
P: 315.782.8130 ext. 238
C: 315.486.4941
www.thebcgroup.com

From: Scala, Mary Joy [<mailto:scala@charlottesville.org>]
Sent: Friday, April 01, 2016 2:02 PM
To: Andrew Garlock
Subject: Plaza facade design - william Taylor Plaza

Andrew,

The building design has been approved by the BAR *except* for the unresolved condition: “raise the canopy on the plaza side, and continue to refine.” The BAR has not been able to come to consensus via email. We need at least five members to agree.

I included the *most pertinent* comments below. Tim suggested extending the balconies around the corner to the first row of windows, and we have three votes for that concept (Tim, Justin, Melanie), Three members prefer to have balconies only on the Ridge Street facade (Carl, Kurt, Whit), such as you submitted on 3/23.

Two others prefer something other (Laura, Emma).

My suggestion is for you to submit a wrapped balcony version per Tim's suggestion, then the BAR can discuss both options at the April 19 BAR meeting and decide on one or the other. We need to wrap this up. Let me know.

[Tim]

Still seems like the Cherry elevation is not relating to the Ridge Street elevation...it's better and maybe that's all we can hope for at this point. Just seems way too bound by the corporate formula. I still feel that the corner "building" needs more presence and should be treated as distinct from the other volumes going down Cherry. Also, although the balconies help they would be more convincing if they rounded the corner...and perhaps had a second column of balconies on the next window column This would distinguish the corner "building" while keeping to their kit of parts. I also find the brackets for the balconies to be a bit odd...add the balconies and I could say yes....right now – no.

[Carl]

Sorry – I'm going to be difficult here. I'm having trouble visualizing the balconies rounding the corner and am not sure that more is a better approach. If anything, I could see them getting a bit smaller to hopefully reduce the size of the brackets, but it wasn't enough for me to say no to the design. I guess the only way to really know is to see it modeled, but I'm dubious of the idea. For me, the balconies work because they feel justified as a form of canopy over the doors below, and they help activate the plaza. If they wrapped the corner, I think the planter and landscaping below would also need to change. Part of my stance may be that I'm not bothered by this corner piece feeling like another one of the brick pieces along Cherry – in fact I prefer it that way.

[Tim]

It's not that I think the balconies are a great solution but they least turn the corner and perhaps diminish the effect of the bracket which is very clunky. ...And, as Justin pointed out, I have no desire to keep making the applicant return to the drawing table – they have been great – very responsive, good to deal with. Etc. so certainly don't want to punish them for being cooperative. I just wish they would cut loose a little bit and make this aspect of the building more sophisticated...I'm sure it's a combination of corporate bean counters and marketing literalists behind this but it would be nice to get them to bust out of their shell...

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

Scala, Mary Joy

From: Andrew Garlock <agarlock@TheBCGroup.com>
Sent: Monday, March 21, 2016 4:12 PM
To: Scala, Mary Joy
Subject: RE: Status of William Taylor Plaza - Fairfield Inn & Suites COA

Good afternoon Mary Joy,

I hope you are feeling better since last week.

I am emailing you with the revised design of the corner of Cherry Avenue and Ridge Street. Please download the drawings and renderings through the link below.
<https://dl.dropboxusercontent.com/u/31781628/03.21.16%20Fairfield%20Inn%20and%20Suites%20Corner%20Redesign.zip>

We provided (2) exterior balconies on the corner to help transition from one façade to the other. The balconies also add visual depth to the façade. Below the balconies, we’ve provided the entry into the commercial space. We decided to move the entry over away from the entry into the hotel to eliminate confusion on which entrance is for the commercial space. This also eliminates the awkward corner that we had before with the façade. All of the materials proposed in the new design are materials that have already been approved for the project.

The hotel signage was changed to a projecting sign on the corner, but still remains on the Cherry Avenue façade. See drawings and renderings for details.
One question about this projecting sign. The zoning ordinance only permits a projecting sign to project a max of 3’-6” out from the facade. The problem is 3’6” will not give us enough area for what we need. Is there any way we can get the proposed signage approved as it is designed? If it will be difficult, we may just remove the signage from the corner altogether. Please let me know what your thoughts are on this and I will make revisions before sending out to the BAR members.

