From: Scala, Mary Joy
Sent: Thursday, May 18, 2017 3:26 PM
To: Jennifer Mullen (JMullen@rothjackson.com); 'Christian Kiniry'
Cc: 'Danny MacNelly'
Subject: BAR Action - 425, 501, 503 W Main Street - May 16, 2017

May 18, 2017

Quirk Charlottesville, LLC
919 East 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- Massing Approval

Dear Applicant,

The above referenced projects were discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on May 16, 2017. The following action was taken:

Graves 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 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.
Sarafin seconded.
Approved 9-0.

This is not a complete certificate of appropriateness (COA). You may submit drawings to apply for final COA approval at any time.

If you have any questions, please contact me at 434-970-3130 or scala@charlottesville.org.

Sincerely yours,

Mary Joy Scala, AICP
Preservation and Design Planner

Mary Joy Scala, AICP
Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
City Hall – 610 East Market Street
P.O. Box 911
Charlottesville, VA 22902
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CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
May 16, 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

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.

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.

Application

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

Each of the three parcels contains a contributing structure: 501 and 503 West Main Street are proposed to be rehabilitated and incorporated into the scheme; 425 West Main Street is a small barber shop that fronts on Commerce Street, and is proposed for demolition.

The current design consists of four levels (52 ft.) above Main Street, and five levels above Commerce Street, with a rooftop appurtenance level that includes a rooftop bar, stairs, elevators, and mechanical.

The building is set back approximately 5 feet and 32 feet from rear facades of the two historic buildings. There will be a connection to the rear and/or east side of 501 West Main Street. 503 West Main Street is intended to stand alone.

The hotel will be built to the property line on the east side. 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 streetwall, with the first floor having a 16 ft. height. Level 4 is stepped back 10 feet.

On Commerce Street there is a required 10 foot setback, and a 2-story streetwall, 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.

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 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

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 massing approval. The BAR should decide if the massing is appropriate, so that the applicant can proceed in the design of other elements.

The BAR should focus on how the new construction interacts with the surrounding buildings as well as the streetscape and pedestrian experience of both West Main Street and Commerce Street.

In staff opinion, the impact of the garage has been minimized, and the location of the two vehicular entrances off Commerce Street (offset from Fifth Street NW) is a good arrangement.

The project is respectful of the two historic buildings., and the interior courtyard is a usable size.

The streetwalls on both streets are appropriate heights, and the pedestrian walkway is a very important connection.

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 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.

Additional views:
Proposed Massing from Commerce Street

Previously Approved Massing

View from 5th St. NW looking south toward Commerce

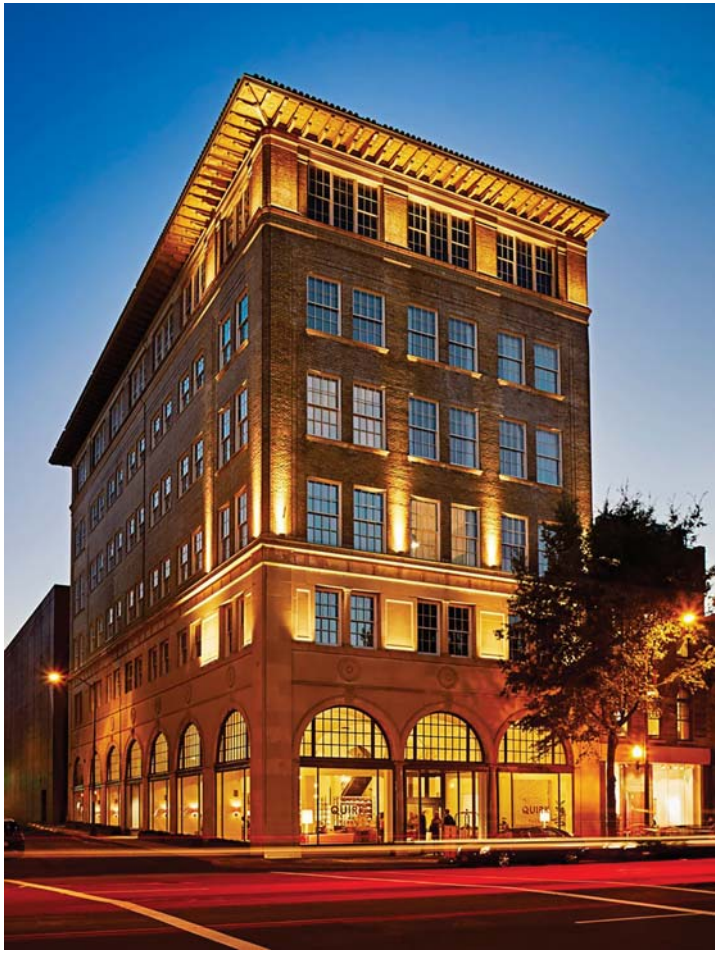
Quirk Charlottesville (QRC)

