

From: Scala, Mary Joy
Sent: Wednesday, January 18, 2017 2:41 PM
To: Natalie Feaver (natalie@profile-ai.com)
Subject: BAR Action - 1517 University Avenue - January 17, 2017

January 18, 2017

Natalie Feaver, Profile AI
302 Park Street, suite 300
Charlottesville, VA 22902

RE: Certificate of Appropriateness Application (Preliminary Discussion)
BAR 17-01-04
1517 University Ave
Tax Parcel 090081000
Sheetz Rep: Thomas Columbus Jr, Tenant/ Natalie Feaver Profile AI, Applicant
Exterior Modifications

Dear Applicant,

The above referenced projects were discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on January 17, 2017. The following action was taken:

Bault moved to find that the proposed exterior modifications satisfy the BAR's criteria and guidelines and are compatible with this property and other properties in The Corner ADC district, and that the BAR approves the application as submitted, with the friendly suggestion to consider changing the doors to solid wood doors without the banding, and the BAR strongly encourages the option to paint the muntins white. Schwartz seconded, and the motion passed 6-0.

This certificate of appropriateness shall expire in 18 months (July 17, 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](tel: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
January 17, 2017**



Certificate of Appropriateness Application

BAR 17-01-04

1517 University Ave

Tax Parcel 090081000

Sheetz Rep: Thomas Columbus Jr, Tenant/ Natalie Feaver Profile AI, Applicant

Exterior Modifications

Background

1517 University Avenue was built c. 1920 and is a contributing property in The Corner ADC District. The survey from 1983 describes the property: Neo-Georgian Commercial. Ca. 1920s. Brick (random American bond); one story; parapet roof; 4-bay front, including angled bay at E corner of building. Entry located in arched recess flanked by brick pilasters, Classical cornices above first and second stories. From 1942 to 1983, this Neo-Classical commercial building housed the University Cafeteria, one of the area's most popular eating establishments. The survey is attached.

Application

The applicant is requesting approval for changing paint, signage, and awning fabric on the storefront. No changes are proposed to the upper floor.

- The awnings will be Sunbrella, Jockey Red;
- the currently painted brick will be repainted BM Snow White to match;
- the bulkhead panels below the windows and recessed alcove panels will also be painted Snow White;
- the window muntins will be repainted BM Black Bean Soup;
- the proposed replacement double door is similar to Kawneer Dark Bronze #40. The door height is proposed to be raised to 7'-0" from 6'-8."
- The new signage will be externally lit. The projecting sign will be attached to an existing bracket, which is existing above the second story window sill height.

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 Design Review Guidelines for Rehabilitations

B. Facades & 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, unpainted or pressure-treated wood, and vinyl or aluminum siding.*
- 11. Avoid introducing inappropriate architectural elements where they never previously existed.*

K. PAINT

A properly painted building accentuates its character-defining details. Painting is one of the least expensive ways to maintain historic fabric and make a building an attractive addition to a historic district. Many times, however, buildings are painted inappropriate colors or colors are placed incorrectly. Some paint schemes use too many colors, but more typical is a monochromatic approach in which one color is used for the entire building. On particularly significant historic buildings, there is

the possibility of conducting paint research to determine the original color and then recreating that appearance.

- 1. Do not remove paint on wood trim or architectural details.*
- 2. Do not paint unpainted masonry.*
- 3. Choose colors that blend with and complement the overall color schemes on the street. Do not use bright and obtrusive colors.*
- 4. The number of colors should be limited. Doors and shutters can be painted a different color than the walls and trim.*
- 5. Use appropriate paint placement to enhance the inherent design of the building.*

Discussion and Recommendations

- The Sunbrella awning fabric and Jockey Red color are appropriate.
- The brick color and wood trim color would look better if they are not painted the same shade of white.
- The existing door may date to the University Cafeteria (1943- 1983), in which case the BAR may wish to see it retained rather than replaced.
- If the door is replaced and the opening is enlarged, the BAR should see the construction detail.

