

Lasley, Timothy G

From: Lasley, Timothy G
Sent: Thursday, September 20, 2018 1:57 PM
To: 'prime@109steak.com'
Cc: Werner, Jeffrey B; Mess, Camie
Subject: BAR Actions - September 18, 2018 - 300 East Main Street

September 20, 2018

Certificate of Appropriateness Application

BAR 18-09-03
300 East Main Street
Tax Parcel 280038000 and 280040000
Hunter Craig, Owner/Loren Mendosa (Pantheon Restaurant, LLC), Applicant
Site improvements

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on September 18, 2018. The following action was taken:

Motion: Balut moved having considered the standards set forth within the City Code, including City Design Guidelines for Site Design and Elements and for Signs, Awnings, Vending, and Cafes, I move to find that the site improvements satisfy the BAR's criteria and are compatible with this property and other properties in the Downtown ADC District, and that the BAR approves the application as submitted with electric LED light bulbs, with a color temperature of 3000K or less, preferably dimmable. Earnst seconded. Approved 7-0.

This certificate of appropriateness shall expire in 18 months (March 17, 2020), 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.

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)-970-3182
Email: lasleyt@charlottesville.org

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
September 18, 2018**



Certificate of Appropriateness Application

BAR 18-09-03

300 East Main Street

Tax Parcel 280038000 and 280040000

Hunter Craig, Owner

Loren Mendosa (Pantheon Restaurant, LLC), Applicant

Site improvements – Planter/Signs and Pendant Lights



Background

Built c1916, 300 East Main Street is a contributing property in Downtown ADC District and constructed of coursed, cut stone with a monumental recessed portico entrance in the style of the neo-classical revival. In 1929, to the rear, facing water Street, a basement and first floor in a simple design were added. In 1956, on top of this addition, two additional stories were built employing a contemporary design and scaled to blend with the older sections. (Historic survey is attached.)

Prior BAR Actions

April 17, 2018 – [Request to replace basement windows on the west elevation of the original building.] Balut moved to defer the application. Schwarz seconded. Approved (7-0). BAR noted the following for any re-submittal:

- Provide a flashing detail at sill and head
- Provide an inventory/survey of the current condition of each window (explain need for replacement)
- BAR prefers rehabilitation of the existing windows
- Recommend addressing all the windows of this type, at this specific location-- not just five (Note: There are seven street level openings, but only 6 with windows.)
- Existing steel window bars [painted green] to remain

Application

Applicant's submittal:

- Stephanie Williams, Architect submittal dated August 29, 2018: Proposed exterior modifications (sheet SK23; dated 23 August 2018), example photos (sheet SK24; dated 23 August 2018), exterior render, and light cutsheet. (5 pages.)

Signage Planters: Install between the columns at the main entry two 4'-10" long by 2'-4" wide by 1'-10" tall black metal planters. (The space between the two center columns will be left open.) The planters are designed to *step down* from the entry landing over two of the stairs. On the mall- facing side of each, the restaurant's logo will be lasercut and infilled with brass plating. (Vegetation in planters to be seasonal.)

Pendant Lights: Install at the main entry, between the four columns, three ceiling-mounted, brass, pendant, gas-light fixtures. These will extend 12'-2" below the ceiling, aligning roughly with the sills of the second story windows.

NOTE: All signage can be approved in-concept, however applicant must apply separately for a sign permit.

Discussion and Recommendations

Staff found no photographs or surveys that indicate previously existing light fixtures at the entry. However, in the ceiling are three covered junction boxes, which suggest the possibility that ceiling-mounted fixtures existed at some point in the building's history.

Staff finds these site improvements appropriate and recommends consideration of a condition regarding the possibility of the gas-lights being removed and replaced with electric lights. (below).

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for Site Design and Elements and for Signs, Awnings, Vending, and Cafes, I move to find that the site improvements satisfy the BAR's criteria and are compatible with this property and other properties in the Downtown ADC District, and that the BAR approves the application as submitted.

...with the condition that BAR review and approval is required for any later removal of the gas-light fixtures and replacing them with electric fixtures.

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:

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;

- (1) The harmony of the proposed change in terms of overall proportion and the size and placement of entrances, windows, awnings, exterior stairs and signs;
- (2) The Secretary of the Interior Standards for Rehabilitation set forth within the Code of
- (3) 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) Any applicable provisions of the City's Design Guidelines.