501 W. Main St.
Charlottesville, VA 22902

Board of Architectural Review: Massing and Demolition Review
16 May 2017

RICHMOND, VA
QUIRK
HOTEL

ARCHITECTUREFIRM



Quirk Hotel Richmond, 2016

Quirk Hotel Richmond, 2016

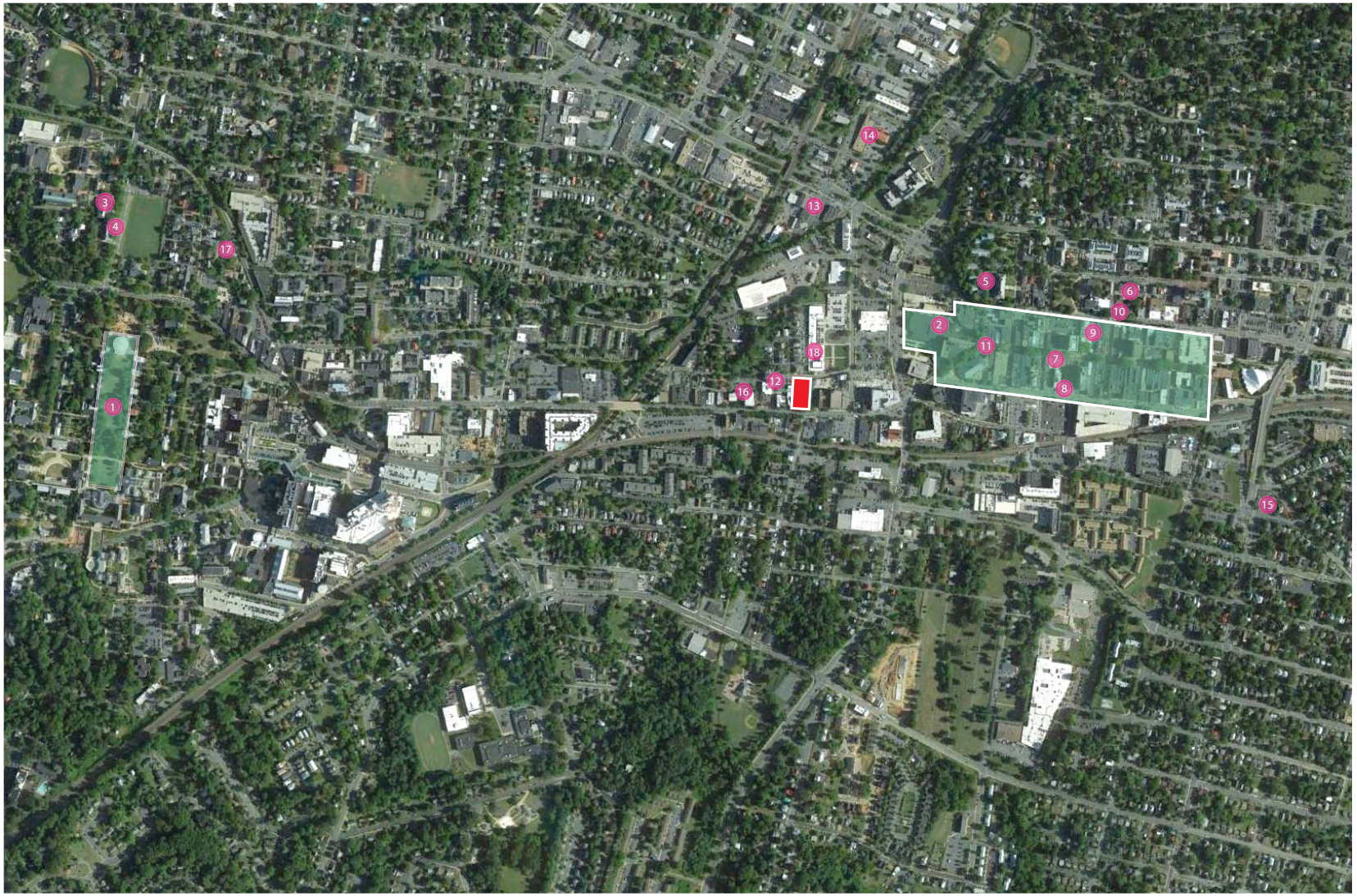
Quirk Hotel Richmond, 2016

PROJECT TEAM

CLIENT	Quirk Charlottesville LLC 501 W. Main Street Charlottesville, VA 22902
ARCHITECT	ARCHITECTUREFIRM 309 N. Adams Street Richmond, VA 23220
STRUCTURAL ENGINEER	Engineering Solutions 100 10th Street NE Suite 200 Charlottesville, VA 22902
LANDSCAPE ARCHITECT	Gregg Bleam 110b Second Street NE Suite 202 Charlottesville, VA 22902
CIVIL ENGINEER	Timmons Group 608 Preston Avenue Suite 200 Charlottesville, VA 22903
MEP ENGINEER	Dunlap & Partners 2112 W. Laburnum Avenue Suite 205 Richmond, VA 23227

Charlottesville Area Information

Charlottesville USGS Area Map



LEGEND

499-503 West Main St

1. The Lawn + The Rotunda
2. Downtown Mall Area
3. The Fralin Museum of Art
4. McIntire Department of Art
5. McGuffey Art Center
6. Graves International Art
7. C'ville Arts: A Cooperative Gallery
8. Second Street Gallery
9. Welcome Gallery
10. Yellow Cardinal Gallery
11. Telegraph Art & Comics
12. Freeman-Victorious Framing Shop
13. Sycamore Gallery
14. City Clay LLC
15. Bridge Progressive Arts
16. Offbeat Gallery
17. Arctic Inuit Art
18. Jefferson School City Center

100' 200' 500'