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 modifications satisfy the BAR's criteria and guidelines and is compatible with this property and other properties in The Corner ADC district, and that the BAR approves the application with the following modifications....

Architectural And Historic Survey



Identification

STREET ADDRESS: 1517-1519 University Avenue	HISTORIC NAME: Peyton-Gilmer Building (University Cafeteria)
MAP & PARCEL: 9-81	DATE / PERIOD: 1920
CENSUS TRACT AND BLOCK:	STYLE: Colonial Revival
PRESENT ZONING: B-3	HEIGHT (to cornice) OR STORIES: 2 storeys
ORIGINAL OWNER: A. N. Peyton	DIMENSIONS AND LAND AREA: 57' x (5150 sq. ft.)
ORIGINAL USE: Tea Room/Men's Clothing Store	CONDITION: Good
PRESENT USE: Vacant	SURVEYOR: Bibb
PRESENT OWNER: Elliott L. Hyman & Joseph G. Hyman	DATE OF SURVEY: Summer 1986
ADDRESS: Route 8, Box 204 Charlottesville, Virginia 22901	SOURCES: City/County Records Ch'ville City Directories Sanborn Map Co. - 1920, 1929-57 Holsinger Photographs

ARCHITECTURAL DESCRIPTION

The University Cafeteria building is two storeys tall and three bays wide, the center bay being narrower than the others. Wall construction is of brick laid in 7-course American bond with projecting brick piers between the bays. There is a round-arched central entrance loggia. Large multi-paned windows in the side bays are supported on four consoles. There is a storefront entablature. Windows at the second level are double-sash, 6-over-6 light, with louvered shutters. Those on the side elevations have been closed. A metal cornice is set below the brick parapet. Behind the parapet, a shed roof slopes gently to the rear. This building, like most on the Corner, is trapezoidal in shape. Its acute southeast corner is clipped and contains the entrance to the stair hall. The rear elevation has been altered several times and is now covered by a shallow 1986 addition.

HISTORICAL DESCRIPTION

In 1905, A. N. Peyton purchased the Anderson house on University Avenue (ACDB 131-340). He subdivided the tract and sold the house to Mrs. Ellie M. Page, who conducted a student boarding house there (City DB 41-120). Sanborn maps and deed and tax records show that Peyton erected this store building in the eastern half of the front yard of the Anderson Page House in 1920 (DB 43-510). The first level was divided into two store rooms at that time. Mrs. Page conducted the Open Door Tea Room in the western section in the 1920's and early 1930's. Stevens Shepherd, a men's clothing store, occupied the eastern section until the early 1940's when it moved to 1601 University Avenue. The division between the store rooms was then removed, and the University Cafeteria occupied the entire building for four decades before closing in 1983. George Gilmer purchased this building in 1934 (DB 67-449, 83-470). His son acquired it in 1977 (DB 388-331) and sold it to Elliott L. and Joseph G. Hyman in 1983 (DB 439-737).

Additional References: City DB 46-495

Sources and bibliography

Published sources (Books, articles, etc., with bibliographic data.)

