From: Scala, Mary Joy

Sent: Thursday, March 23, 2017 9:36 AM

**To:** 'Jeff Bushman' **Cc:** 'jeff@levien3.com'

Subject: BAR Action- 512-514, 600 West Main Street - March 21, 2017

March 23, 2017

**RE: Certificate of Appropriateness Application** 

BAR 16-01-04
512-514, 600 West Main Street
Tax Parcel 290007000, 290006000, and 290008000
Heirloom West Main Development LLC, Owner/Heirloom West Main Development LLC, Applicant Façade revisions

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on March 21, 2017. The following action was taken:

Balut moved to find that the proposed material changes 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 changes as submitted. To be clear we are approving the substitution of zinc panels on all facades with the painted aluminum panel (the color and texture to be determined) and on the south façade we are also approving the substitution of the zinc metal panels with the light grey Hardie panel as presented tonight. Gastinger seconded. The motion passed (6-1, with Schwarz opposed.)

Please note that the applicant must return for approval of final details for the new construction and landscape plan, and rehabilitation plan for the two historic buildings before the final certificate of approval for the project may be issued.

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 March 21, 2017



Certificate of Appropriateness Application

BAR 16-01-04

512-514, 600 West Main Street

Tax Parcel 290007000, 290006000, and 290008000

Heirloom West Main Development LLC, Owner/Heirloom West Main Development LLC, Applicant New Construction- Landscape Plan

# **Background**

# 512-514 West Main Street

The Hartnagle-Witt House (1884) is a contributing structure in the West Main Street ADC district. It is a Vernacular, 2 story, 6-bay, double-pile duplex house with a more recent one-story diner addition on the façade. Each rental property had an entrance in the center bay of its half of the façade, which are now located inside the diner. Built c 1951, the diner first covered 4 bays, but was extended west to cover 5 bays in 1961-62. It operated first as the Waffle Shop, and currently as the Blue Moon Diner. This property is one of the two remaining vernacular dwellings built along West Main Street in the last half of the 19<sup>th</sup> century.

<u>August 15, 2006:</u> Applicant presented several renovations for the building. The BAR voted unanimously (9-0) to approve the application with the conditions that the elevated roof will not be built as part of this proposal; all the windows on the front of the diner will remain the same size; and City staff will administratively review for approval the revised counter design.

## 600 West Main Street

The Hawkins-Perry House (1873) is a contributing structure in the West Main Street ADC District. It is a Vernacular, 2 story, 3 bay, single-pile house, built by James Hawkins, a Ridge Street resident, probably as a rental house. A one-story rear addition covering the western two bays was original to the house. A second story was added to this addition before 1896. A porch to the east was then expanded to two stories with a hip roof matching the one beside it.

Cecil Perry added the store to the front in 1931, and operated the Midway Cash Grocery for 30 years. His family lived above the store. It recent years it was a restaurant, and currently a convenience store. This property is one of the two remaining vernacular dwellings built along West Main Street in the last half of the  $19^{\text{th}}$  century.

<u>August 19, 2008:</u> The applicant proposed to obtain permission to allow three soda vending machines and one ice box in front of the building. The applicant also requested permission to locate a propane gas case on the east side of the building. The BAR denied (8-0) the application as submitted.

November 17, 2015 – This application was discussed as a preliminary discussion which requires no motion. The BAR was not in favor of the demolition of the two structures because of their age, they provide scale, they relate to other historic buildings nearby, and they help tell the story of how West Main Street developed from residential to commercial.

<u>January 19, 2016</u> – The BAR approved (8-0) only the removal of the rear frame additions to 512-514 West Main Street, and the removal of the front second floor addition to 600 West Main Street s, as submitted.

The BAR accepted (8-0) the applicant's request for deferral of the application for a new mixed-use building.

<u>February 17, 2016</u> - The BAR approved (7-1 with Miller opposed) only the massing and siting as submitted.

<u>July 19, 2016 – No action was taken; the BAR made comments, some of which are summarized here:</u> General

- Great presentation
- Generally, keep it simple.

## Frontispiece needs work

- The box proper is great, but have reservations about the piece that comes forward.
- Needs to be more subtle in terms of scale. Rear building could be graphite but front building needs more life.
- The commercial streetfront needs more pizazz.
- Front building has a lot going on but lacks human understanding.
- Work on frontispiece- scale more subtle; more lively

# Materials and color

- Too industrial and gloomy for W Main Street; sharp edges, cold materials
- Prefer light nighttime view but not sure it shows what you intended
- Like red Corten; not black; struggling with vertical metal panels; need to warm it up.
- Use darker color where you want it to recede, like on north wall
- Too much contrast; too busy and hard.
- Prefer current blue of Blue Moon Diner, and color of Gabe's buildings on West Main. This is multiple shades of graphite.
- Lean towards #16.2 less contrast; like razor's edge between stories; like combination of perforated metal and fiber cement.
- Like it all the same color
- Less contrast reduces jarring effect
- 16.3 version is massive, brooding

#### Historic buildings

- The rear building should be a backdrop for the two historic buildings; like use of Corten
- Like historic buildings creating backdrop

## Windows and rooftop appurtenances

- Open to continuing discussion about vinyl or fiberglass but would set a precedent prefer aluminum clad.
- Rooftop appurtenances a s shown not a problem.

