

Mess, Camie

From: Mess, Camie
Sent: Wednesday, December 19, 2018 1:24 PM
To: 'andrew@formworkusa.com'; Robert@formworkusa.com
Cc: Werner, Jeffrey B
Subject: 550 East Water Street

December 19, 2018

BAR 18-12-03
550 East Water Street
Tax Parcel 530162300
550 East Water LLC, Owner/ Robert Nichols, Applicant
Addition of overhead canopy

Dear Applicant,

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

Motion: Schwarz having considered the standards set forth within the City Code, including the ADC Design Guidelines for Signs, Awnings, Vending and Cafes, I move to find that the proposed canopy and, in concept only, the proposed signage (as submitted or with channel lettering) 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. Earnst seconded. Approved (8-0.)

If you would like to hear the specifics of the discussion, the meeting video is on-line at:
http://charlottesville.granicus.com/MediaPlayer.php?view_id=2&clip_id=1335

This certificate of appropriateness shall expire in 18 months (June 18, 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. (See City Code Section 34-280. Validity of certificates of appropriateness.)

If you have any questions, please contact me at 434-970-3998 or messc@charlottesville.org.

Sincerely,
Camie Mess

Camie Mess
Assistant Historic Preservation and Design Planner
City of Charlottesville
Phone: 434.970.3398
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Addition of overhead canopy at NW entrance



- 600 East Water Street (the former C&O Depot) is a contributing structure in the Downtown ADC District. It was built in 1905 and refurbished in 1991 for offices.
- 410 East Water Street (King Warehouse) is the east side of a contributing structure located in the Downtown ADC district. The east end was built in 1897; the west end was added in 1917. The courtyard historically served as a warehouse loading area with multiple loading docks for the transfer of dry goods.

- COA applies only to the addition of an exterior entry at the west façade to accommodate street level access for a bank office requiring evening ATM access; extension of bluestone paving to provide access to the ATM entry; replacement of approved Black Gum street tree with a European Hornbeam; elimination of a wood and steel bench at public courtyard; addition of two S2 wall sconces on north façade matching fixtures approved at other entries; interior lighting of the ATM vestibule/lobby will include dimmable, recessed fixtures with color temperature of 3000k; match nearby exterior fixtures.
- The monument sign must come back to the BAR for review.
- Reminder to applicant that all exterior lighting should be reviewed when installed, specifically the location, directions, shielding, and timing of those fixtures.

Install aluminum-clad, 8' 6" by 4'-4", cantilevered canopy over northwest entrance. Cladding to match the Water Street main entrance canopy; underside will be metal, painted white. Canopy edge (facing

Water Street) will have signage panel with painted, dimensional letters illuminated from above by recessed, dimmable, LED lighting strip.

Additional information provided by the applicant regarding the canopy sign lighting:

- Color Temp: 3000k
- Beam Spread: 60 deg
- Diameter: 5"
- Lumens: 1506 Lumens
- Trim Color: Black
- *Lights are fairly powerful, but dimmable. Brightness will be set to provide for comfortable navigation after sundown. Paving surface is a medium-grey, with rough texture, [light reflection to be minimal].*

Discussion and Recommendations

Staff finds that the proposed canopy is appropriate for the Downtown ADC district and appropriately conforms to the existing building's architectural concept and materiality.

NOTE: The BAR can only approve the signage in concept, the applicant must submit an official sign permit to zoning in order to receive sign approval.

Suggested Motion

Having considered the standards set forth within the City Code, including the ADC Design Guidelines for Signs, Awnings, Vending and Cafes, I move to find that the proposed canopy and, in concept only, the proposed signage 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.

...as submitted with the following modifications....

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
- 4) Federal Regulations (36 C.F.R. §67.7(b)), as may be relevant;
- 5) The effect of the proposed change on the historic district neighborhood;
- 6) The impact of the proposed change on other protected features on the property, such as gardens, landscaping, fences, walls and walks;
- 7) Whether the proposed method of construction, renovation or restoration could have an adverse impact on the structure or site, or adjacent buildings or structures;

8) Any applicable provisions of the City's Design Guidelines.

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.

...

2) Placement

...

- 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.

...

10) Illumination

- a) Generally, signs should be indirectly lit with a shielded incandescent light source.
- b) Internally lit translucent signs are not permitted.

C. AWNINGS, MARQUEES, & CANOPIES

Awnings can contribute to the overall image of the Downtown, The Corner, and West Main Street by providing visual continuity for an entire block, helping to highlight specific buildings, and covering any unattractively remodeled transom areas above storefronts. They also protect pedestrians from the weather, shield window displays from sunlight, and conserve energy. Marquees are usually associated with theaters and contain areas for changing information. Canopies are more permanent structures.