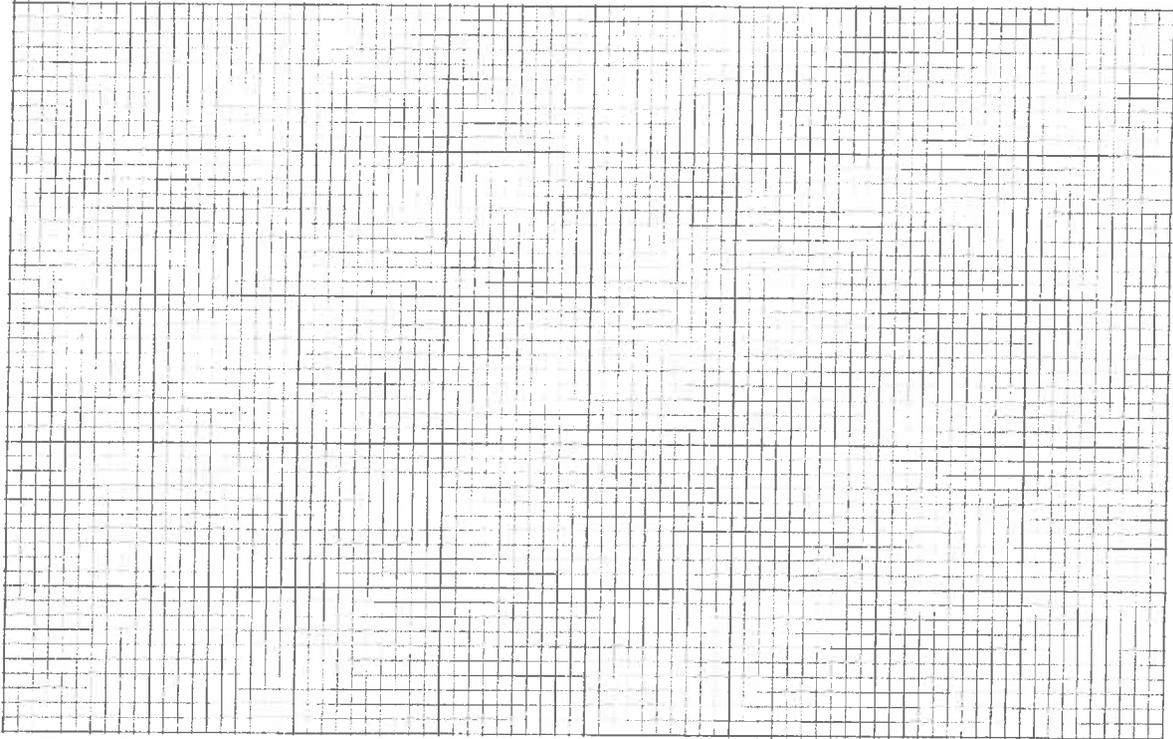
Joe Eddins, Around the Corner after W.W.I., 1977.

Primary sources (Manuscript documentary or graphic materials; give location.)

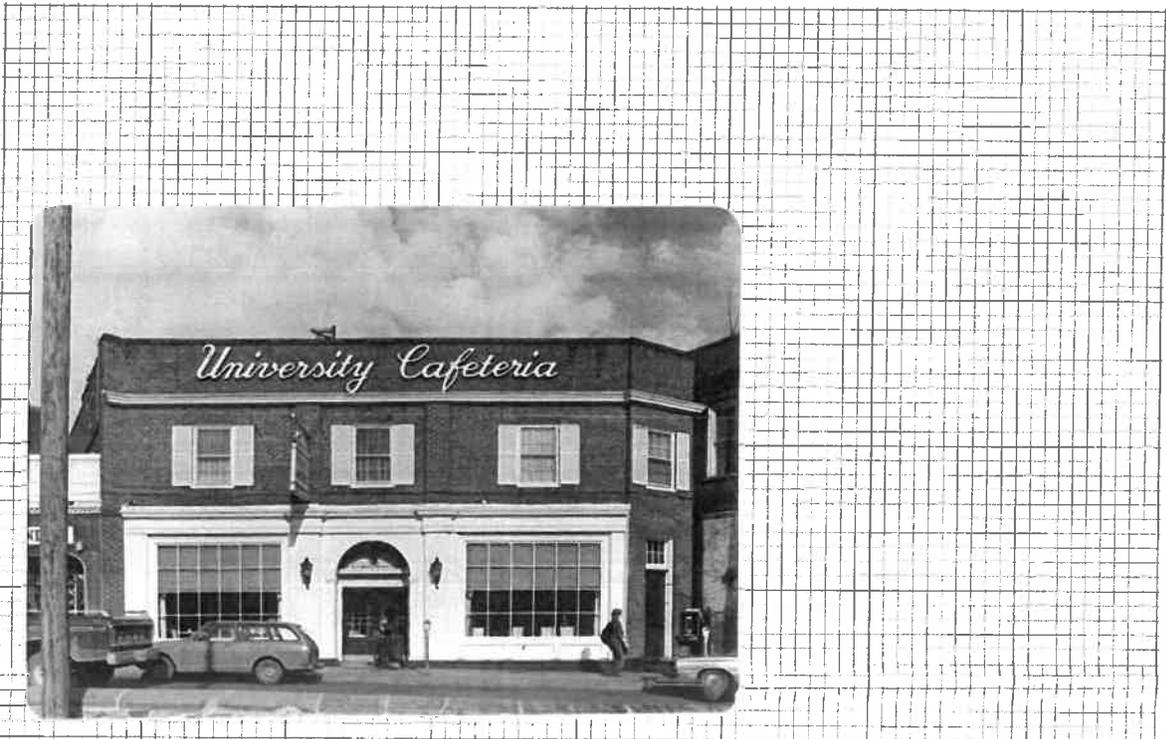
1920 Sandborn Map Alderman Library U. Va.

