# Scala, Mary Joy

From:

Scala, Mary Joy

Sent:

Tuesday, November 29, 2016 2:53 PM

To:

'Kevin Schafer'

Cc:

Pineo, Bob; Green, Mark

Subject:

RE: FW: Pizza Hut revision

Kevin,

I am willing to sign off on the removal of the identity wood in favor of painting the existing surface; the charcoal gray canopy detail, and the returns on the parapet detail.

I am not signing off on the cove lighting because no one agreed with the detail. If you want the cove lighting, you may resubmit that detail for discussion at the BAR's Dec 20 meeting. No fee, but let me know ASAP so I can provide notice.

### 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: Kevin Schafer [mailto:kschafer@designdeveloplic.com]

Sent: Friday, November 18, 2016 5:33 PM

**To:** Scala, Mary Joy **Cc:** Pineo, Bob

Subject: Re: FW: Pizza Hut revision

Mary Joy,

Answers to each question found below in red:

Hi Mary Joy -

In the renderings the canopy fascia is shown as a charcoal grey - not the powder coated white shown in the detail pdf?

a: The canopies were previously submitted in white. To match the color tones of the new building, we changed to the charcoal to match the painted header bands, as the stark white seemed to contrast a bit too much from the rest of the building. These drawings were from the previous permit set and had not yet been updated with a call out for the new color.

Also can we get a cut sheet for the led light? Would like to know the following:

From: Scala, Mary Joy

Sent: Friday, November 18, 2016 8:28 AM

To: Kevin Schafer; Pineo, Bob

Cc: Green, Mark

Subject: BAR Action - 1001 West Main Street - Nov 15, 2016

November 18, 2016

Kevin Schafer
Design Develop
418 E Main Street
Charlottesville, VA 22902

**RE:** Certificate of Appropriateness Application

BAR 16-11-03 1001 West Main Street Tax Parcel 100050000 Mark Green, E-Corp, Owner/Kevin Schafer, Design Develop, Applicant Exterior Changes

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on November 15, 2016. The following action was taken:

Having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation, Mr. Sarafin moved to find that the proposed exterior renovations satisfy the BAR's criteria and are compatible with this property and other properties in the West Main Street ADC district, and that the BAR approves the application with the following modifications: 1. That the identity wood material not be used and the exterior surface be parged and painted; 2 With details to come back for the canopies, the light cove, the return on parapet on both sides. And with the hope that the applicant would consider additional site plan work. The details may be approved administratively – submit to staff for circulation by email to the BAR. Mr. Mohr seconded. The motion passed (5-2 with Miller and Knott opposed).

Please submit the requested details for approval before proceeding with the work.

This certificate of appropriateness shall expire in 18 months (May 15, 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

# CITY OF CHARLOTTESVILLE BOARD OF ARCHITECTURAL REVIEW STAFF REPORT November 15, 2016



### **Certificate of Appropriateness Application**

BAR 16-11-03 1001 West Main Street Tax Parcel 100050000 Mark Green, E-Corp, Owner/Kevin Schafer, Design Develop, Applicant Exterior Changes

### **Background**

1001 W Main Street (1920's, 1936) was designated a contributing structure in the West Main Street ADC District in December 2013. The survey information is attached.

The composite building consists of three sections. The earliest section (age unknown) is the building's two-story northeast corner, and is of heavy frame and brick constructions with a modern concrete-block and metal panel facing. The building's southeast corner was added as a service station after 1920, and it features aluminum-framed display windows and an awning. The west end was constructed in 1936 of brick veneer over terra-cotta block and incorporates large industrial windows and a bowstring-truss roof from a former airplane hangar. This wing has several garage door bays and is faced with enameled metal panels.

This building relates to the 20<sup>th</sup> century automobile reorientation of West Main Street and as such contributes to the historic character of the street.

<u>August 19, 2014</u> - The BAR approved (6-0-1 with Mohr abstaining) the application to remove metal panels on the consent agenda as submitted.

<u>January 20, 2015</u> – The BAR approved (7-0) as submitted exterior changes including new door and window openings.

<u>September 17, 2015</u> – Administrative approval to demolish an unstable section of the front wall (east side), to re-frame, and to replace glass per approval plan.

### **Application**

The applicant proposes to create a retail space for Pizza Hut on the west side of the building, which would require changes to the overall rehabilitation design for the building approved by the BAR in January 2015. That previous approval (drawing attached) included:

- Install garage-style storefront window systems in locations of previous garage doors. Dark bronze aluminum frames with horizontal muntins and clear glass.
- Add some new or enlarged openings with fixed, clear class and horizontal muntins; also close two openings on east side.
- Add three new canopies on main entrances, consisting of white steel frame and Douglas Fir wood slats with recessed down-lighting. Attached with steel cable support system.
- Level and clean cornice on east facade.

- Replace roof in same location and design. A 7' louvered screen system will screen rooftop mechanical.
- Parge and paint existing concrete masonry units (CMU).
- Paint colors: Benjamin Moore Squire Hill Bluff (primary) and Graphite (trim).
- Remove metal siding from rear of building. Parge and paint masonry. Basement windows will have glass blocks; second floor windows same material, style, and color as others.

