

**From:** Scala, Mary Joy  
**Sent:** Tuesday, July 26, 2016 3:58 PM  
**To:** 'vwilson@loughridgeconstruction.com'  
**Cc:** 'stetterton@pricestudios.com'  
**Subject:** RE: BAR Action- 1000 W Main Street - Hardywood Cafe

July 26, 2016

Virginia Wilson  
Loughridge Construction  
7511 Staples Mill Road – Suite 100  
Richmond, VA 23228

**RE: Certificate of Appropriateness Application**

BAR 16-07-06

1000 West Main Street

Tax Parcel 100068000 and 100070000

Campus Investors C'ville 1000 W. Main, LLC, Owner/Virginia Wilson, Loughridge Construction, Applicant  
Exterior Additions - painted metal rail, perforated metal screen, and wall louver

Dear Applicant,

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

**Mohr moved to find that the proposed additions satisfy the BAR's criteria, and are compatible with this property and other properties in the West Main Street ADC District, and the BAR approves this application, *pending administrative review of the existing railing designs*, with finished wood table tops [on silver or black café furniture], and approved the color and detail of the chiller cabinet [and wall louvers] as submitted. Earnst seconded. Motion passed (7-0).**

**Following administrative review of the railings, the BAR decided that the café railing should match the silver-colored horizontal railings that are installed on the rest of the building.**

This certificate of appropriateness shall expire in 18 months (January 19, 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](mailto:scala@charlottesville.org).

Sincerely yours,

Mary Joy Scala, AICP  
Preservation and Design Planner

Mary Joy Scala, AICP  
Preservation and Design Planner  
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Department of Neighborhood Development Services  
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**RAILING 'A'**   
VERTICAL RAILING SYSTEM



**RAILING 'B'**   
HORIZONTAL RAILING SYSTEM

**NOTE:**  
ALL RAILINGS TO BE A GREY  
METALLIC FINISH TO MATCH THE  
PROMENADE STOREFRONT.

**FINISH RAILING EXAMPLES**

**CITY OF CHARLOTTESVILLE  
BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT  
July 19, 2016**



**Certificate of Appropriateness Application**

BAR 16-07-06

1000 West Main Street

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Applicant

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**Background**

The property at 1000 West Main Street (formerly 1002-1006 West Main Street) is currently under construction for a six-story, by-right, mixed use building. The zoning was recently changed from West Main South Corridor (WMS) to West Main West (WMW) with ADC historic district overlay.

November 12, 2013 - The Planning Commission had preliminary discussion on the proposed SUP. Campus Acquisitions Holdings, LLC previously requested a special use permit (SUP) for: increased density from 43 units per acre to 188 dwelling units per acre (DUA); and additional building height from 70 feet to 101 feet (plus 16 foot appurtenance) for the new construction of a mixed use building on 1.277 acres.

November 19, 2013 - The BAR made a recommendation on the special use permit, and had a preliminary discussion. The BAR recommended (7-0) that the proposed Special Use Permit will not have an adverse impact on the West Main Street ADC District. The BAR commended the applicant for a very accomplished design. They felt the additional density and height were appropriate; they liked the articulated voids and use of outdoor areas; that the building does not loom over adjacent neighborhoods, it is sufficiently deferential to the Patton House; sympathetic with the hospital district; the direction they are heading with bike and community uses along Roosevelt Brown is fine; the setbacks and stepbacks are a delight to see as a response to context in a formal way; they like the use here of different materials and non-traditional forms; they like the way they started with the site, then moved to the zoning.

January 14, 2014 - The Planning Commission recommended approval with conditions at a joint public hearing.

January 21, 2014 - The BAR had a second preliminary discussion, and continued to be very pleased with the project. Some suggestions were: Bring the terra cotta color down in places; present some alternatives for handling the corner (traffic control elements a problem) working with the W Main Street consultant; retail is wonderful; exterior bike racks should prohibit overnight parking; like moving the bike room toward W Main Street; like recessed balconies.

January 27, 2014 - City Council approved the SUP with conditions.

February 18, 2014 - The BAR approved (8-0-1 with Hogg recused) the massing and site layout.

March 18, 2014 - The BAR approved (5-0) the following details: materials to include recycled cementitious panels, terra cotta, board-formed concrete base, window arrangement and design, lighting as submitted, picket and glass railings, landscaping to be reviewed by email, and conceptually approved per staff comments the comprehensive signage plan for future consideration.

April 25, 2014 - Staff approved landscape plan, except any references to signage, which was not yet approved.

