

## **Lasley, Timothy G**

---

**From:** Lasley, Timothy G  
**Sent:** Thursday, June 21, 2018 3:59 PM  
**To:** 'landrysco@gpdgroup.com'  
**Cc:** Werner, Jeffrey B; Mess, Camie  
**Subject:** BAR Actions - June 19, 2018 - 853 West Main Street

June 21, 2018

### **Certificate of Appropriateness Application**

BAR 18-06-08  
853 West Main Street  
Tax Parcel 31-169, 31-170  
Potbelly Sandwich Shop, Owner/ Landmark Properties, Applicant/ GPD Group  
New outdoor café, new storefront louver, Seasonal patio cover and heaters

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on May 15, 2018. The following action was taken:

**Motion: Mohr moved having considered the standards set forth within the City Code, including City Design Guidelines for Cafes and Tents, I move to find that the proposed new outdoor café and new storefront louver satisfy the BAR's criteria and are compatible with this property and other properties in the West Main Street ADC District, and that the BAR approves the application as submitted with the condition that the use of the outdoor café space complies with the conditions of the Special Use Permit (SP-13-08-15) and the Final Site Plan [for 853 West Main Street, *The Standard*].**

**The BAR moved to accept the applicant's request for deferral on the proposed seasonal patio cover [vinyl curtain].**

**Earnst seconded. Approved (7-0).**

This certificate of appropriateness shall expire in 18 months (December 19, 2019), unless within that time period you have either: been issued a building permit for construction of the improvements if one is required, or if no building permit is required, commenced the project. You may request an extension of the certificate of appropriateness before this approval expires for one additional year for reasonable cause.

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

Sincerely yours,  
Jeff Werner

--

**Tim Lasley**  
Intern | Historic Preservation and Design Planning  
City of Charlottesville | Neighborhood Development Services  
University of Virginia | Class of 2020  
School of Architecture

Phone: (434)970-3185

Email: [lasleyt@charlottesville.org](mailto:lasleyt@charlottesville.org)

**CITY OF CHARLOTTESVILLE  
BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT  
June 19, 2018**



**Certificate of Appropriateness Application**

BAR 18-06-08

853 West Main Street

Tax Parcel 31-169, 31-170

Owner: Landmark Properties

Applicant: GPD Group, Potbelly Sandwich Shop

**New outdoor café, new storefront louver, Seasonal patio cover and heaters**

---

**Background**

This property is located in the West Main Street ADC District. When the proposed use “The Standard” development was originally approved, the property was zoned West Main North Corridor (Mixed Use) with ADC district overlay. In March of this year the zoning was changed to West Main West Corridor.

The current site is 2.517 acres made up of two parcels that include two existing structures fronting West Main Street. The Republic Plaza building, designated as “contributing,” was approved for demolition by the BAR in August, 2013. The other structure, a former Safeway building, is designated “non-contributing,” so may be demolished without review.

August 20, 2013 – The BAR approved (8-0) demolition of 855 W Main Street (Republic Plaza).

September 17, 2013 – The BAR voted (9-0): The BAR finds that the Special Use Permit to allow increased density (from 43 units per acre to 89 units per acre) and additional building height will have an adverse impact on the West Main Street ADC and recommends the following mitigations:

The applicant should:

- Study the massing of the building to consider its relationship to the free-standing house to the west
- Reflect greater presence of the arcade and courtyard in the design, consistent with Planning Commission recommendations
- Reconsider the number of parking spaces as reflected in the volume of the building
- Modify all four elevations to reduce massing and size of the structure
- Reconsider the number of four-bedroom units to compare with the density of University districts (21 units per acre)
- Incorporate recommendations from the West Main Study into the design
- Provide retail and publicly accessible amenities fronting West Main Street

The BAR appreciates the voluntary choice of the applicant to contribute to the West Main study process.

October 15, 2013 - The BAR made comments on the revised plan, and were generally supportive of the evolving design:

- Revisit how the entries are marked on West Main Street (not curved canopies).
- Brick end walls are good.
- Explore a canopy over the garage rather than a header band?
- West elevation – keep brick rather than Hardi (all party wall conditions should be brick).
- Prefer ends eroded rather than symmetrical.
- Drop down the west end next to the historic building.
- Get ground floor as high as possible.

- Like seeing light in courtyard; even better if could see light through the building or in the back of the garage.
- Intermittent cornice on stepback area seems busy.
- Need to see wall sections for the various conditions.
- Suggest large street trees.

November 4, 2013 –City Council approved with conditions (including a condition to close off the courtyard from West Main Street in order to provide at least 7,000 sq ft of retail in the West Main Street frontage) the SUP request for 10 additional feet in height (70 feet) and up to 89 dwelling units per acre (DUA).