Best Regards,

ANDREW T. GARLOCK | NCARB | AIA
Project Architect

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From: Scala, Mary Joy [mailto:scala@charlottesville.org]
Sent: Friday, March 18, 2016 2:06 PM
To: Andrew Garlock
Subject: RE: Status of William Taylor Plaza - Fairfield Inn & Suites COA

rew,
for the delay- I was out sick all week.

On March 15, 2016 the BAR considered the remaining items below and signed off on all except two- the corner plaza brick façade, and the signage associated with it. They said the massing is correct, but not the rest of it (details). One suggested glazing in the corner space to turn the corner. They said the signage would directly relate to any changes made in the brick.

The bollards, lighting and glazing are all OK.

I would recommend listening to the short discussion. Go to archived video at the link below, click on BAR meeting 3/15/2016 "Video"

http://charlottesville.granicus.com/ViewPublisher.php?view_id=2

Discussion begins at approximately 4:40:00

Please resubmit the corner plaza brick and signage designs. Thank you.

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: Andrew Garlock [<mailto:agarlock@TheBCGroup.com>]

Sent: Monday, March 14, 2016 4:54 PM

To: Scala, Mary Joy

Subject: RE: Status of William Taylor Plaza - Fairfield Inn & Suites COA

Good afternoon Mary Joy,

Below, I have put together a few responses to the current BAR concerns.

Please let me know if you have any questions. I appreciate all of your help through this process.

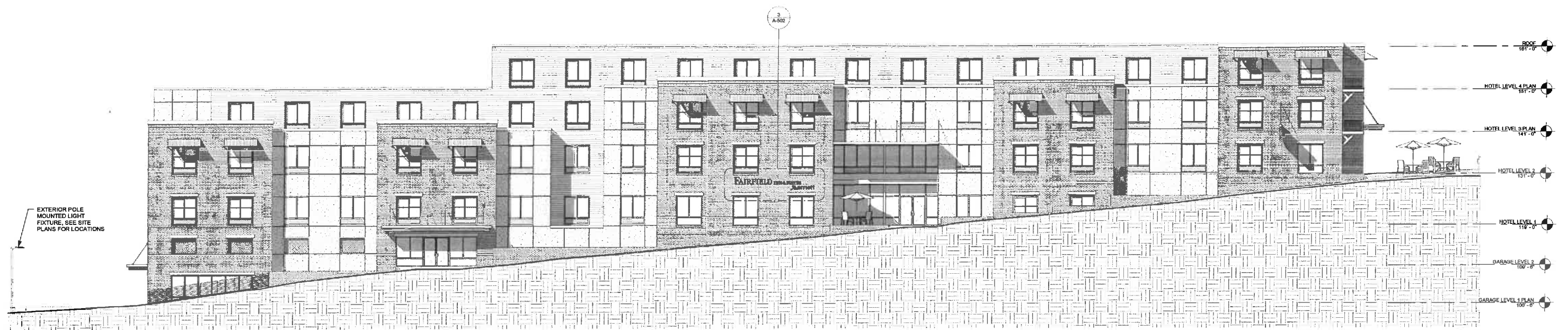
Best Regards,

Andrew

Corner Plaza Bike Bollards – A protective barrier around the plaza is required. We prefer the bike bollards vs. a perimeter wall, as it allows for the corner to remain open, emphasizing the plaza as public space. The bike bollards also promote bike transportation with their direct visibility and relationship to the sidewalk.

Corner Plaza Brick Façade – Our design emphasis here was to detail and frame the brick tower facing ridge street and not erode the corner of the building with glazing/storefronts. With some minor modifications to the design, we could extend the storefront system to the corner. We hesitate to wrap the brick corner with the storefront and disturb the integrity of the Cherry Ave. brick facades. Extending the storefront across the Ridge Street façade will open it up much more and also break the brick wall plane up. We could make these design changes and resubmit for approval if the current design is not approved.

