CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
September 20, 2016

Preliminary Discussion
BAR 16-08-05
NW Corner of Ridge Street and Cherry Avenue (William Taylor Plaza Phase 2)
Tax Parcel 290147000, 290146000, 290145000
Cherry Ave Investments LLC, Owner/ Management Services Corp., Applicant
New Construction of Residential Building

Background

All the parcels fronting on Ridge Street are located within the Ridge Street ADC district. The parcels fronting on Cherry Avenue are not in a design control district. However, the recently approved Planned Unit Development included a requirement that "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."

May 18, 2004 – On the same parcels but different applicant: Preliminary Discussion with the BAR on "Cherry Ridge Commons," William Atwood, architect.

July 20, 2004 – Preliminary discussion with the BAR on "Cherry Ridge Commons," William Atwood, architect.

October 6, 2008 - City Council agreed to convey two parcels of City-owned land to the developer.

January 20, 2009 – Preliminary discussion with BAR and current applicant.

July 21, 2009 Preliminary – Preliminary discussion with the BAR. The Chair requested that staff summarize the BAR's discussion.

September 9, 2009 – The Planning Commission recommended approval of the PUD with proffers. The proffers will be revised prior to City Council's consideration. Please note that the landscaped pedestrian median that is shown on the plan in Ridge Street is not required by the proffers.

September 15, 2009 - The BAR accepted (5-0-1 with Adams recusing) applicant's deferral. The application was not properly before the BAR since the rezoning is still pending.

November 2, 2009 – City Council approved the rezoning to Planned Unit Development (PUD) with proffers.

November 17, 2009 - The BAR approved the application (6-1-1 with Brennan against and Adams recused) in concept, with the stipulation that detailed architectural designs, building materials, colors, and detailed site/landscaping design shall come back to the BAR for approval, also the BAR voiced strong support for a landscaped median on Ridge Street.

July 20, 2015 – City Council approved amendments to the 2009 William Taylor Plaza PUD.

August 19, 2015 – The BAR had a preliminary discussion on the proposed Marriott Hotel. Consensus was the proposal was too suburban; lacked pedestrian engagement along Ridge and Cherry; lacked inviting design at plaza/ important intersection corner and at rear retaining wall; lacked quality building materials; the design of the Ridge Street entrance was incompatible; and the building needs to relate in massing and scale to context of neighborhood and surrounding buildings in historic district.

September 14, 2015 – The BAR held a work session on a revised design. Consensus was the design was moving in a better direction; need larger spatial break at Cherry Avenue entrance; modulate fenestration; resolve corner space to engage Ridge Street; need a good landscape design; re-design the rear retaining wall; large, shared vehicle entrance on Ridge is problematic; historicist design less important than quality materials, details, and construction.

October 20, 2015- Schwarz moved to find that the proposed new construction, including massing, and general site layout generally satisfies the BAR's criteria and is compatible with this property and other properties in the Ridge Street ADC district, and that the BAR approves only the massing and general site layout, with the following modifications: that the applicant look at the lobby entryway and the corner at Ridge and Cherry, and continue to explore color. Mohr seconded. (8-0).

November 17, 2015- Miller moved to find that the proposed new construction satisfies the BAR's criteria and is compatible with this property and other properties in the Ridge Street ADC district, and that the BAR approves (6-0) the proposed new building [including building materials] with the following items and details to come back to the BAR for approval:

- Ridge Street corner [including glass canopies] and plaza;
- Further site plan and planting plan development;
- Exploration of a livelier color at the Cherry edge and entry [Cherry Avenue pedestrian entrance and lower garage entry]
- Exterior lighting plan and signage.

Additional work was recommended on the rear retaining wall, such as more terracing or landscaping.

December 15, 2015 - Miller moved to find that the BAR approves the proposed new building and site design details as submitted with the following modifications:

- eliminate the sidewalk colored pavers and floating seat wall from the plaza;
- change Redbuds on plaza back to Red Maples;
- raise the canopy on the plaza side, and continue to refine, submitting any changes via email;
- institute lighting controls;
- replace upright shrubs on retaining walls with leafing or draping ones; and
- replace the Japanese Beauty Berry with the American Beauty Berry.

Seconded by Schwartz. Motion passes (8-0). [Final elevations, site plan and landscape plan drawings with the requested changes to be submitted in digital form for circulation to the BAR.]

March 15, 2016 – The BAR affirmed that all the remaining conditions of approval had been satisfied except two: The corner plaza brick façade and the related signage.

April 19, 2016 - Schwarz moved, and Mohr seconded, to find that the proposed new construction satisfies the BAR's criteria and is compatible with this property and other properties in the Ridge Street ADC district, and that the BAR approves (7-1 with Knott opposed) Option B for the plaza façade design as submitted, except with the modification that all windows [and doors] on the far east block either have muntins [SDL's with exterior- and interior -applied muntins with spacer

bars], or none have muntins, exclusive of the storefront doors going into the retail space under the main canopy [which should not have muntins]. *(The applicant opted not to have muntins.)*

July 18, 2016 – The BAR held a work session on William Taylor Plaza Phase 2 along Ridge Street.

August 16, 2016 – The BAR made preliminary comments (attached).

Application

The current owner is requesting a certificate of appropriateness for Phase Two of a new mixed-use Planned Unit Development on the corner of Ridge Street and Cherry Avenue. The proposed project will be built on a total of 2.9 acres.

The submittal includes color perspectives of sidewalk views to and from downtown; street views from Ridge and from Cherry; site layout, parking layout, roof plan, and elevation drawings.

Zoning

The property is now zoned PUD (amendments approved by City Council July 20, 2015) with the Ridge Street ADC District historic overlay remaining on the property where it was located previous to the rezoning of the underlying R-2 district in 2009. Note 8 on page 3 of the development plan states that all phases are subject to BAR review.

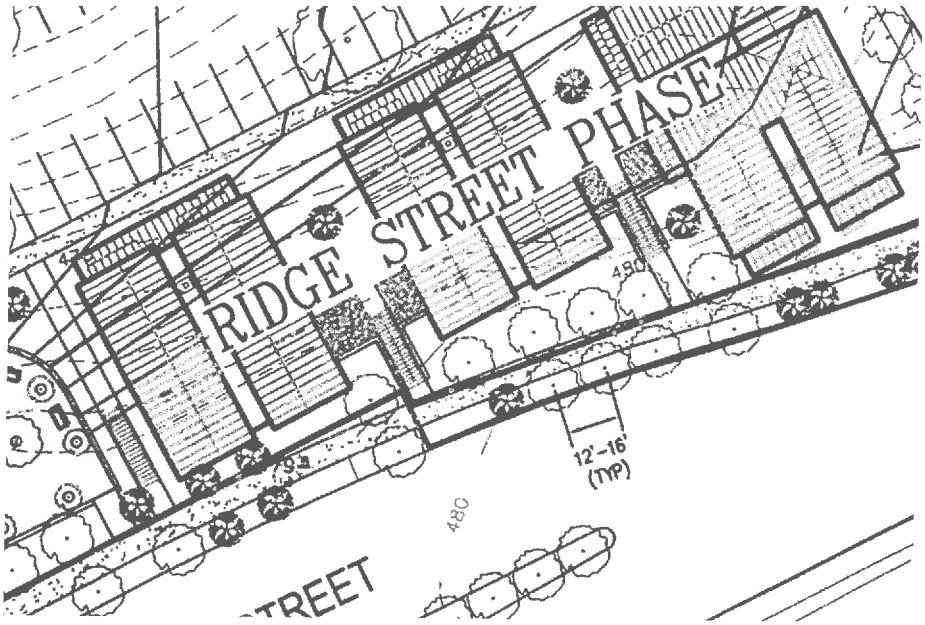
Two phases are proposed, the 2.4 acre Cherry Avenue Phase (Phase One) and the 0.4 acre Ridge Street Phase (Phase Two). Since the developer is choosing to develop the Cherry Avenue Phase first, the plan stipulates that existing trees in the Ridge Street phase shall remain undisturbed until site plan approval has been granted for the Ridge Street phase, except invasive species may be removed.