### The Pizza Hut design includes the following:

- 1. The window and door openings remain the same on the front and rear facades; on the west façade an existing opening will be reduced in size.
- 2. The parapet is proposed to be raised in the front center façade to create a surround at the entrance doors.
- 3. The materials and colors of the west side of the building has changed from the original white painted masonry. Proposed materials are "Identity Wood" in dark brown and lighter brown, and Crossville "Basalt" 12' x 24' stacked tile at the entry surround. The building owner proposes to paint the east end of the building white, and to paint the rear of the building to match the lighter shade of brown.
- 4. Signage and lighting have changed. Three signs are proposed, which Zoning permits for a retail business on a corner site (101/2 Street and W Main Street). Two gooseneck lights are added at the entrance. Cove lighting is proposed along the metal cap at the roofline.

### 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 remodelings, 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 commercial 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.

### C. WINDOWS

- 1) Prior to any repair or replacement of windows, a survey of existing window conditions is recommended. Note number of windows, whether each window is original or replaced, the material, type, hardware and finish, the condition of the frame, sash, sill, putty, and panes.
- 2) Retain original windows when possible.
- 3) Uncover and repair covered up windows and reinstall windows where they have been blocked in.
- 4) If the window is no longer needed, the glass should be retained and the back side frosted, screened, or shuttered so that it appears from the outside to be in use.
- 5) Repair original windows by patching, splicing, consolidating or otherwise reinforcing. Wood that appears to be in bad condition because of peeling paint or separated joints often can be repaired.
- 6) Replace historic components of a window that are beyond repair with matching components.
- 7) Replace entire windows only when they are missing or beyond repair.
- 8) If a window on the primary façade of a building must be replaced and an existing window of the same style, material, and size is identified on a secondary elevation, place the historic window in the window opening on the primary façade.
- 9) Reconstruction should be based on physical evidence or old photographs.

- 10) Avoid changing the number, location, size, or glazing pattern of windows by cutting new openings, blocking in windows, or installing replacement sash that does not fit the window opening.
- 11) Do not use inappropriate materials or finishes that radically change the sash, depth of reveal, muntin configuration, reflective quality or color of the glazing, or appearance of the frame.
- 12) Use replacement windows with true divided lights or interior and exterior fixed muntins with internal spacers to replace historic or original examples.
- 13) If windows warrant replacement, appropriate material for new windows depends upon the context of the building within a historic district, and the age and design of the building. Sustainable materials such as wood, aluminum-clad wood, solid fiberglass, and metal windows are preferred. Vinyl windows are discouraged.
- 14) False muntins and internal removable grilles do not present an historic appearance and should not be used.
- 15) Do not use tinted or mirrored glass on major facades of the building. Translucent or low (e) glass may be strategies to keep heat gain down.
- 16) Storm windows should match the size and shape of the existing windows and the original sash configuration. Special shapes, such as arched top storms, are available.
- 17) Storm windows should not damage or obscure the windows and frames.
- 18) Avoid aluminum-colored storm sash. It can be painted an appropriate color if it is first primed with a zinc chromate primer.
- 19) The addition of shutters may be appropriate if not previously installed but if compatible with the style of the building or neighborhood.
- 20) In general, shutters should be wood (rather than metal or vinyl) and should be mounted on hinges. In some circumstances, appropriately dimensioned, painted, composite material shutters may be used.
- 21) The size of the shutters should result in their covering the window opening when closed.
- 22) Avoid shutters on composite or bay windows.
- 23) If using awnings, ensure that they align with the opening being covered.
- 24) Use awning colors that are compatible with the colors of the building.

### D. ENTRANCES, PORCHES, and DOORS

Entrances and porches are often the primary focal points of a historic building. Their decoration and articulation help define the style of the structure. Entrances are functional and ceremonial elements for all buildings. Porches have traditionally been a social gathering point as well as a transition area between the exterior and interior of a residence.

The important focal point of an entrance or porch is the door. Doors are often a character-defining feature of the architectural style of a building. The variety of door types in the districts reflects the variety of styles, particularly of residential buildings.

- 1. The original details and shape of porches should be retained including the outline, roof height, and roof pitch.
- 2. Inspect masonry, wood, and metal or porches and entrances for signs of rust, peeling paint, wood deterioration, open joints around frames, deteriorating putty, inadequate caulking, and improper drainage, and correct any of these conditions.
- 3. Repair damaged elements, matching the detail of the existing original fabric.
- 4. Replace an entire porch only if it is too deteriorated to repair or is completely missing, and design to match the original as closely as possible.
- 5. Do not strip entrances and porches of historic material and details.
- 6. Give more importance to front or side porches than to utilitarian back porches.