<u>September 20, 2016</u> - the BAR approved (7-2, with Schwarz and Earnst opposed) only the proposed zinc panels, metal rain screen, Corten metal entries, Hardie panels and substitute Hardie panel (for the first floor), and window frames as submitted. The following items must be reviewed for final approval to included, but not limited to, the glass in the windows, the final rail details, the cross sections, any signage, a lighting plan, and all site conditions. The BAR approves the direction in which the applicant has taken the elevations, in terms of dispositions of the screen and vertical tracking, dated 9/20/2016.

 $\underline{\text{November 15, 2016}}$  - The BAR took no action. The applicant did not request a motion – discussion only.

- In general the BAR liked the direction of the courtyard with lots of greenery rather than a purely utilitarian use.
- The green walls are fine but they want assurance that it won't damage the historic structures.
- The zelcova tree could be replaced with something better such as a nice size street tree in that same spot or vicinity.
- Reconsider planters by front door existing benches do a better job activating the street.
- They really like the idea of dining above the Blue Moon.

<u>December 20, 2016</u> – The applicant requested feedback on the streetscape plan. The BAR members like the planters and benches, but there is a pinch point created. They recommended doing it right with a tree grate, and maybe narrower bench or shorter planters. What is the West Main Streetscape consultant's design minimum width for sidewalks? They also suggested looking at changing swing of entry door and making specialty pavement permeable. The BAR took no action.

# **Application**

The massing and siting was approved in February 2016. Certain materials were approved in September 2016. No action has been taken on the landscape plan.

The applicant is requesting approval of two revisions to the September 2016 design, due to budget constraints:

- On the south (rear) elevation replace most of the vertical metal siding panels with fiber cement panels, maintaining the approved window and perforated screen overlay pattern.
- Replace zinc material with painted aluminum panels, with a color similar to the zinc.

# Previous information:

This is a new, by-right mixed-use building to be built on three parcels. Two of the three parcels contain a contributing structure: 512-514 West Main Street (the Hartnagle–Witt House with Blue Moon Diner front addition) and 600 West Main Street (the Hawkins-Perry House with convenience store front addition) are proposed to be incorporated into the scheme.

Additions to both buildings were approved by the BAR in January to be removed: the frame rear additions to 512-514 West Main Street, and the second floor front addition to 600 West Main Street. The (non-contributing) rear freestanding block garage behind 512-514 West Main Street (1954) is also proposed to be removed.

The West Main Street South zoning district was recently amended (to West Main Street East) to require lower 52' building heights and other modifications for the reason to better protect the smaller scale historic resources located there. However, the applicant received BAR approval for massing and siting, and also received preliminary site plan approval prior to the change in zoning. The BAR should review this application under the previous West Main South Corridor zoning regulations. West Main Street South Corridor zoning required 15-20 ft. setback; height 40-70 feet by right; streetwall 25-60 feet with minimum 2 interior floors; with minimum 10 ft. stepback at top of streetwall.

The new building will contain ground floor retail, mixed use, and residential units. (The rooftop lounge and appurtenance level has been eliminated, except for the elevator/ core; a newly added stair penthouse, and privacy wall for two rooftop terraces.) The new building consists of six stories

(67'-8"). The building is set back approximately 18 feet from the Hartnagle–Witt House and 14'-3" from the Hawkins-Perry House. (Note: The Courtyard drawing is not dimensioned.) There is now an entrance to the residential lobby between the Hartnagle-Witt House and the new construction to the east. There is an entrance to the courtyard between the two historic houses.

On the West Main Street frontage there is a minimum required 15' building setback. The proposed 3-4 story streetwall is 34'- 11" and 45'-8' tall. There is an additional stepback after the fifth floor. The building is built to the property lines on the east, west and south sides. The east and west facades at the property lines will be articulated with changes in materials and relief, and some fire rated windows have been added.

The basement parking level has 22 spaces. There is bike storage in the garage level and next to the lobby. The garage driveway entrance faces West Main Street.

# 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;
- (8) Any applicable provisions of the City's Design Guidelines.

#### Pertinent Guidelines for New Construction and Additions include:

#### 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.

#### N. PAINT

The appropriateness of a color depends on: the size and material of the painted area and the context of surrounding buildings,

- 1. The selection and use of colors for a new building should be coordinated and compatible with adjacent buildings, not intrusive.
- 2. In Charlottesville's historic districts, various traditional shaded of brick red, white, yellow, tan, green, or gray are appropriate. For more information on colors traditionally used on historic structures and the placement of color on a building, see Chapter 4: Rehabilitation.
- 3. Do not paint unpainted masonry surfaces.
- 4. It is proper to paint individual details different colors.
- 5. More lively color schemes may be appropriate in certain sub-areas dependent on the context of the sub-areas and the design of the building.