Phase One includes a proposed hotel, retail space, parking, and the arboretum area. No residential units are proposed in Phase One. Phase Two may be residential or mixed use.

City Planner, Matt Alfele, notes that as the BAR reviews WTP2 they need to be aware of the approved development plan and proffers. He has highlighted a few things from page 3 of the development plan they need to pay close attention to:

- Phase 1 used 62,801 square feet of the allowable 100,000. Phase 2 will need to stay under 37,199 square feet (see note 2).
- Phase 2 will need to incorporate at minimum 10 residential units and at maximum 50 residential units (page 4 of the development plan). Within in the residential units, a variety of housing sizes need to be provided, including studio, 1 bedroom, and 2 bedroom units (see note 3). Phase 2 may have up to 40,000 square feet of commercial.
- Minimum width of sidewalk needs to be 6' (note 6), but they may take into account wider sidewalks as desirable in the SIA plan section under T4 and T5 transect zones (note 9 and page W-2 in the SIA Plan book). Having said that, the sidewalk width for Ridge was approved as part of phase 1 and a change will require a site plan amendment to phase 1.
- The planting strip between the road and sidewalk needs to be 5' minimum and the planting strip between sidewalk and the building needs to be 12' to 15' typical (note 7). The site also has a 0' front setback (page 3 of the development plan). The 0' setback and the 12' to 15' planning strip need not conflict with each other, but work together to create articulation along Ridge Street. The red line on the below document represents the property line in

relation to the buildings and planting areas. As you can see the building to the right comes right up to the property line and the center building set back from the property line (the example provided below is from page 3 of the development plan). Phase 1 of the development (the hotel) follows the same pattern of varying setbacks on Cherry to create articulation and still conform to the guidelines as outlined in the development plan.



In addition to the hotel garage parking, there is a surface parking lot below the level of the future Ridge Street buildings. Additional structured parking is proposed under the Ridge Street buildings. The proffers state that a minimum of 60% of the total project parking will be accommodated in structured parking under the buildings, and that parked cars will not be visible from Ridge Street or Cherry Avenue.

Street trees are proffered along Ridge Street and Cherry Avenue as shown on the PUD Development Plan. The Tree Commission previously recommended large canopy trees, 40 ft on center, on all adjacent streets, with adequate soil volumes.

The maximum building height is 40 feet in Phase 2, however, within 75 feet of a property line abutting low-density zoning, the height may not exceed 35 feet (the north property line is impacted by this rule).

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 Guidelines for New Construction

D. MASSING & FOOTPRINT
While the typical footprint of commercial building from the turn of the twentieth century might be 20 feet wide by 60 feet long or 1200 square feet per floor, new buildings in the downtown can be expected to be somewhat larger. Likewise, new buildings in the West Main Street corridor may be larger than this district's historic buildings. It is important that even large buildings contribute to the human scale and pedestrian orientation of the district.

1) *New commercial infill buildings' footprints will be limited by the size of the existing lot in the downtown or along the West Main Street corridor. Their massing in most cases should be simple rectangles like neighboring buildings.*
2) *New infill construction in residential sub-areas should relate in footprint and massing to the majority of surrounding historic dwellings.*
3) *Neighborhood transitional buildings should have small building footprints similar to nearby dwellings.*
    a. *If the footprint is larger, their massing should be reduced to relate to the smaller-scaled forms of residential structures.*
    b. *Techniques to reduce massing could include stepping back upper levels, adding residential roof and porch forms, and using sympathetic materials.*
4) *Institutional and multi-lot buildings by their nature will have large footprints, particularly along the West Main Street corridor and in the 14th and 15th Street area of the Venable neighborhood.*
    a. *The massing of such a large scale structure should not overpower the traditional scale of the majority of nearby buildings in the district in which it is located.*
    b. *Techniques could include varying the surface planes of the buildings, stepping back the buildings as the structure increases in height, and breaking up the roof line with different elements to create smaller compositions.*

E. HEIGHT & WIDTH
The actual size of a new building can either contribute to or be in conflict with a historic area. This guideline addresses the relationship of height and width of the front elevation of a building mass. A building is horizontal, vertical, or square in its proportions. Residential buildings' height often relates to the era and style in which they were built. Houses in the historic districts for the most part range from one to three stories with the majority being two stories. Most historic residential buildings range in width from 25 to 50 feet. While some commercial buildings are larger, the majority are two to three stories in height. Most historic commercial buildings range from 20 to 40 feet in width. The West Main Street corridor has a greater variety of building types. Early nineteenth-century (Federal and Greek Revival) and early-twentieth-century (Colonial Revival) designs often have horizontal expressions except for the townhouse form which is more vertical. From the Victorian era after the Civil War through the turn of the century, domestic architecture is usually 2 to 2 1/2 stories with a more vertical expression. Commercial buildings may be divided between horizontal and vertical orientation depending on their original use and era of construction.

1. *Respect the directional expression of the majority of surrounding buildings. In commercial areas, respect the expression of any adjacent historic buildings, which generally will have a more vertical expression.*
2. *Attempt to keep the height and width of new buildings within a maximum of 200 percent of the prevailing height and width in the surrounding sub-area.*
3. *In commercial areas at street front, the height should be within 130 percent of the prevailing average of both sides of the block. Along West Main Street, heights should relate to any adjacent contributing buildings. Additional stories should be stepped back so that the additional height is not readily visible from the street.*
4. *When the primary façade of a new building in a commercial area, such as downtown, West Main Street, or the Corner, is wider than the surrounding historic buildings or the traditional lot size, consider modulating it with bays or varying planes.*
5. *Reinforce the human scale of the historic districts by including elements such as porches, entrances, storefronts, and decorative features depending on the character of the particular sub-area.*
6. *In the West Main Street corridor, regardless of surrounding buildings, new construction should use elements at the street level, such as cornices, entrances, and display windows, to reinforce the human scale.*

F. SCALE

Height and width also create scale, the relationship between the size of a building and the size of a person. Scale can also be defined as the relationship of the size of a building to neighboring buildings and of a building to its site. The design features of a building can reinforce a human scale or can create a monumental scale. In Charlottesville, there is a variety of scale. For instance, an institutional building like a church or library may have monumental scale due to its steeple or entry portico, while a more human scale may be created by a storefront in a neighboring commercial building.