Names and addresses of persons interviewed

Plan (Indicate locations of rooms, doorways, windows, alterations, etc.)



Site plan (Locate and identify outbuildings, dependencies and significant topographical features.)



Name, address and title of recorder

Karen Rimmer U. Va Arch. History Grad Student

Date

March 1980

PRIMARY RESOURCE EXTERIOR COMPONENT DESCRIPTION

Component	#	Comp Type/Form	Material	Material Treatment
Chimney	1	Exterior end	Brick	Common Bond
Cornice	2	Molded	Wood	
Roof	0	Parapet		Not visible
Walls	0	Masonry	Brick	8-course common
Walls	0	Masonry	Brick	Common Bond
Window(s)	0	Plate Glass	Wood	W/ Mullions
Window(s)	0	Sash, double-hung	Wood	6/6

INDIVIDUAL RESOURCE INFORMATION

SEQUENCE NUMBER: 1.0

WUZIT: Commercial Building

Primary Resource? Yes

Estimated Date of Construction: 1920

Source of Date: Site Visit/Written

Architectural Style: Commercial Style

Description:

Two-story, four-bay commercial building with irregular front facade. Has angled corner on southeast end, one bay wide, with entrance to stair rising to second floor and window over. The entrance has multi-light, single-leaf door topped by rounded canvas awning; small wood, glass-fronted display box immediately east of door. Main portion of facade has entrance with double doors set in arcaded recess, flanked by large plate glass windows with mullions, fitted with rounded canvas awnings. A broad cornice tops the first floor; it and the wall surface below it are painted white. Pilasters in brick flank the entrance and rise through the second floor, ending at wood cornice that runs at top of second floor level. Windows on second floor are six-over-six, wood double-hung sash, with inoperable blinds.

Condition: Good-Excellent

Threats to Resource: None Known

Additions/Alterations Description:

Little-changed in past fifteen years, except for addition of awnings and multi-light transom over door to second floor has been boarded over. Shallow, full-width 1986 rear addition in brick, laid in common bond, with two plain rectangular windows on second floor and three metal doors on first floor.

Number of Stories: 2.0

Interior Plan Type:

Accessed? No

Interior Description:

Relationship of Secondary Resources to Property:

None.

DHR Historic Context: Commerce/Trade

Significance Statement:

Constructed in the eastern half of the front yard of the Anderson Page House, c. 1920; the first level initially had two spaces: the Open Door Tea Room, run by Mrs. Page in the 1920s and early 1930s, and Steven-Shepherd, a men's clothing store, until the early 1940s. The two spaces were opened into one

at that time, and housed the University Cafeteria for forty years until 1983 (Bibb 1986). Three or four restaurants have come and gone in the building since then. Historically important and architecturally compatible with the neighboring historic buildings, the Peyton-Gilmer Building contributes to the historic district.