# O. DETAILS & DECORATION

The details and decoration of Charlottesville's historic buildings vary tremendously with the different styles, periods, and types. Such details include cornices, roof overhang, chimneys, lintels, sills, brackets, brick patterns, shutters, entrance decoration, and porch elements.

The important factor to recognize is that many of the older buildings in the districts have decoration and noticeable details. Also, many of the buildings were simply constructed, often without architects and on limited budgets that precluded costly specialized building features.

At the same time, some of Charlottesville's more recent commercial historic structures have minimal architectural decoration. It is a challenge to create new designs that use historic details successfully. One extreme is to simply copy the complete design of a historic building and the other is to "paste on" historic details on a modern unadorned design. Neither solution is appropriate for designing architecture that relates to its historic context and yet still reads as a contemporary building. More successful new buildings may take their clues from historic images and reintroduce and reinterpret designs of traditional decorative elements or may have a modernist approach in which details and decoration are minimal.

- 1. Building detail and ornamentation should be consistent with and related to the architecture of the surrounding context and district.
- 2. The mass of larger buildings may be reduced using articulated design details.
- 3. Pedestrian scale may be reinforced with details.

#### **Recommendations and Discussion**

Since this COA is being considered incrementally, it is important that the BAR is clear in what is being approved, and what remains to be approved before a COA is issued.

A future submittal for approval of the COA must include pertinent items from the *new construction* checklist below:

- 1. Massing drawings (approved February 2016)
- 2. Dimensioned elevation drawings, color perspectives in context (The BAR approved the direction in which the applicant has taken the elevations, in terms of dispositions of the screen and vertical tracking, dated 9/20/2016.)
- 3. Materials and colors (approved September 2016 zinc panels, metal rain screen, Corten metal entries, Hardie panels and substitute Hardie panel (for the first floor), and window frames as submitted. The following items must be reviewed for final approval to included, but not limited to: the glass in the windows (70 VLT specifications for clear glass), the final rail details, the cross sections, any signage, a lighting plan, and all site conditions.)
- 4. Site/landscape design:
  Site walls and fences (height, material), paving materials, species of trees and additional plantings, patio furniture including umbrellas, tents
- 5. Lighting: site and building, including fixture cut sheets, mounting height, dark sky, color of light.
- 6. Signage: Locations and general sizes for building name (1) and retail spaces (2 each)
  The BAR should approve at least the general signage location; the sign permits may then be approved administratively, or the BAR may request to see signage details at a later date.
- 7. Mechanical units: rooftop and ground locations; screening; transformer locations; restaurant vents
- 8. Canopies, awnings, pergolas
- 9. Wall sections and other details

A future submittal for approval of the COA must include pertinent items from the *rehabilitations* checklist below:

- 1. Metal roof details: pan width, seam height, no ridge vents, material, color or finish
- 2. Philadelphia gutter repair
- 3. Brick: Do not paint unpainted masonry; correct mortar choice
- 4. Window replacement and clear glass specifications
- 5. Repairs: Note any changes to current design, materials, colors
- 6. Additions or attachments

# **Suggested Motion:**

Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction and Additions, I move to find that the proposed material changes 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 changes as submitted, (or with the following modifications...).

The applicant must return for approval of the following items before the final COA can be issued: final elevation drawings, remaining building materials, lighting plan, location of mechanical units and signage, and rehabilitation plans for the two historic buildings.

# Scala, Mary Joy

From:

Corey Clayborne <corey.clayborne@gmail.com>

Sent:

Wednesday, March 08, 2017 8:24 PM

To:

Jeff Dreyfus; Scala, Mary Joy

**Subject:** 

Re: 600 West Main Street - modifications to previously approved building elevations

Jeff:

Thanks so much for the informative note. I'm not sure at the moment if my schedule will allow for a meeting before the 21st. I have a significant amount of business travel this month.

I will certainly review the information and will circle back if I have any questions.

Look forward to meeting you soon,

Corey

On Wed, Mar 8, 2017 at 4:07 PM Jeff Dreyfus < jd@bdarchitects.com > wrote: Corey,

Congratulations on your appointment to the BAR! I'm a Charlottesville architect and our firm has been working with the BAR over the past 18 months or so on 600 West Main Street - a project that includes the Blue Moon Diner and the two lots either side of it (one with a building on it). Both the Blue Moon and the adjacent building are contributing structures on West Main Street and will remain as part of the project.

Last year we received approval of the building massing and elevations. As is typical, now that we're pricing the project, cost has reared its ugly head and we need to return to the BAR March 21 for approval of modifications to the elevations.