1. *Provide features on new construction that reinforce the scale and character of the surrounding area, whether human or monumental. Include elements such as storefronts, vertical and horizontal divisions, upper story windows, and decorative features.*
2. *As an exception, new institutional or governmental buildings may be more appropriate on a monumental scale depending on their function and their site conditions.*

G. ROOF

Roof design, materials, and textures should be consistent with the existing structures in the historic districts. Common roof forms include hipped roofs, gable roofs, flat roofs, and gambrel roofs, as well as combinations of the above. In general, the roof pitch of an older dwelling is steeper than a new tract house, and this factor is more important than the type of roof in most neighborhoods.

1. Roof Forms and Pitches

a. The roof design of new downtown or West Main Street commercial infill buildings generally should be flat or sloped behind a parapet wall.
b. Neighborhood transitional buildings should use roof forms that relate to the neighboring residential forms instead of the flat or sloping commercial form.
c. Institutional buildings that are freestanding may have a gable or hipped roof with variations.
d. Large-scale, multi-lot buildings should have a varied roof line to break up the mass of the design using gable and/or hipped forms.
e. Shallow pitched roofs and flat roofs may be appropriate in historic residential areas on a contemporary designed building.
f. Do not use mansard-type roofs on commercial buildings; they were not used historically in Charlottesville's downtown area, nor are they appropriate on West Main Street.

2. Roof Materials

Common roof materials in the historic districts include metal, slate, and composition shingles.

a. For new construction in the historic districts, use traditional roofing materials such as standing-seam metal or slate.
b. In some cases, shingles that mimic the appearance of slate may be acceptable.
c. Pre-painted standing-seam metal roof material is permitted, but commercial-looking ridge caps or ridge vents are not appropriate on residential structures.
d. Avoid using thick wood cedar shakes if using wood shingles; instead, use more historically appropriate wood shingles that are thinner and have a smoother finish.
e. If using composition asphalt shingles, do not use light colors. Consider using neutral-colored or darker, plain or textured-type shingles.
f. The width of the pan and the seam height on a standing-seam metal roof should be consistent with the size of pan and seam height usually found on a building of a similar period.

3. Rooftop Screening
a. If roof-mounted mechanical equipment is used, it should be screened from public view on all sides.
b. The screening material and design should be consistent with the design, textures, materials, and colors of the building.
c. The screening should not appear as an afterthought or addition the building.

H. ORIENTATION
Orientation refers to the direction that the front of the building faces.

1. *. New commercial construction should orient its façade in the same direction as adjacent historic buildings, that is, to the street.*
2. *Front elevations oriented to side streets or to the interior of lots should be discouraged.*

I. WINDOWS & DOORS

1. *The rhythm, patterns, and ratio of solids (walls) and voids (windows and doors) of new buildings should relate to and be compatible with adjacent historic facades.*
    a. The majority of existing buildings in Charlottesville's historic districts have a higher proportion of wall area than void area except at the storefront level.
    b. In the West Main Street corridor in particular, new buildings should reinforce this traditional proportion.
2. *The size and proportion, or the ratio of width to height, of window and door openings on new buildings' primary facades should be similar and compatible with those on surrounding historic facades.*
    a. The proportions of the upper floor windows of most of Charlottesville's historic buildings are more vertical than horizontal.
    b. Glass storefronts would generally have more horizontal proportions than upper floor openings.
3. *Traditionally designed openings generally are recessed on masonry buildings and have a raised surround on frame buildings. New construction should follow these methods in the historic districts as opposed to designing openings that are flush with the rest of the wall.*
4. *Many entrances of Charlottesville's historic buildings have special features such as transoms, sidelights, and decorative elements framing the openings. Consideration should be given to incorporating such elements in new construction.*
5. *Darkly tinted mirrored glass is not an appropriate material for windows in new buildings within the historic districts.*
6. *If small-paned windows are used, they should have true divided lights or simulated divided lights with permanently affixed interior and exterior muntin bars and integral spacer bars between the panes of glass.*
7. *Avoid designing false windows in new construction.*
8. *Appropriate material for new windows depends upon the context of the building within a historic district, and the design of the proposed building. Sustainable materials such as wood, aluminum-clad wood, solid fiberglass, and metal windows are preferred for new construction. Vinyl windows are discouraged.*
9. *Glass shall be clear. Opaque spandrel glass or translucent glass may be approved by the BAR for specific applications.*

J. PORCHES

Most of Charlottesville's historic houses have some type of porch. There is much variety in the size, location, and type of porches, and this variety relates to the different residential areas, strong consideration should be given to including a porch or similar form in the design of any new residence in these sub-areas.

1. Porches and other semi-public spaces are important in establishing layers or zones of intermediate spaces within the streetscape.

K. STREET-LEVEL DESIGN

1. *Street level facades of all building types, whether commercial, office, or institutional, should not have blank walls; they should provide visual interest to the passing pedestrian.*
2. *When designing new storefronts or elements for storefronts, conform to the general configuration of traditional storefronts depending on the context of the sub-area. New structures do offer the opportunity for more contemporary storefront designs.*
3. *Keep the ground level facades(s) of new retail commercial buildings at least eighty percent transparent up to a level of ten feet.*
4. *Include doors in all storefronts to reinforce street level vitality.*
5. *Articulate the bays of institutional or office buildings to provide visual interest.*
6. *Institutional buildings, such as city halls, libraries, and post offices, generally do not have storefronts, but their street levels should provide visual interest and display space or first floor windows should be integrated into the design.*
7. *Office buildings should provide windows or other visual interest at street level.*
8. *Neighborhood transitional buildings in general should not have transparent first floors, and the design and size of their façade openings should relate more to neighboring residential structures.*
9. *Along West Main Street, secondary (rear) facades should also include features to relate appropriately to any adjacent residential areas.*
10. *Any parking structures facing on important streets or on pedestrian routes must have storefronts, display windows, or other forms of visual relief on the first floors of these elevations.*
11. *A parking garage vehicular entrance/exit opening should be diminished in scale, and located off to the side to the degree possible.*

L. FOUNDATION and CORNICE

Facades generally have a three-part composition: a foundation or base that responds at the pedestrian or street level, the middle section, and the cap or cornice that terminates the mass and addresses how the building meets the sky. Solid masonry foundations are common for both residential and commercial buildings. Masonry piers, most often of brick, support many porches.

1. Distinguish the foundation from the rest of the structure through the use of different materials, patterns, or textures.

2. Respect the height, contrast of materials, and textures of foundations on surrounding historic buildings.

3. If used, cornices should be in proportion to the rest of the building.

4. Wood or metal cornices are preferred. The use of fypon may be appropriate where the location is not immediately adjacent to pedestrians.