GRAPHIC DOCUMENTATION

Medium	Medium ID #	Frames	Date
B&W 35mm Photos	14648	8 -	3/10/1996
B&W 35mm Photos	14647	5 -	3/10/1996
B&W 35mm Photos	14648	10 -	3/10/1996
B&W 35mm Photos	14647	11 -	3/10/1996

BIBLIOGRAPHIC DATA

Sequence #: 1.1 Bibliographic Record Type: Survey, Other

Author: O'Dell, Jeffrey M.

Citation Abbreviation:

Virginia Historic Landmarks Commission (VHLC) Survey

Notes:

Sept. 1983. VDHR Archives.

Sequence #: 1.2 Bibliographic Record Type: Map

Author: Sanborn Map Company

Citation Abbreviation:

Sanborn Fire Insurance Maps, Charlottesville, VA

Notes:

Published by Sanborn Map Company, 1907, 1913, 1920, 1929, 1941, 1969.
University of Virginia Library Government Documents.

Sequence #: 1.2 Bibliographic Record Type: Survey, Other

Author: Bibb, Eugenia

Citation Abbreviation:

City of Charlottesville Architectural and Historical Survey

Notes:

1980. On file, City of Charlottesville Department of Community Development.

Sequence #: 1.3 Bibliographic Record Type: NRHP Form

Author: O'Dell, J.M., w/Charlottesville Community Development staff

Citation Abbreviation:

Rugby Road-University Corner Historic District NR Nomination

Notes:

1984. VDHR Archives.

CULTURAL RESOURCE MANAGEMENT EVENTS

Date: 3/10/1996

Cultural Resource Management Event: Reconnaissance Survey

Organization or Person: Smead, Susan E.

ID # Associated with Event:

CRM Event Notes or Comments:

MAILING ADDRESS

Honorif:

First : Charles

Last : Hyman

Emma Earnest comments

✓ Sheetz (1517 University Avenue)

- Painting the trim and bricks the same color minimizes/neutralizes the historic elements to mimic a plain façade. This deviates from the historic function and character.
- Painting the window and door trim brown: There's no history of brown here. Not a problem to paint these a different color in my eyes, but conveys a false sense of history in my eyes.
- If I were present, I could not support this application. The changes to the building, while relatively subtle, in the renderings are downplaying the historic character of the building, literally whitewashing them. I appreciate that they have kept much, but trying to turn the front into a blank white slate could be done quite through an actual modern storefront, or through a greater appreciation for the historic elements (columns, trim, recessed entrance). This attempt to turn the historic into the modern isn't appropriate, though.

Main Street Market (416–418 W Main Street)

- In my eyes, replacing the flat roof with a gabled form is removing an integral part of the building and the building's history. It would no longer reflect its historic use; from the drawing presented, it would just look like an office building. I'm not opposed to taking the building up a story, but would like to see something more representative of the commercial district it is situated in, and its own history.



**Board of Architectural Review (BAR)
Certificate of Appropriateness**

Please Return To: City of Charlottesville
Department of Neighborhood Development Services
P.O. Box 911, City Hall
Charlottesville, Virginia 22902
Telephone (434) 970-3130 Email scala@charlottesville.org

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 SHEETZ REP: THOMAS COLUMBUS JR Applicant Name Natalie Feaver, Profile AI
~~TENANT~~
Project Name/Description Sheetz Cafe Parcel Number 090081000
Project Property Address 1517 University Ave

Applicant Information

Address: 302 Park St, Ste 300
Charlottesville, VA 22902
Email: natalie@profile-ai.com
Phone: (W) 244-4660 (C) 989-8854

Signature of Applicant

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

Natalie Feaver 12/20/16
Signature Date

Natalie Feaver 12/20/16
Print Name Date

~~TENANT~~
~~Property~~ **Owner Information (if not applicant)**

Address: 351 SHEETZ WAY
CLAYBURG, PA 16625
Email: tcolumbu@sheetz.com
Phone: (W) 814-239-6013 (C) 814-312-8108

~~TENANT~~
~~Property~~ **Owner Permission (if not applicant)**

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

Thomas Columbus Jr 12/21/16
Signature Date

THOMAS COLUMBUS JR 12/21/16
Print Name Date

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

Description of Proposed Work (attach separate narrative if necessary): See Attached Narrative. Replace canopy fabric with new color. Replace sign but re-use wall-mounted bracket. Replace sign above entry door. Paint refresh.