I realize you're coming into this discussion in the middle of the design and approval process. I'm writing to offer to meet with you prior to the BAR meeting to provide background on the project, to explain the proposed revisions and to solicit any thoughts you might have prior to the March 21 BAR meeting.

Regarding the upcoming discussion, we have 2 revisions to get the building envelope to a budget figure we need to meet:

- we propose replacing most of the metal panels on the south facade with fiber cement panels, while maintaining the approved window and perforated screen overlay pattern. Metal panels of the east and west facades wrap the corners and bookend the edges of the south facade. The fiber cement panels will have reveals at their vertical joints so the pattern of the fiber cement panels will be emphasized and will remain consistent with the patterns on the other facades.
- in lieu of a zinc finish on the metal panels, we will be proposing a painted finish that closely approximates the color of the zinc.

Design changes are never easy, especially since we've already received BAR approval for the exterior facades. But rising construction costs have forced us to find ways to economize.



2/28/2017 VIA PDF

Ms. Mary Joy Scala City of Charlottesville Neighborhood Development Services City Hall PO Box 911 Charlottesville VA 22902

Subject: 510 - 600 West Main Street: BAR approval of exterior revisions

Dear Mary Joy,

On September 20, 2016 the BAR approved both the elevations and the exterior materials for 510 -600 West Main Street project. Due to budget constraints we are now asking for approval of two revisions to the design:

- The south facade of the building will be revised to include more fiber cement panel and less vertical metal siding. In order to maintain consistency with the other building facades the windows will still have a shifting pattern from floor to floor, as will the joints of the fiber cement panels. We will also keep vertical panels of perforated metal in front of some of the windows.
- The zinc material will be substituted with painted aluminum panels, with a color similar to the zinc. The patterning of the facade will remain as approved. We will bring aluminum samples to the meeting on 03.21.2017 for review.

Thank you for your consideration.

Sincerely,

Whitney Glick



2/28/2017 VIA PDF

Ms. Mary Joy Scala City of Charlottesville Neighborhood Development Services City Hall PO Box 911 Charlottesville VA 22902

Subject: 510 - 600 West Main Street: BAR approval of exterior revisions

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Thank you for your consideration.