November 19, 2013 – The BAR approved (6-1 with Adams opposed) the application as submitted, with the building details (windows, canopies, etc.) to come back to the BAR. In addition, larger trees should be added to the east and west sides.

January 21, 2014 - The BAR approved (8-0) the application as follows: (1) The proposed Silverline vinyl window by Andersen, and the Marvin Ultrex Integrity window are acceptable (with no muntins) but not the dark-colored Andersen composite window. An alternate choice should be submitted to staff, who will email the BAR if it is not acceptable; (2) The site details for trees with something else substituted for the River Birch; (3) Additional design details for the transformer screen to be submitted to staff.

February 11, 2014 - The preliminary site plan was approved.

May 6, 2014 – Remaining COA details (transformer screen etc.) were approved by staff.

May 17, 2016 - Keesecker moved approval of the redesign of the building’s northwest corner as submitted; Knott 2<sup>nd</sup>. (Approved 8-0).



### **Application**

GPD Group, INC submittal dated May 30, 2018: Site map and Potbelly location (dated 5/24/18). Potbelly site plan (dated 5/24/18), elevation detail (2 pages, dated 5/24/18), and site elements (dated 5/24/18).

Request for the following items within the newly constructed residential complex “The Standard”

- The construction of an outdoor café.
- The use of a seasonal tent and outdoor heaters.
- The replacement of window panel for new storefront louver.

### **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;*
- (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 shall be applied; and*
- (8) Any applicable provisions of the City's Design Guidelines.*

**Pertinent Guidelines for Cafes and Tents**

**E. OUTDOOR CAFES**

*All elements, including chains, bollards, tables, chairs, planters, and trash containers, should be the same color, materials, and design character. Black, being the dominant color of mall elements, or silvertone metal are preferred. The use of treated lumber or unfinished wood anywhere on the mall is not allowed.*

- 1) Fences, Chains, and Bollards*
  - a) Should be wrought iron or black painted metal.*
  - b) Should be kept well-maintained.*
  - c) Chain-links shall be two inches in length or larger.*
  - d) Bollards shall be at least 3 inches in diameter.*
- 2) Tables and Chairs*
  - a) Should be wrought iron, black painted or silvertone metal. Other materials or colors require BAR approval.*
  - b) Cloth tablecloths and removable seat cushions are permitted. Materials other than cloth, and color are subject to BAR approval.*
- 3) Planters*
  - a) Should be compatible in terms of design, scale, and color with other elements of the café. The planter material shall be terra cotta or concrete. Other materials require BAR approval.*
- 4) Umbrellas*
  - a) If used, may contain a maximum of one dark or neutral solid color that is compatible with the furniture.*
  - b) The size of the umbrella should be in scale with the table. Oversize umbrellas may be permitted, but all parts must be contained within the café space.*
  - c) No text is permitted on an outdoor café umbrella.*
- 5) Trash Containers*
  - a) Black metal is preferred.*
  - b) Should be located within the café enclosure.*

## G. TENTS (INCLUDING TENT CANOPIES) FOR THE WINTER CAFÉ SEASON OR YEAR-ROUND USE

- 1) Tents are generally not appropriate in historic districts that are primarily residential (North Downtown, Wertland Street, Ridge Street, Oakhurst-Gildersleeve, Rugby Road-Venable, most of Martha Jefferson).
- 2) Tents may be appropriate in the Downtown, the Corner, and the West Main Street ADC districts, and in the mixed use/commercial areas of Martha Jefferson Conservation District, except tents are not appropriate on the Downtown mall portion of East and West Main Streets, including Central Place, and on the side streets leading to the mall.
- 3) Traditional solutions such as patio umbrellas and tree shade are encouraged,
- 4) Tents are not appropriate on the upper floors or roof of buildings.
- 5) Tents are not appropriate in front of a contributing building.
- 6) Tents may be appropriate in front of a non-contributing building, depending on the tent materials, and the impact of its footprint and massing on the streetscape and building.
- 7) Tents may be appropriate on the rear or side of a building.
- 8) Tents should not permanently alter significant landscaping or site features.
- 9) Tents should be a solid color, without any text or logos.

### **Discussion and recommendation**

Note applicant is replacing approved window panel with louver, located on west elevation.

Staff recommends the BAR discuss the following:

- The use of portable patio heaters in regard to their location underneath the Standard
- The replacement of window panels for aluminum window louvers.

Previously approved furniture:

- Table top and frame: approved on 1106 West Main Street
- Chair: similar (without chair arms) approved on 852 West Main Street

Staff finds that the remaining furniture, including patio table base and waste receptacle, to be appropriate given the City's design guidelines.