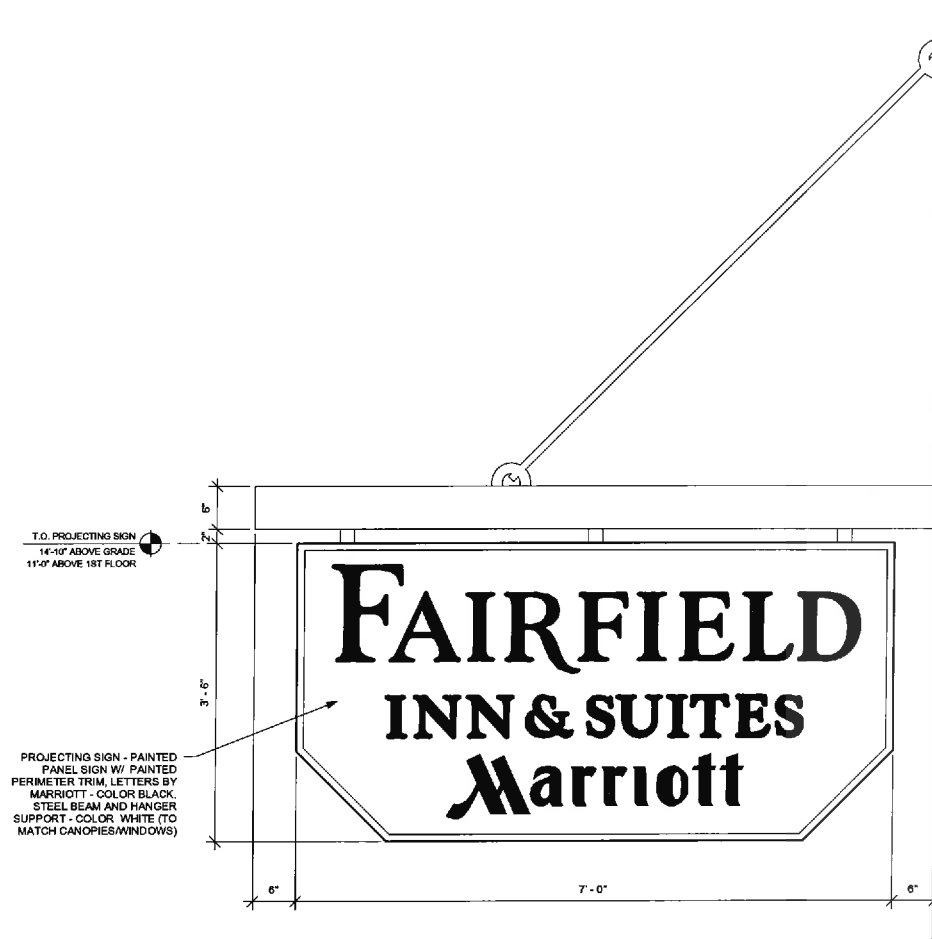
Site Lighting Color Temperature – For clarification, all site lighting to be 3000k color temp. We will resubmit final site plans with this change.



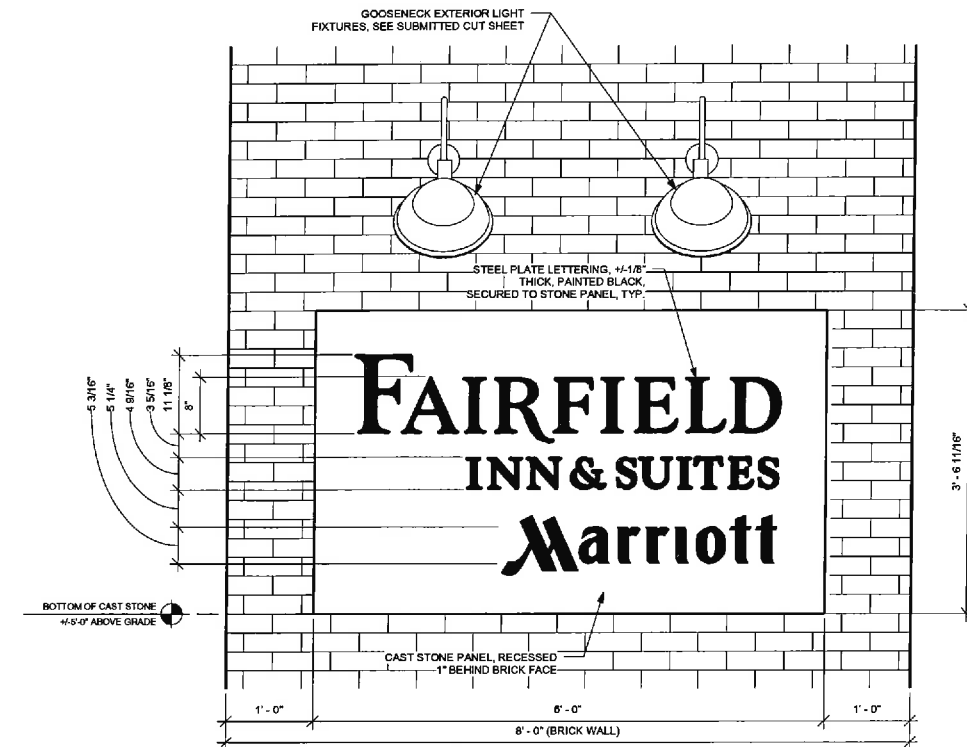
1 **SOUTHWEST ELEVATION**
SCALE: 3/32" = 1'-0"