Pertinent Design Review Guidelines for Site Design and Elements

B. PLANTINGS

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

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

F. LIGHTING

- 1) In pedestrian areas, use smaller-scaled light fixtures that do not create a glare.
- 2) Light fixtures can vary according to district or sub-area and can be in traditional or contemporary styles.
- 3) Provide adequate lighting at critical areas of pedestrian/vehicular conflict, such as parking lots, alleys, and crosswalks.
- 4) Limit the number of styles of light fixtures and light sources used in each district except in cases of varying sub-areas or distinctive areas, such as bridges.
- 5) Light color and intensity should be consistent throughout a general area or subarea of a historic district. Use similar lamping (bulb type) and/or wattage to maintain a consistent quality of light.
- 6) Provide street lighting fixtures with flat lenses that are shielded and directed down to the site in order to reduce glare and prevent uplighting.

Pertinent Design Review Guidelines for Signs, Awnings, Vending, and Cafes

A. SIGNS

Signs are a vital part of commercial areas. A balance should be struck between the need to call attention to individual businesses and the need for a positive image of the entire district. The character of signs shall be harmonious to the character of the structure on which they are placed. Consider the relationship of surrounding buildings, compatible colors, appropriate materials, the style and size of the lettering and graphics, and the type of lighting. Signs can complement or detract from the character of a building depending on their design, placement, number, and condition. Historically significant signs on buildings should be retained if possible, even if the business is no longer in existence. See the Zoning Ordinance for specific sign regulations in each historic district. The following are recommended guidelines.

- 1) Types of Signs and Typical Locations
- 2) Placement
 - a) Place signs so that they do not obstruct architectural elements and details that define the design of the building.
 - b) Projecting signs for commercial buildings are limited to one per storefront. They should be no lower than 7 feet from the sidewalk, and no more than 3 feet from the surface of the building. They should not be placed above the second story sill line. For residential buildings, small projecting signs attached to the wall at the first floor or porch column are appropriate.

- c) Window signs should be approximately 5.5 feet above the sidewalk at the center point for good pedestrian visibility. Optional locations could include 18 inches from the top or bottom of the display window glass. Window signs are also appropriate on the glazing of doors.
 - d) Flat wall signs for commercial buildings can be located above the storefront, within the frieze of the cornice, on covered transoms, or on the pier that frames the display windows or generally on flat, unadorned surfaces of the façade or in areas clearly designed as sign locations. Flat wall signs for residential buildings can be appropriate if attached to the wall at the first floor or between porch columns.
 - e) Awning and canopy signs should be placed on the valance area only. The minimum spacing between the edge of the letter and the top and bottom of the valance should be 1.5 inches.
 - f) Freestanding signs, in general, are not an appropriate sign type in commercial areas of Downtown and the West Main Street corridor except for use in the front yard of a residence that has been converted to commercial or office use on a site where the building is set back deeply on the lot. In this case, freestanding signs should be no higher than 12 feet.
- 3) Respect the signs of adjacent businesses.
- 4) Number of permanent signs
- a) The number of signs used should be limited to encourage compatibility with the building and discourage visual clutter.
 - b) In commercial areas, signs should be limited to two total, which can be different types.
 - c) A buildings should have only one wall sign per street frontage.
 - d) In addition to the existing permitted signs, each business in a building with rear entrances may have one small flat mounted sign not to exceed 6 square feet.
- 5) Size
- a) All the signs on a commercial building should not exceed 50 square feet.
 - b) Average height of letters and symbols should be no more than 12 inches on wall signs, 9 inches on awning and canopy signs, and 6 inches on window signs.
 - c) Projecting signs should be a maximum of 10 square feet per face.
 - d) Window signs should obscure no more than 20 percent of the window glass.
 - e) Flat wall signs should not exceed 18 inches in height and should not extend more than 6 inches from the surface of the building.
- 6) Design
- a) Signs should be designed and executed by sign professionals who are skilled at lettering and surface preparation.
- 7) Shape
- a) Shape of signs for commercial buildings should conform to the area where the sign is to be located.
 - b) Likewise, a sign can take on the shape of the product of service provided, such as a shoe for a shoe store.
- 8) Materials
- a) Use traditional sign materials, such as wood, glass, gold leaf, raised metal or painted wood letters, and painted wood letters on wood, metal, or glass.
 - b) Newer products, such as painted MDO may also be used.
 - c) Do not use shiny plastic products.
 - d) Window signs should be painted or have decal flat letters and should not be three-dimensional.
- 9) Color
- a) Use colors that complement the materials and color of the building, including accent and trim colors.
 - b) A maximum of three colors are recommended, although more colors can be appropriate.
- 10) Illumination
- a) Generally, signs should be indirectly lit with a shielded incandescent light source.
 - b) Internally lit translucent signs are not permitted.
- 11) Buildings with Multiple Tenants