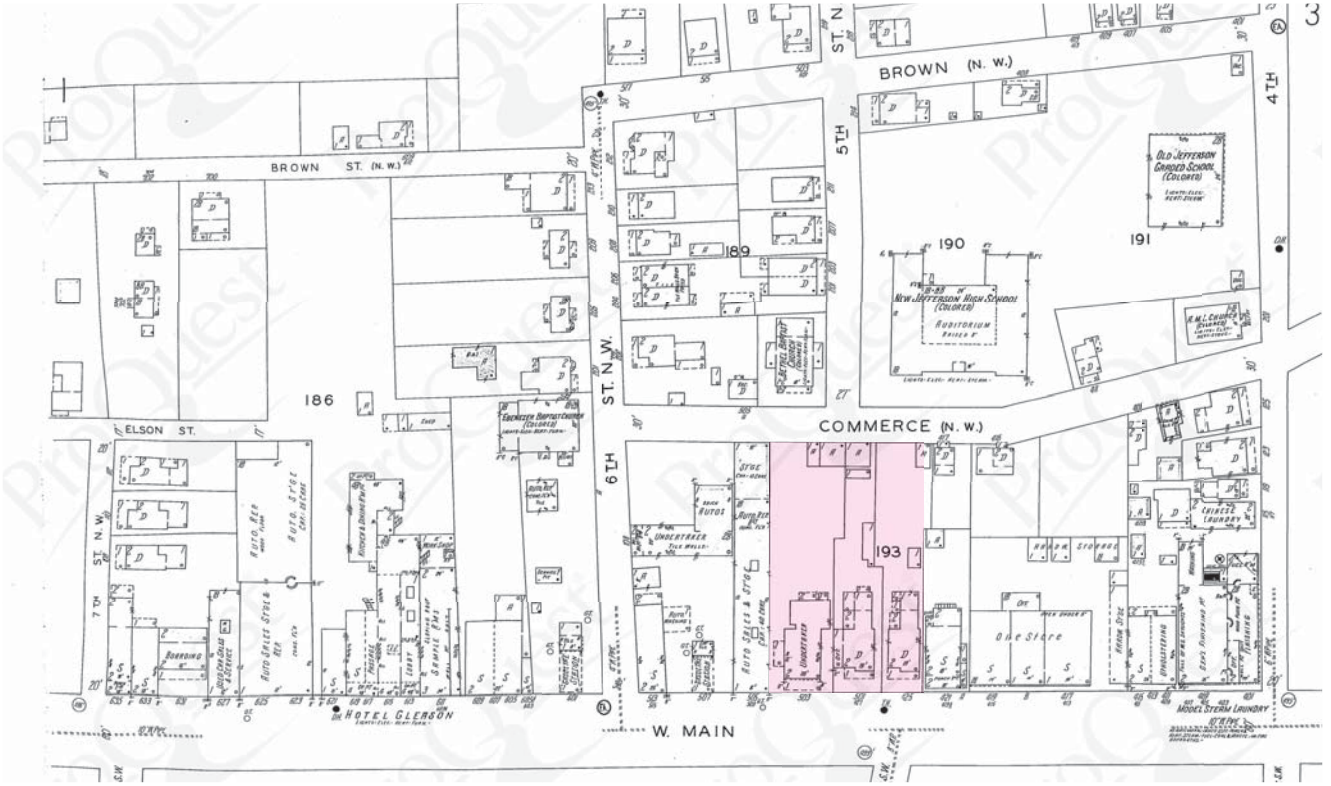
Charlottesville Downtown Area Map

Existing Conditions

LEGEND

425-503 West Main St

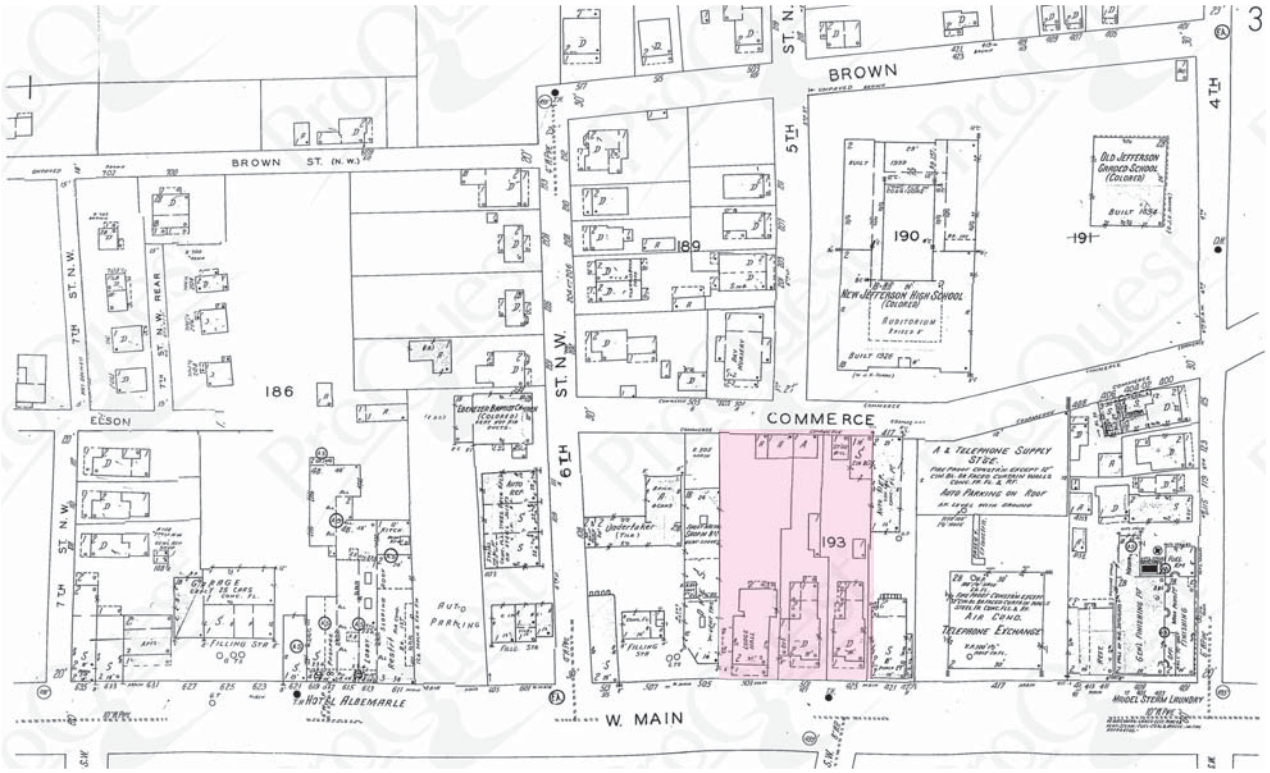
Sanborn Maps: 1913



LEGEND

425-503 West Main St

Sanborn Maps: 1920 & 1929



LEGEND

425-503 West Main St

Sanborn Maps: 1950

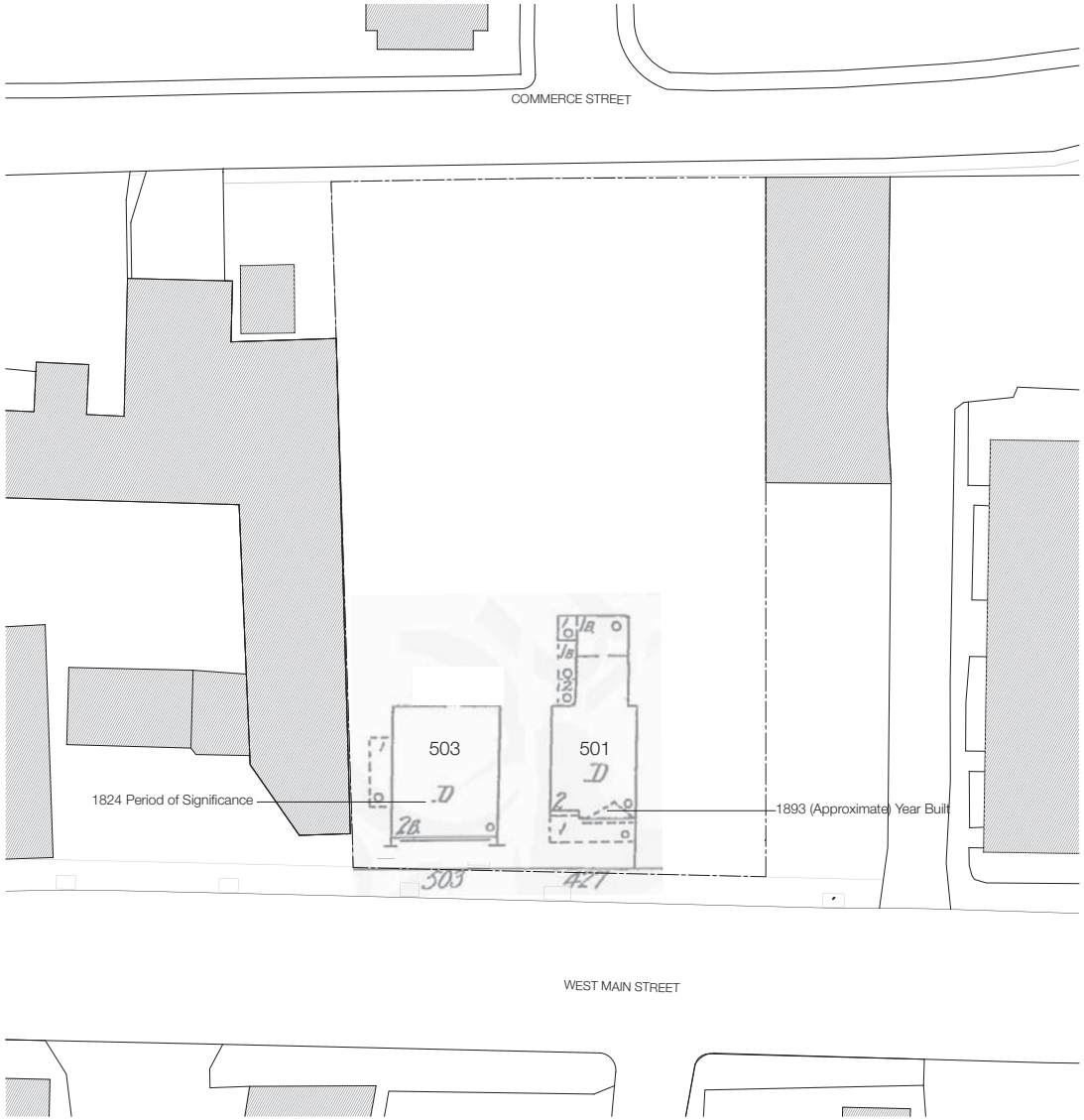
South Elevation - West Main Street