- 7. Do not remove or radically change entrances and porches important in defining the building's overall historic character.
- 8. Avoid adding decorative elements incompatible with the existing structure.
- 9. In general, avoid adding a new entrance to the primary facade, or facades visible from the street.
- 10. Do not enclose porches on primary elevations and avoid enclosing porches on secondary elevations in a manner that radically changes the historic appearance.
- 11. Provide needed barrier-free access in ways that least alter the features of the building.
- a. For residential buildings, try to use ramps that are removable or portable rather than permanent.
- b. On nonresidential buildings, comply with the Americans with Disabilities Act while minimizing the visual impact of ramps that affect the appearance of a building.
- 12. The original size and shape of door openings should be maintained.
- 13. Original door openings should not be filled in.
- 14. When possible, reuse hardware and locks that are original or important to the historical evolution of the building.
- 15. Avoid substituting the original doors with stock size doors that do not fit the opening properly or are not compatible with the style of the building.
- 16. Retain transom windows and sidelights.
- 17. When installing storm or screen doors, ensure that they relate to the character of the existing door.
- a. They should be a simple design where lock rails and stiles are similar in placement and size.
- b. Avoid using aluminum colored storm doors.
- c. If the existing storm door is aluminum, consider painting it to match the existing door.
- d. Use a zinc chromate primer before painting to ensure adhesion.

### **Discussion and Recommendations**

- A cut sheet is needed to review the muntin details, which should be dark bronze aluminum.
   The Pizza Hut muntins appear wider than on the other windows.
- The glass must be specified as clear, with a minimum VLT of 70.
- In staff opinion, the CMU could be painted two shades of brown, rather than introducing a faux building material. The stacked tile is an appropriate material.
- The red sign is lit by an internal source, which is fine provided the red material is opaque. The two gooseneck lamps above are redundant, since the sign is already lit.
- No details are provided for the canopy design. The three proposed canopies on the façade should match.

### **Suggested Motion**

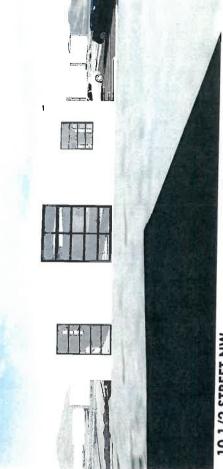
Having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation, I move to find that the proposed exterior renovations satisfy the BAR's criteria and are compatible with this property and other properties in the West Main Street ADC district, and that the BAR approves the application with the following modifications....

MARKET

RESTAURANT



**WEST MAIN STREET** 



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372 

10 1/2 STREET NW



ELEVATIONS

E-Corp Management Associates, (arc. BAR SUBMISSION #1 | December 30, 2104

As Approved dan. 20, dois



# Board of Architectural Review (BAR) Appropriateness RECEIVE

Department of Neighborhood Development Services

P.O. Box 911, City Hall

Charlottesville, Virginia 22902 Telephone (434) 970-3130



Email scala@charlottesville.porgLOPMENT 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 MARK GREEN, E-CORP	Applicant Name KEVIN SCH	AFER, DESIGN DEVELOP	
Project Name/Description PIZZA HUT AT 1001 WEST	MAIN Parcel Number	100050000	
Project Property Address 1001 WEST MAIN STREET,			
		<u> </u>	
Applicant Information	Signature of Applicant		
Address: 418 EAST MAIN STREET CHARLOTTESVILLE, VA 22902	I hereby attest that the information I have provided is, to the best of my knowledge, correct.		
Email: KSCHAFER@DESIGNDEVELOPLLC.CO/	M A	- 10/25/2016	
Phone: (W) 434-665-4144 (C)	Signature	Date	
	Kevin Schafer	10/25/2016	
Property Owner Information (if not applicant)	Print Name	Date	
Address:		Property Owner Permission (if not applicant)  I have read this application and hereby give my consent to	
Email: MARKG@ECORP-REAL-ESTATE.COM Phone: (W) 434-409-3313 (C)	its submission.	and hereby give my consent to	
=	Signature	Date	
Do you intend to apply for Federal or State Tax Credits	Mark Green	10/25/2016	
for this project?	Print Name	Date	
Description of Proposed Work (attach separate narrative Pizza Hut into an existing structure. See attached the separate narrative Pizza Hut into an existing structure. See attached the separate narrative Pizza Huttached the separate narrative Pizza Pizza Huttached the separate narrative Pizza Piz	hed booklet for more inf	out of a proposed ormation.	
List All Attachments (see reverse side for submittal red (10) Printed copies of project description boo		aterial samples	
(1) Digital copy of printed booklet, via extern	nal drive		
For Office Use Only	Approved/Disapproved by:	proved/Disapproved by:	
Received by:	Date:	te:	
Fee paid: 25 Cash/Ck. # VI Sa		onditions of approval:	
Date Received: 16 25 16			
Revised 2016			

MIAM TEEW FOOF TA TUH ASSIS

**I# JATTIMBUZ AA8** 

PRESENTED BY



IN ASSOCIATION WITH



REVISED: 11/16/2016 PER BAR COMMENTS







BUILDING A NEW RED ROOF: AN UPDATED MODEL FOR AN URBAN ENVIRONMENT

The Red Roof isn't just an architectural style, after 58 years and more than 6,000 restaurants, it's a part of Americana, a cultural touch point that just about everyone can readily identify. So, how do you take something as iconic as that red slated roof and bring it into the new millennium so that it can meet new consumer demands? Well, you call up the Pizza Hut Development team, and they eagerly tackle the challenge of doing just that.