- a) A comprehensive sign plan should be submitted for multi-tenant buildings.
 - b) Upper-floor tenants should be represented at each primary entrance by a flat, wall-mounted directory sign.
- 12) Other Signs
- a) Banners should be temporary and wall murals should be carefully reviewed for compatibility with district character.
- 13) Neon Signs
- a) Neon signs are often associated with early- to mid- twentieth century commercial design and are currently prohibited within the historic districts unless mounted inside windows.
- 14) Halo-lit signs with opaque letters may be appropriate.
- 15) Sign Maintenance
- a) Signs that are not properly maintained should be removed.
 - b) Signs of a business no longer occupying a building or storefront should be removed unless it is historically significant.



**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

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 Hunter Craig Applicant Name Loren Mendosa / Pantheon Restaurants LLC
Project Name/Description Prime 109 Parcel Number Tax Map 28 parcel 38/40
Project Property Address 300 E Main St. Charlottesville, VA 22902

Applicant Information

Address: 300 E Main St.
Charlottesville, VA 22902
Email: Prime109steak.com
Phone: (W) _____ (C) (434) 242-0633

Signature of Applicant

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

[Signature] 8/28/18
Signature _____ Date _____
Loren Mendosa 8/28/18
Print Name _____ Date _____

Property Owner Information (if not applicant)

Address: P.O. Box 5509
Email: _____
Phone: (W) _____ (C) _____

Property Owner Permission (if not applicant)

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

[Signature] 8/28/18
Signature _____ Date _____
Hunter Craig 8/28/18
Print Name _____ Date _____