North Elevation - Commerce Street

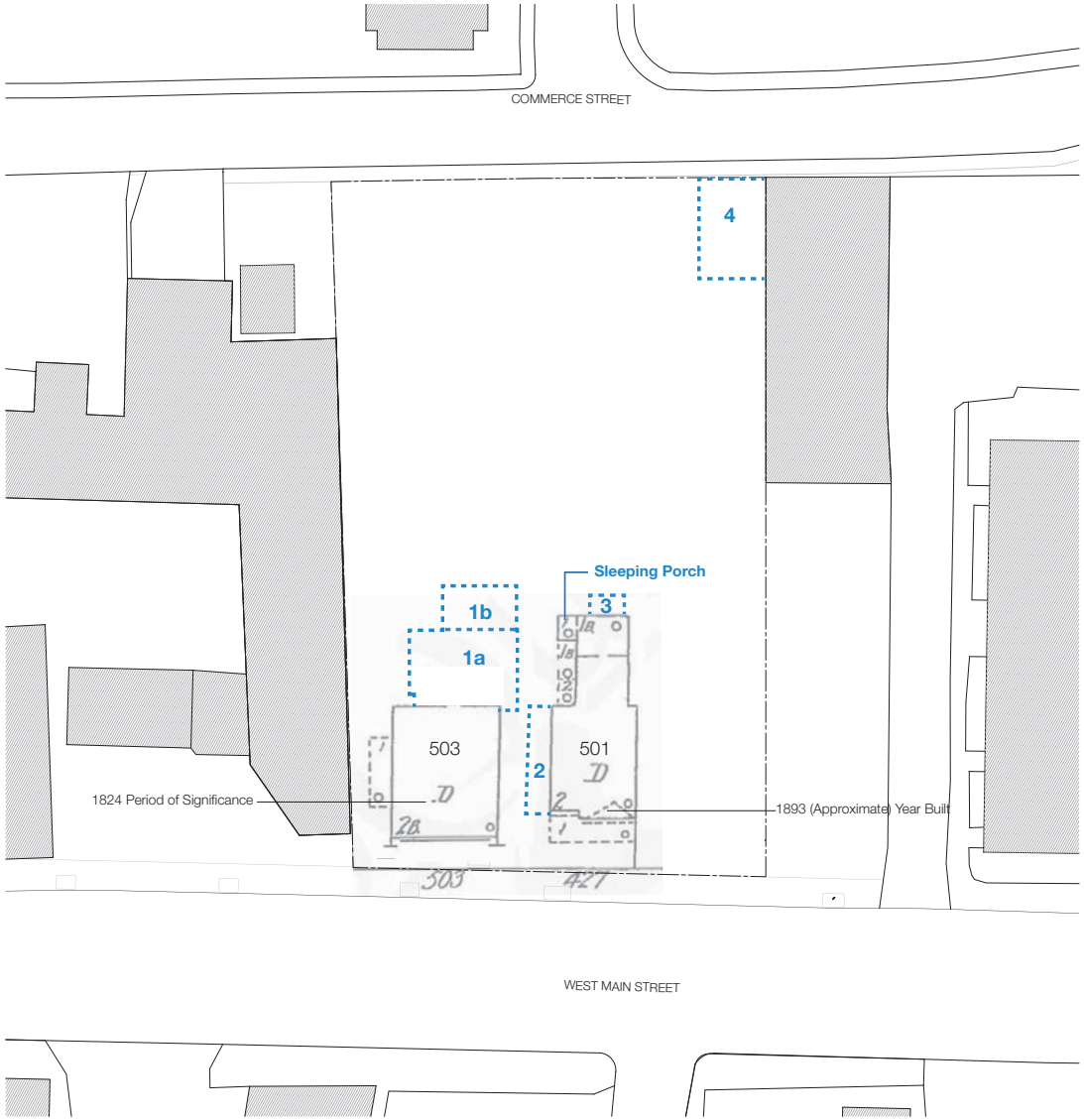
East Elevation

West Elevation

Building Envelope



Sanborn Map 1902



Historic Overlay (1902)

LEGEND

- - - Additions to be Removed from Original Structures

HISTORICAL DATA

503 West Main Street - Paxton Place

National Historic Registry Information:
Title: Paxton Place
National Register Information System ID: 82001810