List All Attachments (see reverse side for submittal requirements):
Sections I-IV, total of 11 pages plus this sheet.

For Office Use Only

Received by: _____	Approved/Disapproved by: _____
Fee paid: _____ Cash/Ck. # _____	Date: _____
Date Received: _____	Conditions of approval: _____

Revised 2016

BOARD OF ARCHITECTURAL REVIEW
Application for Certificate of Appropriateness
dated 21 December 2016 for

Sheetz Cafe
1517 University Avenue
Charlottesville, VA 22903



Submitted by

PROFILE AI
302 Park Street, Suite 300
Charlottesville, VA 22902
www.profile-ai.com
[P] 434.244.4660

SECTION ONE:
DETAILED DEPICTION OF PROPOSED CHANGES

Existing facade



Proposed facade



SECTION ONE:
DETAILED DEPICTION OF PROPOSED CHANGES

Existing signage



Proposed signage (aluminum or painted wood, specifics tbd)



SECTION ONE:
DETAILED DEPICTION OF PROPOSED CHANGES

Existing signage



Proposed signage (aluminum or painted wood, specifics tbd)



SECTION ONE: DETAILED DEPICTION OF PROPOSED CHANGES

We propose minimal modifications to the exterior of the former Eddy's Tavern space on the Corner. Similar to the Starbucks space, the corporate branding of this space will primarily be on the interior. Corporate branding will be most notably evident in the new exterior signage and awning color, however.

Proposed changes on the exterior facade will be limited to the following design elements:

- *Remove existing awnings and replace with single slope awning. Fabric to be red (see Section Four) and frame/brackets to be black bronze.*
- *Replace existing sign with new sign hung from wall-mounted arm bracket. Sign is illuminated by existing spotlights; bulb information will be provided at meeting.*
- *Replace existing sign above recessed entrance door. To be illuminated by new concealed spot light behind brick arch or wall mounted gooseneck fixture (existing electrical feed).*
- *Paint window trim white to match existing white painted trim.*
- *Paint window muntins and door panels historic brown per corporate standards.*
- *Re-paint two-tone brick to single tone brick. Proposed color is white to match existing painted white brick.*
- *Paint recessed entrance. Proposed color is white to match existing white painted trim.*
- *Replace brass door pulls and kickplates with aged bronze finish*

The following design elements will remain unchanged from the existing:

- *Exterior Lantern light fixtures, flanking door.*
- *Exterior spot light fixtures, to illuminate wall-hung signage.*
- *Signage locations will remain the same (hung, recessed entry).*
- *Black moveable fence for patio seating.*
- *Upper level windows and shutters remain unchanged (not in lease).*