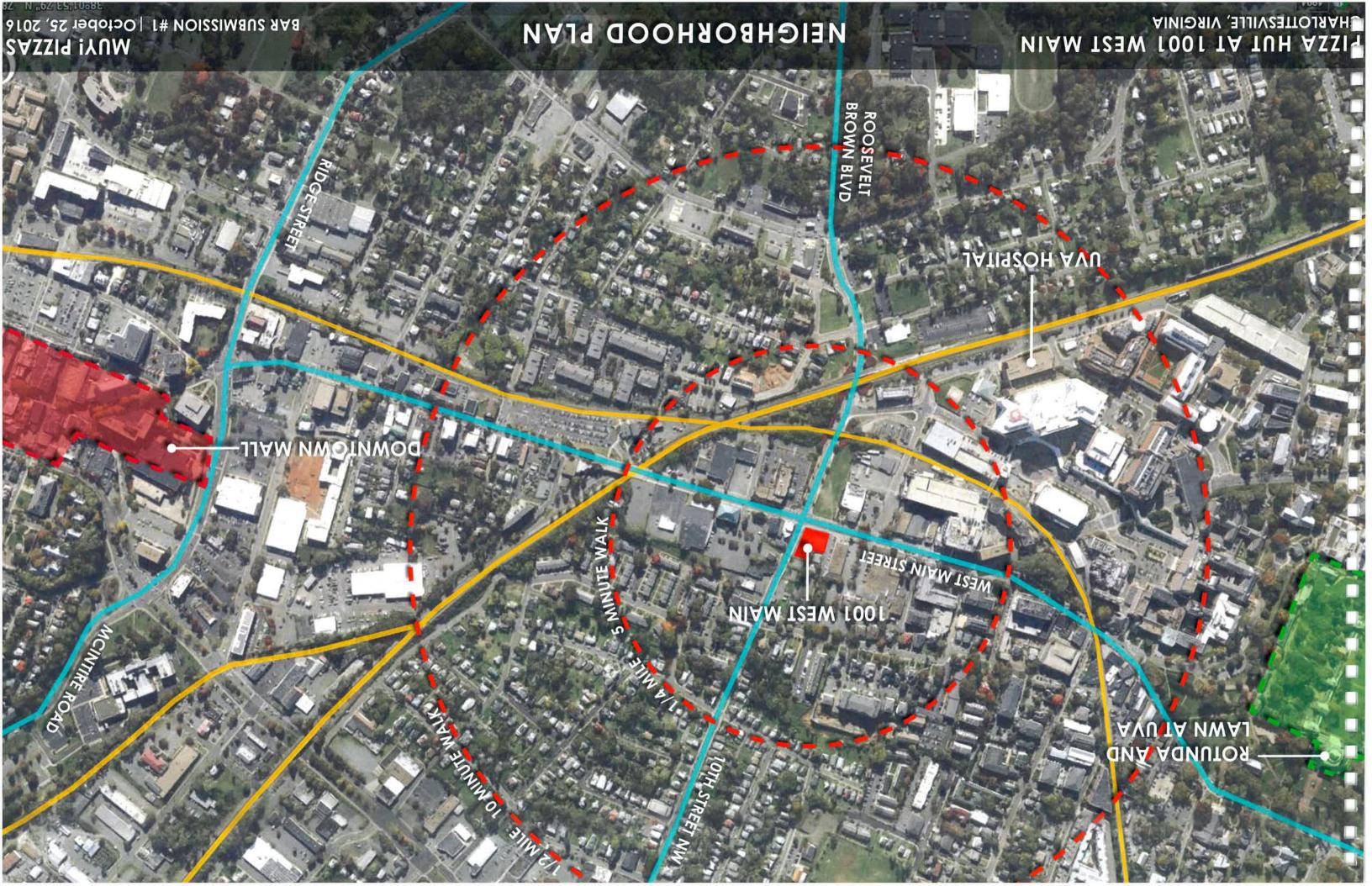
People want different things from restaurants these days because our lives are different. They're faster, more connected and just plain busier. We need mind as they began creating all new assets to respond to modern requests. New

Kurt Smith, Senior Director of Development here at Pizza Hut explained how his team approached the redesign. "Our new concept was designed to make it easier for our customers to get a better pizza. We knew we had to consistently across all channels – dine-in, carry-out, and delivery. We also knew we had to contemporize the restaurant experience in a manner that fits our brand heritage. We focused on consumer preferences for open kitchen, customization, modern ambiance and engaging service."

So, in pursuit of making it better and easier, this meant not only updating the eat-in experience with newly designed dining rooms, open kitchens and an excellent lunch also providing solutions for eating occasions traditionally not focused on by Pizza Hut namely, lunch and happy hour. The new assets offer an excellent lunch special with delicious create your own 9in, personal pizzas that cook in about 3 minutes and happy hour deals on ice cold beer for the afternoons after work. That is night Pizza Hut isn't just for Friday nights at home anymore!

It's not just the dining rooms that have received an upgrade in the new assets. Many also provide takeaway windows and/or specified takeaway parking spots to make carrying out your pizza quicker and easier than ever.

The assets may be changing, but it is Pizza Hut's restaurant heritage that will be the connecting thread. We're just finding new, updated ways to remain one of America's favorite restaurants.





