

**From:** Scala, Mary Joy  
**Sent:** Wednesday, October 25, 2017 5:10 PM  
**To:** 'Jennifer Mullen'  
**Cc:** 'Mitch Crowder'; 'Danny MacNelly'; Haluska, Brian  
**Subject:** BAR Action - 425, 501, 503 West Main Street - October 17, 2017

October 25, 2017

Quirk Charlottesville, LLC  
c/o Jennifer D. Mullen  
919 E Main Street, Suite 2110  
Richmond, VA 23219-4624

**RE: Certificate of Appropriateness Application**  
BAR 16-09-01  
425, 501, and 503 West Main Street  
Tax Parcel 320175000, 320176000, and 320177000  
Quirk Charlottesville, LLC, Owner/ Jennifer D. Mullen, Esq., Applicant  
New Construction: materials, massing, and design approval

Dear Applicant,

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

**Miller moved:** Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction and Additions, I move to find that, contingent upon zoning compliance, the massing; materials; warm, dimmable lighting; and landscape plan of the proposed building satisfy the BAR's criteria and are compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the massing, materials, lighting, and landscape plan only as submitted with the following modifications: that there's consideration for the soil volume of the ginkgo adjacent to the parking garage on Commerce Street, consideration of an alternative to the privet [hedge on the front elevation of West Main Street], and coordination with the street scape project along West Main.

In addition, the applicant should provide the following details for review and approval in order to receive a final certificate of appropriateness:

1. Historic building details, including exterior stair details
2. Site furnishings
3. Glass specifications with a physical sample
4. Window and wall sections
5. Signage
6. Final information on mechanical units.

Sarafin seconded. Motion was approved (7-0).

If you have any questions, please contact me at 434-970-3130 or [scala@charlottesville.org](mailto:scala@charlottesville.org).

Sincerely yours,

Mary Joy Scala, AICP  
Preservation and Design Planner

**Mary Joy Scala, AICP**  
Preservation and Design Planner  
City of Charlottesville  
Department of Neighborhood Development Services  
City Hall – 610 East Market Street  
P.O. Box 911  
Charlottesville, VA 22902  
Ph 434.970.3130 FAX 434.970.3359  
[scala@charlottesville.org](mailto:scala@charlottesville.org)

**CITY OF CHARLOTTESVILLE  
BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT  
October 17, 2017**



**Certificate of Appropriateness Application**

BAR 16-09-01

425, 501, and 503 West Main Street

Tax Parcel 320175000, 320176000, and 320177000

Quirk Charlottesville, LLC, Owner/ Jennifer D. Mullen, Esq., Applicant

New Construction- Massing Approval

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**Background**

425, 501 and 503 West Main Street are contributing structures in the Downtown Architectural Design Control (ADC) historic district.

There have been several recent approvals for mixed use projects on these properties that were not pursued:

March 17, 2015 - A previous applicant received conditional BAR approval for a mixed use building at 421, 425, 501 and 503 West Main Street. No site plan was submitted, and that approval has expired.

April 19, 2016 - A previous applicant received conditional BAR approval for a mixed use building at 425, 501, 503 West Main Street. No site plan was submitted, and there was no follow-up on the conditions.

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August 30, 2016 Work Session - The BAR had a preliminary discussion with the current applicant for the upcoming Quirk boutique arts-based hotel project.

April 25, 2017 - The applicants met with the neighborhood to discuss the proposed development.

May 16, 2017 - The BAR moved to find that the massing of the proposed building satisfies the BAR's criteria and is compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the massing only as submitted, it was approved 9-0.

The BAR moved to find that the demolition of the (Mel's Barber Shop) structure at the rear of 425 West Main Street satisfies the BAR's criteria and is compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the application as submitted, it was approved 9-0.

The BAR moved to find that the demolition of the rear additions of 503 West Main Street satisfies the BAR's criteria and is compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the application as submitted, it was approved 9-0.

The BAR moved to find that the demolition of the rear addition and the re-opening of the enclosed sleeping porches on the west side of 501 West Main Street satisfies the BAR's criteria and is compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the application as submitted. The BAR did not approve the demolition of the 1924 side brick addition, it was approved 7-2 with Graves and Clayborne opposed.

## Application

The applicant is requesting approval of a revised massing plan, materials, and the landscape plan for a new hotel. The property is zoned West Main Street East (WME) Mixed Use Corridor.