Multiple Listing: Charlottesville MRA
Applicable Criteria: ARCHITECTURE/ENGINEERING
Architectural Styles: FEDERAL
Areas Of Significance: ARCHITECTURE
Periods Of Significance: 1800-1824
Significant Years: 1824
Date Published: 10/21/1982
Asset ID: 02bc5e35-a825-4486-a428-63e75157ef54

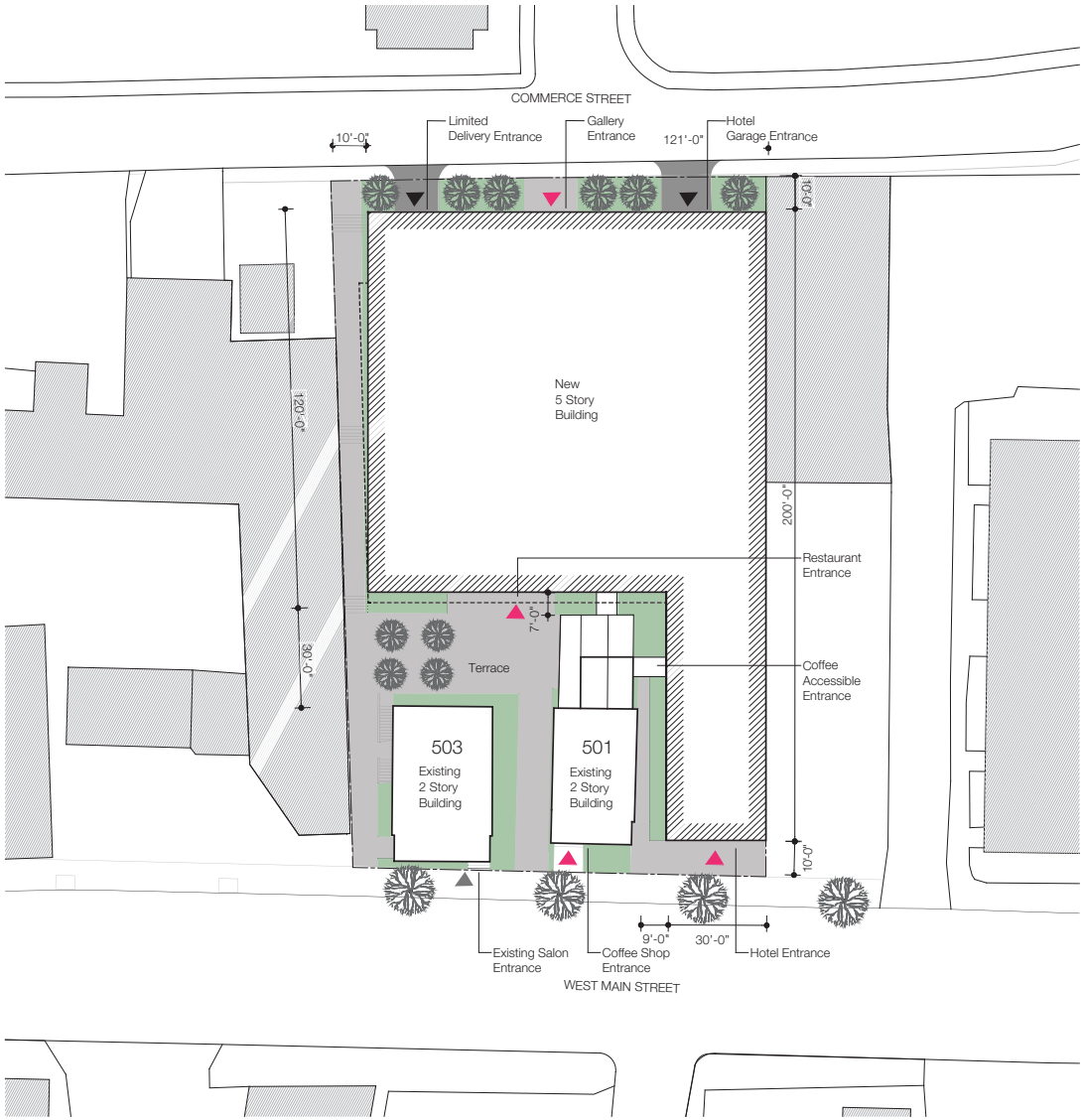
Addition 1a: Built approximately 1913
Addition 1b: Built after 1950