YTINAMUH 9O3 TATI8AH 919 WEST MAIN STREET



**CONTEXT MAP** 



**UVA FACILITIES + MANAGEMENT** 



**NNI NOTAMAH** 900 WEST MAIN STREET



1006 WEST MAIN STREET



STACEY HALL 1107 WEST MAIN STREET



THREEPENNY CAFE

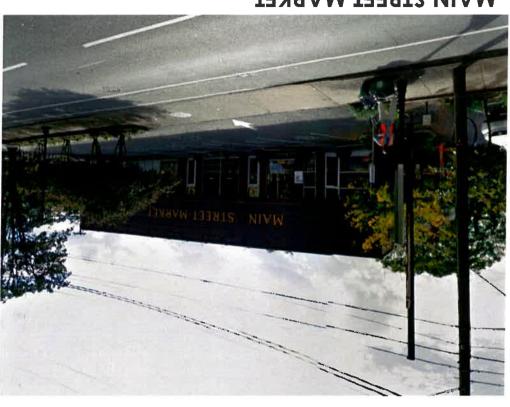


**BALKAN BISTRO** 



FRY'S SPRING STATION





**WAIN STREET MARKET** 



THREE NOTCH'D BREWERY



**WEST MAIN STREET FACADE** 



**ME2T MAIN STREET FACADE** 



10 1/2 STREET FACADE