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

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

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

For Office Use Only

Received by: [Signature]
Fee paid: 12500 Cash/Ck. # 1089
Date Received: 8/29/18

Approved/Disapproved by: _____

Date: _____

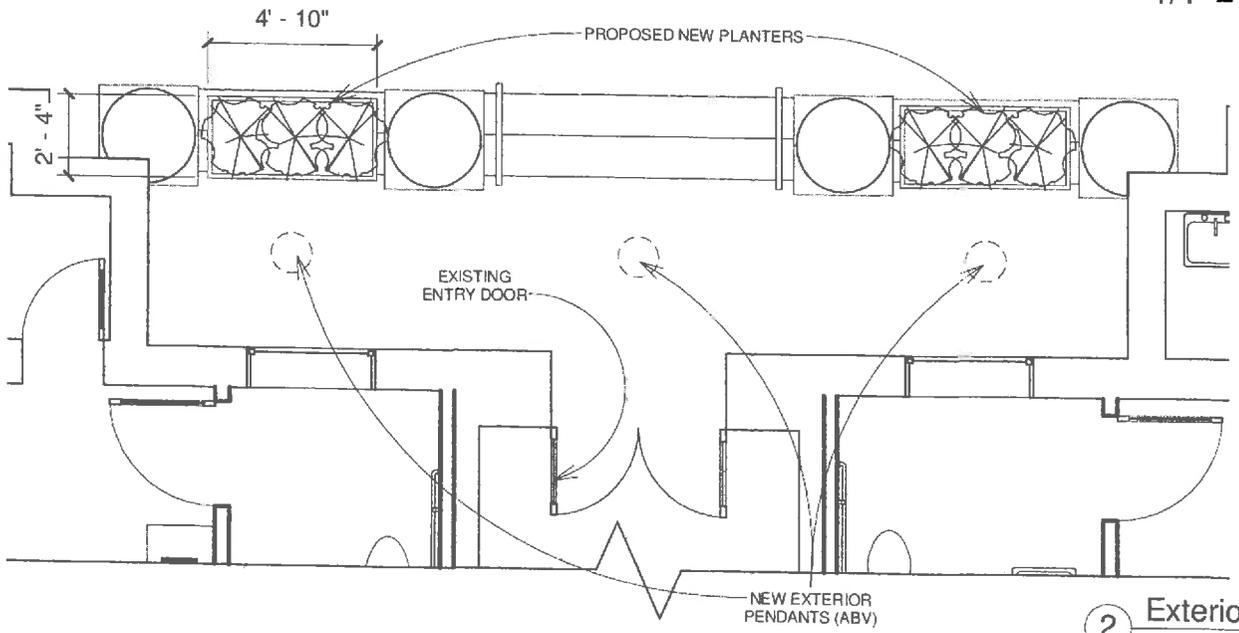
Conditions of approval: _____



ASSORTED ANNUALS AND PERINNEALS/ SHRUBS

PROPOSED BLACK METAL PLANTERS WITH LASER CUTOUP OF LOGO AND BRASS PLATING BEHIND LOCATED BETWEEN EXISTING COLUMNS AND STEPPING DOWN EXISTING STAIRS

1 Exterior Planter Elevation
1/4" = 1'-0"



EXISTING ENTRY DOOR

PROPOSED NEW PLANTERS

NEW EXTERIOR PENDANTS (ABV)

2 Exterior Modifications
3/16" = 1'-0"

SCALE:
As indicated

DATE:
23 AUGUST 2018

Prime 109

300 East Main Street, Charlottesville, VA

Proposed Exterior Modifications

SK23

stephanie williams, architect

2324 diem court
charlottesville, va 22901
434.989.6264



EXAMPLE METAL FINISH PROPOSED FOR EXTERIOR PLANTERS WITH LOGO CUTOUT. WE ARE PROPOSING A BRASS METAL 'BACKGROUND' BEHIND THE LOGO CUTOUT WHICH WOULD MATCH EXISTING ORIGINAL EXTERIOR DOORS.



PROPOSED PENDANTS TO HANG @ 134" BELOW EXISTING PORCH CEILING. BLUE TAPE IN PHOTO IS REPRESENTATIVE OF LOCATION AT BOTTOM OF PROPOSED FIXTURE.

SCALE:	
DATE:	23 AUGUST 2018

Prime 109 300 East Main Street, Charlottesville, VA	SK24
	Example Photos

stephanie williams, architect
 2324 denn court
 charlottesville, va 22901
 434.989.6264