The BAR previously approved several demolitions on site (425 West Main Street, which is a small concrete block building on Commerce Street, and rear additions to 501 and 503 West Main Street). 501 and 503 West Main Street are proposed to be rehabilitated and incorporated into the scheme. The BAR also approved the massing in May 2017, which is being revised by this application.

The current design consists of four levels (52 ft.) above Main Street, and five levels above Commerce Street, with a rooftop level (max 18 feet in height and 25% of roof area) that includes a rooftop bar, restrooms, stairs, elevators, and screened mechanical.

With the rear demolitions, the building will be set back approximately 7 feet and 34 feet from rear facades of the two historic buildings. There will be no connection to the rear or east side of 501 West Main Street, as original proposed. Both 501 and 503 West Main Street are intended to stand alone.

The hotel will be built to the property line on the east side. The top three floors will be stepped back to allow windows. On the west side there is an open walkway adjacent the Eloise building that connects West Main Street and Commerce Street.

On the West Main Street façade there is a 10 foot required setback, and a 3-story (40 ft. high) streetwall, with the first floor having a 16 ft. height. Level 4 is stepped back 10 feet.

On Commerce Street, also a primary street, there is a required 10 foot setback. A 2-story streetwall is shown, with the three levels above stepped back 20 feet.

One level of structured parking, and an interior service area are accessed from Commerce Street. The hotel plans valet parking.

## Massing

Changes to massing since the May submittal include:

- (1) deleting any new physical connections to 501 West Main Street at the side or rear. The building will connect on the east to the hotel with a bluestone paver terrace.
- (2) to accommodate required egress of floors 2 through 4, the west side of the frontpiece on West Main Street will bump out slightly.
- (3) adding a new external stair to the rear of 503 West Main Street.

## Materials

White brick with white mortar  
White pre-cast concrete  
Light bronze metal  
Cedar window reveals.

## Landscape Plan

Remove one street tree on West Main Street  
Six canopy trees on Commerce Street  
Eight understory trees on site  
Additional shrubs, groundcover, perennials and vines on site  
Bluestone paving  
Sumac plants on roof  
Hicks yew on Commerce Street terrace

## **Criteria, Standards and Guidelines**

### **Review Criteria Generally**

*Sec. 34-284(b) of the City Code states that,*

*In considering a particular application the BAR shall approve the application unless it finds:*

- (1) That the proposal does not meet specific standards set forth within this division or applicable provisions of the Design Guidelines established by the board pursuant to Sec.34-288(6); and*
- (2) The proposal is incompatible with the historic, cultural or architectural character of the district in which the property is located or the protected property that is the subject of the application.*

### **Standards for Review of Construction and Alterations include:**

- (1) Whether the material, texture, color, height, scale, mass and placement of the proposed addition, modification or construction are visually and architecturally compatible with the site and the applicable design control district;*
- (2) The harmony of the proposed change in terms of overall proportion and the size and placement of entrances, windows, awnings, exterior stairs and signs;*
- (3) The Secretary of the Interior Standards for Rehabilitation set forth within the Code of Federal Regulations (36 C.F.R. §67.7(b)), as may be relevant;*
- (4) The effect of the proposed change on the historic district neighborhood;*
- (5) The impact of the proposed change on other protected features on the property, such as gardens, landscaping, fences, walls and walks;*
- (6) Whether the proposed method of construction, renovation or restoration could have an adverse impact on the structure or site, or adjacent buildings or structures;*
- (7) When reviewing any proposed sign as part of an application under consideration, the standards set forth within Article IX, sections 34-1020 et seq. (SIGNS) shall be applied; and*
- (8) Any applicable provisions of the City's Design Guidelines.*

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

#### **A. INTRODUCTION**

##### ***e. Multi-lot***

*Often new commercial, office, or multiuse buildings will be constructed on sites much larger than the traditionally sized lots 25 to 40 feet wide. Many sites for such structures are located on West Main Street and in the 14th and 15th Street area of Venable Neighborhood. These assembled parcels can translate into new structures whose scale and mass may overwhelm neighboring existing structures. Therefore, while this building type may need to respond to the various building conditions of the site, it also should employ design techniques to reduce its visual presence. These could include varying facade wall planes, differing materials, stepped-back upper levels, and irregular massing.*

#### **B. SETBACK**

5) In the West Main Street corridor, construct new buildings with a minimal (up to 15 feet according to the zoning ordinance) or no setback in order to reinforce the street wall. If the site adjoins historic buildings, consider a setback consistent with these buildings.

6) On corners of the West Main Street corridor, avoid deep setbacks or open corner plazas unless the design contributes to the pedestrian experience or improves the transition to an adjacent residential area.