Sincerely,

Whitney Glick



# WEST MAIN STREET ELEVATION

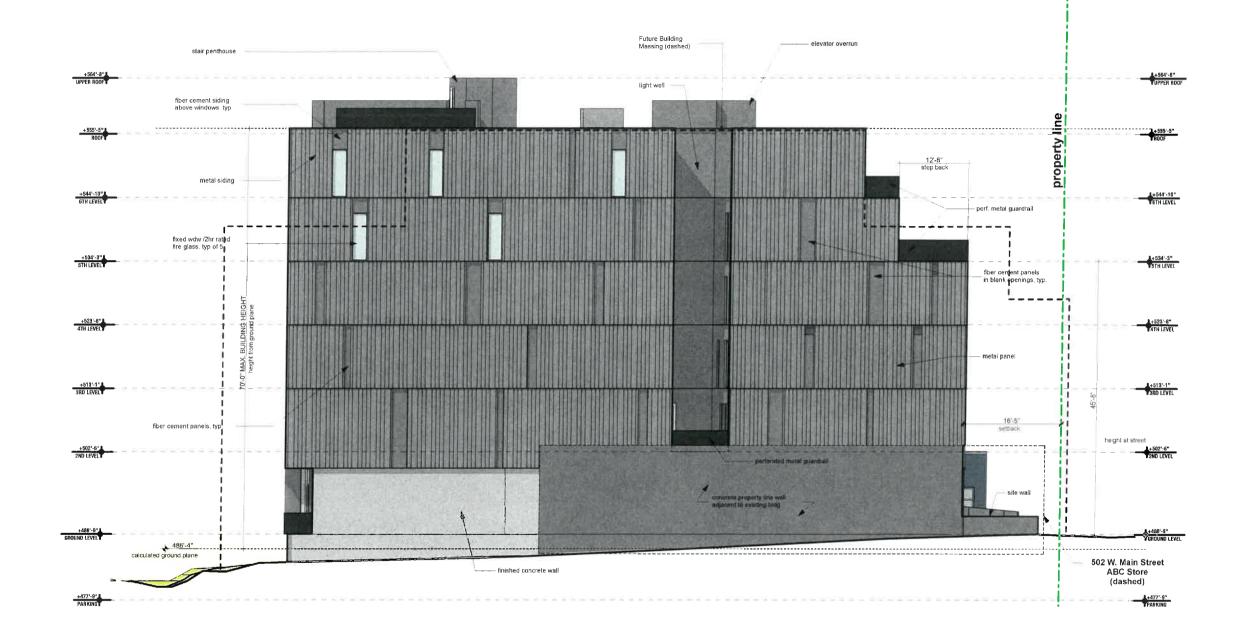




NORTH ELEVATION - COURTYARD



1.2



**EAST ELEVATION** 





510-600 WEST MAIN STREET . CHARLOTTESVILLE, VA

# SOUTH ELEVATION



SOUTH ELEVATION - REVISED DESIGN





WEST ELEVATION











2.1R

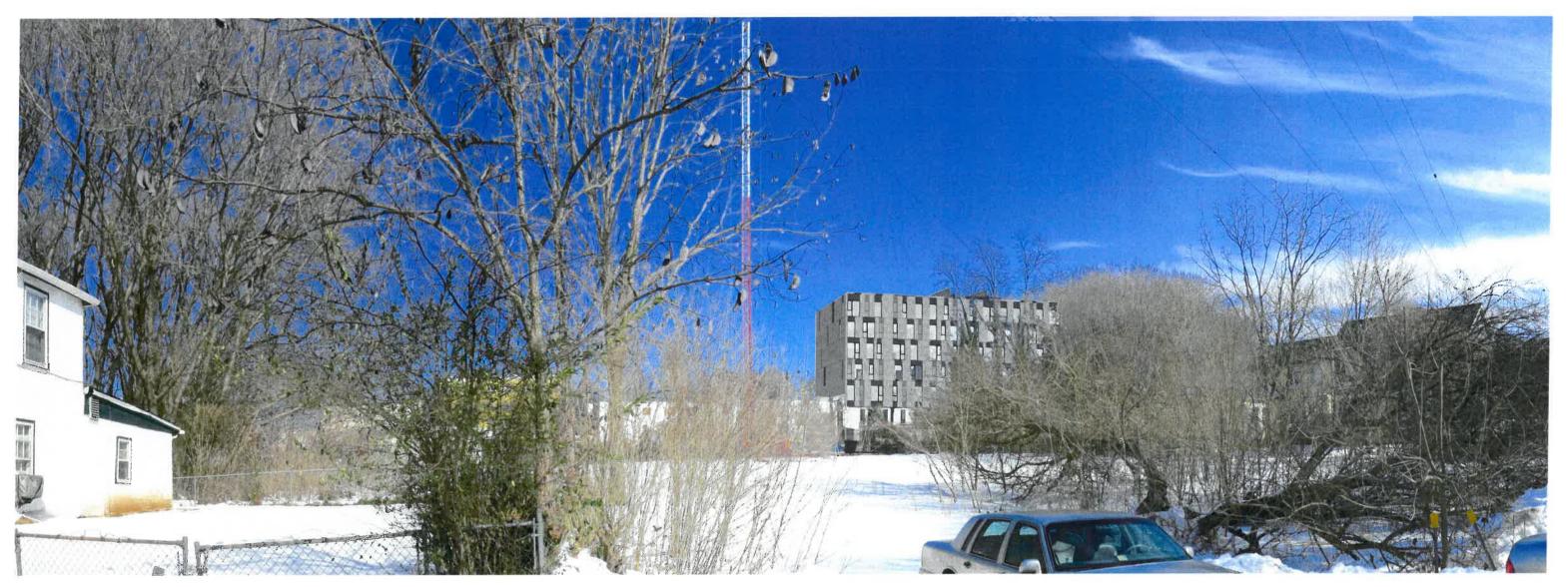




2.2







VIEW OF 510-600 WEST MAIN PROJECT