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December 16, 2014 - The BAR had a preliminary discussion of a new, reduced height proposal. The BAR liked the new open space /corten steel wall treatment at the railroad end of Roosevelt Brown Blvd; there was disagreement over the new location of the garage entrance but decided the applicant should look into moving it further to the south; the applicant should continue to revise the W. Main Street elevation, which had more energy previously, and the corner as discussed. In general, the BAR was still pleased with the new proposal.

The BAR approved (8-0) the massing and general site layout with the details and next version of drawings to come back to the BAR for final approval.

January 20, 2015 - Approved project (7-0) subject to further BAR review of the following:

- Alignment of outdoor seating area final colors for fiber cement
- Cut sheets for storefront windows
- Additional information on rooftop sightlines
- Parking Garage screening
- Railings
- Lighting

April  
2015

July 31, 2015 - Administrative approval was granted for horizontal steel railings in all locations on the podium level and lower (not balconies).

August 18, 2015 - The BAR denied the application to modify from aluminum to vinyl the approved windows at the interior North and West Elevations as submitted (7-0) because it did not meet the standards and guidelines. On this prominent site the two types of windows with markedly different profiles would both be visible from one point, and the vinyl material is not sustainable.

April 19, 2016 - Schwartz moved to find that the proposed comprehensive signage plan 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 *recommends* this application as submitted with the following modifications: the applicant will resubmit the sign concept for the glass on retail spaces, to be administratively approved. Knott seconded. The motion passed (8-0).

June 20, 2016 - City Council approved the Comprehensive Signage Plan on the consent agenda.

## **Application**

The applicant is proposing (1) a decorative, painted metal rail surrounding the first level patio, (2) a decorative, perforated metal screen and coordinating painted metal rail at a mechanical equipment location, and (3) the addition of a wall louver at the mechanical room exterior wall.

The patio rail will be painted SW 7020 Black Fox, the screen will match the color of the EW T07 Corrugated Aluminum Panel System, and the wall louver will match the color of the EW T01 Aluminum Window System.

## **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;
- (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 Guidelines for Site Design and Elements**

#### *H. UTILITIES & OTHER SITE APPURTENANCES*

*Site appurtenances, such as overhead utilities, fuel tanks, utility poles and meters, antennae, exterior mechanical units, and trash containers, are a necessary part of contemporary life. However, their placement may detract from the character of the site and building.*

1. *Plan the location of overhead wires, utility poles and meters, electrical panels, antennae, trash containers, and exterior mechanical units where they are least likely to detract from the character of the site.*
2. *Screen utilities and other site elements with fences, walls, or plantings.*
3. *Encourage the installation of utility services underground.*
4. *Antennae and communication dishes should be placed in inconspicuous rooftop locations, not in a front yard.*
5. *Screen all rooftop mechanical equipment with a wall of material harmonious with the building or structure.*

### **Pertinent Guidelines for Signs, Awnings, Vending, and Cafes**

#### *E. OUTDOOR CAFES*

*All elements, including chains, bollards, tables, chairs, planters, and trash containers, should be the same color, materials, and design character. Black, being the dominant color of mall elements, or silvertone metal are preferred. The use of treated lumber or unfinished wood anywhere on the mall is not allowed.*

1. *Fences, Chains, and Bollards*
  - a. *Should be wrought iron or black painted metal.*
  - b. *Should be kept well-maintained.*
  - c. *Chain-links shall be two inches in length or larger.*
  - d. *Bollards shall be at least 3 inches in diameter.*

2. *Tables and Chairs*

- a. Should be wrought iron, black painted or silvertone metal. Other materials or colors require BAR approval.*
- b. Cloth tablecloths and removable seat cushions are permitted. Materials other than cloth, and color are subject to BAR approval.*

**3. Planters**

- a. Should be compatible in terms of design, scale, and color with other elements of the café. The planter material shall be terra cotta or concrete. Other materials require BAR approval.*

**4. Umbrellas**

- a. If used, may contain a maximum of one dark or neutral solid color that is compatible with the furniture.*
- b. The size of the umbrella should be in scale with the table. Oversize umbrellas may be permitted, but all parts must be contained within the café space.*
- c. No text is permitted on an outdoor café umbrella.*

**5. Trash Containers**

- a. Black metal is preferred.*
- b. Should be located within the café enclosure.*

**Discussion and Recommendations**

The site plan is included for context.

The screen around the mechanical equipment should be explained a little better.

The café tables and chairs should be black or silver metal unless the BAR approves otherwise. Any umbrellas should not contain text. The patio may have one- 3 sq ft sign mounted 5 feet high maximum.

**Suggested Motions:**

Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, Awnings, Vending, and Cafes and for Site Design and Elements, I move to find that the proposed additions 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 recommends this application as submitted (or with the following modifications...).