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.*

Pertinent Design Guidelines for Site Design

B. PLANTINGS

Plantings are a critical part of the historic appearance of the residential sections of Charlottesville's historic districts. The character of the plantings often changes within each district's sub-areas as well as from district to district. Many properties have extensive plantings in the form of trees, foundation plantings, shrub borders, and flowerbeds. Plantings are limited in commercial areas due to minimal setbacks.

1) *Encourage the maintenance and planting of large trees on private property along the streetfronts, which contribute to the "avenue" effect.*
2) *Generally, use trees and plants that are compatible with the existing plantings in the neighborhood.*
3) *Use trees and plants that are indigenous to the area.*
4) *Retain existing trees and plants that help define the character of the district, especially street trees and hedges.*
5) *Replace diseased or dead plants with like or similar species if appropriate.*
6) *When constructing new buildings, identify and take care to protect significant existing trees and other plantings.*
7) *Choose ground cover plantings that are compatible with adjacent sites, existing site conditions, and the character of the building.*
8) *Select mulching and edging materials carefully and do not use plastic edgings, lava, crushed rock, unnaturally colored mulch or other historically unsuitable materials.*

C. WALLS AND FENCES

There is a great variety of fences and low retaining walls in Charlottesville's historic districts, particularly the historically residential areas. While most rear yards and many side yards have some combination of fencing and landscaped screening, the use of such features in front yards varies. Materials may relate to materials used on the structures on the site and may include brick, stone, wrought iron, wood pickets, or concrete.

1) *Maintain existing materials such as stone walls, hedges, wooden picket fences, and wrought-iron fences.*
2) *When a portion of a fence needs replacing, salvage original parts for a prominent location.*
3) *Match old fencing in material, height, and detail.*
4) *If it is not possible to match old fencing, use a simplified design of similar materials and height.*
5) *For new fences, use materials that relate to materials in the neighborhood.*
6) *Take design cues from nearby historic fences and walls.*
7) *Chain-link fencing, split rail fences, and vinyl plastic fences should not be used.*
8) *Traditional concrete block walls may be appropriate.*
9) *Modular block wall systems or modular concrete block retaining walls are strongly discouraged but may be appropriate in areas not visible from the public right-of-way.*
10) *If street-front fences or walls are necessary or desirable, they should not exceed four (4) feet in height from the sidewalk or public right-of-way and should use traditional materials and design.*
11) *Residential privacy fences may be appropriate in side or rear yards where not visible from the primary street.*
12) *Fences should not exceed six (6) feet in height in the side and rear yards.*
13) *Fence structures should face the inside of the fenced property.*
14) *Relate commercial privacy fences to the materials of the building. If the commercial property adjoins a residential neighborhood, use a brick or painted wood fence or heavily planted screen as a buffer.*
15) *Avoid the installation of new fences or walls if possible in areas where there are no are no fences or walls and yards are open.*
16) *Retaining walls should respect the scale, materials and context of the site and adjacent*

properties.

17) Respect the existing conditions of the majority of the lots on the street in planning new construction or a rehabilitation of an existing site.

D. LIGHTING

Charlottesville's residential areas have few examples of private site lighting. Most houses, including those used for commercial purposes, have attractive, often historically styled fixtures located on the house at various entry points. In the commercial areas, there is a wide variety of site lighting including large utilitarian lighting, floodlights and lights mounted on buildings. Charlottesville has a "Dark Sky" ordinance that requires full cutoff for lamps that emit 3,000 or more lumens. Within an ADC District, the BAR can impose limitations on lighting levels relative to the surrounding context.

1) *In residential areas, use fixtures that are understated and compatible with the residential quality of the surrounding area and the building while providing subdued illumination.*
2) *Choose light levels that provide for adequate safety yet do not overly emphasize the site or building. Often, existing porch lights are sufficient.*
3) *In commercial areas, avoid lights that create a glare. High intensity commercial lighting fixtures must provide full cutoff.*
4) *Do not use numerous "crime" lights or bright floodlights to illuminate a building or site when surrounding lighting is subdued.*
5) *In the downtown and along West Main Street, consider special lighting of key landmarks and facades to provide a focal point in evening hours.*
6) *Encourage merchants to leave their display window lights on in the evening to provide extra illumination at the sidewalk level.*
7) *Consider motion-activated lighting for security.*

E. WALKWAYS &DRIVEWAYS

Providing circulation and parking for the automobile on private sites can be a challenging task, particularly on smaller lots and on streets that do not accommodate parking. The use of appropriate paving materials in conjunction with strategically placed plantings can help reinforce the character of each district while reducing the visual impact of driveways.

1) *Use appropriate traditional paving materials like brick, stone, and scored concrete.*
2) *Concrete pavers are appropriate in new construction, and may be appropriate in site renovations, depending on the context of adjacent building materials, and continuity with the surrounding site and district.*
3) *Gravel or stone dust may be appropriate, but must be contained.*
4) *Stamped concrete and stamped asphalt are not appropriate paving materials.*
5) *Limit asphalt use to driveways and parking areas.*
6) *Place driveways through the front yard only when no rear access to parking is available.*
7) *Do not demolish historic structures to provide areas for parking.*
8) *Add separate pedestrian pathways within larger parking lots, and provide crosswalks at vehicular lanes within a site.*

H. UTILITIES & OTHER SITE APPURTENANCES

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

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

Discussion and Recommendations

The BAR should focus their review on this site as a major gateway to the City, in addition to the neighborhood context, and whether the design meets the pertinent design guidelines and is compatible with the Ridge Street ADC historic district.

This submittal is for preliminary discussion. Discussion should focus on massing and relationship of the buildings to the site, abutting plaza, and City streetscape.

In staff opinion, the applicant has done a lot of positive work.

From: Scala, Mary Joy
Sent: Monday, August 22, 2016 10:31 AM
To: Steigman, Trey; Stephen von Storch (svonstorch@s-vs.com)
Cc: Charlie Armstrong (CharlesA@southern-development.com)
Subject: BAR Action - Ridge and Cherry William Taylor Plaza 2- Aug 16, 2016

August 22, 2016

Management Services Corp.
102 S 1st Street, Suite 301
Charlottesville, VA 22902

RE: **Certificate of Appropriateness Application (Preliminary Discussion)**
BAR 16-08-05
NW Corner of Ridge Street and Cherry Avenue (William Taylor Plaza)
Tax Parcel 290147000, 290146000, 290145000
Cherry Ave Investments LLC, Owner/ Management Services Corp., Applicant
New Construction of Residential Building

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on August 16, 2016. No motion made. The BAR made comments:

Miller: Overall, this site is way more important than the hotel site, in terms of its relationship to the historic district, and I think taking cues from Ridge Street are important. The overall massing and setback is still too much for the site and the historic district. The historic district has a feeling of verticality and space between the existing structures and your plan attempts this to an extent, but this feeling should be increased. Also, the feeling of a front door needs to be incorporated into the plan. In addition to the verticality look at larger bay windows and the idea of a front yard. The stair areas need to be lighter and more transparent, although that could just be your rendering. Also, I am not sure how this works into the scheme; there are a lot of hipped roofs, and that might help bring down the massing on some of the edge pieces. I think it is a nice thing to have all of the units (except for 2) to be accessible, but is that making this more difficult to deal with because of the connectivity?