7) New buildings, particularly in the West Main Street corridor, should relate to any neighborhoods adjoining them. Buffer areas should be considered to include any screening and landscaping requirements of the zoning ordinance.

8) At transitional sites between two distinctive areas of setback, for instance between new commercial and historic commercial, consider using setbacks in the new construction that reinforce and relate to setbacks of the historic buildings.

### C. SPACING

Spacing between buildings depends on the size of the lot, the size of the building, and side-yard setback requirements. Consistent spacing between a row of buildings helps to establish an overall rhythm along a street.

1) Maintain existing consistency of spacing in the area. New residences should be spaced within 20 percent of the average spacing between houses on the block.

2) Commercial and office buildings in the areas that have a well-defined street wall should have minimal spacing between them.

3) In areas that do not have consistent spacing, consider limiting or creating a more uniform spacing in order to establish an overall rhythm.

4) Multi-lot buildings should be designed using techniques to incorporate and respect the existing spacing on a residential street.

### 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 14<sup>th</sup> and 15<sup>th</sup> 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**

- 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**

- 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.*

## **G. ROOF**

### **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**

- 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**

- 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**

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.*

#### **Discussion and Recommendations**

The applicant is requesting revised massing approval, approval of materials and landscape plan.

- The BAR should view actual samples of the materials.
- The proposed landscape plan matches what is currently under concurrent site plan review. The BAR must approve the landscape plan before the applicant can receive preliminary site plan approval.
- Preliminary lighting designs have been submitted for comment.
- Approval of the revised massing plan is subject to zoning requirements regarding the rooftop structure. It may cover no more than 25% of the roof area.
- The BAR should specify what additional items it needs to review (see checklist below) before it can issue a final COA, such as dimensioned elevation drawings for all sides of the buildings, and the restoration of the "sleeping porch" on 501 West Main Street.

#### ***BAR Checklist for New Construction***

1. Massing drawings
2. Dimensioned elevation drawings for all four elevations, and color perspectives in context
3. Materials and colors (materials samples and/or cut sheets as appropriate) for:  
Walls, roof, foundation, cornice, trim, windows (minimum 70 VLT specifications for clear glass), appurtenances, doors, garage doors, storefronts, balcony railings, canopies
4. Details:  
Wall sections
5. Site/landscape design:  
Site walls and fences (height, material), paving materials, species of trees and additional plantings, patio furniture including umbrellas, tents, patio railings, decking, pergolas, awnings

6. Lighting: site and building (fixture cut sheets, mounting height, dark sky, color of light)
7. Signage: Locations and general sizes for building name (1) and retail spaces (2 each)
8. Mechanical units: rooftop and ground locations; screening; transformer locations; restaurant vents; solar energy systems

#### *Checklist for Rehabilitations*

1. Metal roof details: pan width, seam height, no ridge vents, material, color or finish  
Philadelphia gutter repair
2. Brick: Do not paint unpainted masonry; correct mortar choice
3. Window repair or replacement (cut sheets, light pattern, clear glass, opening size, trim)
4. Other repairs or replacements: Note any changes to design, materials, colors
5. Additions or attachments (See new construction above)

#### **Suggested Motion**

Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction and Additions, I move to find that the massing, materials and landscape plan of the proposed building satisfy the BAR's criteria and are compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the massing, materials and landscape plan only as submitted (or with the following modifications...).

In addition, the applicant should provide the following details for review and approval in order to receive a final certificate of appropriateness:

- 1.---
- 2.---
- 3.---



## 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)

**RECEIVED**

SEP 26 2017

NEIGHBORHOOD DEVELOPMENT SERVICES

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 Quirk Charlottesville, LLC

Applicant Name Jennifer D. Mullen, Esq.

Project Name/Description The Quirk Hotel

Parcel Number 320175000, 320176000

Project Property Address 425, 501 and 503 West Main Street

320177000

### Applicant Information

Address: 919 East Main Street, Suite 2110  
Richmond, VA 23219-4624

Email: jmullen@rothjackson.com

Phone: (W) 804-977-3374 (C) \_\_\_\_\_

### Signature of Applicant

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

Jennifer D. Mullen

Signature

9/25/17

Date

### Property Owner Information (if not applicant)

Address: 10120 West Broad Street  
Glen Allen, VA 23060

Email: \_\_\_\_\_

Phone: (W) \_\_\_\_\_ (C) \_\_\_\_\_

Jennifer D. Mullen

Print Name

9/25/17

Date

### Property Owner Permission (if not applicant)

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

Signature

Date

Print Name

Date

Do you intend to apply for Federal or State Tax Credits for this project? Undecided

**Description of Proposed Work (attach separate narrative if necessary):** The applicant proposes a boutique hotel. The BAR approved the proposed building massing at its May 16, 2017 meeting. The applicant is now requesting the approval of updated materials, massing and design. A detailed description is included in the attached narrative.

