

BAR Work Session  
7/18/2016  
William Taylor Plaza Phase 2: PUD Requirement

Mary Joy: There is actually no staff report, but this is Phase 2 of William Taylor Plaza, the BAR recently approved Phase 1. This is subject to the few PUD development requirements, one of these to note is maximum height in the Ridge Street phase is 40 feet, except if it is within 75 feet of low density, and then it is 35 feet, so that effects the northern most end of this phase.

Otherwise, it says Phase 2, Ridge Street Phase, approximately 0.4 acres should be residential or mixed use, 10-50 residential units, 0-40,000 square feet of commercial and total space of Phase 2 should total 45% of the total site acreage.

Presentation:

- 50 units are allowed, they are proposing 27 units
- The parking that is required by zoning will all be underground
- LEED certified which is a PUD requirement
- 25 of the 27 units will be fully accessible

First, we will look at the setback. When looking at the original retaining walls of Ridge Street, they are all set back about 75 feet. If we follow the original right of way it shows that if this project were to be built before the extra turn lanes and bus stop, the building would have been right in line with that setback. The 75 foot offset, is from this property line and that falls almost centered on the courtyard entry and private courtyard beyond, which separates the central block of the apartments from the north block. So the 35 foot height restriction would refer to this specific block.

The new project puts a landscape strip on the street, except by the bus stop, a wider than existing sidewalk (7 or 8 feet). One of the things we would like to do with this project is put a boundary between the property line and sidewalk so we know exactly what we are in charge of.

All of our apartments will have covered porches or covered terraces off the primary living space, to help carve out the mass of the building. Hopefully, this will bring people out to engage with the street.

Also, Ridge Street has a variety of materials and colors found throughout its structures, and because of that they want to really look at the specifics of design (i.e. materials and colors) so the development does not feel so much like a large project, but is able to be broken into smaller pieces in order to better fit within the ADC district. That being said, they do not want to make every piece extremely different, but hope to be able to use a pallet of materials and colors so some of the variety seen on Ridge Street finds its way into the project.

So today we hoping to give you a better idea of the relationship to street, the height of the project, and the rhythm of the pieces we are expressing that we feel, and we hope you feel, fit within the buildings of the street.

Questions:

Mr. Sarafin: Could we see the view coming in from 64, up 5<sup>th</sup> Street, that intersection approach?

Mr. von Storck: Again here is an example of how the model has not been rendered, which makes this massing feel pretty harsh compared to the Ridge Street side. Internally we wonder if repeating the gables in this direction is helpful to the massing or not helpful. It brings the scaling of the gables around, but it makes this facing feel taller than it actually is.

Ms. Miller: Is the whole project set at 35 feet plus or minus right now?

Mr. Von Storck: Plus or minus, from the sidewalk to the midpoint of the gable is 35 feet.

Mr. Schwarz: I am curious to see what the back side looks like, as far as massing.

Mr. Von Storck: Driving down here the new drive provides access to this building here. Then the arboretum area sits well below the plinth of the hotel and what this project will sit on. The construct for the hotel and the arboretum is part of the prior approval.

Mr. Mohr: So presumably this elevation will be a combination of porches and terraces? Is it a separate bank of living units facing this way?

Mr. Von Storck: It is, what is different about this side, is the living spaces which are here are bookending these private courtyards that are behind the walkway layer. So the four ground level apartments will walk out on to three sizeable terraces and from above the living spaces will have overhanging balconies into those same courtyards. Right now we are not expressing porches or terraces to that western elevation. We are trying to find the right balance of pushing and pulling the building for massing. We are holding it back as much as we can to create some planting areas between the edge of the sidewalk and the building.

Ms. Knott: Does anyone have a copy of the approved PUD?

Ms. Miller: Is the space above the third floor used for anything, or is it just used to compliment the gables?

Mr. Von Storck: The latter

Ms. Miller: So you don't have to necessarily have it that high constantly. Some of the houses on Ridge Street have gables, but they may have valleys in between.

Mr. Von Storck: I think once you are committed to slopped roof and gables, this is pretty much the roof line you get. We can certainly explore to see if some of the gables can come to a hipped roofed and pullback on some of that apparent height.

Comments:

Mr. Schwarz: I was just thinking is there any way that you can play with your roof line to make it appear more like it is two and a half stories, if the third story could be more roof I think that

would help with your massing. The way you are breaking up the building seems to work out well with the lot sizes, and the rhythm of sides are good, but it might be stronger the middle entryway transparent or pulled back to make it appear more like four pieces, as opposed to two house size pieces and the large middle one. The view from the south façade elevation on Ridge Street seems to not stay within the confines of the massing for the district. Marriot worked on their scale to figure out a way to make it fit within the district, and your plan just seems very tall.

Mr. Mohr: It is just so much more vertical.

Mr. Von Stork: I think some of the conversations in the approval stage were hoping the corner of the hotel could have been stronger. I don't know how it came to be.

Mr. Schwarz: I feel a lot of effort was put into the end piece of the Marriot to feel similar in scale to some of the existing houses, and that your project just jumps up from that.

Mr. Von Stork: It is something we can work on. As I said we were wondering internally if it was counterproductive to express these gables. It is really a three story building adjacent to another three story building, it is just the other building is the flat hotel style construction.

Mr. Mohr: Is there any modulation possible with that south wall?

Mr. Von Stork: Yes, we are not against the property line, set back, or building code.

Mr. Mohr: So it could take some windows off.

Mr. Sarafin: It strikes me that this south façade is going to be the most challenging and the most important to get right. I know this is just massing and it is a block and it is not treated architecturally here, but it can't help but underscore some of the scale issues that have been brought up. I thought the two and a half story expression might be good, I am not entirely sure that the gable form is the answer for how to treat it. And if the two and a half story versus three maybe relates better to this end of the Marriot. In any event, where this project engages with this little square, and I am aware it might not literally connect, but it is going to have to work with the corner and the Marriot. This is a very prominent approach and this is going to be really important to get that right. I don't know what the answers are, but I would encourage we look at this relationship between the Marriot on the corner and this end; it could be more jarring then the north end and the preexisting Ridge Street houses. The transition is almost the most important part of this.

Mr. Mohr: I think the scale of the windows is a bit off. It is somewhat like an apartment building, but then it has this house overlay, but the two of them aren't quite coming together. You don't have room to put porches on the front, correct? It needs something that would carry a horizontal line. It is in a funny zone where it really isn't in a house scale, and it is tall. It reads more as an apartment building, and it seems with the cut through that you are trying to make it more with the houses in the districts, is not working. It is too tall.

Mr. Sarafin: I am not convinced the gable motif is going to be your answer, maybe it is going to be that second and a half or third story is set back a little bit. More of a contemporary idiom perhaps a way to get the space without the three level plus gable height. I don't know what that looks like, but it could be worth exploring. (42.20)

Mr. Von Stork: You have to pick a style to go with fairly early on in the project, and we cast our lot that at the end of the day keeping the familiar shapes was better for the street than introducing a new look. I just think this more traditional language will hold up over time. And we are working on trying to find ways to get that half story feel, with the full story we are dealing with. So we will keep working with that.

Mr. Mohr: You might look at something that starts to create a break in that street wall, so it feels more like it is in scale with the other houses down the street. The window arrangement and scale needs works.

Ms. Miller: Can they be behind the brick, so there is a window well where there is privacy on the street and light can still come in?

Mr. Von Stork: We have been thinking about the possibility of peeling away a one and a half story layer, forward to the street, so there is a completely different shifted scale here that is more like a court scale and then having these windows sit a foot and a half back through that layer, as a way to change the scale and add some depth to that façade.

Miller: I like the idea of the transparency between, but I agree something needs to happen in that middle layer where the brick is, to make it more transparent. I get the idea of it meeting the former setback of the original road, and it is unfortunate that there is a lot of asphalt, but I think it would help a lot if there was some way to get some plantings in that area. All of the houses on Ridge Street have front yards, so it is sort of the expected thing. The same thing on that drive, between the last historic house and your first building, I think it is going to be important to make sure you can include some sort of planting.

Mr. Schwarz: Are you able to get windows in those slots between the buildings?

Mr. Von Stork: Definitely.