Schwarz: I agree with a lot of the things that Melanie [Miller] said. Some smaller things, I am wondering where you have the two outer buildings that have the gables, but don't step back from the gables, if a small stepback (even 4-8 inches) would create a break in the façade and help articulate it a bit more. I wouldn't have window boxes, because you can't make people plant flowers, and you have no idea of knowing what is going to be there. The columns on the porches, an entire stucco language makes it feel commercial and takes away from the residential feel. If you have more wood trim, creates a change in material, which would help create a residential sense in the structure. The parapet idea on the north edge has me a little bit worried that is not a place you want to bring the wall up any higher than it already is, so I would reconsider how you handle that flat roof and the mechanical equipment. I think you tried with the two and a half story thing to work, but I think you could go a bit further.

Keesecker: I think it is the appurtenance-like details that make Ridge Street district interesting. I think it is that mixture of details found on the historic homes that makes it visually appealing. I don't know how you do that in a larger footprint, without making it seem like a false front fake façade, but that is the key. I remember from the PUD that there were some outdoor areas dedicated to gathering, and I think all of those [outdoor] spaces that can be occupied will also aid in blending into the neighborhood. The façade that faces onto the courtyard, in context with the hotel should also be revisited. I think mixing up the ABBAABBA rhythm of the facades would help tremendously, making it less symmetrical.

Balut: I am going to start from a general design standpoint which I am confused about, it seems like it is between this new modern building and old late 19th century homes. I am having a hard time understanding the aesthetic

identity of the building, I feel like it is in this in between place, and because of this it is not resolving a number of issues. Specifically, you are saying it is breaking down into volumes, but I feel like it is going to read as one volume, from the front and the back. I think varying the rooflines could help a lot with that. Currently, the spacing between the masses is not enough that it breaks the buildings apart. I think focusing on the little details and on symmetry versus asymmetry is minor, because the overall structures are lacking a cohesive identity and massing concept, if you could articulate what you trying to accomplish with the massing of the building that could inform a lot of these details. The human scale seems to be taking place on the interior of the building, but it might be nice to have something on the exterior that speaks to this scale.

Sarafin: To put a few specifics to what you are talking about, I remained unconvinced that the gable is the roof form of choice here. I am having a hard time moving beyond this tortured roofline.

Mohr: One thing I think would help is to have a longer rendering of the street, so you could see the overall sense of the street. What if conversely you take that center section, pull those two things apart and make it more like a courtyard entry? The amount of wall to window ratio on the older houses is much less glass with simpler punctures, the scale of the openings feels almost 3/4 scale even though it is taller because they have a greater wall to window ratio. Maybe taking a totally different approach with the center building would help break up the massing a little bit. The only other thing is on the courtyard elevation, get rid of that opposing gable and extend the roof the whole way through.

Knott: I am not hearing enough of how your design was influenced by the precedence of the physical characteristics of the district. I made a list of things that I saw on Ridge Street: a consistently large set back, a layering of spaces from public to private, variety of roof lines, windows centered in different parts of the building, bay windows, porches, defined entrance with a clearly prominent front door, etc. What I am seeing here is a lack of concept. Another point, in the PUD drawing, it really reads as individual townhouses and it is more of a residential cluster of buildings, and I think this design lacks that residential feeling. Also, in terms of the setback it seems simple to achieve a graceful setback by setting the northern most building back by about 8-10 feet, that way it doesn't create such a hard edge, and then the third volume could setback 5 feet. That way there is a more acceptable setback that allows for more layering of spaces with the streetscape. The last point I wanted to make is the stairs in between each section remind me of the stairs you would see on the back of the buildings on Ridge Street and it doesn't seem appropriate on the street front. I would prefer a treatment like the center opening where the main entrance is rather than seeing those stairs there because it reminds me of a back door.

MSC
Management Services Corporation
Real Property Managers, Developers and Brokers

August 30, 2016

Mary Joy Scala, AICP
Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
610 East Market Street
Charlottesville, VA 22902

By Hand Delivery and Electronic Delivery (scala@charlottesville.org)

Re: William Taylor Plaza PUD – Phase 2 – BAR COA Application – Preliminary Hearing

Dear Mary Joy:

Enclosed please find ten (10) sets of the submission package for the William Taylor Plaza PUD – Phase 2 – BAR COA Application.

We look forward to the BAR preliminary hearing on this matter to be placed on the BAR Meeting Agenda for Tuesday, September 20, 2016.

Please let me know if you have any questions. Thank you for your assistance.

Sincerely,

Trey Steigman
Vice President, Development

Enclosures (10 Sets)

cc: Stephen von Storch, Stoneking von Storch Architects
Charlie Armstrong, Cherry Avenue Investments, LLC
Steve Houchens, Development Manager, Management Services Corporation

William Taylor Plaza
Planned Unit Development (PUD)
Phase 2 – Ridge Street Residential