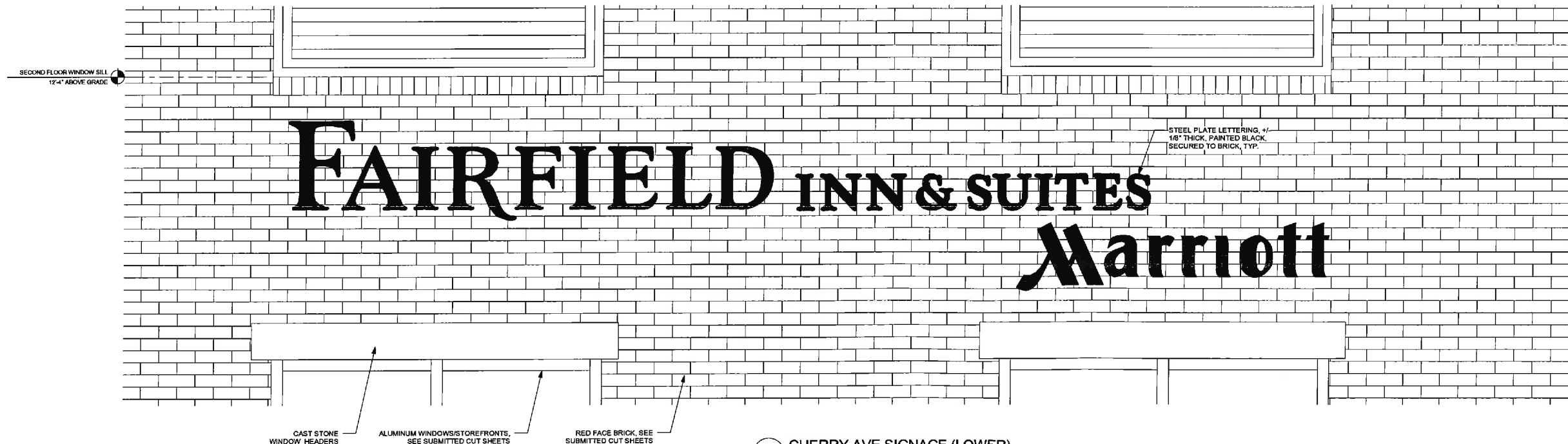
2 **SOUTHEAST ELEVATION**
SCALE: 3/32" = 1'-0"



1 CHERRY AVE SIGNAGE (CORNER)
SCALE: 1" = 1'-0"



2 PORTE COCHERE SIGNAGE
SCALE: 1" = 1'-0"
NOTE: THIS SIGNAGE IS
TYPICAL AT (2) LOCATIONS



3 CHERRY AVE SIGNAGE (LOWER)
SCALE: 1" = 1'-0"

NOTE: CHERRY AVENUE SIGNAGE
(UPPER) TEXT SIZE IS SIMILAR TO
CHERRY AVENUE SIGNAGE (LOWER) TEXT
SIZE. SEE DETAIL "1" ON THIS SHEET.















Scala, Mary Joy

From: Andrew Garlock <agarlock@TheBCGroup.com>
Sent: Wednesday, March 23, 2016 2:29 PM
To: Scala, Mary Joy
Subject: RE: Status of William Taylor Plaza - Fairfield Inn & Suites COA

Good Afternoon Mary Joy,

Please download the drawings and renderings through the links below for the revised corner redesign.
<https://dl.dropboxusercontent.com/u/31781628/03.23.16%20Fairfield%20Inn%20and%20Suites%20Corner%20Redesign/03.23.16%20Drawings.pdf>
<https://dl.dropboxusercontent.com/u/31781628/03.23.16%20Fairfield%20Inn%20and%20Suites%20Corner%20Redesign/03.23.16%20Renderings.pdf>

I greatly appreciate your comments and guidance with the signage on the corner. We decided to go with a monument sign in the planter bed as shown in the drawings and renderings.