1) Types

- a) Fixed, sloped fabric awnings are the traditional awning type and are appropriate for most historic buildings, both residential and commercial.
- b) Boxed or curved fabric awnings; a more current design treatment, may be used on a non-historic or new commercial building.
- c) Marquees and canopies fabricated from rigid materials are appropriate on some commercial buildings, however, they must fit the storefront design and not obscure important elements such as transoms or decorative glass.
- d) Historic marquees and canopies should be retained and maintained on historic building facades.
- e) Backlit awnings or canopies used as illuminated signs are inappropriate.

2) Placement

- a) Place awnings carefully within the storefront, porch, door, or window openings so they do not obscure elements of damage materials.
- b) Choose designs that do not interfere with existing signs or distinctive architectural features of the building, or with street trees or other elements along the street.
- c) Choose an awning shape that fits the opening in which it is installed.
- d) Make sure the bottom of the awning valance is at least 7 feet high, or consistent with the current building code.

3) Color and Materials

- a) Coordinate colors with the overall building color scheme. Solid colors, wide stripes, and narrow stripes may be appropriate, but not overly bright or complex pattern.
- b) Aluminum, vinyl plastic, or overly ornate fabric awnings are generally inappropriate for any buildings within the historic districts.

- c) Contemporary marquees or canopies may be constructed of combinations of metal, wood, and glass; some types of plastic may be appropriate.

Prior BAR Actions

January 15, 2008 – The BAR discussed a preliminary request. In general, most liked the proposed building. BAR members said that the massing is generally OK, a nice response to site; some preferred red not yellow brick; some said tan brick would be OK with tan windows; glass balcony piece is weird; should enter stores from street; base needs articulation; need double hung windows; need 1 type of window, not 2-3; west elevation doesn't go with the rest of vocabulary; balconies are anomalous in 1920's design revival; decorate spandrels in tower? Consider a low resolution between vertical and long piece; concern with blank garage wall on street; one member said this is too conventional a solution for the site; discussion whether or not to simplify the tower given the context; suggested doing the warehouse look on the 2-story part, treating like a separate building? The BAR wants to see the roofscape; want the transformer moved from the visible location.

May 20, 2008 – The BAR approved (8-0) the design in concept for massing, height, openings, and scale. Details as they relate to its materials and construction are to come back to BAR (including guard rails, cornices, wall section through window sill and head, roofscape, and depth of niche defining the two separate building elements.)

(May 2009 The BAR approved in concept in a 9-story structure on this site. Following that approval, the zoning of the site was changed from Downtown Corridor to Water Street District Corridor. In 2009, based on an opinion from the City Attorney, a new plan for a 5-story building was reviewed and approved under the prior zoning.)

September 15, 2009 – The BAR made preliminary comments. The BAR preferred the version in their packet to the version submitted at the meeting.

November 17, 2009 - The BAR approved (6-1 with Wall against) the application for massing, height, openings, scale, and materials as submitted, with the applicant's modification for exterior [vehicle driveway] pavement (pavers, not concrete) and retaining wall material (brick, not stacked block). Details as they relate to balconies and protection for secondary entrances shall come back to the BAR for review.

December 21, 2010 - The BAR approved (7-0) the application for massing, height, openings, scale, and materials as submitted. The BAR noted that the applicant should consider Sec 34- 872(b)(3) of the Zoning Ordinance, which requires screening of all mechanical equipment. (December of 2010, the BAR approved the application for a new 4-story building on the same site, with consideration of Sec 34- 872(b)(3) of the Zoning Ordinance, which requires screening of all mechanical equipment.)

September 17, 2013 - The BAR accepted the applicant's request for deferral (8-0). The BAR found the ADA entrance to the rear too isolating, the design overall too complicated for the size of the building, and that the applicant should appear to present an overall plan for the entire site, including possible future phases.

May 19, 2015 – The BAR discussed, but made no recommendation on the special use permit. The applicant asked to defer the vote until their June meeting because they are still working on the design. Mohr asked to see more context in terms of massing; Schwarz asked how building height is defined; and expressed interest in lowering the minimum height to the level of the King Building; Keesecker asked the applicant to show the existing 800 foot black fence; and to consider lobby references to the King building height; Question: Should guidelines be used to judge impact on ADC district? Neighbors asked about loading space requirements.

June 16, 2015 - The BAR recommended (6-0) to City Council that the proposed Special Use Permit (SUP) to allow additional height (from 70 feet to 101 feet) *will* have an adverse impact on the Downtown ADC district, and the BAR notes the following considerations when making this recommendation:

- The height requested by SUP is too much, but the massing concept presented by the applicant is acceptable.
- The BAR appreciates the modulated rhythm.
- City Council should consider reducing the minimum required height of 40 feet.
- The BAR has concerns about the pedestrian experience relative to the garage.
- This site and/or the underlying by-right zoning may be uniquely problematic – the BAR is not advocating for the 70 foot street wall allowed by zoning.
- The BAR is supportive of the potential to develop a building, and the aesthetic presented is headed in the right direction.
- The BAR would advocate for a building with similar program, but lower height.