Proposed vinyl curtain: Staff recommends discussion with applicant relative to:

- the installation and visibility of necessary hardware
- periods of use (seasonal, weather-related, etc.)
- removal when not in use

### **Suggested Motion**

Having considered the standards set forth within the City Code, including City Design Guidelines for Cafes and Tents, I move to find that the proposed new outdoor café, new storefront louver, seasonal patio cover and heaters satisfy the BAR's criteria and are compatible with this property and other properties in the West Main Street ADC District, and that the BAR approves the application as submitted (or with the following modifications...).



## 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

RECEIVED

MAY 30 2018

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 Landmark Properties Applicant Name GPD Group - Leanne Andrysko on behalf of  
MAD Belly Ventures, LLC  
Project Name/Description Potbelly Sandwich Shop Parcel Number 31-169 & 31-170  
Project Property Address 853 West Main Street, Suite TBD

### Applicant Information

Address: 1228 Euclid Avenue, Suite 320  
Cleveland, OH 44115  
Email: landrysko@gpdgroup.com  
Phone: (W) 216-927-8641 (C) \_\_\_\_\_

### Property Owner Information (if not applicant)

Address: Landmark Properties  
315 Oconee St. Athens, GA 30601  
Email: \_\_\_\_\_  
Phone: (W) (706) 543-1910 (C) \_\_\_\_\_

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

### Signature of Applicant

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

Leanne Andrysko 5/18/18  
Signature Date

Leanne Andrysko 5/18/18  
Print Name 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

### Description of Proposed Work (attach separate narrative if necessary):

Adding new patio furniture and a new fresh-air storefront louver. Seasonal proposed work includes a temporary clear  
vinyl patio enclosure and temporary patio heaters. Signage is not part of this submittal.

List All Attachments (see reverse side for submittal requirements): check for \$100, (10) copies of 11x17 drawing set,  
and (1) CD of drawing set

### For Office Use Only

Received by: D. Barmore  
Fee paid: \$100.00 Cash/Ck. # 112210  
Date Received: 5/30/2018  
Revised 2016 P18-0109