Ms. Miller: I definitely think the windows have to be the traditional vertical shape, maybe there can be something built in where there are shutters, so you are not necessarily going to get closed curtains all the time.

Mr. Schwarz: Also, if there are windows facing each other they are going to close those off as well.

Mr. Von Stork: Yes, that is a shame. Right now the windows are drawn very traditional; more often than not our sketches in the office are bigger windows, with more modern feeling panes. There is certainly a way within this traditional massing approach to give it a more modern flare.

Mr. Schwarz: I think things like the thicken wall will go a long way in helping this project. The existing residential houses are highly detailed and more detailed you get with this the more it is going to feel that it is keeping with the rest of the structures.

Mr. Von Stork: We will be looking for that balance between variety and still feeling coherent with the other structures.

Mr. Sarafin: Tim's [Mr. Mohr's] comment about a substantial base, I think is a good one, to lend this some visual grounding, and I think it will bring some real gravitas to this corner.

Mr. Mohr: I like the ideas of the pass through, because it gives it a more residential scale, more common to the other buildings down the street, but then the facades don't match.

Ms. Miller: Is there any room for planting in the back?

Mr. Von Stork: Not on our site. We are backed right up to the property line.

Ms. Knott: I still feel very strongly about the setbacks on these buildings, they are fairly close to the streets, but this is so much more nicely modulated along the front. So that these have a much deeper setback, almost as deep as some of the buildings along the street, I would love to see you explore that a little bit more. I would like to see the setback a little more consistent with the surrounding area. I know you have tried to relate the buildings to the surrounding scale, but I think that needs a bit more attention. The guidelines state for the massing to fit within the district, and I think this building overpowers the traditional scale. All of the other structures in the district have a hierarchy of space, going from completely public to completely private, and I do not think that this building does that with the bedrooms right next to the street. It seems like a lot of thought has gone into screening bedrooms that shouldn't even be on the street, so it seems like that needs to be rethought. Although I can't tell you what to do with the interior of the building, it just seems like moving those would solve a lot of problems. I don't really see this building relating to the historic district.

Mr. Von Stork: While we were given this site with almost zero setbacks, you are right that the yard is lost to seven lanes of traffic. So if we would truly have those layers of space which would be wonderful to have we wouldn't have much of a project left, but it is certainly something that we will keep working on.

Ms. Earnst: The first thing that hit me when I looked at these was the elevation at Cherry and Ridge, that intersection just hits you hard. I think that is probably where the most work will be useful. That being said, I think the north side works a lot better. I am a little bit worried about that flat roof in between the two gables there, I don't know how visible that is from the road, but it just looks really out of place. The only other thought I had was if it would help to vary the roof line with the road [referring to Cherry].

Mr. Von Stork: I think that falls into exploring the half story option.

Mr. Mohr: How wide is that sidewalk there?

Mr. Von Stork: I believe it is 8 feet.

Mr. Schwarz: I wonder if there is any way to reduce the sidewalk to 6 feet from the standard sidewalk size.

Mr. Sarafin: Just for my clarification, much like say the SUP stipulations for Market Plaza, we are bond by working within the PUD of the already approved site plan. If we are discussing alterations to the already accepted site plan, that requires more conversations and going back through other bodies. Once again I see us bond by decisions that were made by other bodies, with the best intentions, and yet here we are working within that framework that might not be ideal.

Ms. Miller: That being said, you don't have to build to the very edges of what is allowed.

Mr. Von Stork: One of the mandates that come with a project like this is that all ground floor units have to be accessible. And I always, take that to mean accessible in a practical way. So bringing people up to the elevator as a minimum to the parking for the ground floor immediately presented us the opportunity to make all of the units accessible. Those connections did take up space.

Ms. Miller: Any last questions or thoughts?

Adjourned 6:50pm



## 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](mailto: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 Cherry Avenue Investments, LLC Applicant Name Management Services Corp. (MSC)  
Project Name/Description William Taylor Plaza Residential Parcel Number 2901-47 000, 46 000, 45 000  
Project Property Address 529 Ridge Street as described lots 2, 3, & 4, BLA  
Plat dated 4/5/2016, recorded 4/19/2016

### Applicant Information

Address: 102 S. First Street, Suite 301  
Charlottesville, VA 22902  
Email: tsteigman@msc-rents.com  
Phone: (W) 434-977-4181 (C) \_\_\_\_\_

### Signature of Applicant

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

Signature T. Steigman Date 7/13/16

Print Name TRACY STEIGMAN Date 7/13/16

### Property Owner Information (if not applicant)

Address: 170 S. Pantops Drive  
Charlottesville, VA 22901  
Email: \_\_\_\_\_  
Phone: (W) \_\_\_\_\_ (C) \_\_\_\_\_

### Property Owner Permission (if not applicant)

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

Signature Frank Ballif Date 7/11/16

Print Name FRANK BALLIF Date 7/11/16

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

Description of Proposed Work (attach separate narrative if necessary): new construction  
of residential building

List All Attachments (see reverse side for submittal requirements):  
Sketch plans, elevations

### For Office Use Only

Received by: G. Eubank  
Fee paid: 375.00 Cash/Ck. # 024  
Date Received: 7/13/16 04283

Approved/Disapproved by: \_\_\_\_\_

Date: \_\_\_\_\_

Conditions of approval: \_\_\_\_\_

Revised 2016

**RECEIVED**

JUL 13 2016

NEIGHBORHOOD DEVELOPMENT SERVICES

Management Services Corporation  
DCRJ Rental Escrow Account  
PO Box 5186  
Charlottesville, VA 22905

BB&T

68-2  
510

Date	Check No.	Check Amount
6/21/2016	024283	\$375.00

Three Hundred Seventy Five AND 00/100 Dollars

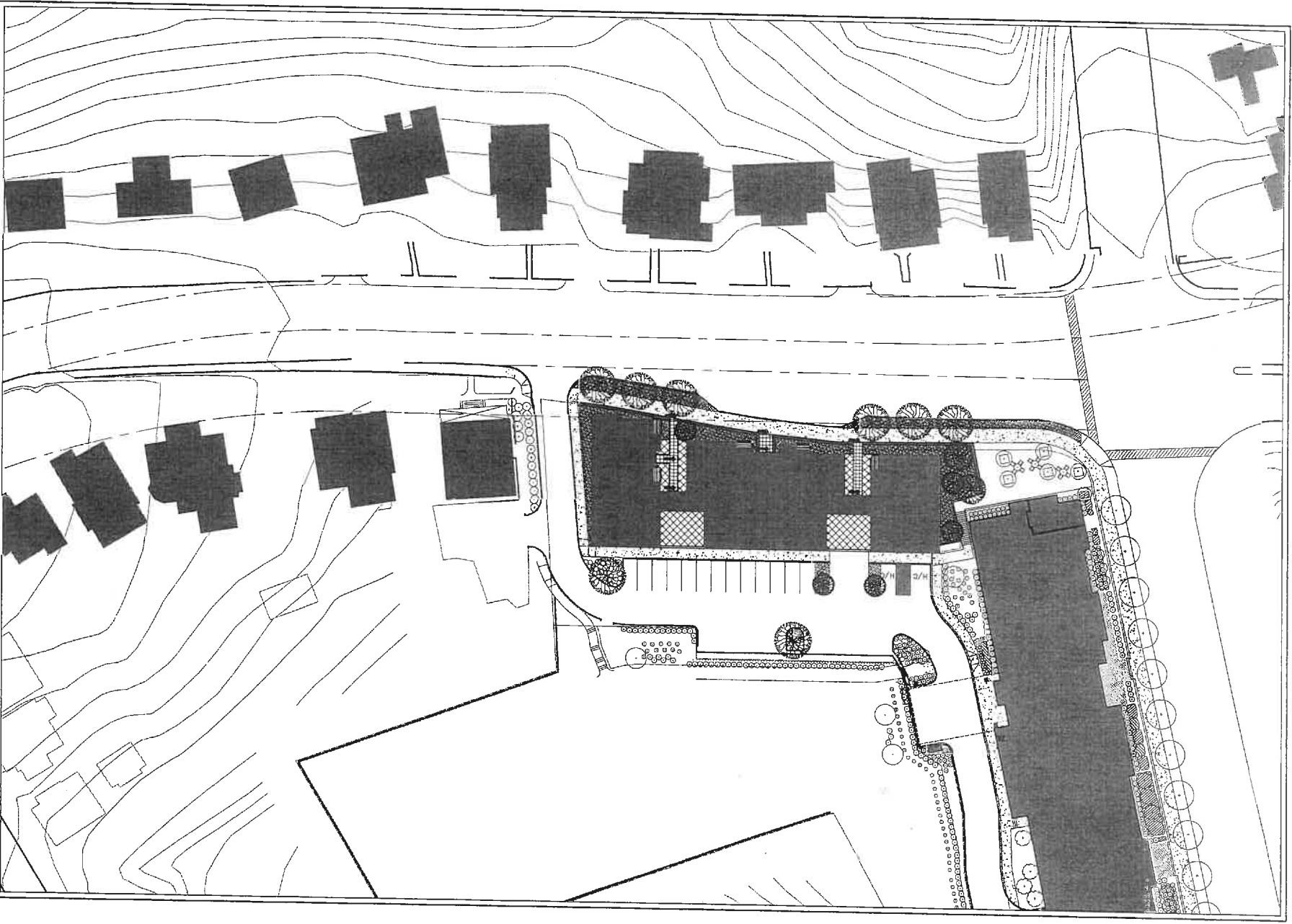
Pay to the order of:

City of Charlottesville  
Dept of Finance  
PO Box 911  
Charlottesville, VA 22902



⑈024283⑈ ⑆051404260⑆ 0000157290010⑈





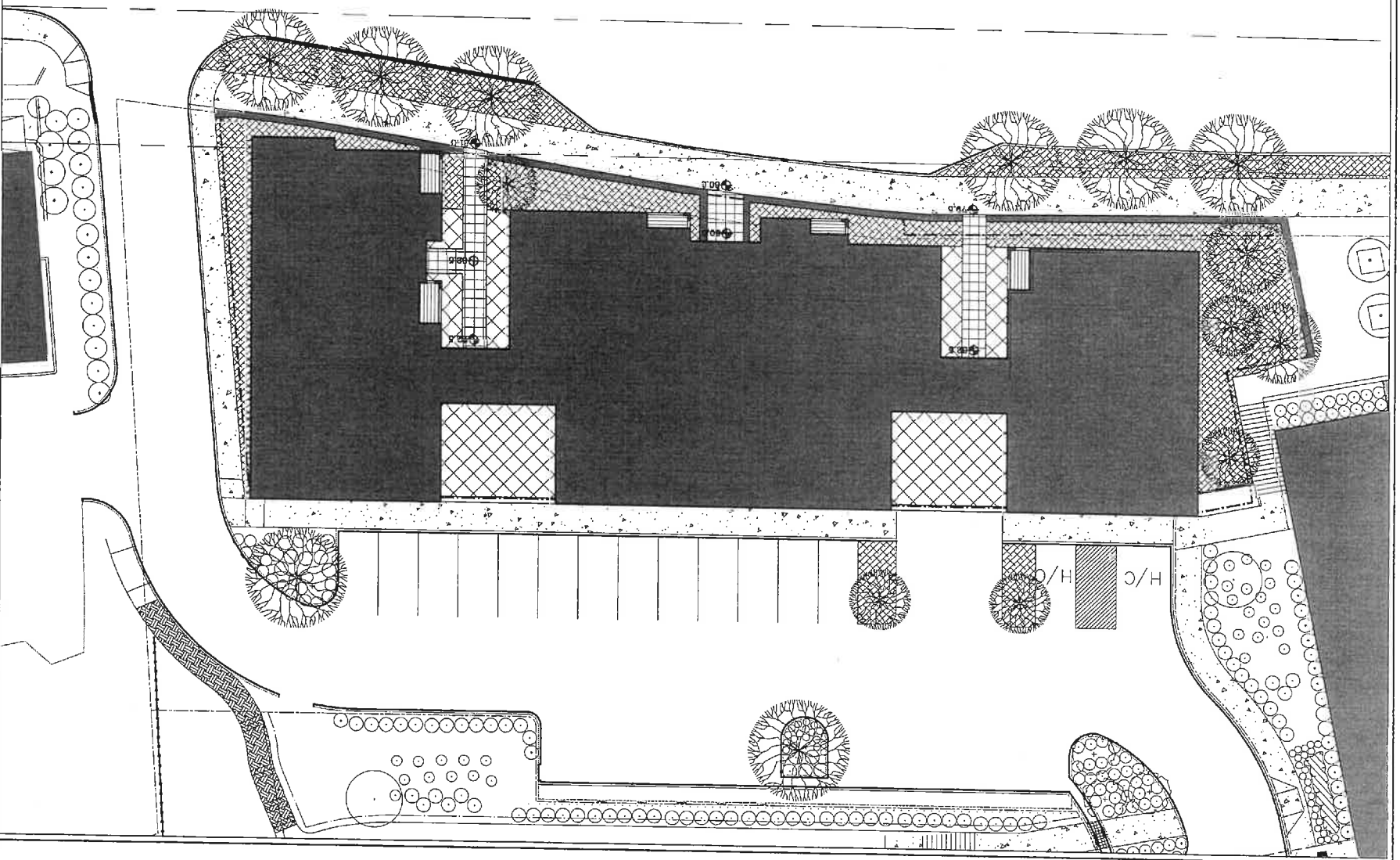
SVS

WILLIAM TAYLOR PLAZA - RIDGE STREET PLAN  
Stoneking / von Storch Architects  
P.O. Box 1332 Charlottesville, VA 22902

Office Use Only:

WTP  
7.11.2016  
1-500-07

SP 1



SVS

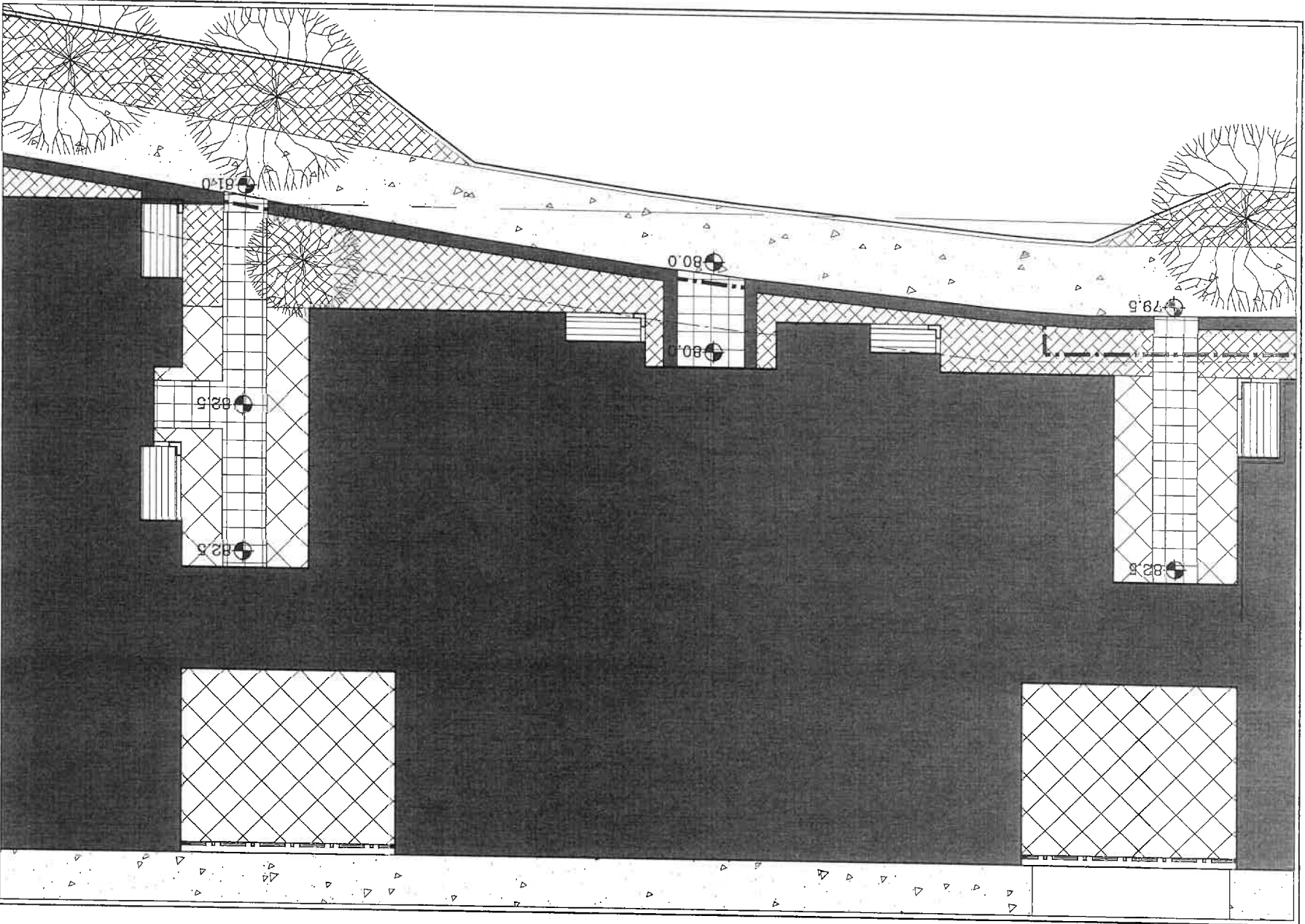
WILLIAM TAYLOR PLAZA - SITE PLAN

Stoneking / von Storch Architects  
P.O. Box 1392 Charlottesville, VA 22902

Office Use Only

WTP  
7.11.2016  
1"=20'-0"

SP 2



STS

WILLIAM TAYLOR PLAZA - PART PLAN

Stoneking / von Storch Architects  
P.O. Box 1332 Charlottesville, VA 22902

Office Use Only:

WTP  
7.11.2016  
1"=10'-0"

SP 3

















ZM14-00002

**AN ORDINANCE  
APPROVING A REQUEST TO AMEND THE PUD DEVELOPMENT PLAN  
APPLICABLE TO PROPERTY LOCATED WITHIN  
THE WILLIAM TAYLOR PLAZA PLANNED UNIT DEVELOPMENT ("PUD")**

**WHEREAS**, Cherry Avenue Investments, LLC ("Applicant"), by its agent Southern Development Company has filed application number ZM14-00002, seeking a rezoning of property located at 529 Cherry Avenue and 512-529 Ridge Street (City Tax Map 29, Parcels 145, 146, 147, 149, 150, 151 and 157), consisting of approximately 125,321.5 square feet of land (2.90 acres) (together, the "Subject Property"), in order to amend the zoning regulations applicable to the Subject Property as a result of the PUD zoning district classification, PUD development plan and proffered development conditions previously approved by City Council for the Subject Property on November 2, 2009; and

**WHEREAS**, a joint public hearing on the Proposed Rezoning was held before the City Council and Planning Commission on May 12, 2015, following notice to the public and to adjacent property owners as required by law; and

**WHEREAS**, legal notice of the public hearing held on May 12, 2015 was advertised in accordance with Va. Code Sec. 15.2-2204; and

**WHEREAS**, as part of its Proposed Rezoning also submitted a Preliminary Amended Proffer Statement, as required by City Code Section 34-64(a), and presented the Preliminary Proffer Statement to the Planning Commission on May 12, 2015; and


**WHEREAS**, on May 12, 2015, the Planning Commission voted to recommend denial of the Proposed Rezoning to the City Council, based on their finding that the rezoning is not required by the public necessity, convenience, general welfare or good zoning practice; and

**WHEREAS**, the Applicant's various application materials reviewed by the Planning Commission for the Proposed Rezoning have been compiled into a complete updated plan of development, consisting of (i) a proposed PUD Development Plan, dated July 13, 2015, and (ii) a Final Proffer Statement dated July 13, 2015, signed by an individual authorized to bind the LLC to the provisions therein stated, as required by City Code Section 34-64(c) (together, the materials included within (i) and (ii) constitute the "Proposed Amended PUD"); and

**WHEREAS**, this Council finds and determines that the public necessity, convenience, general welfare or good zoning practice requires the Proposed Rezoning/ Amended PUD; that the existing PUD zoning classification (inclusive of the 2009 Final Proffer Statement) as well as the Proposed Amended PUD are both reasonable; that the Proposed Amended PUD is consistent with the Comprehensive Plan; now, therefore,

**BE IT ORDAINED** by the Council of the City of Charlottesville, Virginia **THAT:** the zoning regulations applicable to the William Taylor Plaza PUD shall be and hereby are amended and reenacted as follows: the zoning regulations applicable to the use and development of the William Taylor Plaza PUD shall be (i) those generally applicable within Chapter 34 of the City Code, and (ii) those matters set forth within the PUD plan dated July 13, 2015 and the Final Proffer Statement dated July 13, 2015, which, together, are hereby approved and established as the approved PUD development plan for the William Taylor Plaza PUD, for purposes of Chapter 34, Article V of the City Code.

Approved by City Council  
July 20, 2015

  
Barbara K. Ronan  
Acting Clerk of Council



**APPROVED**

*By Matthew Alfele at 11:24 am, Jul 21, 2015*

BEFORE THE CITY COUNCIL OF THE CITY OF CHARLOTTESVILLE, VIRGINIA  
IN RE: PETITION FOR REZONING (City Application No. ZM-14-00002)  
STATEMENT OF FINAL PROFFER CONDITIONS

For the William Taylor Plaza PUD

Dated as of July 13, 2015

TO THE HONORABLE MAYOR AND MEMBERS OF THE COUNCIL OF THE CITY  
OF CHARLOTTESVILLE:

The undersigned limited liability company is the owner of land subject to the above-referenced rezoning petition ("Subject Property"). The Owner/Applicant seeks to amend the current zoning of the property subject to certain voluntary development conditions set forth below. In connection with this rezoning application, the Owner/Applicant seeks approval of a PUD as set forth within a PUD Development Plan dated July 13, 2015.

The Owner/Applicant hereby proffers and agrees that if the Subject Property is rezoned as requested, the rezoning will be subject to, and the Owner will abide by, the approved PUD Development Plan as well as the following conditions:

1. In accordance with the "Land Purchase and Sale Agreement" approved by City Council October 6, 2008:
  - A. The Developer shall attempt to incorporate options for the City in the PUD for a designated City bus stop, which stop may be accepted and/or utilized by the City at the City's discretion.
  - B. The Developer will incorporate public access to the "Arboretum" planned for the PUD, or such other passive recreational space as may be approved as part of the PUD, which may be limited as to hours and usage.
  - C. The Developer shall contribute approximately \$253,000, per the terms of the Land Purchase and Sale Agreement, to a Fifeville neighborhood affordable housing fund, another affordable housing fund designated by the City, or for improvements to Tonsler Park, in the discretion of City Council. The contribution shall be made within 30 days of the approval of the final site plan or final plat approval, whichever occurs later.
  - D. All buildings within the Planned Unit Development shall be designed to a minimum rating of "Certified" under the LEED Green Building Rating System in effect at the time the design is made. Prior to issuance of a building permit for any building within the PUD, the Purchaser shall provide to the Director of Neighborhood Services ("DNS") for the City of Charlottesville a written confirmation from a LEED certified architect or engineer that such building, if constructed in accordance with the building plans, is designed to achieve a minimum "Certified" LEED rating. Before the Developer requests a certificate of occupancy for any building for which a LEED certified architect rendered an opinion, the Purchaser shall submit to the City's Director of NDS a written statement from the architect or engineer that the building was built in conformance with plans on which his opinion was based.

## **APPROVED**

*By Matthew Alfele at 11:24 am, Jul 21, 2015*

2. The Developer has provided the City with a traffic study dated July 13, 2009 analyzing the impact of this project to the existing road networks. The submitted traffic study assumed a build out of 40 residential units and 40,000 square feet of commercial space. The study concluded that William Taylor Plaza would increase peak hour traffic at the most affected intersection by 5%.