Submission Package – BAR COA Preliminary Hearing – September 20, 2016

William Taylor Plaza

Sidewalk Views, towards Downtown

WTP_resi_080001.png

WTP_resi_080002.png

WTP_resi_080003.png

WTP_resi_080004.png

WTP_resi_080005.png

William Taylor Plaza

Sidewalk Views, leaving Downtown

WTP_resi_080008.png

WTP_resi_080009.png

WTP_resi_080006.png

WTP_resi_080010.png

WTP_resi_080007.png

WTP_resi_080011.png

WTP_resi_080012.png

William Taylor Plaza

Street Views

WTP_resi_080014.png

WTP_resi_080015.png

WTP_resi_080016.png

WTP_resi_080017.png

WTP_resi_080018.png

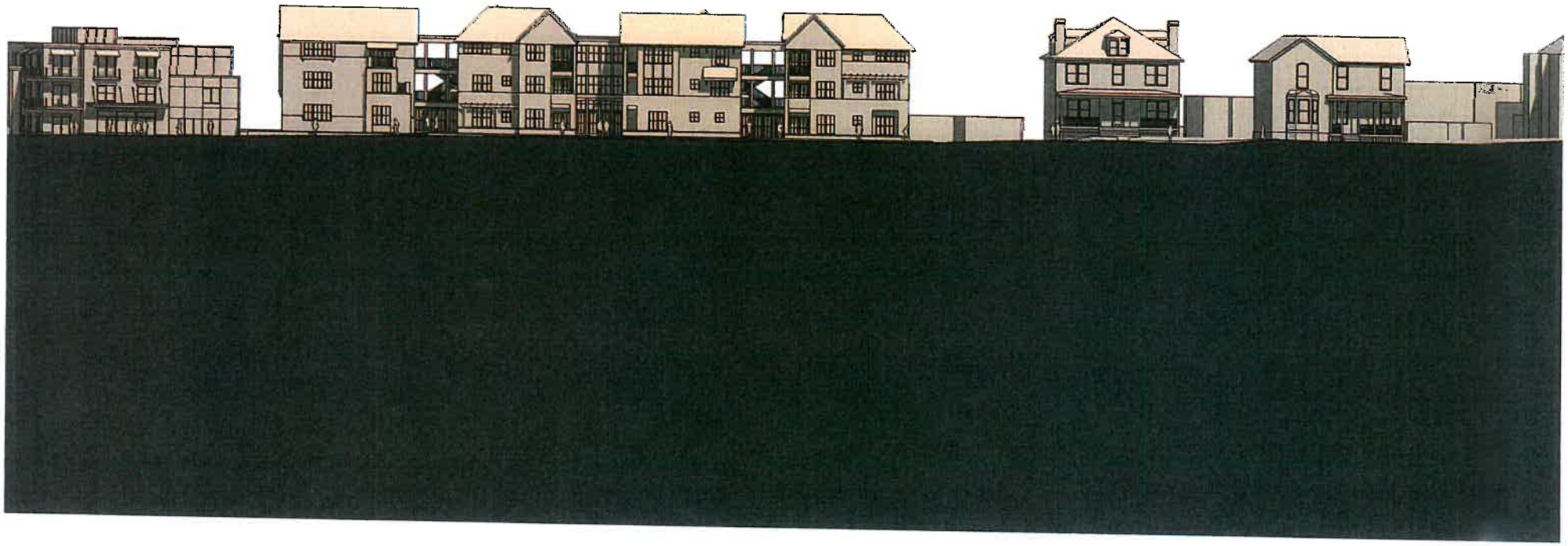
WTP_resi_080019.png

William Taylor Plaza

Street Sections

WTP_resi_080020.png