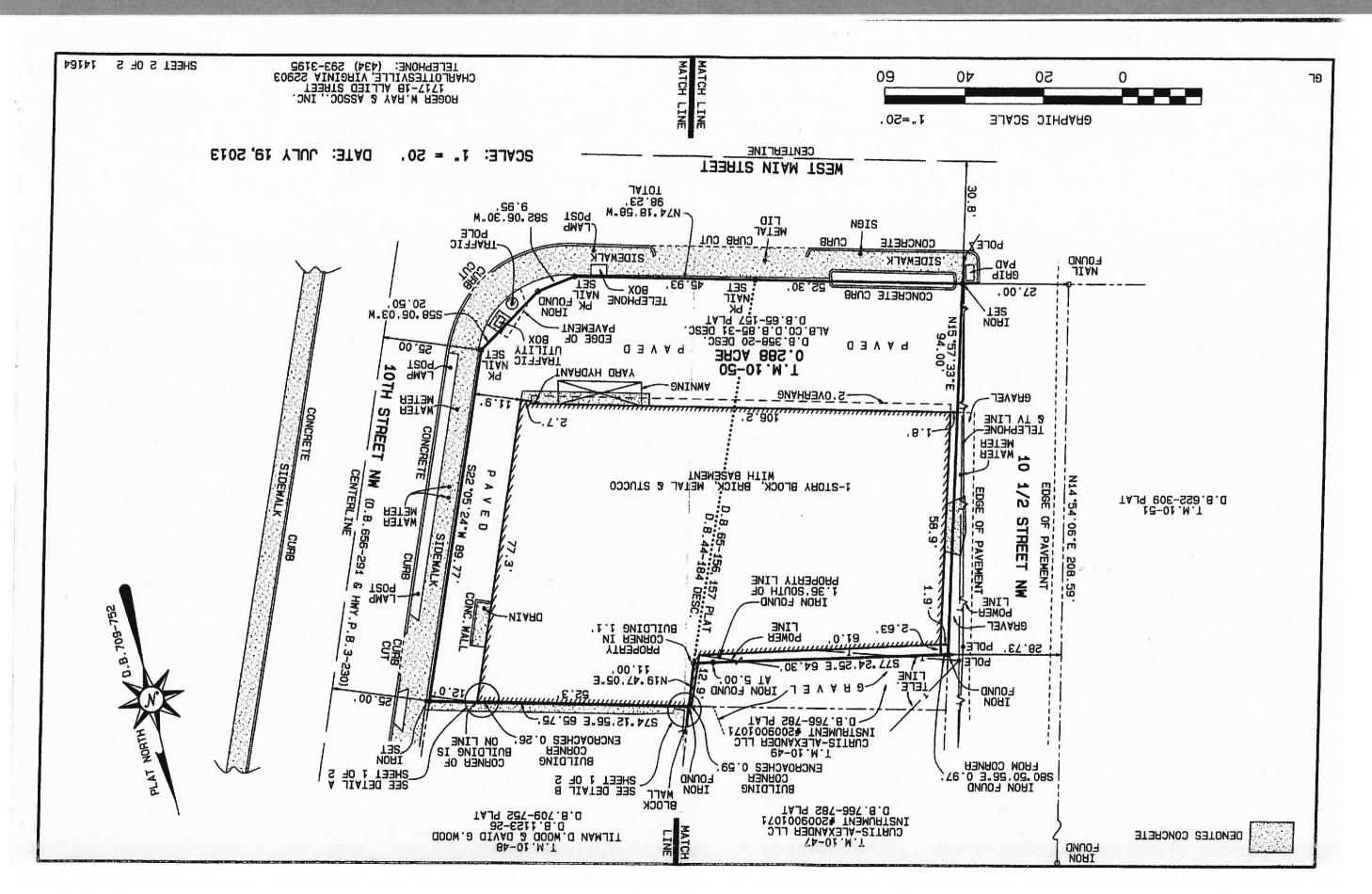
**10TH STREET FACADE** 



**KEAR FACADE** 



**REAR FACADE** 



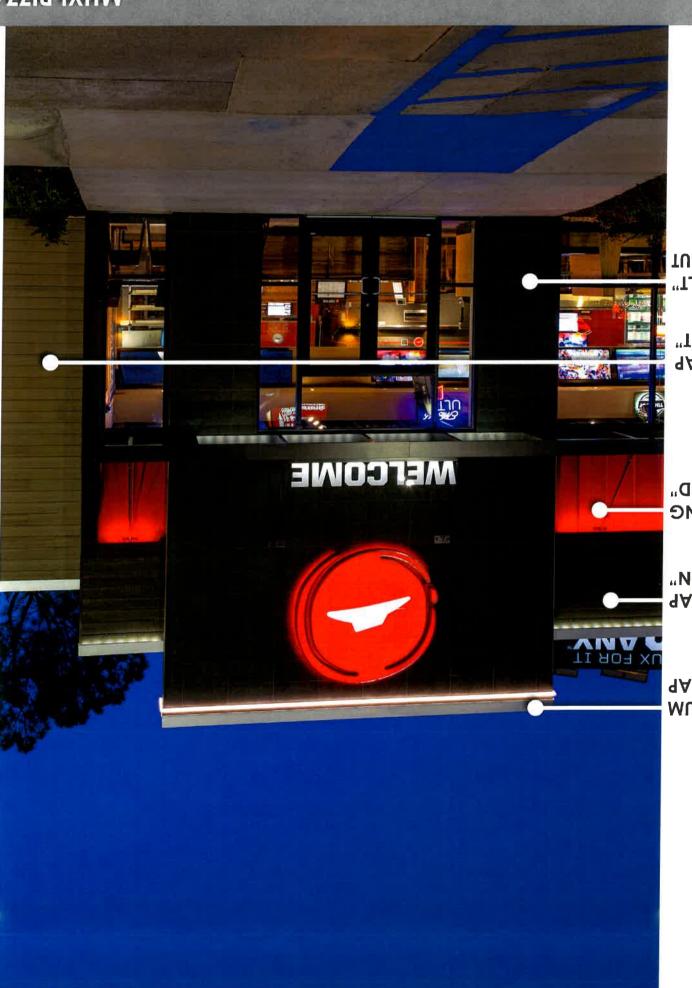












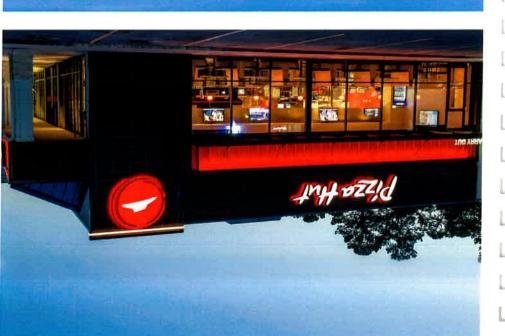
PRE-FINISHED ANONDIZED ALUMINUM METAL CAP

IDENTITY WOOD LAP AND GAP SIDING"CAST IRON"

DIMI STANDING SEAM METAL SUIDING "IL2018 BRITE RED"

IDENTITY WOOD LAP AND GAP SIDING"FRESH CRUST"