501 West Main Street - Wheeler Dyer House

Addition 2: Built approximately 1924
Addition 3: Built approximately 1920

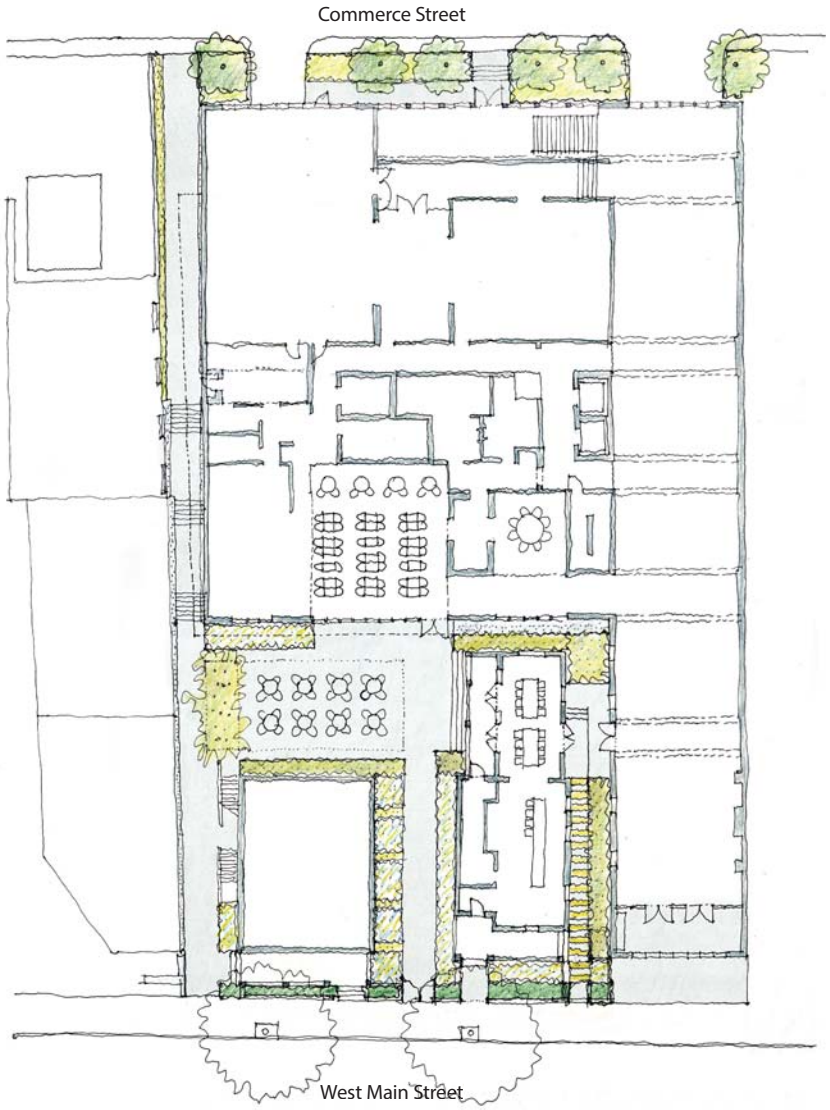
Sleeping Porch enclosed approx. 1920

0 15' 30'



Proposed Site Plan

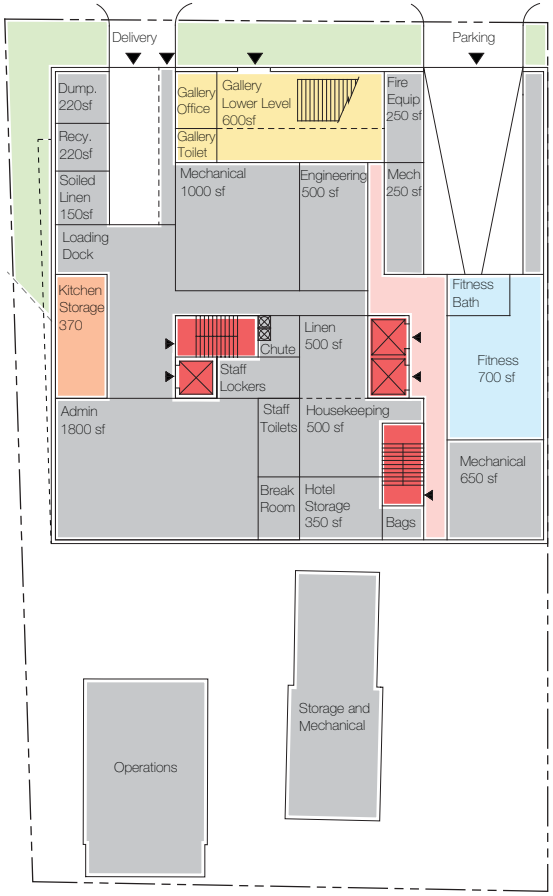
0 15' 30'



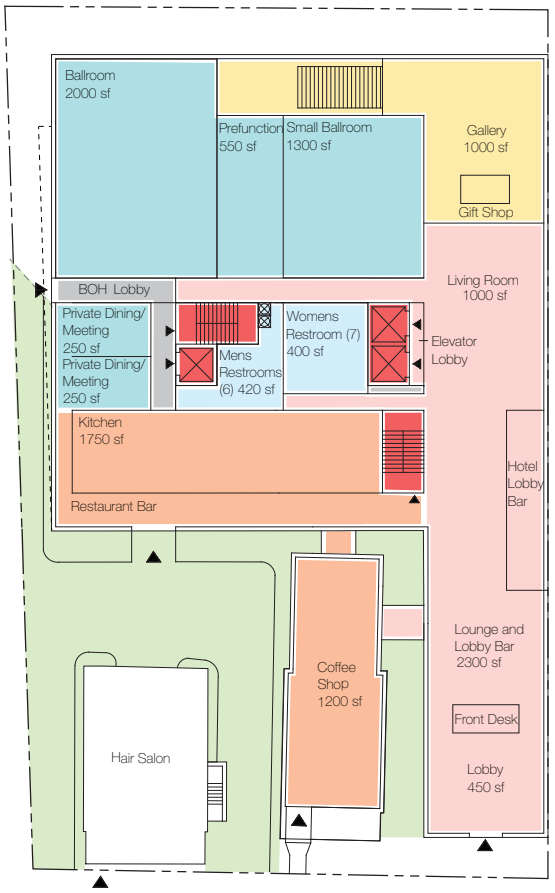
Preliminary Landscape Site Plan

Programming

0 BOH



1 Lobby



KEY

- Public Space
- Food and Beverage
- Art Gallery
- Assembly Areas
- Amenities
- Service Area
- Vertical Circulation
- Green Space