Please let me know if there is anything else you need. You can call or email me at any time if you have any questions or concerns.

Best Regards,

ANDREW T. GARLOCK | NCARB | AIA
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From: Scala, Mary Joy [mailto:scala@charlottesville.org]
Sent: Tuesday, March 22, 2016 3:38 PM
To: Andrew Garlock
Subject: RE: Status of William Taylor Plaza - Fairfield Inn & Suites COA

The sign ordinance allows 3'-6' for projecting sign, so that would not be permitted. You could use a monument sign in the landscaped planter- could be 24 sq feet. The aggregate would be 100 sq ft – that would include your Cherry Ave wall sign, and this sign. Your porte cochere sign is not counted because it cannot be seen from the public road.

I personally like the commercial entrance you have done – please revise your signage before I send it to BAR.

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: Andrew Garlock [<mailto:agarlock@TheBCGroup.com>]
Sent: Monday, March 21, 2016 4:12 PM
To: Scala, Mary Joy
Subject: RE: Status of William Taylor Plaza - Fairfield Inn & Suites COA

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From: Scala, Mary Joy [<mailto:scala@charlottesville.org>]
Sent: Friday, March 18, 2016 2:06 PM
To: Andrew Garlock
Subject: RE: Status of William Taylor Plaza - Fairfield Inn & Suites COA

Andrew,

Sorry for the delay- I was out sick all week.

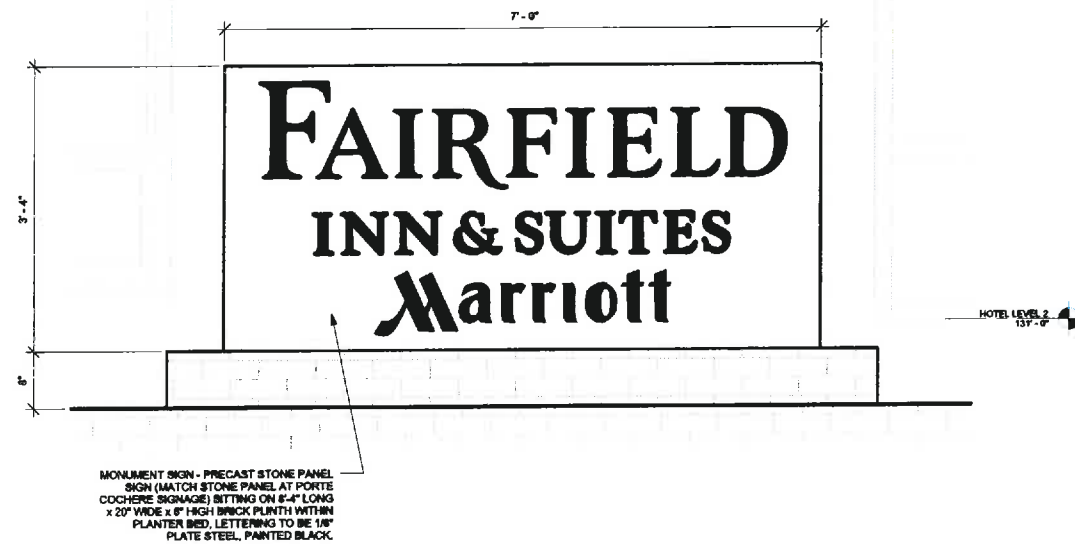
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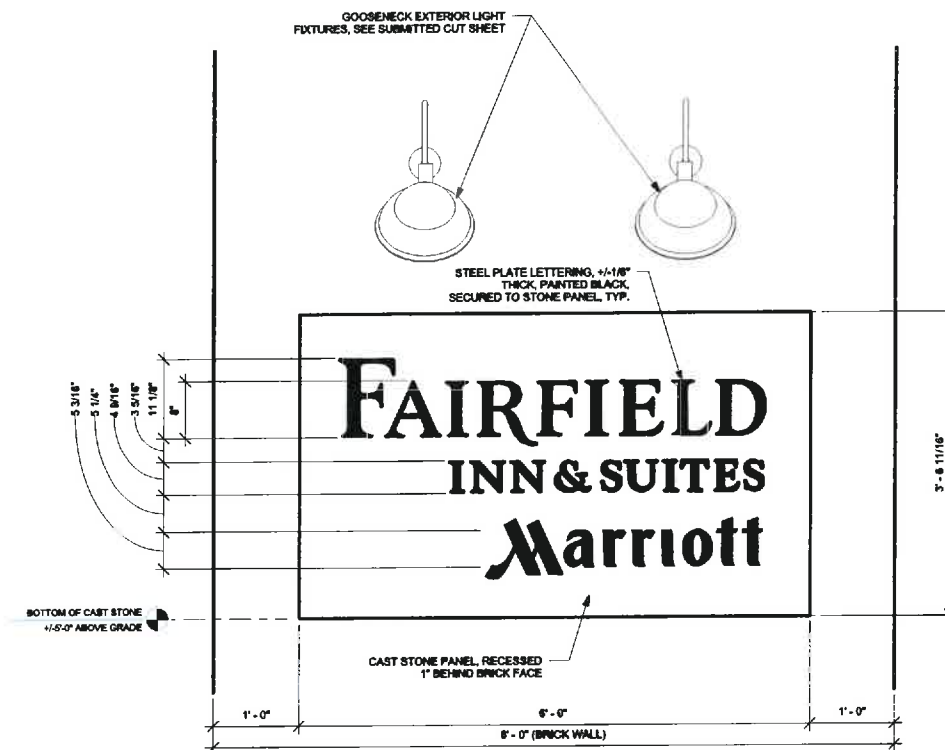
1 **SOUTHWEST ELEVATION**
SCALE: 3/32" = 1'-0"



