

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



Certificate of Appropriateness Application

BAR 17-06-11

200 East Main Street/201 East Water Street

Tax Parcel 280031000

Deerfield Square Associates II, LLC, Owner/Lockie Brown, Dewberry Capital, Applicant

The Dewberry Hotel

Background

This property is located within the Downtown Architectural Design Control District.

200 E. Main Street is currently vacant. It most recently housed the Boxer Learning Center, and is the site of the former Fidelity American Bank and before that, the Citizen's Bank and Trust (1931). An addition was made to the Citizen's Bank in 1955, doubling its size. In 1966 the bank was again expanded, taking over part of the former Woolworth's property to the east. The black granite façade (and most likely the interior murals) were added during the 1966 remodeling. The architect previously noted that the original east wall of the 1931 bank building is intact in the basement of 200 E. Main Street, and is visible on the roof.

The National Register nomination form describes the existing building as [yellow] brick (American bond with polished granite veneer on façade); 2 stories; shed roof; 7 bays. Stripped Classical Commercial. Ca. 1960. Entrance in Central bay; 6 plate-glass windows extending 2/3 height of building with aluminum spandrels. Previous site of clothing and dry goods store (1886 Sanborn).

January 20, 2004 - The BAR (#04-01-02) unanimously (7-0) approved the request for demolition of 108 2nd Street SW. The BAR also unanimously (7-0) approved the request for demolition of 200 E. Main Street (including the rear addition) with the stipulation that the black granite façade will be preserved to a depth of 12 feet the full width (53 feet) of building. This motion was amended unanimously (7-0) to allow demolition of the gray square medallion.

The BAR also accepted the applicant's request for deferral of the application for new construction.

February 17, 2004 - The BAR (#04-01-02) unanimously (6-0) approved the application for new construction as received, subject to Board of Zoning Appeal approval of the penthouse variance.

A one-year extension of the COA was granted administratively on February 10, 2005. The applicant applied for a demolition permit but it was not issued. The property was sold and the new owner (Kuttner) obtained a demolition permit for the interior.

November 28, 2006 - The BAR had a preliminary discussion on sketch proposals for Kuttner's new building. The property was then sold back to the original applicant.

February 20, 2007 - The BAR (#07-02-01) re-approved 8-0 demolition except black granite; may remove marble center piece over door. The BAR voted (8-0) to approve proposed new Land mark Hotel general massing and architectural design as submitted, with the condition that the applicant come back to the BAR with further detailing and materials.

February 19, 2008 - The architect for the hotel changed from Hornberger and Worstell to NBJ Architecture in Richmond, VA. The BAR (#08-02-01) approved (6-0) their application for the details and materials with the request that the applicant return with additional information regarding the structure and appearance of the tent on the terrace on the east end of the building; the brick and stone cladding on the west wall of the old building [200 E. Main]; and the canopies if they change.

May 20, 2008 - The BAR (08-05-04) approved (8-0) the application for a mechanical equipment screen as submitted, keeping the alignment of the top of screen with the brick on the building.

August 19, 2008 - The BAR failed to approve a motion (4-4) to approve the concept of lowering canopy to a more functional height with all details of lighting and where the canopy meets the building to come back for approval. A motion passed (8-0) to defer until September meeting.

September 16, 2008 - The BAR moved to approve lowering the canopy and the general size of the amended canopy with the stipulation that further detailing on the canopy and lighting associated with it be resubmitted for staff review and approval. The motion was then modified to request that the applicant meet with staff and up to 2 members of the BAR to discuss the details of the entire building as well as the details of the canopy. They gave the flexibility for the details to come back to staff to be circulated among the Board. Motion carried 6-0.

The BAR noted it would be beneficial if the canopy was made more consistent with the language of the existing building, specifically: the little lit medallions not found anywhere else on the building; the glass edge; the dimples on the edge; and the thickness of the edge that is greater than previously approved, and not supported by other detailing on the building.

October 8, 2009 - Fred Wolf, Syd Knight, and staff met with Lee Danielson and NBJ Architect Neil Bhatt about: the upcoming black granite façade demolition request; the possible façade reconstruction; the trellis above the mall façade; the water street canopy revisions; and unapproved changes to the hotel design. The applicant agreed to compile a list of unapproved changes and submit them to the BAR for approval.

October 21, 2008 - Water Street canopy revisions approved administratively following circulation of section/lighting drawings to BAR.

October 21, 2008 - Motion carried 5-1, with Brennan opposed, to approve demolition of black granite façade with the following provisions: That should there be any demolition required due to structural or safety reasons involved with construction that those portions of the façade, or the façade in its entirety, must be replaced with details and materials and construction and proportions precisely to match the existing façade, and all attempts shall be taken to maintain the current façade and avoid demolition, and to limit demolition to the greatest extent possible.

November 18, 2008 - The BAR approved (8-1) the submitted changes with conditions: (1) that the horizontal division in the window configuration that bisects the thinner sidelight is reintroduced in the same height and proportion; (2) Note 6 on the west elevation is reworked so instead of a solid [parapet] panel - it would have an open condition, either metal or glass guardrail, subject to administrative approval; (3) the door openings onto the terrace must align with the windows directly above in all three bays; (4) the metal panels as originally approved on the Water Street elevation must remain. If the applicant wants to substitute glass he must return to the BAR.

The applicant noted that the brick would remain "Old Virginia" and the Main Street façade would remain black granite.

June 20, 2017 – This is a preliminary discussion, so there was no motion. The BAR discussed the massing and general elevations as submitted. Overall, the BAR members thought the massing and elevations were headed in a good direction. They especially liked the slightly different massing of the north and south elevations, and the concept of adding a lower level of retail to 2nd Street SE. They suggested that the architect focuses on a strong 2nd street design and integrating pedestrian traffic and landscaping with the overall building design. They were in favor of using the smaller mechanical system, so that space can be used in a more efficient way. They liked the rooftop spaces. They liked putting services on the CVS side of Water Street. They cautioned against value engineering once the BAR approves a design. They are looking forward to future submissions and suggest that the applicant submit incrementally as they move forward with designing the details.

Application

The applicant is requesting approval for massing and height for The Dewberry. The hotel design, formally The Landmark, was originally approved by the BAR in 2004, with subsequent approvals in 2007 and 2008.

The new massing would be 117.5' with a 16' appurtenance.

Different facades include existing black granite façade with new glazing, brick façade, reclaimed brick façade, limewashed stucco façade, and renovated façade.

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 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

It is anticipated that the applicant will make one submittal to obtain a final COA. Pertinent items from the following checklist would need to be submitted, and could be discussed now:

BAR Checklist for New Construction

1. Massing drawings (submitted for January 2017 approval)
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

Note that the proposed materials have not yet been submitted.

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation and Site Design and Elements, I move to find that the proposed massing and height satisfies the BAR's criteria and guidelines and is compatible with this property and other properties in the Downtown ADC district, and that the BAR approves the application as submitted (or with the following modifications...).