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

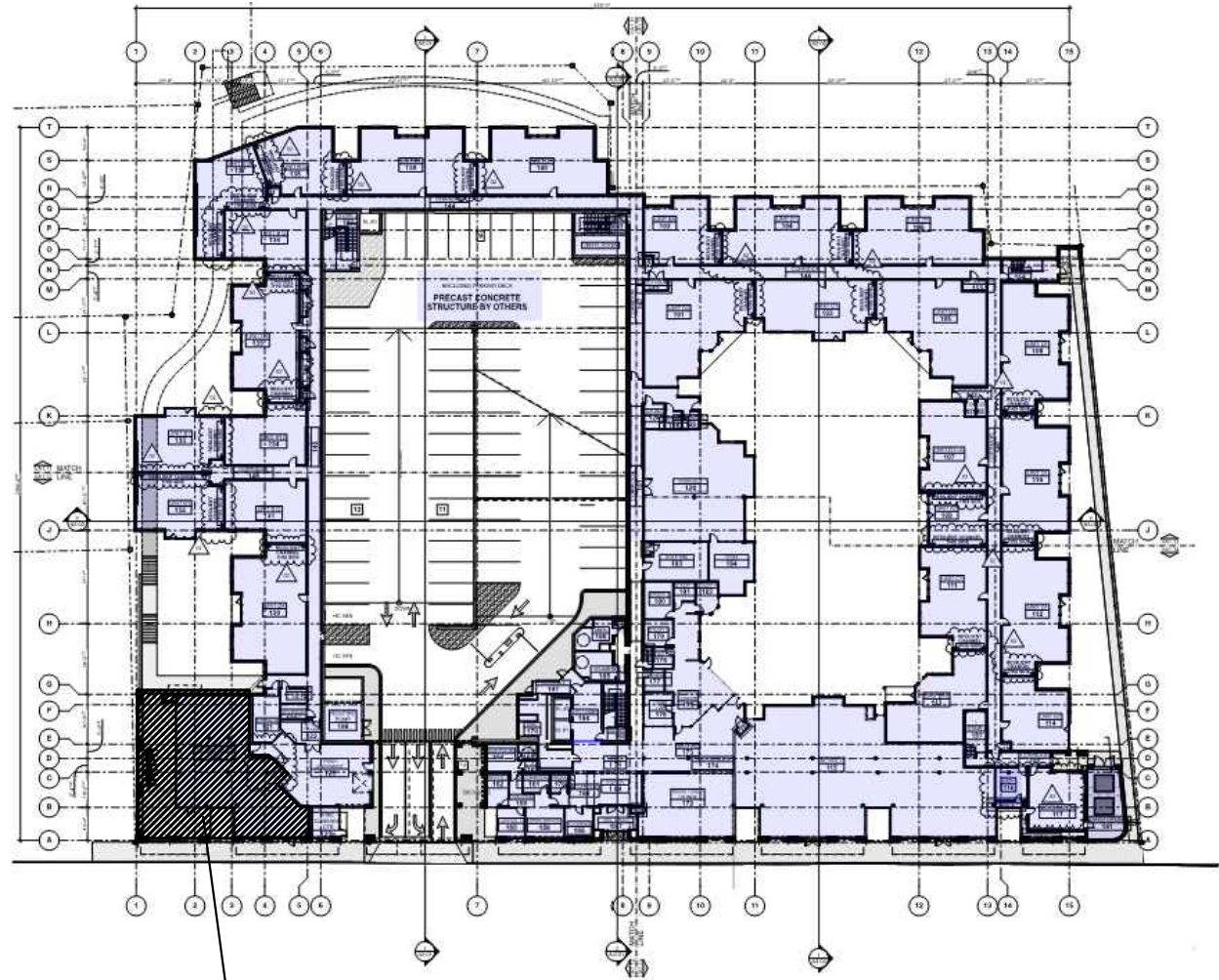
Date: \_\_\_\_\_

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





PROJECT  
LOCATION

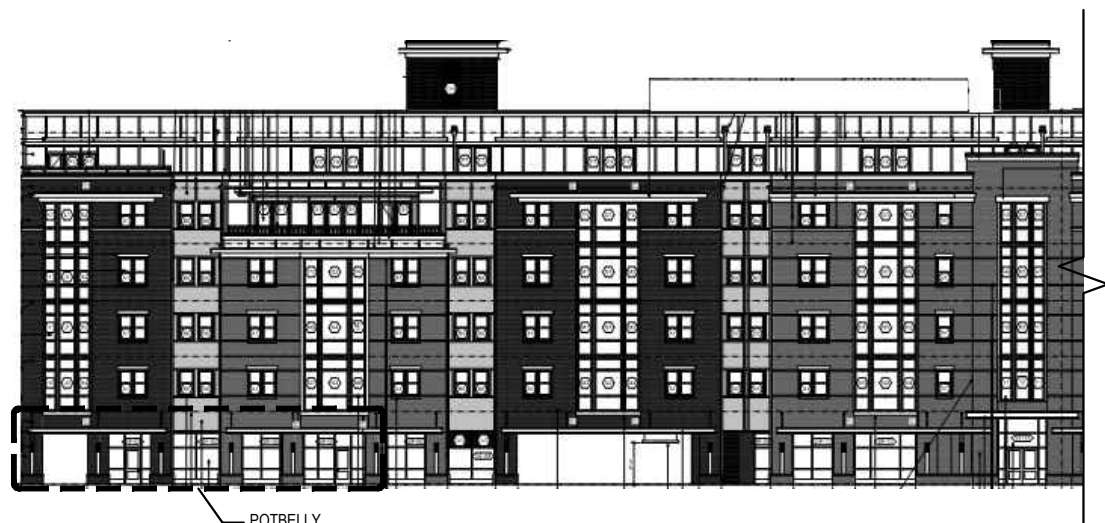


POTBELLY SANDWICH SHOP  
853 WEST MAIN ST, SUITE #TBD  
CHARLOTTESVILLE, VA 22903

WEST MAIN ST.

VICINITY MAP - POTBELLY AT THE STANDARD

SITE KEY MAP - POTBELLY AT THE STANDARD



POTBELLY  
SANDWICH  
SHOP

THE STANDARD - SOUTH WEST END ELEVATION (WEST MAIN ST.)

### SCOPE

MINOR MODIFICATIONS/ADDITIONS TO THE FACADE OF THE STANDARD AT THE POTBELLY SANDWICH SHOP SUITE. THESE ITEMS INCLUDE PATIO FURNISHINGS AND AIR VENTING LOUVERS.

### INDEX

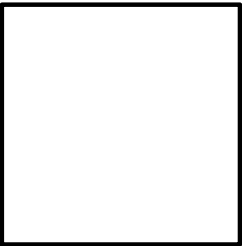
- A0.0 CONTEXT MAP
- A0.1 FLOOR PLAN
- A0.2 EXTERIOR ELEVATIONS
- A0.3 EXTERIOR ELEVATIONS
- A0.4 FF&E