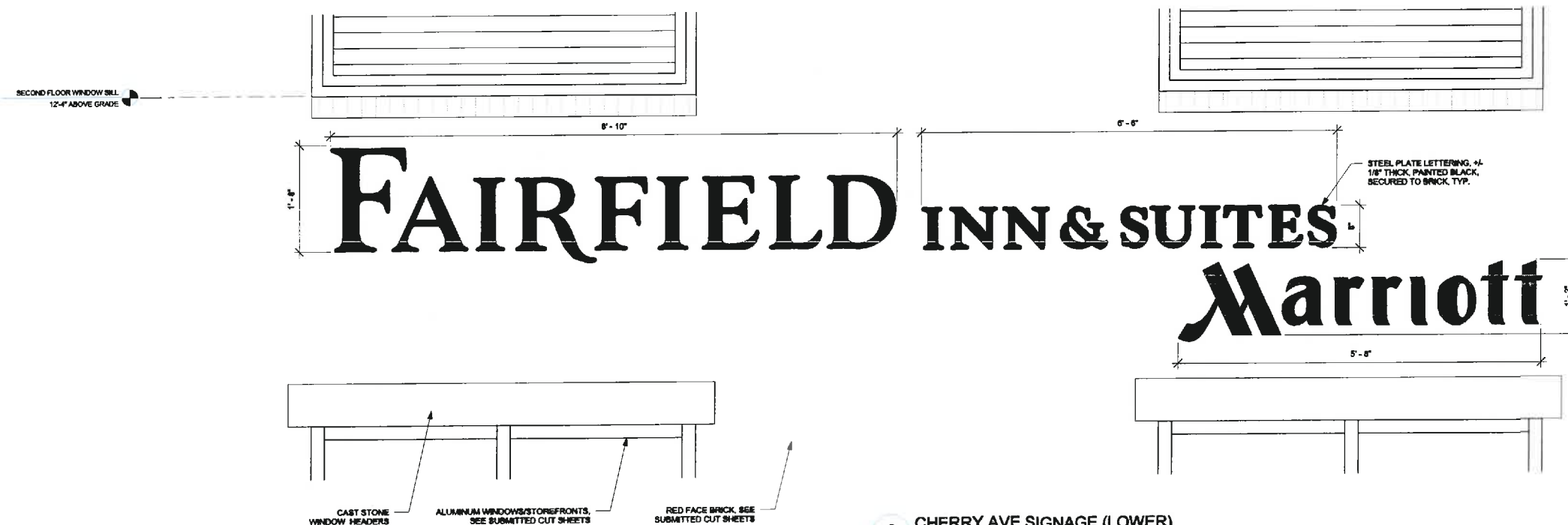
2 **SOUTHEAST ELEVATION**
SCALE: 3/32" = 1'-0"



1 CHERRY AVE SIGNAGE (CORNER)
SCALE: 1" = 1'-0"



2 PORTE COCHERE SIGNAGE
SCALE: 1" = 1'-0"



3 CHERRY AVE SIGNAGE (LOWER)
SCALE: 1" = 1'-0"