Under the above stated unit count and commercial square footage assumptions ("Assumptions"), the Developer shall contribute \$10,000 in cash to the City's Capital Improvements Program (C.I.P.) to be used for pedestrian safety and/or traffic calming improvements on 5th Street between Cherry Avenue and West Main Street. The Developer shall also design an eastbound right turn lane for Cherry Avenue at the intersection with Ridge Street. The design of the turn lane is valued at \$15,000. The Developer shall not be obligated to construct the turn lane, but shall provide the design to the City at no cost for the City's use at its discretion.

In the event that the final site plan shows any variation from the above Assumptions, the Developer shall revise the traffic study for the project and submit the revision to the City for review prior to preliminary site plan approval. If the revised traffic study indicates that William Taylor Plaza will increase peak hour traffic at the most affected intersection by more than 5%, the Developer shall contribute to the C.I.P. an additional \$5,000 cash per 1% increase over the 5% stated herein.

All proffered cash contributions shall be made prior to issuance of a Certificate of Occupancy.

3. All buildings fronting Cherry Avenue shall be restricted to non-residential uses on the ground level and shall have pedestrian access from the ground level onto Cherry Avenue.
4. A minimum of 60% of the total project parking will be accommodated in structured parking under the buildings. Parked cars will not be visible from Ridge Street or Cherry Avenue.
5. Sidewalks with a minimum width of 6 feet will be provided along the Ridge Street and Cherry Avenue road frontage in order to enhance the pedestrian environment. Where possible, 8 foot wide sidewalks will be provided. Sidewalk widths shall be as shown on the PUD Development Plan.
6. The Developer shall contribute \$5,000 to the City to be used toward pedestrian improvements at the intersection of Cherry Avenue and Ridge Street, to include striped crosswalks and countdown pedestrian signals.
7. The developer will provide a minimum of 1 bicycle rack or bicycle locker for every 10 parking spaces to encourage bicycle transportation to and from the development. Bicycle storage shall be provided within the parking garage.

**APPROVED**

*By Matthew Alfele at 11:24 am, Jul 21, 2015*

8. A minimum of 45% of the total site area shall be Open Space. Except for utilities, trails and other park amenities, the "Arboretum" shall remain undeveloped and shall occupy a minimum of 25% of the site. Public access to the Arboretum shall be permitted during daylight hours.
9. Existing live trees larger than 6" caliper in the "Arboretum" shall be preserved.
10. A retention basin and other low impact development methods for the control of storm drainage shall be constructed on the property in accordance with specifications approved by the City Engineer for the City of Charlottesville and plans approved by the City Engineer for the City of Charlottesville.
11. Street trees shall be provided along Ridge Street and Cherry Avenue as shown on the PUD Development Plan. Landscaping on the interior of the site shall be provided in accordance with the City Zoning Ordinance. All landscaping and street trees shall be maintained by the Owner and/or Condominium Association.
12. 100% of the waste and debris created by construction shall be taken to a local construction debris recycling facility for sorting and recycling, so long as such a facility continues to operate locally. The Developer shall provide positive documentation to the City upon request.
13. The Developer is in negotiations with the City of Charlottesville to establish a public/private partnership for streetscape improvements such as landscaping, underground utilities, pedestrian safety improvements, and other corridor improvements on Ridge Street and Cherry Avenue that are not necessitated by this development. If an agreement between the parties can be reached, the developer will share in the cost of these improvements up to 50% of the total cost.
14. The uses and residential densities allowed within the PUD shall be those identified within the matrix titled "Use Types - William Taylor Plaza PUD."

WHEREFORE, the undersigned Owner(s) stipulate and agree that the use and development of the Subject Property shall be in conformity with the conditions hereinabove stated, and requests that the Subject Property be rezoned as requested, in accordance with the Zoning Ordinance of the City of Charlottesville.

Respectfully submitted this 13<sup>th</sup> day of July, 2015.

Owner:  
Cherry Avenue Investments, LLC

Owner's Address:  
170 South Pantops Drive  
Charlottesville, VA 22911

By:   
Frank Ballif, Manager

# William Taylor Plaza

## PUD Development Plan

July 13, 2015

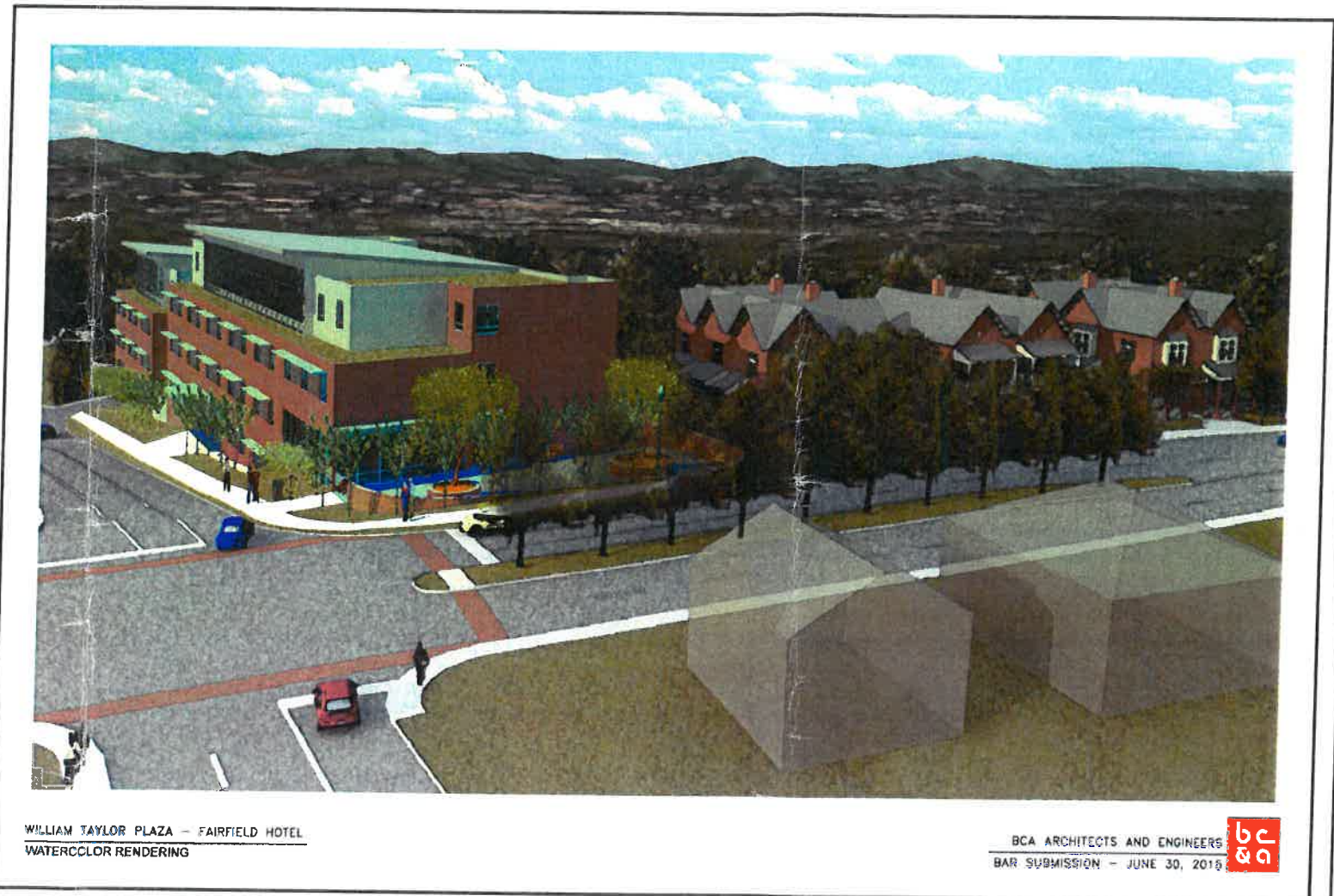
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#### PUD Development Plan (Sec 34-517)

This PUD Development Plan (Pages 1 through 6) meets the requirements of Charlottesville City Code Section 34-517(a). The below table of contents lists PUD requirements and references where in the PUD Development Plan the requirements are illustrated or described.