POTBELLY - B.A.R. APPLICATION

853 WEST MAIN ST. SUITE # TBD  
CHARLOTTESVILLE, VA 22903

PROJECT NUMBER: 2017056.08

ISSUE DATE	
ISSUE	DATE
B.A.R. REVIEW	05.24.18



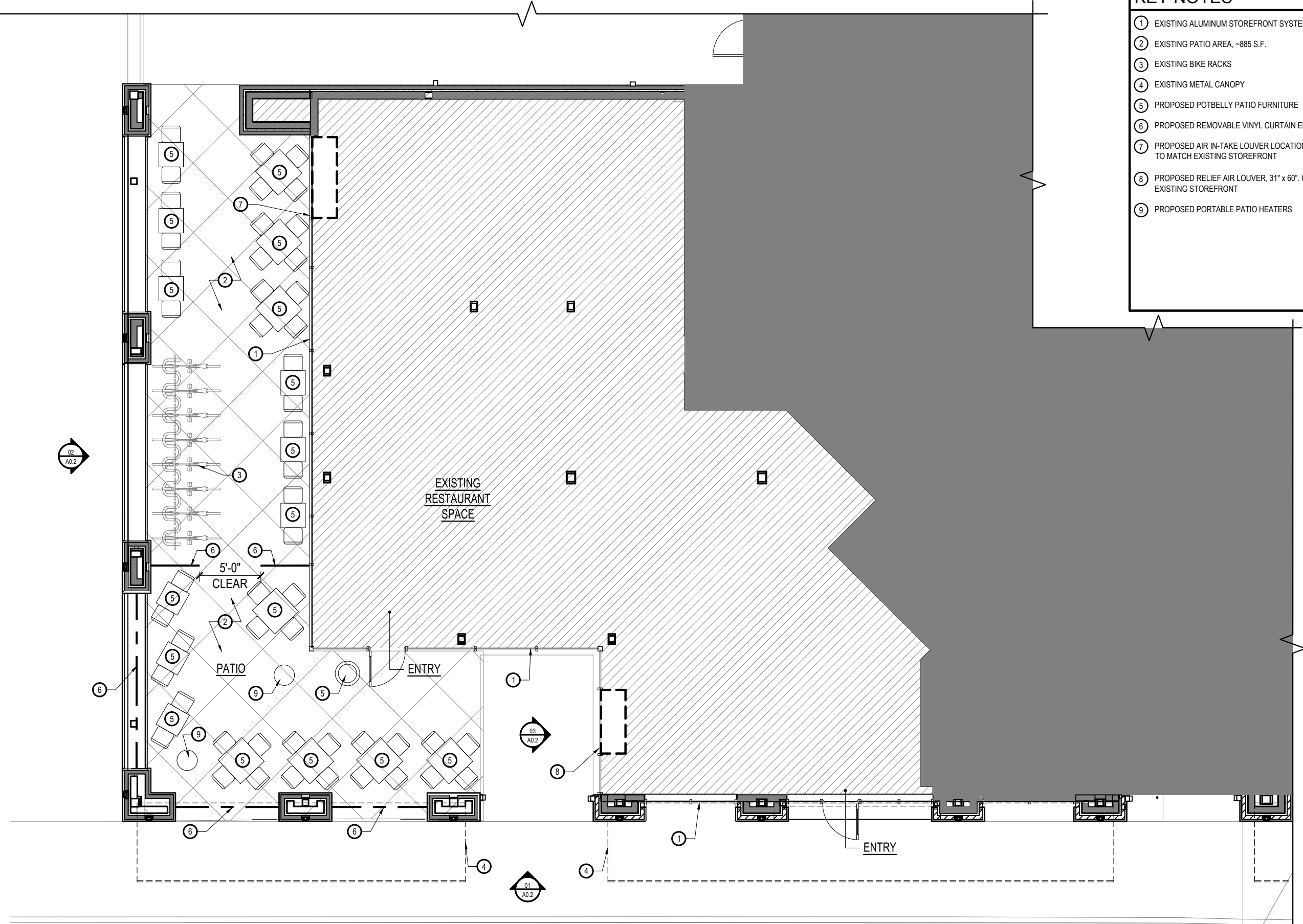
SHEET TITLE

CONTEXT MAP

SHEET NUMBER

A0.0





KEY NOTES

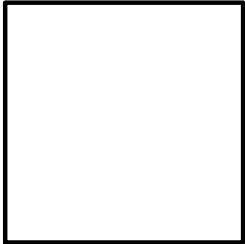
- 1 EXISTING ALUMINUM STOREFRONT SYSTEM
- 2 EXISTING PATIO AREA, ~885 S.F.
- 3 EXISTING BIKE RACKS
- 4 EXISTING METAL CANOPY
- 5 PROPOSED POTBELLY PATIO FURNITURE
- 6 PROPOSED REMOVABLE VINYL CURTAIN ENCLOSURE
- 7 PROPOSED AIR IN-TAKE LOUVER LOCATION, 31" x 79". COLOR TO MATCH EXISTING STOREFRONT
- 8 PROPOSED RELIEF AIR LOUVER, 31" x 60". COLOR TO MATCH EXISTING STOREFRONT
- 9 PROPOSED PORTABLE PATIO HEATERS

**POTBELLY**  
SANDWICH SHOP™  
111 N. CANAL STREET, SUITE 850  
CHICAGO, IL 60606  
P: 312.951.0600 F: 312.951.0300  
WWW.POTBELLY.COM