WTP_resi_080021.png



WTP_resi_080022.png

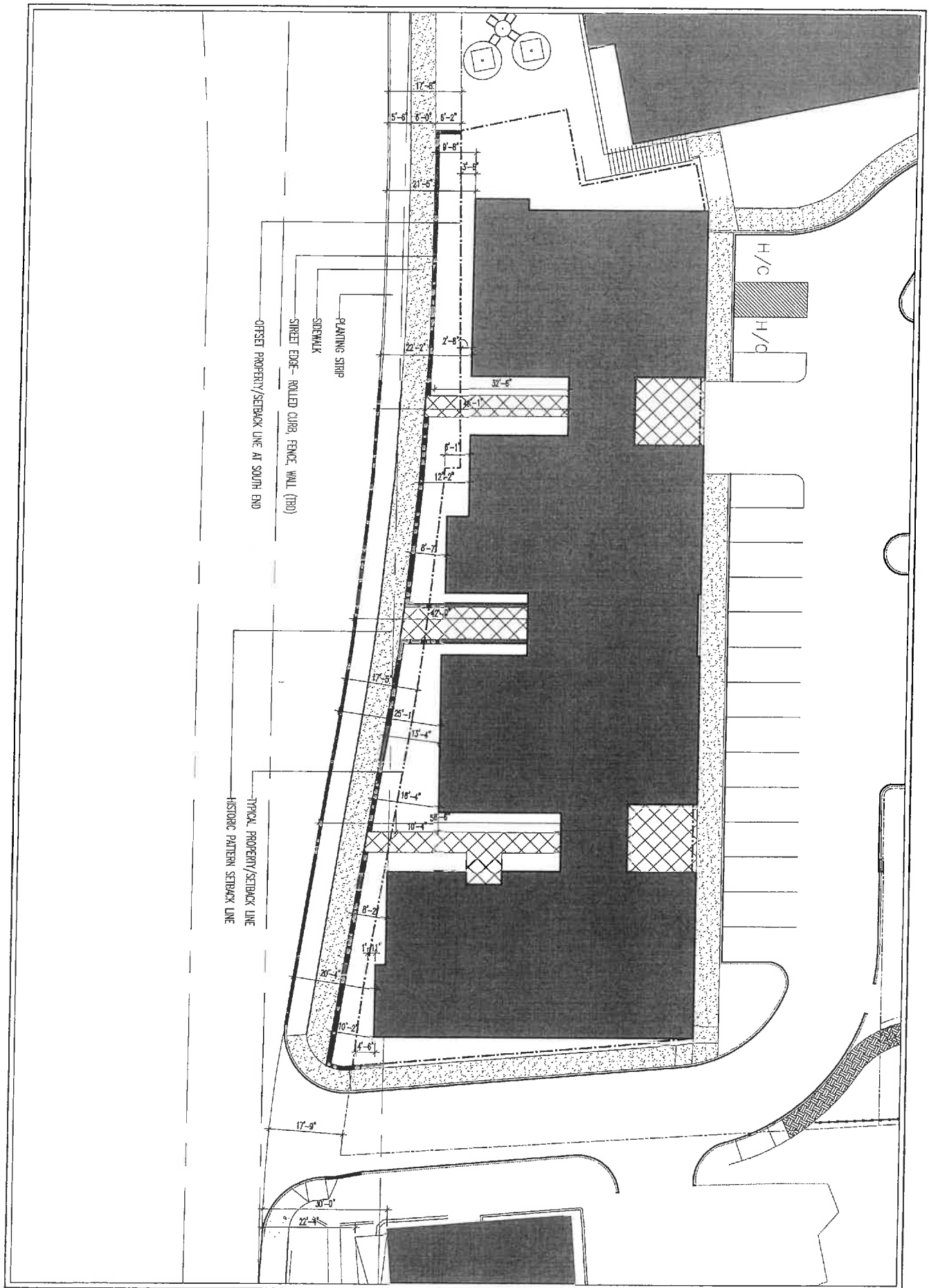
William Taylor Plaza

View from Cherry Avenue

WTP_resi_080013.png

William Taylor Plaza

Site Layout, Parking Layout, Roof Plan and Elevations



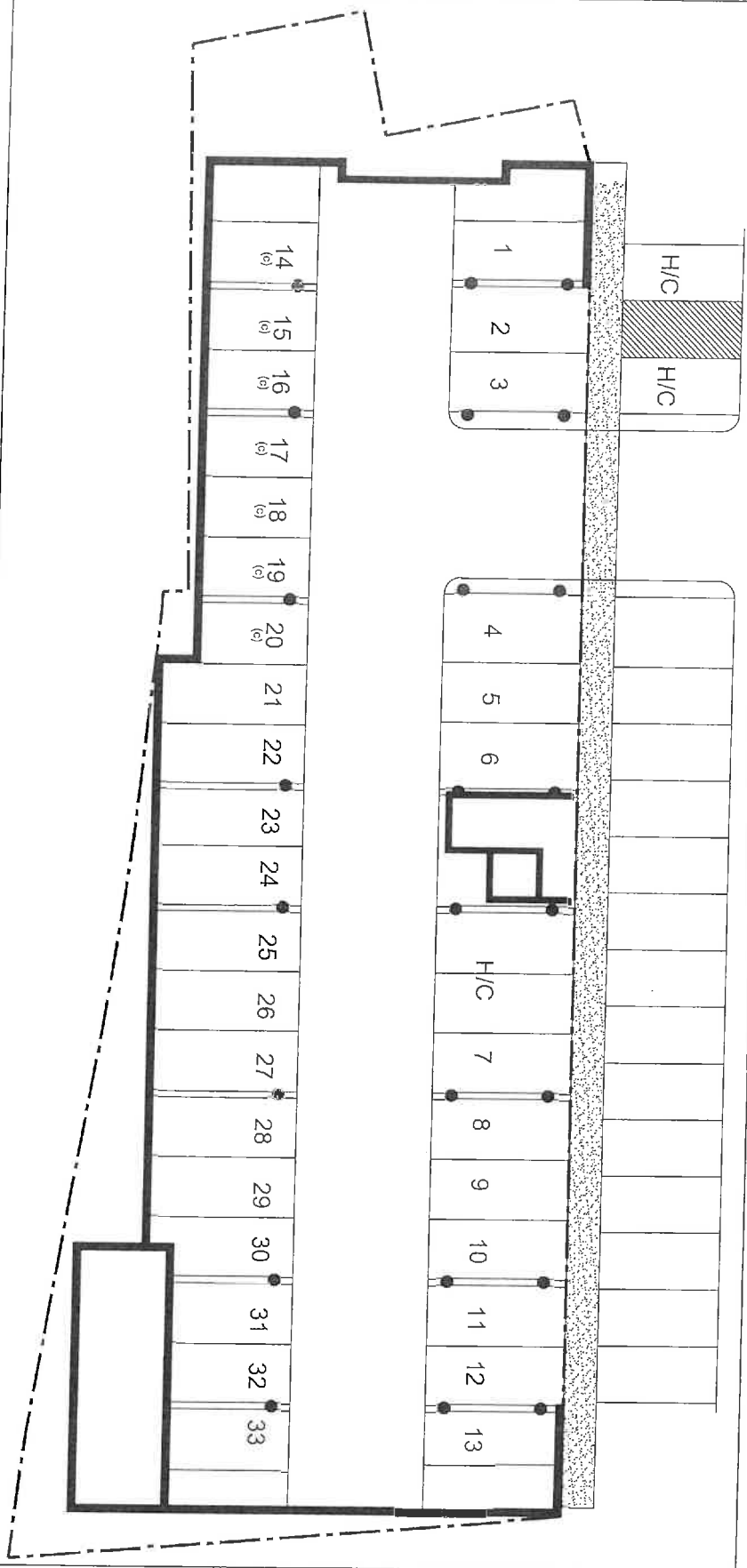
WILLIAM TAYLOR PLAZA - STREET LAYOUT PLAN

WIP
8.30.2016
NTS

SP-1

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

Office Use Only:



SvS

WILLIAM TAYLOR PLAZA-PARKING LEVEL PLAN

WIP
8.30.2016
1/16"=1'-0"

A-1

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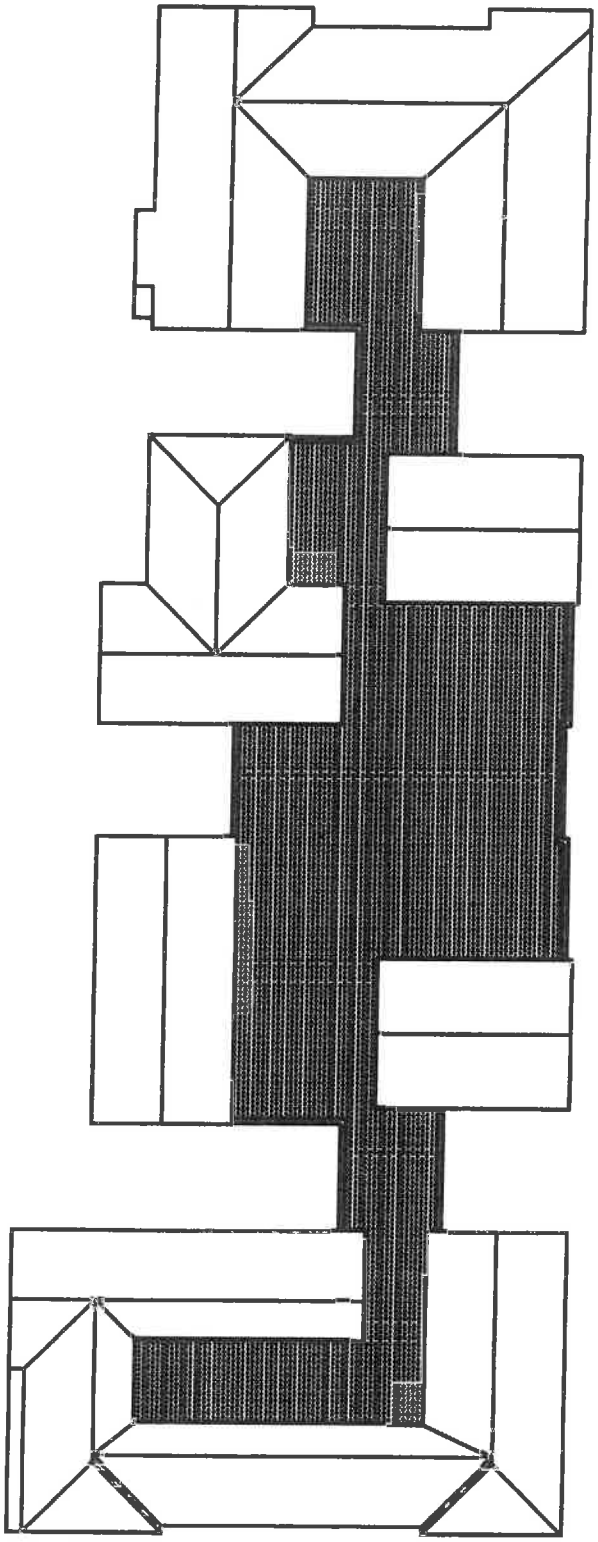
P.O. Box 1332 Charlottesville, VA 22902

Office Use Only



SvS

WILLIAM TAYLOR PLAZA-ROOF PLAN

WTP
6.30.2016
1/16"=1'-0"