Proposed Programming

2 & 3 Guestrooms

4 Guestrooms

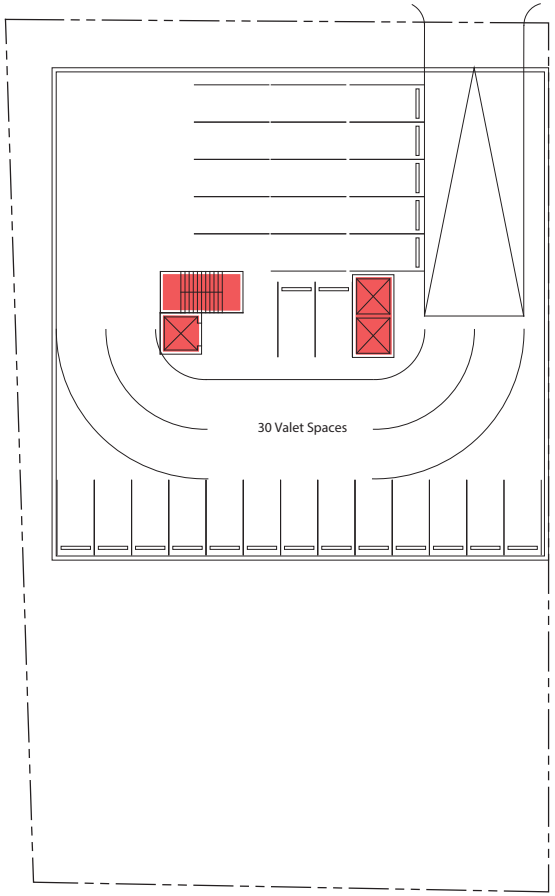
KEY

- Public Space
- Food and Beverage
- Guestrooms
- Service Area
- Vertical Circulation

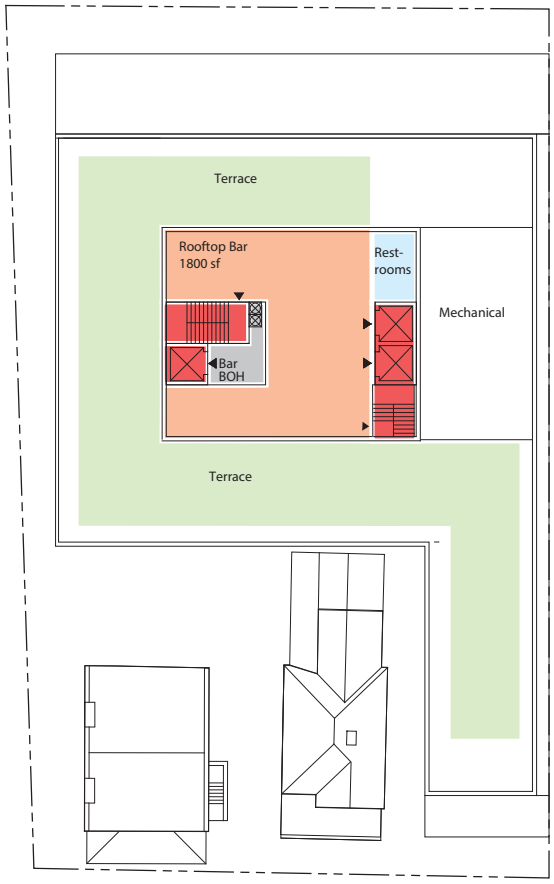
TYPE	SF	COUNT
A1 Guestroom	300 sf	27
A2 Guestroom	305 sf	21
B1 Jr. Suite	400 sf	24
B2 Jr. Suite	550 sf	4
C1 Suite	700 sf	2
	Total:	78

Proposed Programming

-1 Parking



5 Rooftop

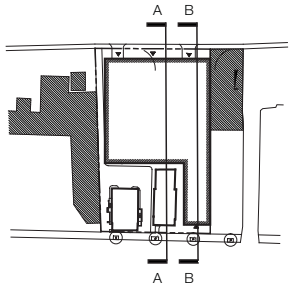


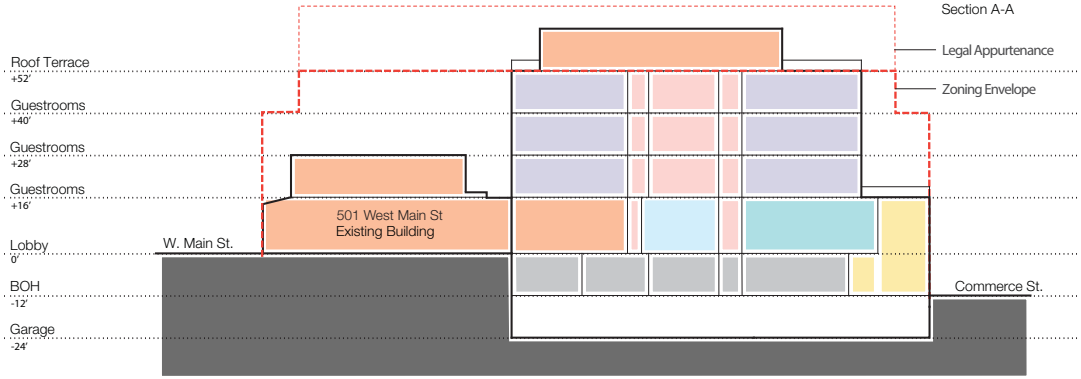
KEY

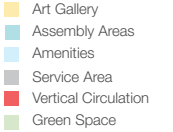
- Food and Beverage
- Service Area
- Vertical Circulation
- Amenities
- Green Space