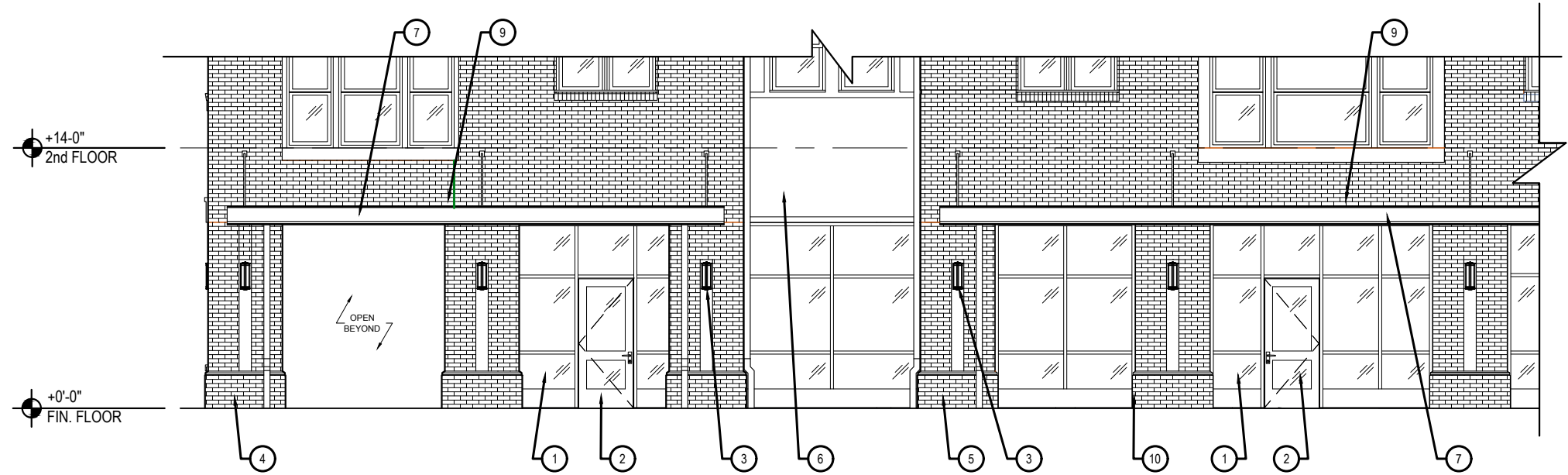
**GPD GROUP, INC.**  
520 South Main Street, Suite 2531  
Akron, OH 44311  
330.572.2100 Fax: 330.572.2102

POTBELLY - B.A.R. APPLICATION  
853 WEST MAIN ST. SUITE # TBD  
CHARLOTTESVILLE, VA 22903  
PROJECT NUMBER: 2017056.08

ISSUE DATE	
ISSUE	DATE
B.A.R. REVIEW	05.24.18



SHEET TITLE  
FLOOR PLAN  
SHEET NUMBER  
A0.1

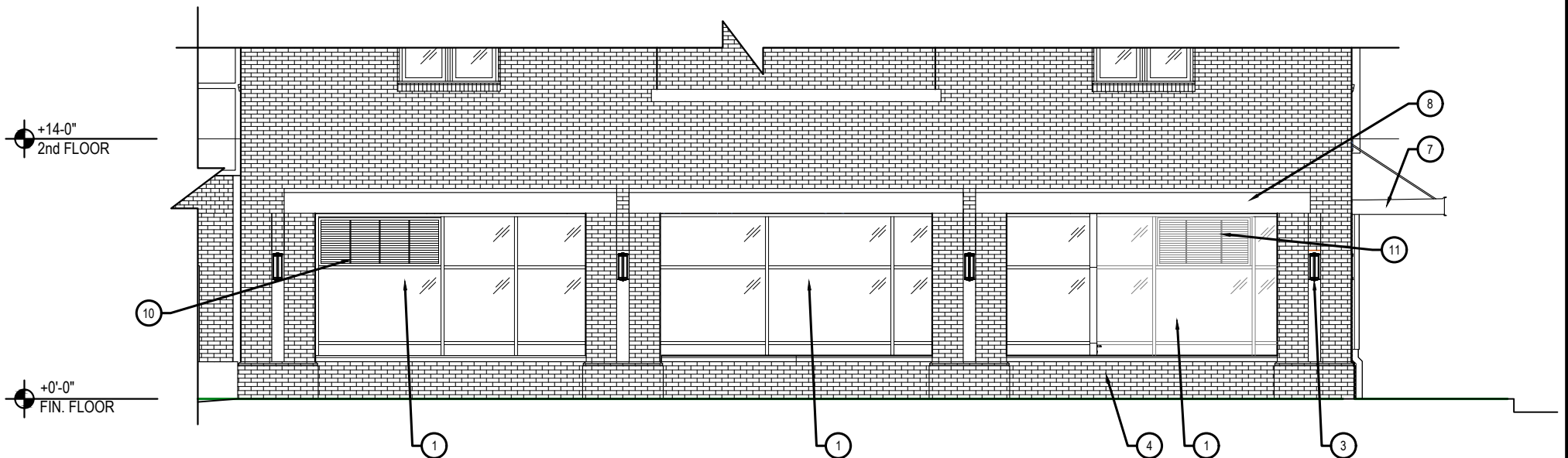


01 EXISTING SOUTH ELEVATION (MAIN STREET)

SCALE: 1/8"=1'-0"