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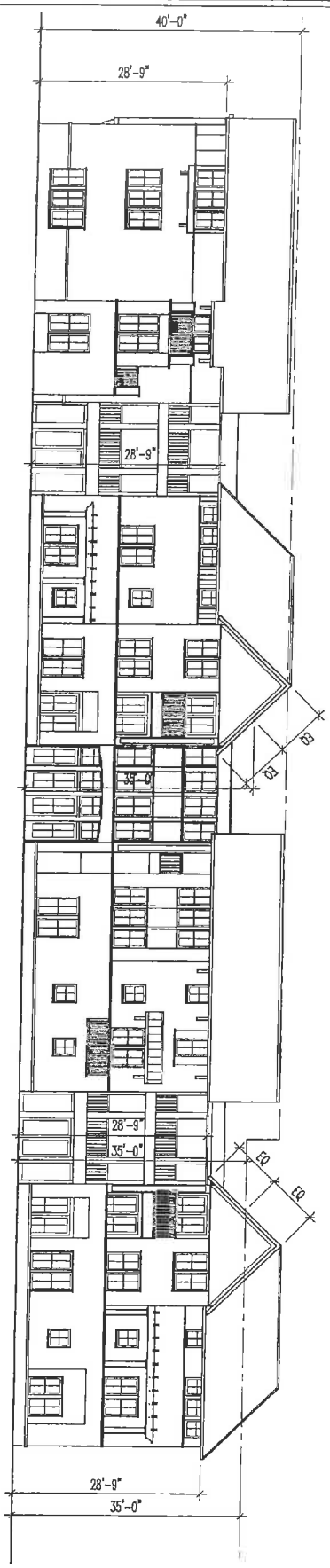
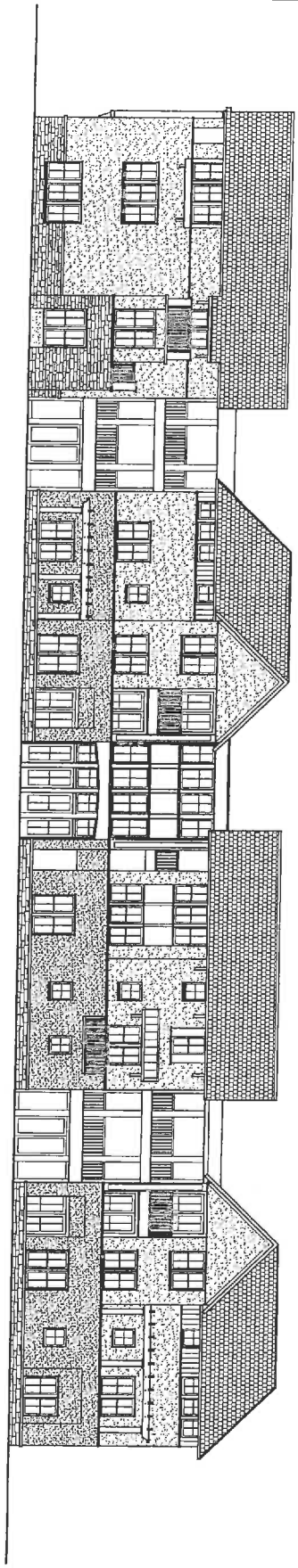
Office Use Only:

A-2





ELEVATION & BUILDING HEIGHT AT RIDGE STREET FRONTAGE

WIP
8.30.2016
1/8"=1'-0"

A-3

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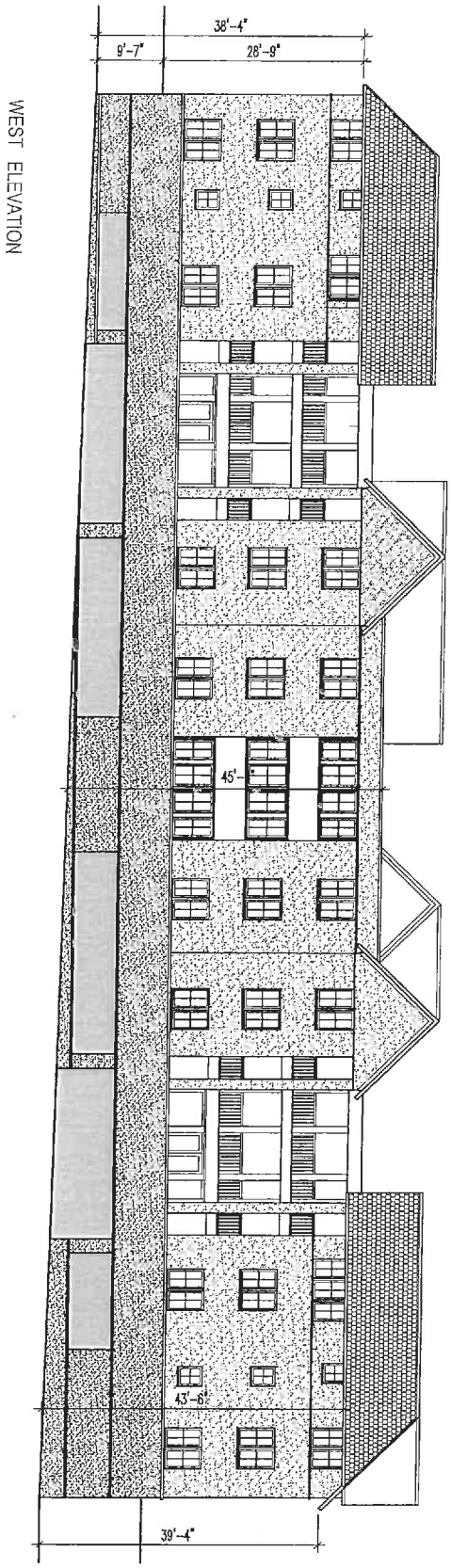
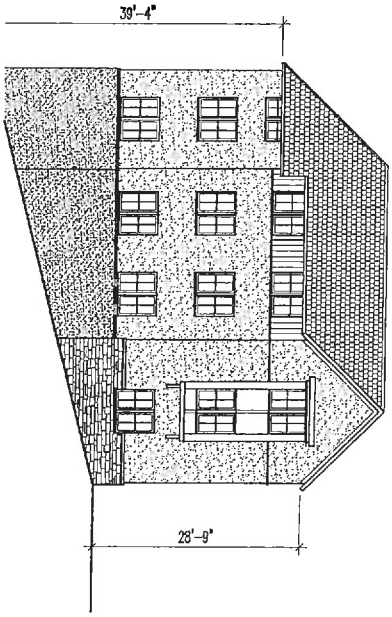
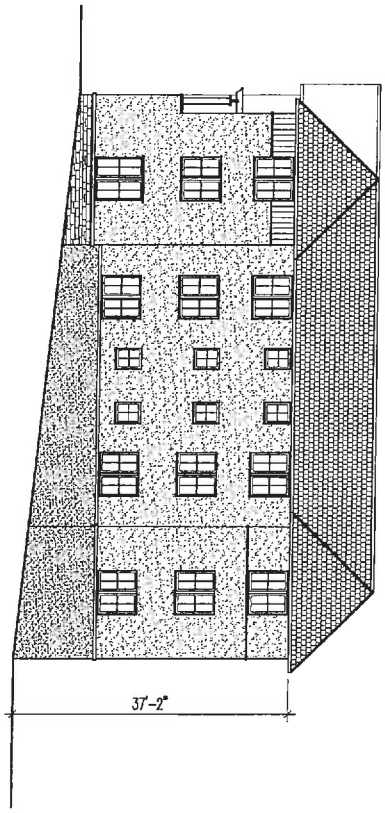


WEST ELEVATION



SOUTH ELEVATION



NORTH ELEVATION

SvS	NORTH, SOUTH & WEST ELEVATIONS	WIP 8.26.2016 1/8"=1'-0"	A-4
	Stoneking / von Storch Architects P.O. Box 1332 Charlottesville, VA 22902	Office Use Only:	