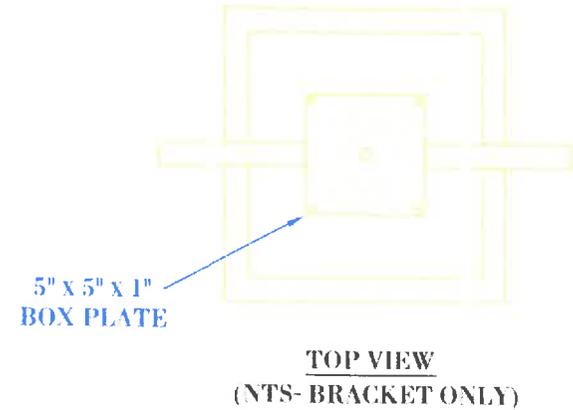
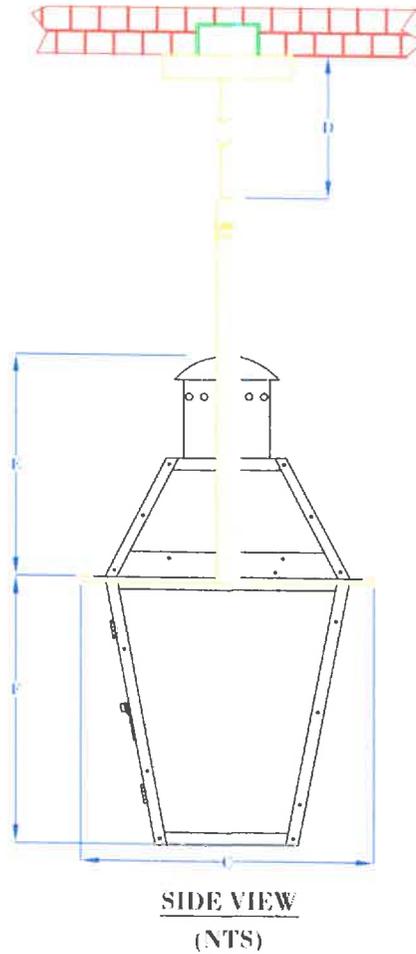
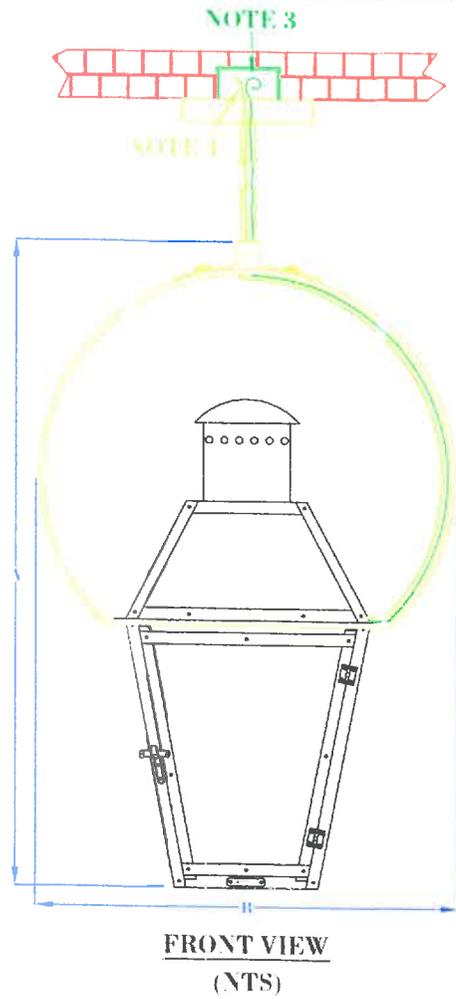
1815

3rd STREET N.E.

Recycling

←

Historical Marker
1815
The building was constructed in 1815 and is a fine example of classical architecture. It was originally used as a court house and later as a city hall. The building is now a museum and is open to the public.



NOTES:

1. MOUNTING HARDWARE SUPPLIED BY OTHERS
2. FIXTURES ARE HANDCRAFTED. DIMENSIONS MAY VARY PLUS OR MINUS $\frac{1}{16}$ "
3. ELECTRIC LIGHTS SUPPLIED WITH 18/2 WIRE WITH GROUND
4. GAS LIGHTS SUPPLIED WITH $\frac{3}{16}$ " COPPER GAS LINE AND $\frac{3}{16}$ " x $\frac{1}{4}$ " GAS LINE ADAPTOR

SIZE:	14"	18"	21"	24"	27"	30"	36"
A:	20"	24"	26"	30"	33 $\frac{3}{4}$ "	38 $\frac{3}{4}$ "	46 $\frac{3}{4}$ "
B:	14 $\frac{1}{4}$ "	15 $\frac{7}{8}$ "	17 $\frac{1}{4}$ "	20 $\frac{1}{2}$ "	21 $\frac{7}{8}$ "	25 $\frac{3}{4}$ "	31"
C:	9 $\frac{7}{8}$ "	11 $\frac{1}{4}$ "	12 $\frac{1}{8}$ "	14 $\frac{3}{8}$ "	15 $\frac{1}{4}$ "	18 $\frac{1}{4}$ "	22 $\frac{1}{4}$ "
D:	VARIES						
E:	6 $\frac{1}{4}$ "	7 $\frac{5}{8}$ "	9 $\frac{3}{8}$ "	12 $\frac{3}{8}$ "	11 $\frac{7}{8}$ "	14 $\frac{1}{2}$ "	17 $\frac{3}{8}$ "
F:	8"	10 $\frac{1}{8}$ "	11 $\frac{1}{8}$ "	12 $\frac{7}{8}$ "	14 $\frac{3}{8}$ "	16 $\frac{1}{8}$ "	19 $\frac{5}{8}$ "

BEVOLO GAS & ELECTRIC LIGHTS

LIGHT:
BRACKET:

FRENCH QUARTER
YOKE

DRW BY: JJC
APP. BY: MAJ
REVISION: 10

DATE: 12-7-15

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