SECTION ONE:
DETAILED DEPICTION OF PROPOSED CHANGES

(Continued) Existing conditions per BRW feasibility study for Sheetz Cafe



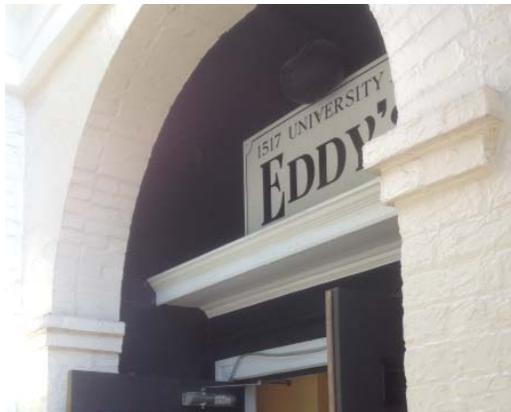
1. Current Site



2. Outdoor seating



3. Hanging Sign - Max 10' long allowed



4. Recessed Opening



5. Lantern - possibly historic



6. Front Windows - Possibly historic and note Unique Detailing



7. Front Windows & Awning - Awning in good condition



8. Front Door

SECTION TWO:
PHOTOGRAPHS OF PROPERTY AND CONTIGUOUS PROPERTIES



Mincers



The Virginian



*Former Eddy's Tavern, current
Future Sheetz Cafe*



*Former Bookstore
Future TBD*

SECTION TWO:
PHOTOGRAPHS OF PROPERTY AND CONTIGUOUS PROPERTIES

(Continued) Properties on Corner but not contiguous.



Starbucks signage



Natty Beau, Southern Proper



Finch

SECTION THREE:
SAMPLES OF MATERIALS

Awning Fabric (options in order of preference, for BAR consideration):

Blair Companies, Cooley Weathertyte 16 oz Dark Red -- Sheetz standard.

Sunbrella, Jockey Red (dark red)



Window Trim and Painted Brick

Benjamin Moore OC-66 Snow White, matched to current exterior paint

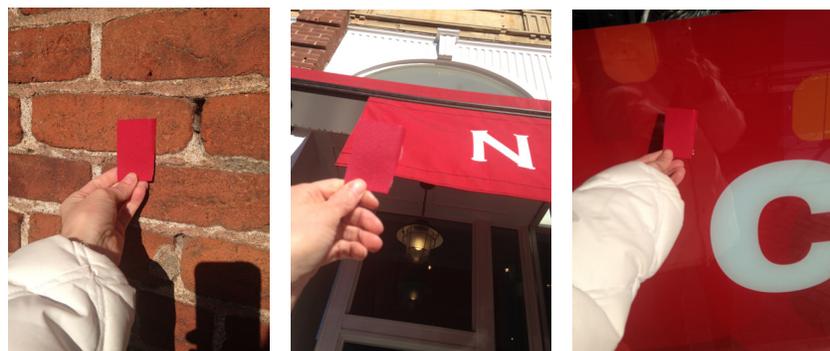
Window Muntins and Door Panels

Benjamin Moore 2130-10 Black Bean Soup



Photos:

- *White paint matched*
- *Example of brown finish*
- *Example of bronze/brown finish in signage*



- *Weathertyte awning fabric compared to brick*
- *Weathertyte awning fabric compared to Natty Beau*
- *Weathertyte awning fabric compared to CVS signage*

SECTION FOUR: HISTORY OF THE EXISTING BUILDING

(Per BAR website:) Circa 1920's, this commercial building was originally the UVA Cafeteria. It is described as a brick Neo-Georgian structure with classical cornices above both stories. The facade is a four bay design, including the angled corner bay. Currently, the building has a second story, though the scope of this project is limited to the street level facade. Brick pattern is a random American bond, with unpainted brick at second story and mostly painted brick (currently two-tones) at street level. Trim is painted white in most places but is currently black at the window mullions, surrounding brick mould and decorative trim, and at the recessed entry. Historically, this window trim has been documented as a cherry red (see image below) and white.



c.1950, Note white trim at window



c.2000, Note red trim at window



c.2007, Note red trim at window and door



c.2010, Note white trim at window and red door



c.2016, Note two-tone brick, black trim at window and black door

Snow White
Blanco Nieve
Blanc Neige



OC-66

Snow White
Blanco Nieve
Blanc Neige

OC-66 OC-66 OC-66 OC-66

2130-10 Fève Noire
Sopa de Frijoles Negros
Black Bean Soup



2130-10

Black Bean Soup
Sopa de Frijoles Negros
Fève Noire

2130-10 2130-10 2130-10 2130-10