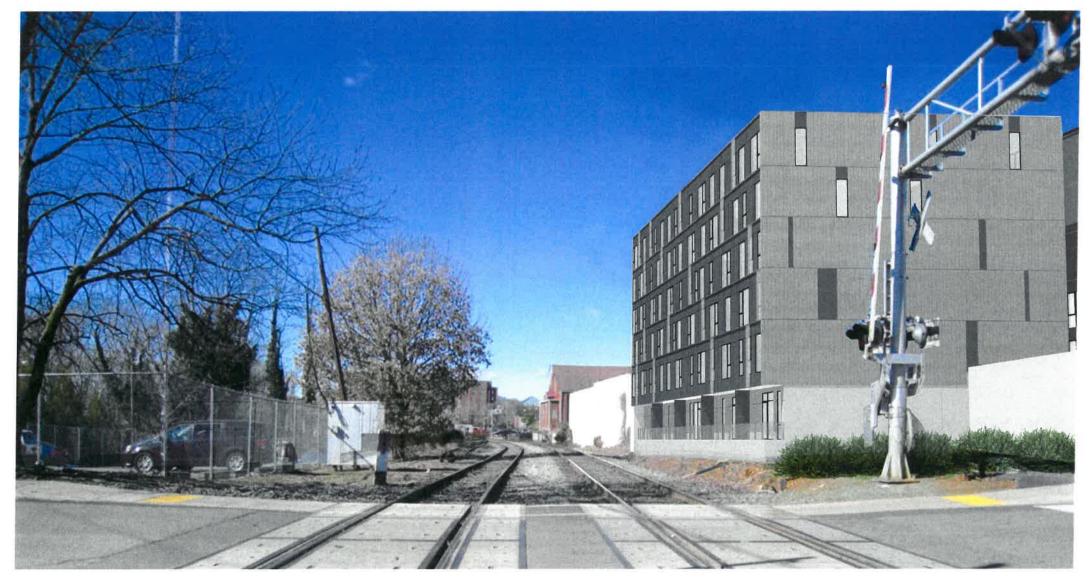
VIEW OF 510-600 WEST MAIN PROJECT





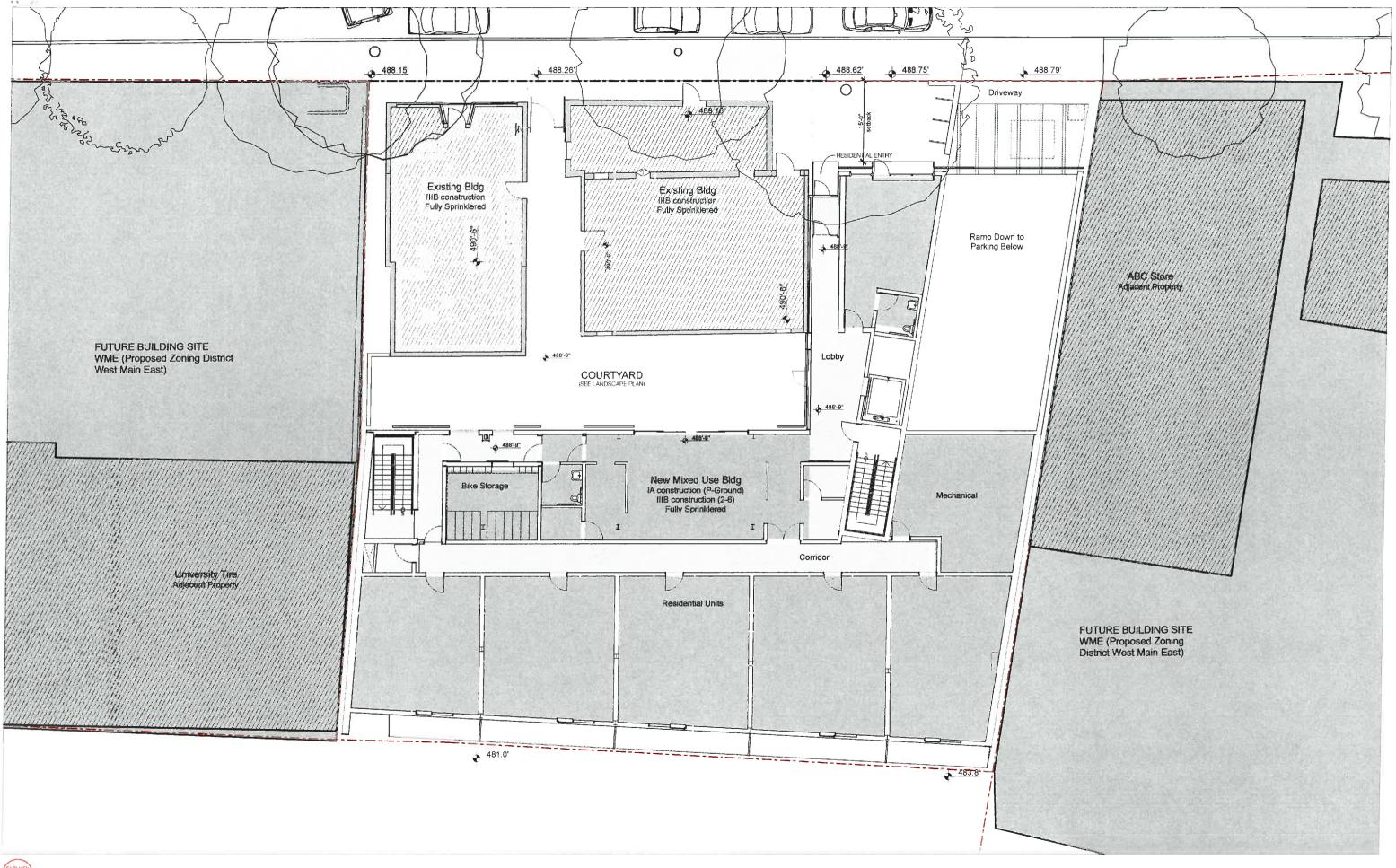
VIEW OF 510-600 WEST MAIN PROJECT





VIEW OF 510-600 WEST MAIN PROJECT







WEST MAIN STREET ELEVATION

Received at meeting 3/21/2017



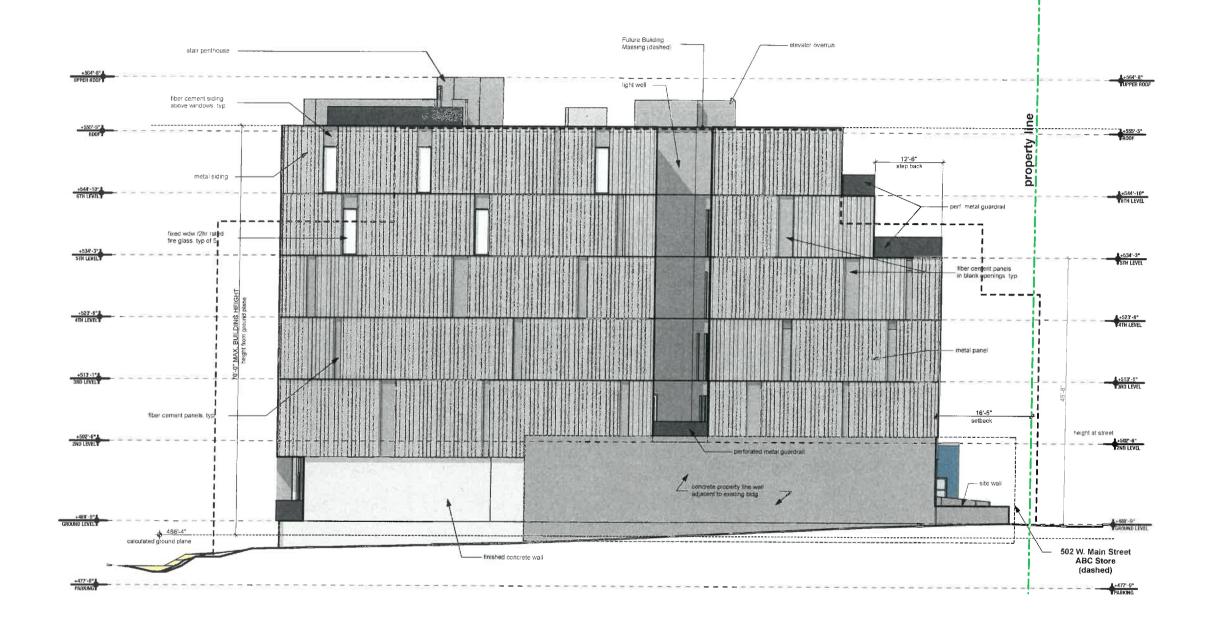
NORTH ELEVATION - COURTYARD



BAR ELEVATION REVIEW

Tuesday, September 20, 2016 1/16" = 1'-0"

NORTH ELEVATION



**EAST ELEVATION** 

3/21/17





Previous approval
SOUTH ELEVATION

3/21/2017



not approved SOUTH ELEVATION - REVISED DESIGN

3/21/2017

BUSHMAN DREYFUS ARCHITECTS, PC



SOUTH ELEVATION - REVISED DESIGN

3/21/2017

(BUSHMAN) BUSHMAN DREYFUS ARCHITECTS, PC

BAR ELEVATION REVIEW

Tuesday, February 28, 2017 1/16" = 1'-0"