#### Contents:

- 34-517(a)(1) A survey plat describing and depicting the entire land area to be included within the PUD development site, including identification of present ownership, existing zoning district classification(s) of the parcel(s) to be included within the PUD.  
*Page 2: Existing Conditions*
- 34-517(a)(2) A narrative statement of how the objectives described within section 34-490 are met by the proposed PUD.  
*Page 7: Narrative*
- 34-517(a)(3) A conceptual development plan, supporting maps, and written or photographic data and analysis which show:
- a. Location and size of existing water and sanitary and storm sewer facilities and easements;  
*Page 2: Existing Conditions*
  - b. Layout for proposed water and sanitary sewer facilities and storm drainage facilities;  
*Page 3: Land Use Plan*
  - c. Location of other proposed utilities;  
*Page 3: Land Use Plan*
  - d. Location of existing and proposed ingress and egress from the development;  
*Page 3: Land Use Plan*
  - e. Location and size of existing and proposed streets;  
*Page 3: Land Use Plan. Note: no new public streets are proposed, only private travel ways.*
  - f. Location of existing and proposed pedestrian and bicycle improvements, including connections to nearby schools;  
*Page 3: Land Use Plan. Note: Proposed bicycle improvements are discussed in the Proffers. City sidewalks and bicycle lanes do already provide uninterrupted pedestrian and bicycle connectivity the nearest elementary school.*
  - g. An inventory, by tax map parcel number and street address, of all adjacent parcels within a five hundred-foot radius of the perimeter of the PUD, indicating the existing zoning district classification of each.  
*Provided with the submittal package.*
  - h. A site inventory of the significant natural, environmental and cultural features of a site, including at a minimum: historic landmarks contained on any state or federal register; vegetation; existing trees of eight-inch caliper or greater; wetlands, topography, shown at intervals of five (5) feet or less, critical slopes, and other, similar characteristics or features, and a plan for preserving, protecting, utilizing and/or incorporating such features into the design and function of the proposed PUD.  
*Page 2: Existing Conditions; and  
Page 3: Land Use Plan*
- 34-517(a)(4) A proposed land use plan. Such plan will identify:
- a. Proposed land uses and their general locations, including without limitation, building and setbacks;  
*Page 3: Land Use Plan; and  
Page 4: Phasing Plan and Land Use Map; and  
Pages 5-6: Use Matrix*
  - b. Proposed densities of proposed residential development;  
*Page 4: Phasing Plan and Land Use Map*
  - c. Location and acreage of required open space;  
*Page 3: Land Use Plan*
  - d. Square footage for non-residential uses;  
*Page 4: Phasing Plan and Land Use Map*
  - e. Maximum height of buildings and structures in area of PUD.  
*The Maximum height of the buildings shall be 50' in the Cherry Avenue Phase and 40' in the Ridge Street Phase.*
- 34-517(a)(5) A general landscape plan which focuses on the general location and type of landscaping to be used within the project as well as the special buffering treatment proposed between project land uses and adjacent zoning districts;  
*Page 3: Land Use Plan.*
- 34-517(a)(6) Phasing plan if needed. Each phase shall individually meet the requirements of this section.  
*Page 4: Phasing Plan & Use Map*
- 34-517(a)(7) A statement from the city public utilities department verifying whether water and sewer infrastructure capacity does or does not exist for the proposed land use(s).  
*The city public utilities department has stated that water and sewer infrastructure capacity does exist for the proposed uses. Water is available via a 12" water main in Cherry Avenue, sewer has sufficient capacity via a 8" sewer line that traverses the site, and gas is available via a gas main in Ridge St.*
- 34-517(a)(8) A statement from the fire marshal verifying whether adequate fire flow service does or does not exist for the proposed land use(s).  
*The fire marshal has stated that adequate fire flow exists via a 12" water main in Cherry Avenue. Recent tests of two hydrants one block away indicate fire flow of 1,350 gpm.*



The architecture will be substantially in conformance with this rendering unless modified during the process of obtaining a Certificate of Appropriateness from the Board of Architectural Review

**APPROVED**

By Matthew Alfele at 11:19 am, Jul 21, 2015

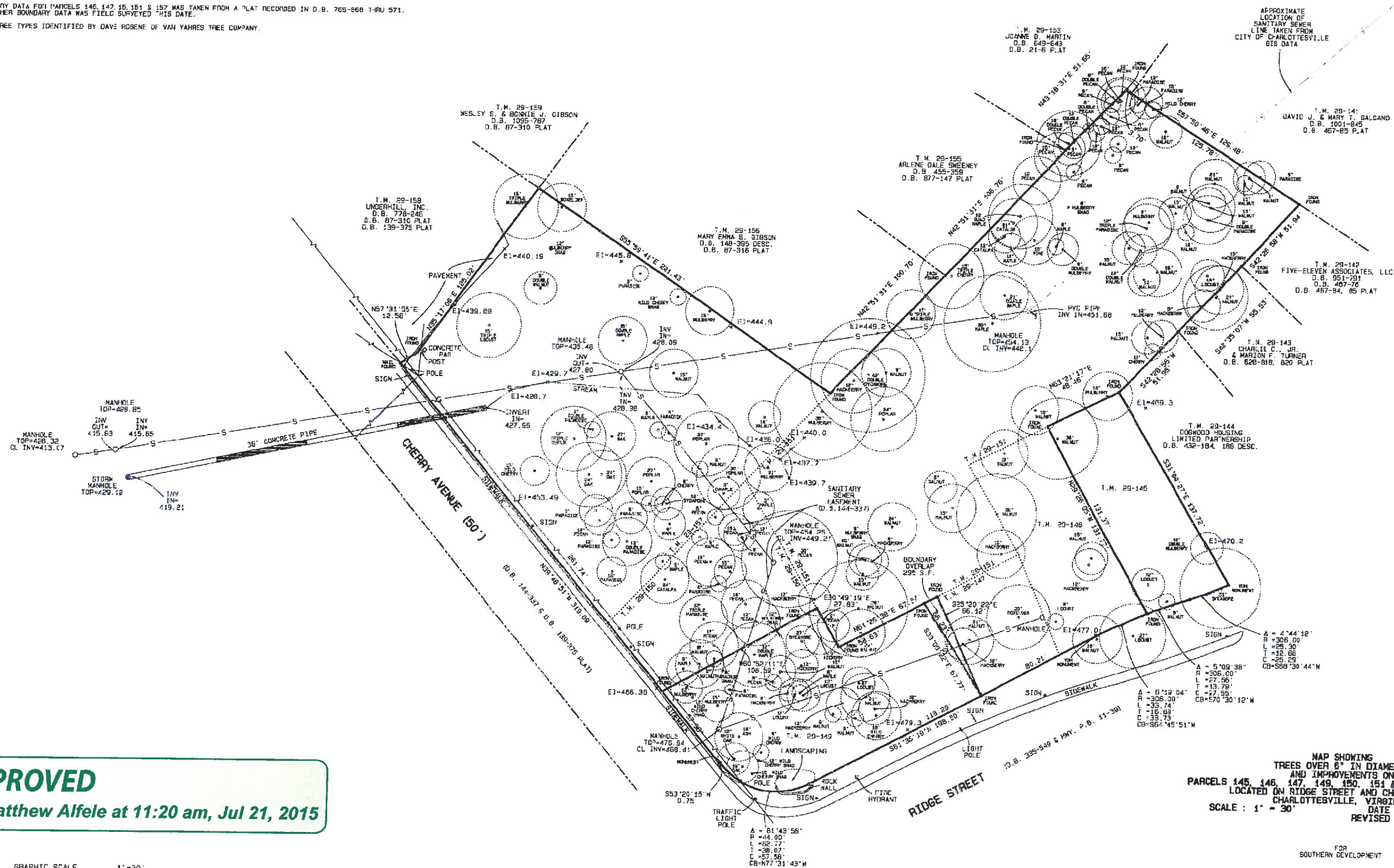


NOTES :