CROSSVILLE 12" X 24" TILE "BASALT"
WITH #60 CHARCOAL GROUT



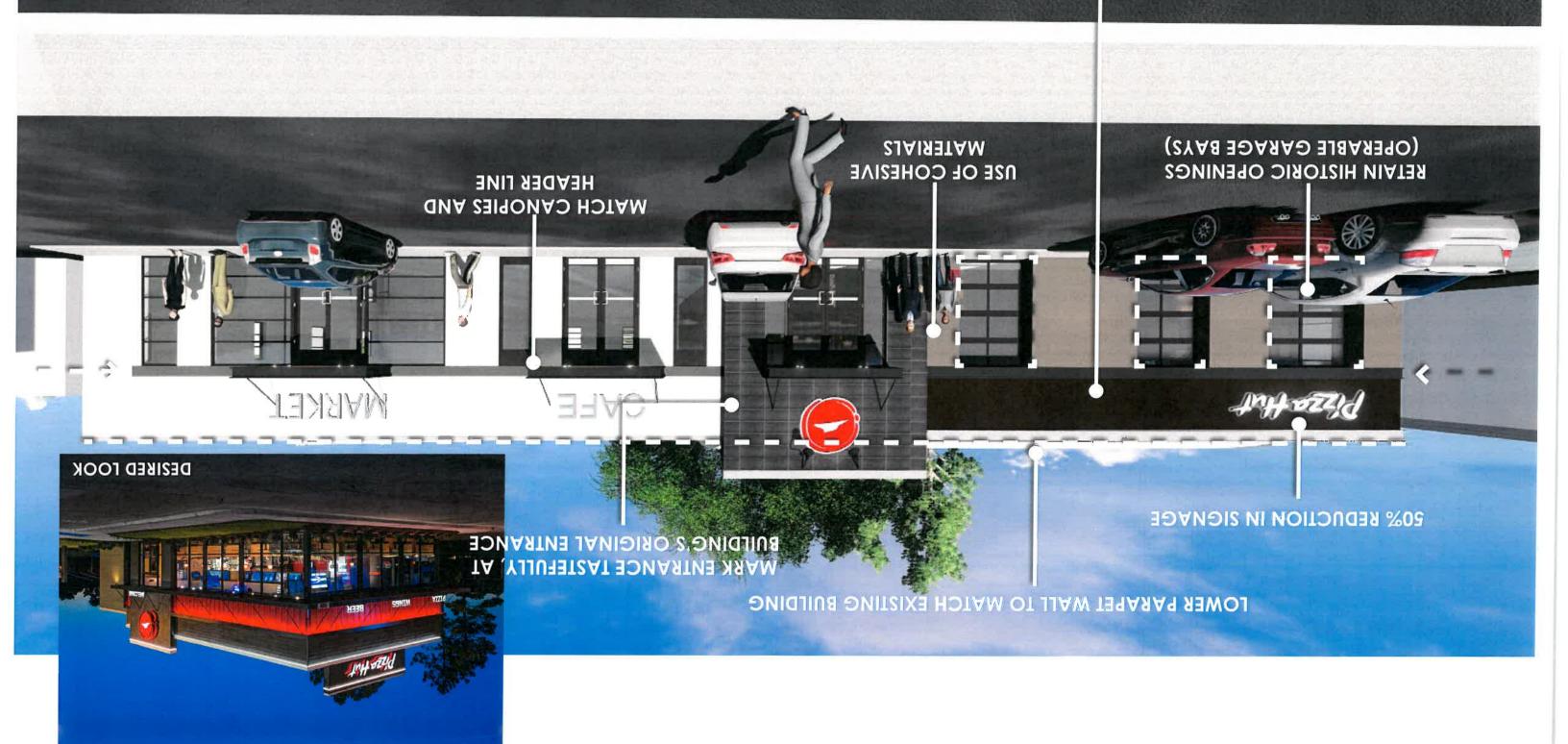




MUY! PIZZAS AL SER SUBMISSION # I OCTODET 25, 2016

EXTERIOR PIZZA HUT PRECEDENTS

PIZZA HUT AT 1001 WEST MAIN



REMOVAL OF RED BANDING /



**JOTH STREET NW** 



10 1/2 STREET NW



IDENTITY WOOD "FRESH CRUST" SIDING

**WEST MAIN STREET** 



REAR













BAR SUBMISSION #1 | October 25, 2016

EXTERIOR PERSPECTIVE

PIZZA HUT AT 1001 WEST MAIN
CHARLOTTESVILLE, VIRGINIA

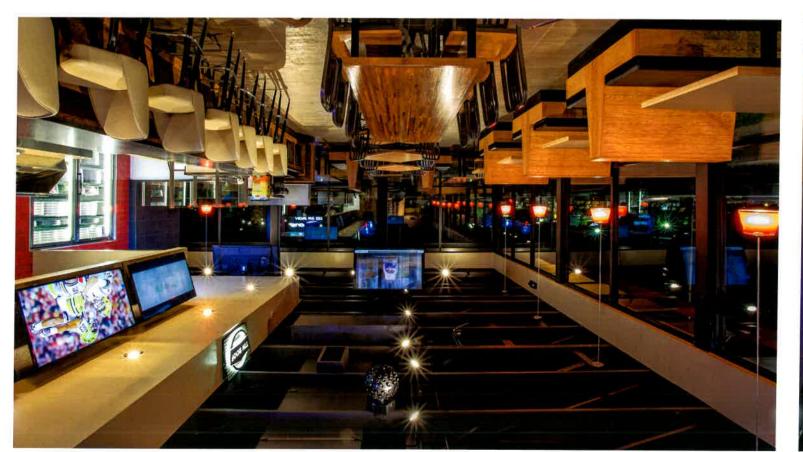




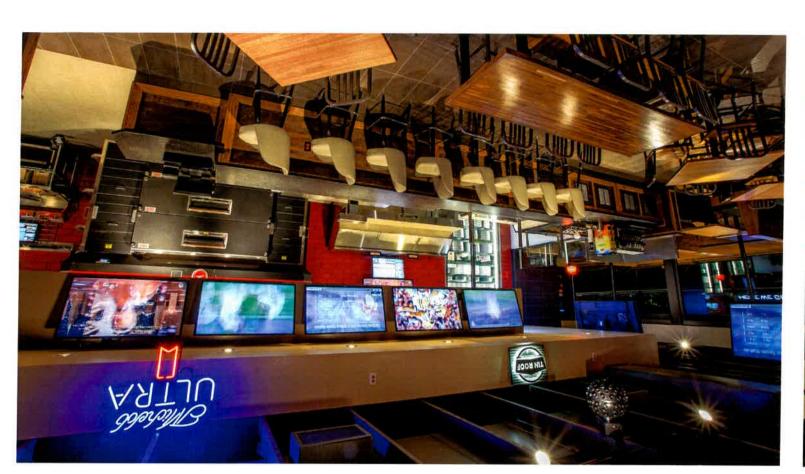
BAR SUBMISSION #1 | October 25, 2016