**List All Attachments (see reverse side for submittal requirements):**

The applicant will provide sketches and plans under separate cover.

### For Office Use Only

Received by: O. Eubanks

Fee paid: 375.00 Cash/Ck. # 010257

Date Received: 9/26/17

Revised 2016

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

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

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



# ROTH JACKSON

ROTH JACKSON GIBBONS CONDLIN, PLC

**VIA FEDERAL EXPRESS**

**Jennifer D. Mullen**

Ms. Mary Joy Scala, AICP  
Preservation and Design Planner  
City of Charlottesville  
Department of Neighborhood  
Development Services  
City Hall - 610 East Market Street  
P.O. Box 911  
Charlottesville, VA 22902

Richmond Office  
(804) 977-3374 (direct)  
jmullen@rothjackson.com

**September 25, 2017**

**RE: 425, 501, and 503 West Main Street  
Board of Architectural Review Application Narrative**

Dear Ms. Scala:

This letter shall serve as an application narrative for the Board of Architectural Review ("BAR") certificate of appropriateness application for the properties located at 425, 501, and 503 West Main Street (the "Property"). The applicant proposes to rehabilitate the structures located on 501 and 503 W. Main Street and construct a new building on the Property to develop a boutique art hotel and accessory uses pursuant to the underlying zoning regulations (collectively, the "Project"). The BAR approved the massing of the Project at its May 16, 2017 meeting. The applicant is now seeking approval of updated massing and materials design for the Project. Enclosed is a check in the amount of \$375.00 for the application. The applicant will submit 10 sets of a design update package, together with a CD with an electronic submission under a separate cover.

The Property is located on the north side of West Main Street between 4<sup>th</sup> Street NW and 6<sup>th</sup> Street NW. The Property is referenced by the City Assessor as tax map numbers 320175000, 320176000, and 320177000. The Property is rectangular in shape, being roughly 210 feet in depth and having approximately 130 feet of frontage on West Main and Commerce Streets. The Property contains approximately 0.614 acres of lot area. The Property lies within the West Main Street East Corridor (WME) zoning district and the Project is appropriate commercial infill for the district.

Building massing has been updated for the Project with several modest changes, including: 1) the elimination of a ground-level physical connection between the proposed new building and the building located at 501 West Main Street and replacement with a bluestone paver terrace and garden; 2) modification

**RICHMOND**

919 East Main Street, Suite 2110, Richmond, VA 23219

P: 804-441-8440 F: 804-441-8438

**TYSONS CORNER**

8200 Greensboro Drive, Suite 820, McLean, VA 22102

P: 703-485-3535 F: 703-485-3525

of a portion of the proposed new building closest to West Main Street at the 2<sup>nd</sup> thru 4<sup>th</sup> floors in order to accommodate required egress; and 3) the provision of an exterior stair at the rear of the building located at 503 West Main Street in order to provide access for second floor guest suites. These updates remain consistent with the previous BAR approval and do not significantly impact the overall massing of the Project as it relates to the adjacent historic buildings, the existing historic buildings on site and the proposed new construction.

Exterior building materials are proposed as depicted on the attached design update package. The materials selection compliments the existing buildings on the site and other buildings along both street frontages. The predominant exterior building material is masonry consisting of white brick with white mortar. The trim is white pre-cast concrete. Windows, doors, storefront systems, and overhead doors along the West Main Street and Commerce Street frontages are detailed in a light bronze metal. The guest room windows are trimmed in with a cedar casing.

The design and orientation of the glass storefronts on both West Main Street and Commerce Streets provide transparency for the pedestrian. The materials are quiet to highlight the art within the hotel and the gallery off Commerce Street, as well as the existing structures on the Property. The proposed landscaping utilizes street trees together with a blend hedges, ferns and perennials, shrubs and vines to further softening the development of the Property.

Thank you in advance for your consideration of the BAR certificate of appropriateness application. Please let me know if you have any questions.

Sincerely,



Jennifer D. Mullen

Enclosures

Cc: Ted Ukrop via email  
Christian Kiniry via email  
Danny MacNelly via email  
Mitch Crowder via email



**RICHMOND**

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