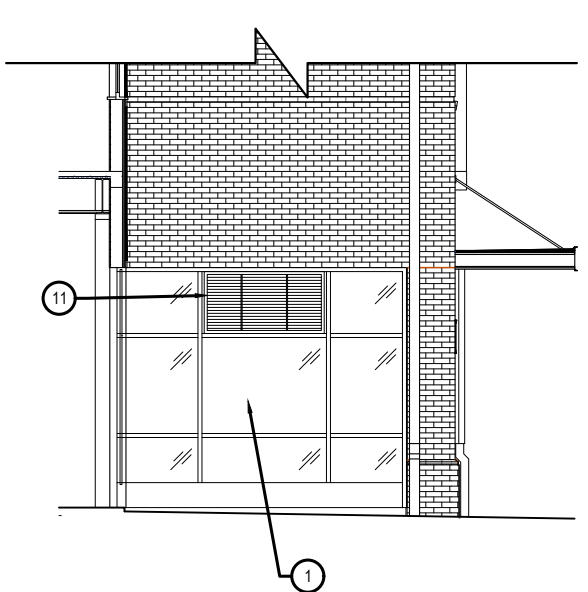
## KEY NOTES

- 1 EXISTING ALUMINUM STOREFRONT SYSTEM
- 2 EXISTING STOREFRONT ENTRANCE DOOR
- 3 EXISTING EXTERIOR DECORATIVE LIGHT FIXTURE TYP.
- 4 EXISTING FACING BRICK TYPE 'A'
- 5 EXISTING FACING BRICK TYPE 'B'
- 6 EXISTING FIBER CEMENT PANEL SIDING
- 7 EXISTING METAL CANOPY
- 8 EXISTING CAST STONE STRING COURSE
- 9 LOCATION FOR ILLUMINATED TENANT WALL SIGN (UNDER SEPARATE PERMIT SUBMITTAL)
- 10 PROPOSED LOCATION FOR AIR IN-TAKE LOUVER. COLOR TO MATCH EXISTING STOREFRONT FINISH
- 11 PROPOSED LOCATION FOR RELIEF AIR LOUVER. COLOR TO MATCH EXISTING STOREFRONT FINISH



02 EXISTING WEST ELEVATION (SIDE)

SCALE: 1/8"=1'-0"



03 EXISTING WEST PATIO ELEVATION (SIDE)

SCALE: 1/8"=1'-0"