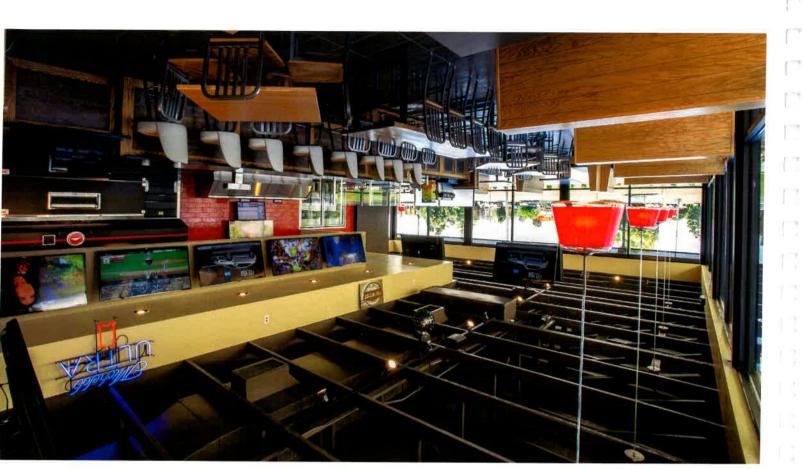
EXTERIOR PERSPECTIVE

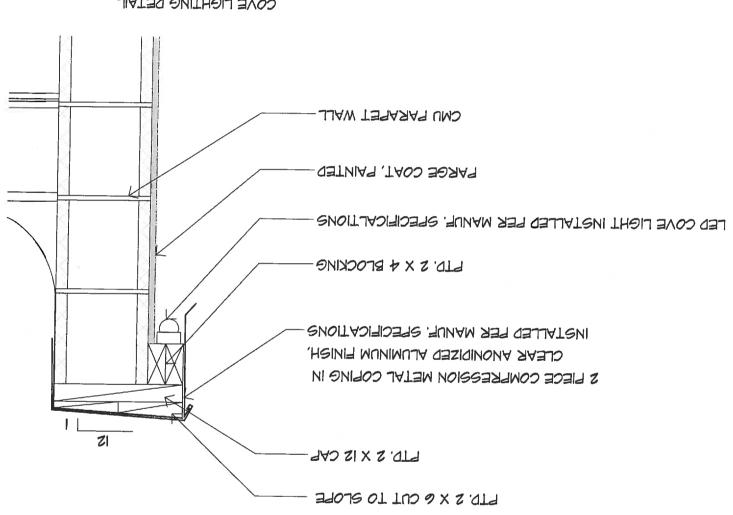
PIZZA HUT AT 1001 WEST MAIN
CHARLOTTESVILLE, VIRGINIA

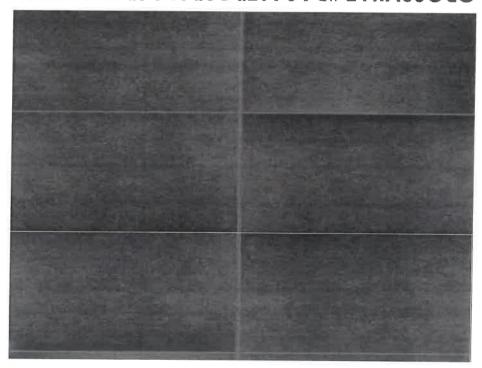








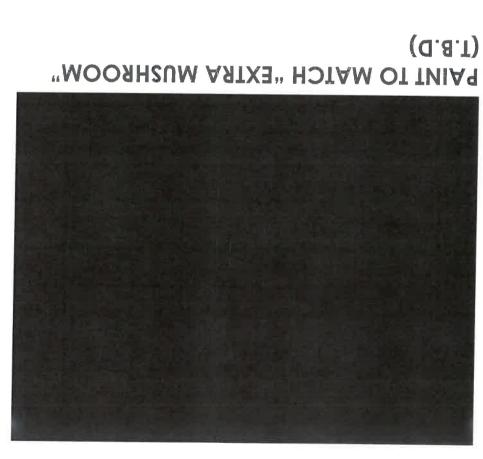




CROSSVILLE "BASALT" 12" X 24" STACKED



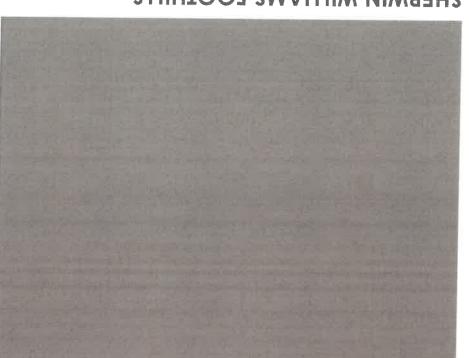
(Q.8.T)



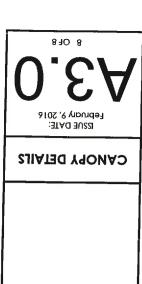
BENJAMIN MOORE SAIL CLOTH



FIXTURE **EXTERIOR DOWN LIGHTING** 



SHERWIN WILLIAMS FOOTHILLS



# MAIN AND 10TH, LLC. 1001 WEST MAIN STREET BUILDING SHELL CHARLOTTESVILLE, VA 22902

CONTACT: BOB PINE.com TEL:434-806-8365 (E):bob®designdevelopIlc.com