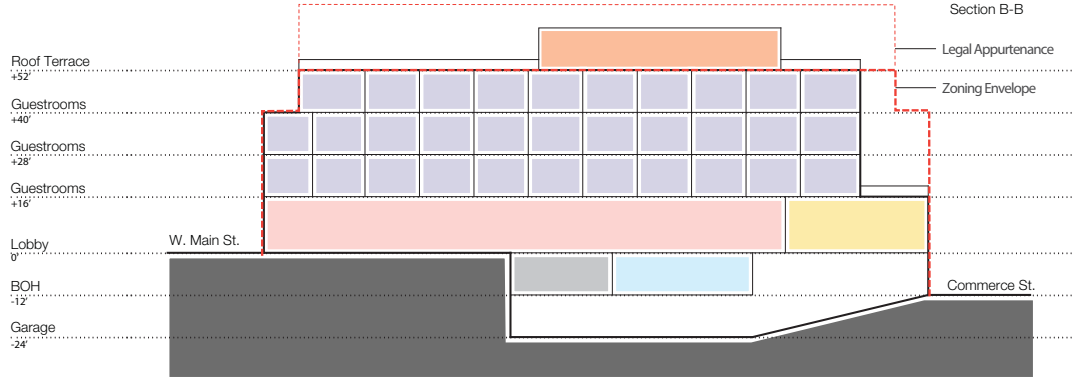
Proposed Progamming Plans

Zoning Envelope

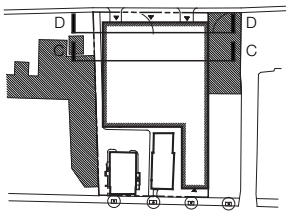


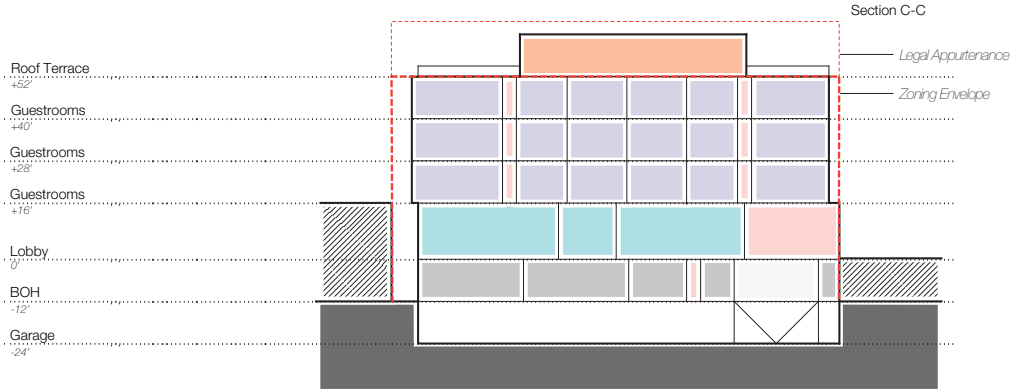


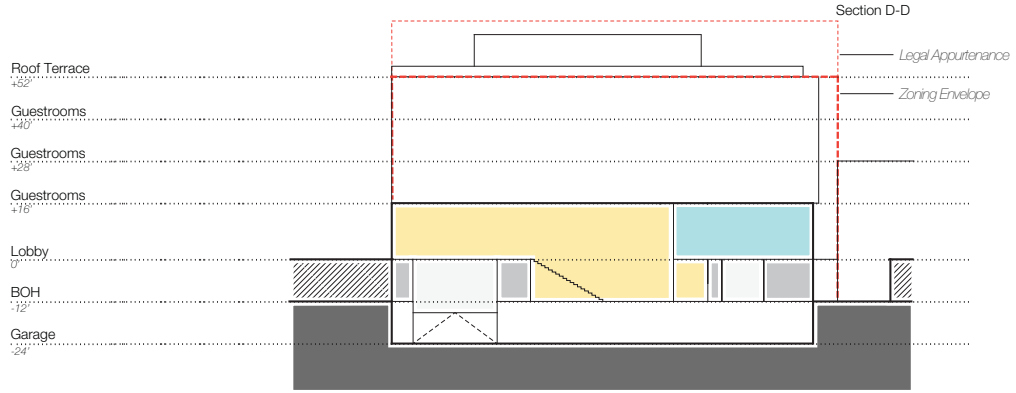




Programming Sections







KEY

- Public Space
- Food and Beverage
- Art Gallery
- Assembly Areas
- Amenities
- Service Area
- Vertical Circulation
- Green Space

Programming Sections

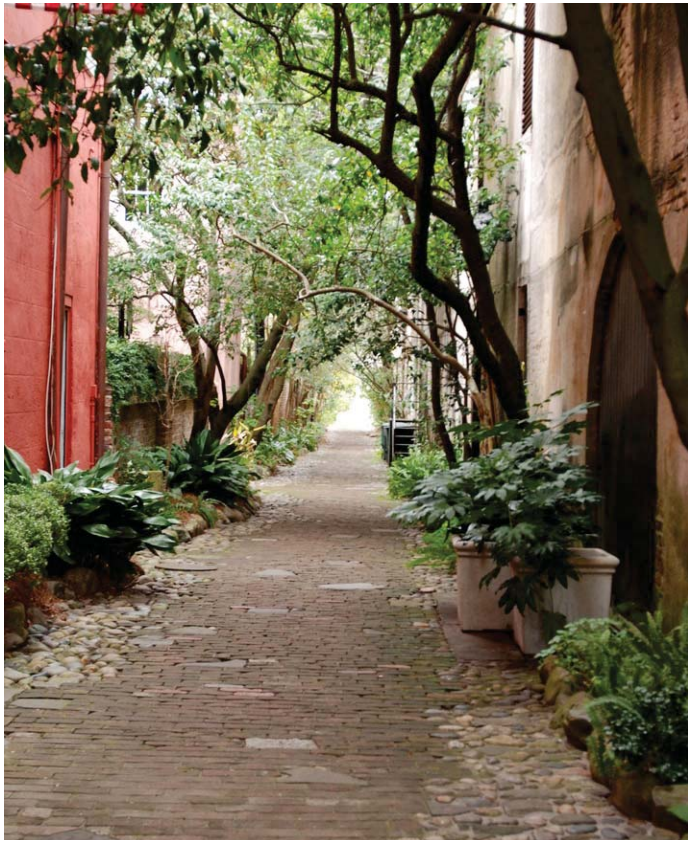
Precedent Images

Facade

Lobby

Guestroom

Courtyard



Mews

Rooftop

West Main Street Elevation