RECEIVED  
JUN 28 2016  
NEIGHBORHOOD DEVELOPMENT SERVICES



Location of Work

This proposed project includes a decorative, painted metal rail surrounding the first level patio, a decorative, perforated metal screen and coordinating painted metal rail at a mechanical equipment location and the addition of a wall louver at the mechanical room exterior wall. The patio rail will be painted SW 7020 Black Fox, the screen to match color of EW T07 Corrugated Aluminum Panel System, and the Wall Louver to match color of EW T01 Aluminum Window System.

Photo of Building Under Construction



1000 West Main Street - HARDYWOOD CHARLOTTESVILLE  
New Equipment Screen, Patio Rail and Wall Louver

6-23-2016

A



Bird's Eye Looking South



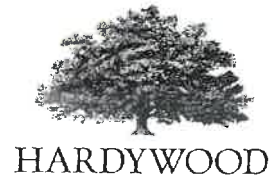
Street Level Looking East



Street Level Looking South



Bird's Eye looking East

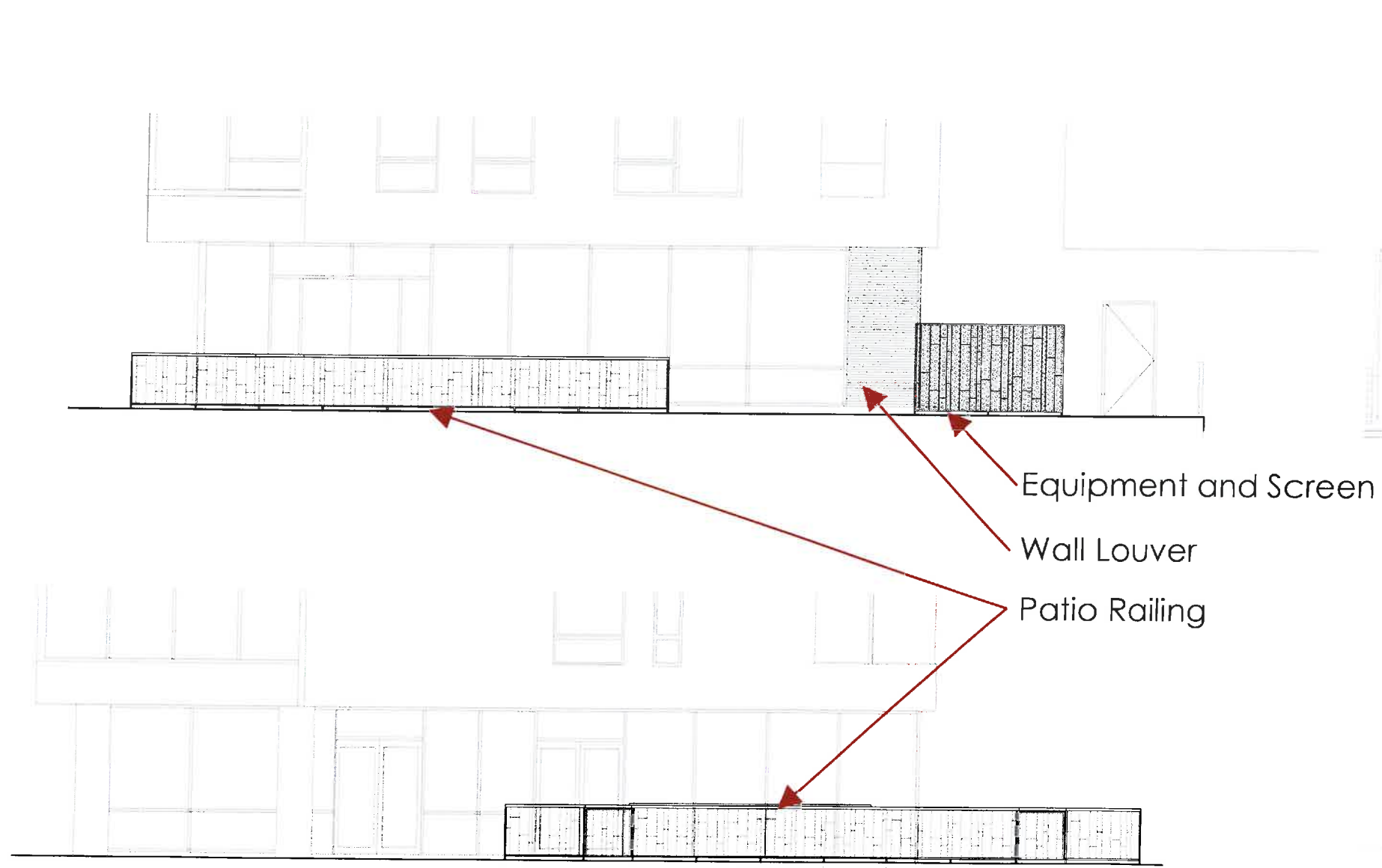


1000 West Main Street - HARDYWOOD CHARLOTTESVILLE  
New Equipment Screen, Patio Rail and Wall Louver

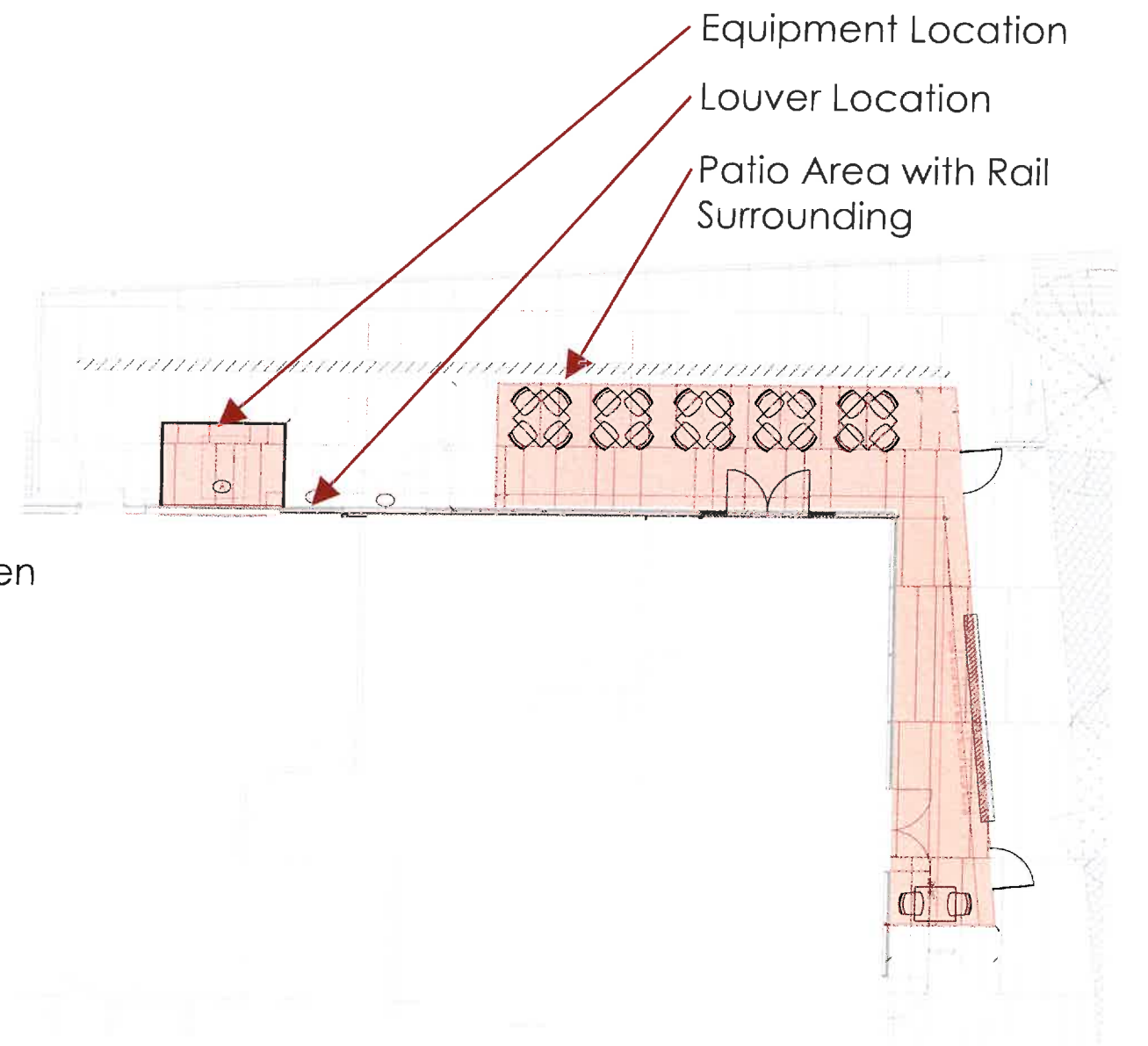
6-23-2016

B



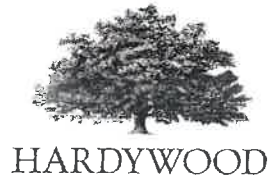


North and East Elevations



North

Plan



1000 West Main Street - HARDYWOOD CHARLOTTESVILLE  
New Equipment Screen, Patio Rail and Wall Louver

6-23-2016

C