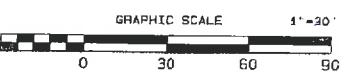
1. NO DETERMINATION WAS MADE TO THE LOCATION OR EXISTENCE OF UNDERGROUND UTILITIES, OTHER THAN THOSE SHOWN.
2. ELEVATIONS SHOWN HEREON ARE BASED ON THE TOP OF A MANHOLE AT THE INTERSECTION OF RIDGE STREET AND HARTMAN'S MILL ROAD (ELEVATION=481.49).
3. LEGAL REFERENCES:  
T.M. 29 PARCELS 146, 147, 150, 151 & 157  
CHERRY AVENUE INVESTMENTS, LLC  
D.B. 1067-850  
D.B. 765-568 THRU 571 PLAT  
T.M. 29 PARCEL 145  
D.B. 373-566, 509 & 510 PLAT  
T.M. 29 PARCEL 149  
D.B. 373-566, 510 PLAT  
D.B. 218-377, 381 PLAT
4. NO TITLE REPORT FURNISHED. THIS PROPERTY SUBJECT TO ANY ADDITIONAL CONDITIONS, UTILITIES, EASEMENTS, AND/OR COVENANTS THAT MAY EXIST.
5. BOUNDARY DATA FOR PARCELS 146, 147, 150, 151 & 157 WAS TAKEN FROM A PLAT RECORDED IN D.B. 765-568 THRU 571. ALL OTHER BOUNDARY DATA WAS FIELD SURVEYED THIS DATE.
6. SOME TREE TYPES IDENTIFIED BY DAVID ROSENE OF VAN HAHRES TREE COMPANY.

# Existing Conditions

All parcels in the PUD are owned by Cherry Avenue Investments, LLC and are included in the PUD in their entirety.  
All parcels in the PUD are currently zoned PUD.  
There are no state or federal registered historic landmarks on the property.  
A critical slope waiver was previously granted for the project.



**APPROVED**  
By Matthew Alfele at 11:20 am, Jul 21, 2015



MAP SHOWING  
TREES OVER 6" IN DIAMETER  
AND IMPROVEMENTS ON  
PARCELS 145, 146,  
147, 149, 150, 151 & 157 ON TAX MAP 29  
LOCATED ON RIDGE STREET AND CHERRY AVENUE  
CHARLOTTESVILLE, VIRGINIA  
SCALE : 1" = 30'  
DATE : FEB. 8, 2007  
REVISED : MARCH 1, 2007

FOR  
SOUTHERN DEVELOPMENT  
ROGER M. RAY & ASSOC., INC.  
1717-19 ALLIED STREET  
CHARLOTTESVILLE, VIRGINIA 22903  
LAND SURVEYORS  
434-293-3125



# Land Use Plan

Per Proffer #8, the Arboretum shall be a minimum of 25% of the site, or approximately 0.7 acres, and the total amount of open space shall be a minimum of 45% of the total site area, or approximately 1.2 acres.

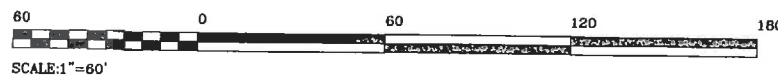
1. The Planned Unit Development (PUD) shall be in substantial conformity to this PUD Development Plan, subject to changes and revisions coincident with the land use planning, civil engineering, architecture, and the regulatory approval process, which will result in some plan modification.
2. The PUD shall be a mixed-use development, with residential and commercial uses. The total gross finished square footage shall be 100,000 square feet or fewer. The residential component of the PUD shall contain a maximum of 50 units. The commercial component of the PUD shall occupy a minimum of 20% of the gross finished square footage.
3. Within the residential portion of the development, a variety of housing sizes shall be provided, including studio, 1 bedroom, & 2 bedroom units.
4. Unless greater flexibility is determined to be allowable by the City Traffic Engineer, the following turning movement restrictions will be placed on the site driveways and the design of these driveways shall physically prohibit the movements:
  - B. Left turn egress on Cherry Avenue shall be prohibited.
  - C. Left turn ingress on Ridge Street shall be prohibited.
  - D. Left turn egress on Ridge Street shall be prohibited during the peak periods (7-9 AM and 4-6 PM). (This is subject to change pending a speed study and the ability to share access with the adjacent property.)
5. Street tree pattern as shown on plan. Spacing as noted.
6. Sidewalks 6' minimum width as shown.
7. Planting strips between road and sidewalk 5' minimum. Planting strips between sidewalk and building 12'-15' typical.
8. The entire William Taylor Plaza Planned Unit Development (PUD), all phases, shall be subject to the Board of Architectural Review (BAR) as it applies all pertinent design standards and guidelines to this project in keeping with the Ridge Street Architectural Design Control (ADC) District.
9. The PUD shall conform to the guidelines and policies contained in the comprehensive plan in general and embodied in the Strategic Investment Area (SIA) Plan (appended to the comprehensive plan in February 2014.) Those include but are not limited to the following as per SIA Plan Section VI:
  - Criteria for Character Zones T4 & T5 which apply to the William Taylor Plaza Planned Unit Development (PUD);
  - Building Envelope guidelines; and
  - Public Space guidelines.

## BUILDING SETBACKS:

FRONT:	0'
SIDE ADJACENT TO RESIDENTIAL:	25'
SIDE ADJACENT TO COMMERCIAL OR MIXED USED:	0'
REAR:	50'

**APPROVED**

By Matthew Alfele at 11:20 am, Jul 21, 2015



William Taylor Plaza  
Charlottesville, Virginia

Dominion Engineering  
Charlottesville, Virginia



# Phasing Plan per Sec. 34-505 and Land Use Map

**APPROVED**

By Matthew Alfele at 11:21 am, Jul 21, 2015

PHASE 1: CHERRY AVE PHASE

PHASE 2: RIDGE STREET PHASE

**SEQUENCE:**  
THE OWNER MAY DEVELOP THE ENTIRE SITE SIMULTANEOUSLY UNDER ONE SITE PLAN OR MAY DEVELOP THE CHERRY AVENUE PHASE FIRST. IN THE EVENT THE OWNER ELECTS TO DEVELOP THE CHERRY AVENUE PHASE FIRST, EXISTING TREES IN THE RIDGE STREET PHASE SHALL REMAIN UNDISTURBED UNTIL SITE PLAN APPROVAL HAS BEEN GRANTED FOR THE RIDGE STREET PHASE, EXCEPT THAT INVASIVE SPECIES MAY BE REMOVED.

\*\*Cumulative minimum and maximum square footages (sqft) of commercial and residential unit count shall comply with note 2 on Page 3.

## PHASE 1: CHERRY AVE PHASE\*\*

- Approximately 2.4 Acres
- Shall be Commercial or Mixed Use
- 0-40 Residential Units
- 10,000-90,000 sqft of Commercial
- Approximately 1.1 Acres Open Space

## PHASE 2: RIDGE STREET PHASE\*\*

- Approximately 0.4 Acres
- Shall be Residential or Mixed Use
- 10-50 Residential Units
- 0-40,000 sqft of Commercial
- Total open space upon completion of Phase 2 shall total 45% of total site acreage

60 0 60 120 180  
SCALE: 1"=60'

William Taylor Plaza  
Charlottesville, Virginia

Dominion Engineering  
Charlottesville, Virginia



# Matrix of Use Types-William Taylor Plaza PUD

Use Types	William Taylor Plaza PUD	
	Cherry Ave Phase	Ridge Street Phase
<b>RESIDENTIAL AND RELATED USES</b>		
Accessory apartment, internal	P	P
Accessory apartment, external	P	P
Accessory buildings, structures and uses	B	B
Adult assisted living	*	*
1-8 residents	B	B
Greater than 8 residents	B	B
Adult day care	B	B
Amateur radio antennas, to a height of 75 ft.		
Bed-and-breakfast:	*	*
Homestay	B	B
B & B	B	B
Inn	B	B
Boarding: fraternity and sorority house		
Boarding house (rooming house)	B	B
Convent/monastery	B	B
Criminal justice facility	B	B
Dwellings:	*	*
Multifamily	B	B
Single-family attached	B	B
Single-family detached		B
Rowhouse/Townhouse		B
Two-family		B
Family day home		
1-5 children	B	B
6-12 children		
Home occupation	P	P
Manufactured home park		
Night watchman's dwelling unit, accessory to industrial use:		
Nursing homes	B	B
Occupancy, residential	*	*
3 unrelated persons	B	B
4 unrelated persons	B	B
Residential density (developments)	*	*
1-21 DUA	B	B
22-43 DUA	B	B
44-64 DUA	B	B
65-87 DUA	B	B
88-200 DUA	B	B
Residential treatment facility		
1-8 residents	B	B
8+ residents		
Shelter care facility	B	B
Single room occupancy facility		
Temporary family health care structure		
<b>NON-RESIDENTIAL: GENERAL and MISC. COMMERCIAL</b>	*	*
Access to adjacent multifamily, commercial, industrial or mixed-use development or use	B	B
Accessory buildings, structures and uses	B	B
Amusement center		
Amusement enterprises (circuses, carnivals, etc.)		
Amusement park (putt-putt golf; skateboard parks, etc.)		
Animal boarding/grooming/kennels:	*	*
With outside runs or pens		
Without outside runs or pens	B	B
Animal shelter		
Art gallery:	*	*
GFA 4,000 SF or less	B	B