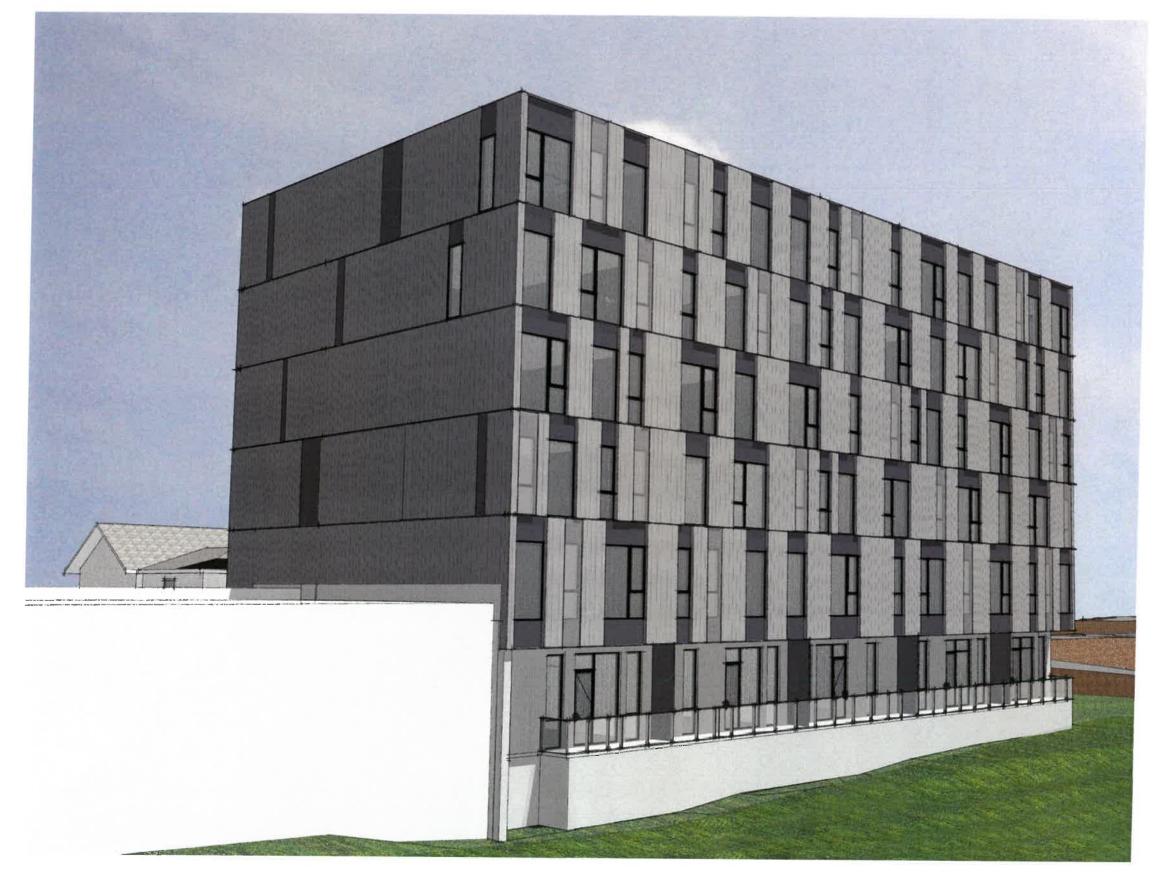
SOUTH ELEVATION

1.4R



WEST ELEVATION

3/21/2017



previous version 2/28/2017



not approved 2/28/2017



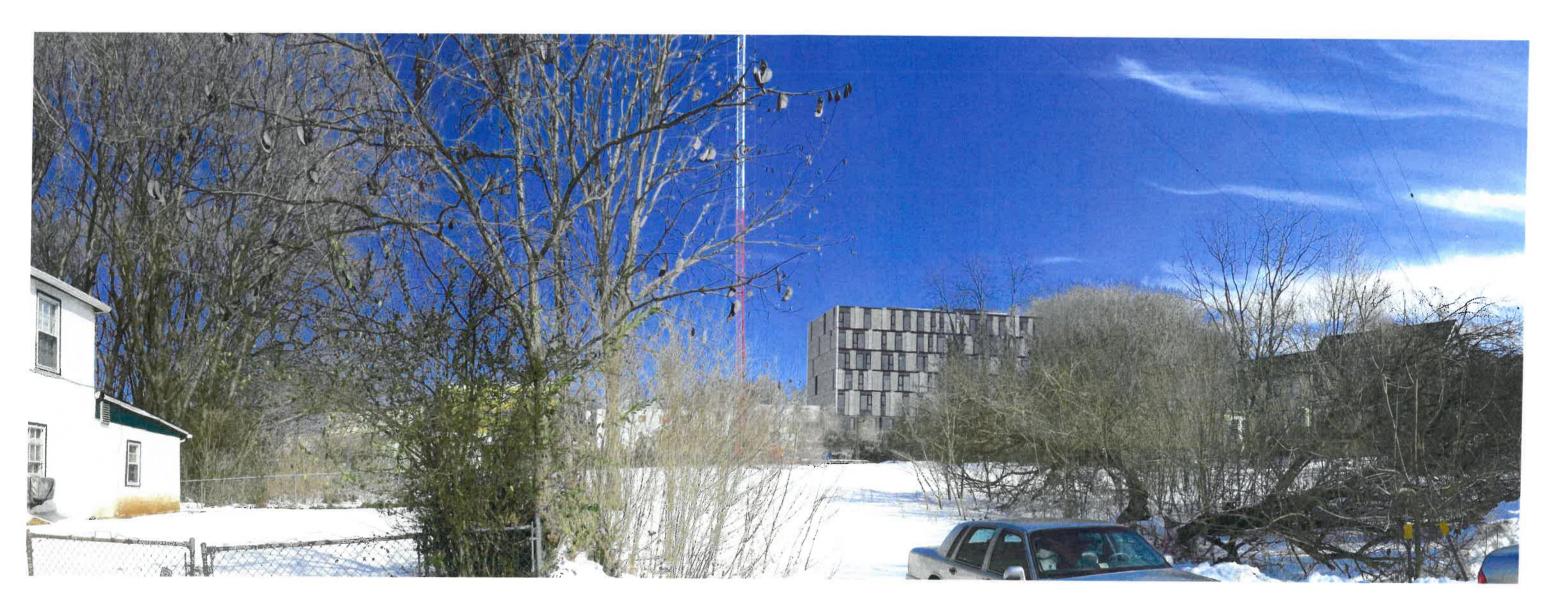
3/21/2017 previous version



3/21/2017 not approved



(BUSHMAN) BUSHMAN DREYFUS ARCHITECTS, PC



3/21/2017 approved version





3/21/2017 approved version