111 N. CANAL STREET, SUITE 850  
CHICAGO, IL 60606  
P: 312.951.0600 F: 312.951.0300  
WWW.POTBELLY.COM



520 South Main Street, Suite 2531  
Akron, OH 44311  
330.572.2100 Fax: 330.572.2102

POTBELLY - B.A.R. APPLICATION

853 WEST MAIN ST. SUITE # TBD  
CHARLOTTESVILLE, VA 22903

PROJECT NUMBER: 2017058.08

## ISSUE DATE

ISSUE	DATE
B.A.R. REVIEW	05.24.18

## SHEET TITLE

EXTERIOR  
ELEVATIONS  
SHEET NUMBER

A0.2

KEY NOTES

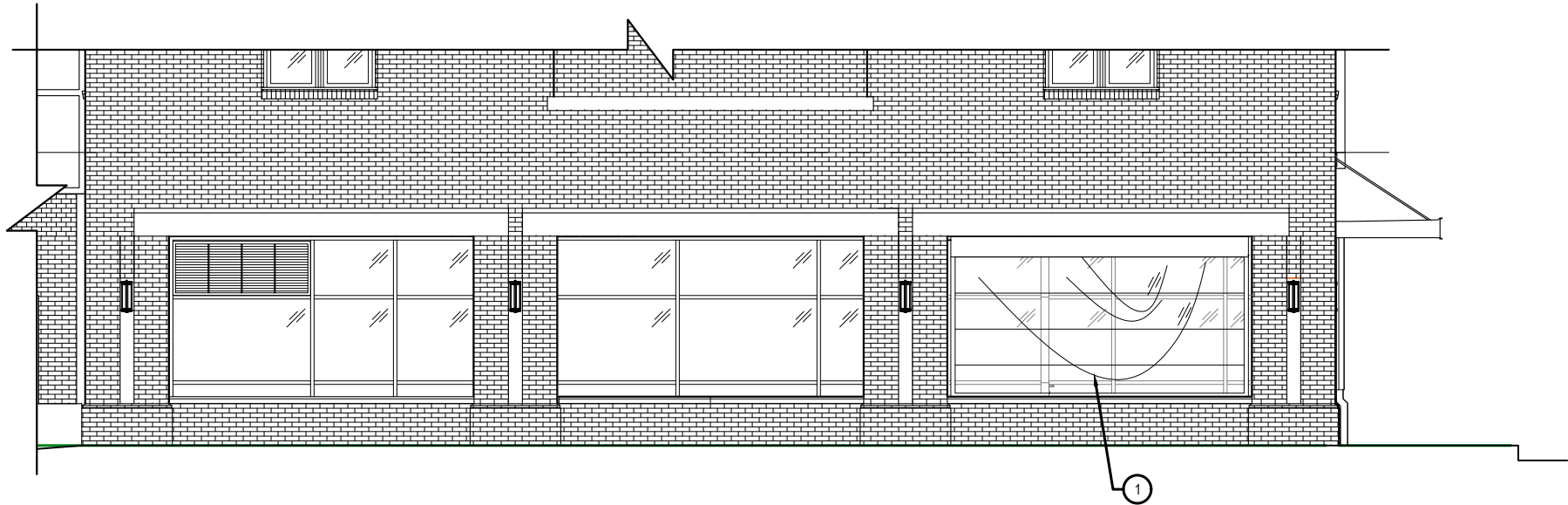
- 1 PROPOSED REMOVABLE VINYL CURTAIN ENCLOSURE



01 EXISTING SOUTH ELEVATION (MAIN STREET)

SCALE: 1/8"=1'-0"

PATIO ENCLOSURE EXAMPLE



02 EXISTING WEST ELEVATION (SIDE)

SCALE: 1/8"=1'-0"

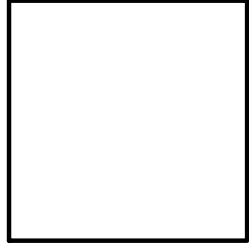
**POTBELLY**  
SANDWICH SHOP™  
111 N. CANAL STREET, SUITE 850  
CHICAGO, IL 60606  
P: 312.951.0600 F: 312.951.0300  
WWW.POTBELLY.COM

**GPD GROUP, INC.**  
520 South Main Street, Suite 2531  
Akron, OH 44311  
330.572.2100 Fax: 330.572.2102

POTBELLY - B.A.R. APPLICATION  
853 WEST MAIN ST. SUITE # TBD  
CHARLOTTESVILLE, VA 22903

PROJECT NUMBER: 2017056.08

ISSUE DATE	
ISSUE	DATE
B.A.R. REVIEW	05.24.18



SHEET TITLE

EXTERIOR  
ELEVATIONS  
SHEET NUMBER

A0.3



SOURCE: EAST COAST CHAIR  
SIZE: 24" x 30"; 30" x 30"  
FINISH: BLACK POWDER COAT/POLY LUMBER



SOURCE: EAST COAST CHAIR  
FINISH: SHIPYARD-BLACK POWDER COAT



SOURCE: EAST COAST CHAIR  
ATLANTIC SIDE CHAIR



SOURCE: FOUR SEASONS  
OUTDOOR TRASH RECEPTACLE WITH TRAY HOLDER

PATIO TABLE TOP

PATIO TABLE BASE

PATIO CHAIR

WASTE RECEPTACLE



SOURCE: GREENHECK  
FINISH: ALUMINUM (FINISH TO MATCH STOREFRONT)

LOUVER SAMPLE (COLOR SHOWN IS NOT ACTUAL SELECTION)



SOURCE: PATIO COMFORT VINTAGE SERIES  
SIZE: 92"H x 19.5"W  
FINISH: ANTIQUE BRONZE

PORTABLE PATIO HEATER



111 N. CANAL STREET, SUITE 850  
CHICAGO, IL 60606  
P: 312.951.0600 F: 312.951.0300  
WWW.POTBELLY.COM



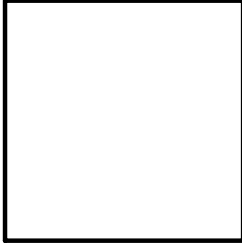
520 South Main Street, Suite 2531  
Akron, OH 44311  
330.572.2100 Fax: 330.572.2102

POTBELLY - B.A.R. APPLICATION

853 WEST MAIN ST. SUITE # TBD  
CHARLOTTESVILLE, VA 22903

PROJECT NUMBER: 2017056.08

ISSUE DATE	
ISSUE	DATE
B.A.R. REVIEW	05.24.18



SHEET TITLE

FF&E

SHEET NUMBER

A0.4