**APPROVED**

By Matthew Alfele at 11:21 am, Jul 21, 2015

GFA up to 10,000 SF	B	B
Art studio, GFA 4,000 SF or less	B	B
Art workshop	B	B
Assembly (indoor)	*	*
Arena, stadium (enclosed)		
Auditoriums, theaters	B	B
Houses of worship	B	B
Assembly (outdoor)	*	*
Amphitheater		
Stadium (open)		
Temporary (outdoor church services, etc.)		
Assembly plant, handcraft		
Assembly plant		
Automobile uses:	*	*
Gas station		
Parts and equipment sales		
Rental/leasing		
Repair/servicing business		
Sales		
Tire sales and recapping		
Bakery, wholesale	*	*
GFA 4,000 SF or less	B	B
GFA up to 10,000 SF	B	B
Banks/financial institutions	B	B
Bowling alleys	B	
Car wash		
Catering business	B	B
Cemetery		
Clinics:	*	*
Health clinic (no GFA limit)	B	
Health clinic (up to 10,000 SF, GFA)	B	
Health clinic (up to 4,000 SF, GFA)	B	B
Public health clinic	B	B
Veterinary (with outside pens/runs)		
Veterinary (without outside pens/runs)	B	B
Clubs, private	B	B
Communications facilities and towers:	*	*
Antennae or microcells mounted on existing towers established prior to 02/20/01		
Attached facilities utilizing utility poles or other electric transmission facilities as the attachment structure	B	B
Attached facilities not visible from any adjacent street or property	B	B
Attached facilities visible from an adjacent street or property		
Alternative tower support structures		
Monopole tower support structures		
Guyed tower support structures		
Lattice tower support structures		
Self-supporting tower support structures		
Contractor or tradesman's shop, general		
Crematorium (independent of funeral home)		
Data center	B	B
Daycare facility	B	B
Dry cleaning establishments	B	B
Educational facilities (non-residential)	*	*
Elementary	B	B
High schools	B	B
Colleges and universities	B	B
Artistic up to 4,000 SF, GFA	B	B
Artistic up to 10,000 SF, GFA	B	B
Vocational, up to 4,000 SF, GFA	B	B
Vocational, up to 10,000 SF, GFA	B	B
Electronic gaming café		
Funeral home (without crematory)	*	*
GFA 4,000 SF or less		



GFA up to 10,000 SF			
Funeral homes (with crematory)			B
GFA 4,000 SF or less			
GFA up to 10,000 SF			
Golf course			*
Golf driving range			B
Helipad			B
Hospital			B
Hotels/motels:			B
Up to 100 guest rooms			
100+ guest rooms			T
Laundromats			*
Libraries			*
Manufactured home sales			B
Microbrewery			B
Mobile food units			
Movie theaters, cineplexes			*
Municipal/governmental offices, buildings, courts			B
Museums:			
Up to 4,000 SF, GFA			
Up to 10,000 SF, GFA			B
Music halls			
Offices:			
Business and professional			
Medical			
Philanthropic institutions/agencies			
Property management			
Other offices (non-specified)			
Outdoor storage, accessory			
Parking:			
Parking garage			
Surface parking lot			B
Surface parking lot (more than 20 spaces)			B
Temporary parking facilities			B
Photography studio			B
Photographic processing; blueprinting			
Radio/television broadcast stations			
Recreational facilities:			
Indoor: health/sports clubs; tennis clubs; swimming club; yoga studios; dance studios, skating rinks, recreation centers, etc.			
Outdoor: Parks, playgrounds, ball fields and ball courts, swimming pools, picnic shelters, etc.			B
			B
Restaurants:			
Dance hall/all night			B
Drive-through windows			
Fast food			
Full service			
24-hour			
Taxi stand			
Towing service, automobile			
Technology-based businesses			
Transit facility			
Utility facilities			
Utility lines			
<b>NON-RESIDENTIAL USES: RETAIL</b>			
Accessory buildings, structures and uses			
Consumer service businesses:			
Up to 4,000 SF, GFA			
Up to 10,000 SF, GFA			
10,001+ GFA			
Farmer's market			
Greenhouses/nurseries			
Grocery stores:			
Convenience			

Narrative per Sec. 34-517(2)

Narrative Project Description  
William Taylor Plaza  
July 13, 2015

**APPROVED**

**By Matthew Alfele at 11:21 am, Jul 21, 2015**

William Taylor Plaza is a mixed use PUD at the corner of Ridge Street and Cherry Avenue. The PUD shall contain both residential and commercial uses, and meets the objectives in Sec. 34-490 of the Planned Unit Development ordinance as follows:

1. To encourage developments of equal or higher quality than otherwise required by the strict application of zoning district regulations that would otherwise govern;

*This proposal is of equal or higher quality than otherwise required by the strict application of zoning district regulations that currently govern because it proposes the following significant changes: allows 40% of the site parking to be at grade vs 10% in the current zoning, ensures parking is not visible from the street, provides building and parking layouts that reduce impervious surfaces by 25%, increases the size of the arboretum by 25%, provides side and rear setbacks to adjacent residential properties, provides a plan for phasing the project, removes certain inappropriate uses that are currently allowed, and proffers a clearly defined minimum number of residential units in the project.*

2. To encourage innovative arrangements of buildings and open spaces to provide efficient, attractive, flexible and environmentally sensitive design;

*The proposed arrangement of buildings is almost identical to the arrangement in the current PUD zoning except that the open spaces in the proposed PUD are larger.*

3. To promote a variety of housing types, or within a development containing only a single housing type, to promote inclusion of houses of various sizes;

*This mixed-use development will contain a range of unit types to accommodate a wide range of family structures and income levels, including one-bedroom, two-bedroom and studio. The issue of affordable housing is answered in the proffers by the developer.*

4. To encourage the clustering of single-family dwellings for more efficient use of land and preservation of open space;

*The proposed zoning amendment does not modify this except that the current proposal provides more open space.*

5. To provide for developments designed to function as cohesive, unified projects.

*The proposed PUD frames the corner and provides a transition from the building forms of the Ridge Street historic district to the Cherry Avenue mixed use district. The proposed zoning amendment does not modify this.*

6. To ensure that a development will be harmonious with the existing uses and character of adjacent property, and/or consistent with patterns of development noted with respect to such adjacent property;

*The project has been developed to reflect the massing, scale and rhythms of each of the street with respect for that particular context. The proposed zoning amendment does not modify this.*

7. To ensure preservation of cultural features, scenic assets and natural features such as trees, streams and topography.

*The proposed PUD amendment is no different from the current PUD with regard to preservation of cultural features, scenic assets and natural features except that the proposed PUD preserves more natural features.*

8. To provide for coordination of architectural styles internally within the development as well as in relation to adjacent properties along the perimeter of the development; and

*The proposed PUD provides for coordination of architectural styles and will be further reviewed by the BAR.*

9. To provide for coordinated linkages among internal buildings and uses, and external connections, at a scale appropriate to the development and adjacent neighborhoods;

*The proposed PUD is identical to the current PUD in this regard.*

10. To facilitate access to the development by public transit services or other single-vehicle-alternative services, including, without limitation, public pedestrian systems.

*The proposed PUD is identical to the current PUD in this regard.*