September 15, 2015 – The BAR held a preliminary discussion, no action was taken. Graves recused himself from the discussion. The BAR asked staff to provide an explanation of how height is averaged, with examples of how it has been done in the past.

Some comments: Lower height is huge improvement; continue to make it relate to smaller buildings on sides, similar to a 2-story building plus a top; richer texture/details on lower levels; garage opening and trellis are strong and help pedestrian experience.

October 20, 2015 – The BAR approved the massing only, of the proposed new mixed-use complex, as submitted. (7-0-1 with Graves recused).

March 15, 2016 - Schwarz moved to find that the proposed new mixed-use building 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 with the following conditions:

- Planting and lighting plan
- Revised mortar detail
- How the applicant intends to deal with site walls and fencing
- Continuing design development on warming up façade on street side and west elevation.

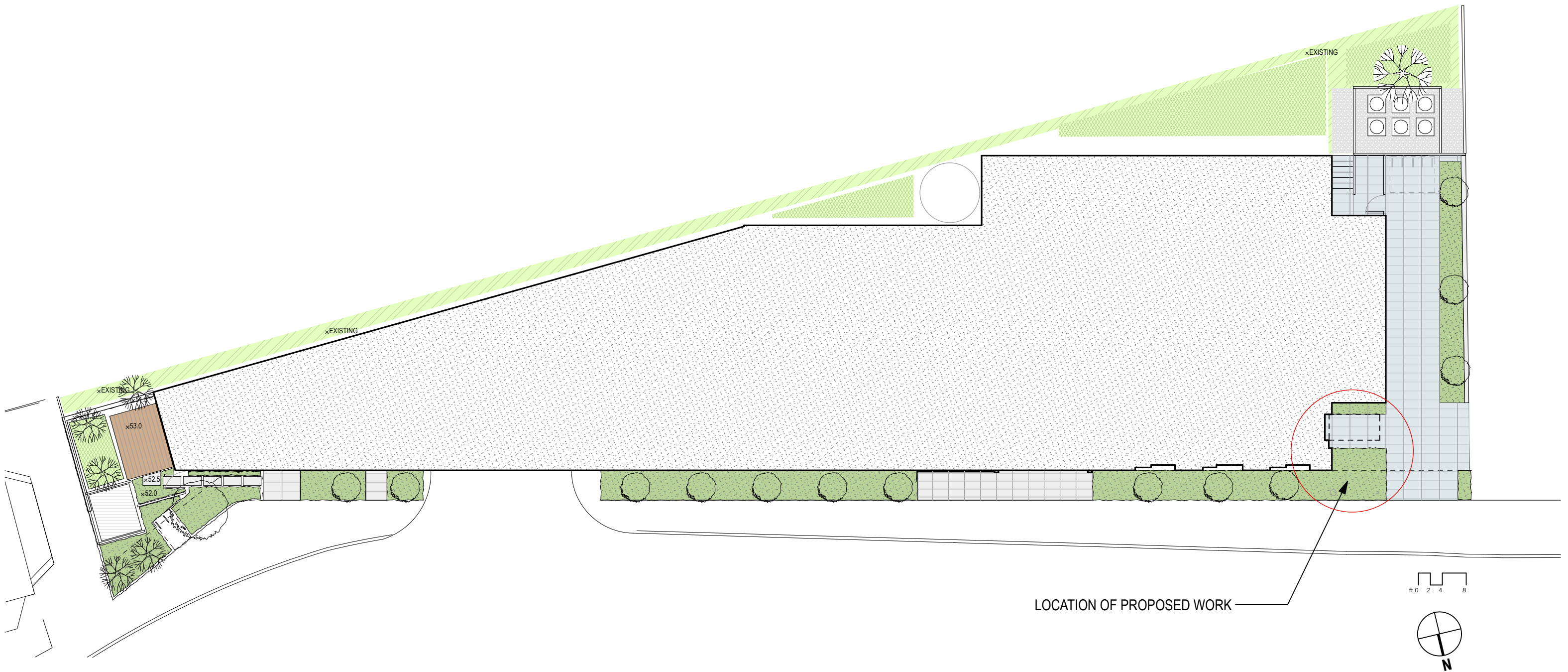
Keesecker seconded. Motion passes (5-0-2, with Graves recused, and Balut abstained)

Staff was asked to verify that guidelines E.2 and E. 3 in New Construction and Additions were considered. The question came up, what is difference between guideline and regulation?

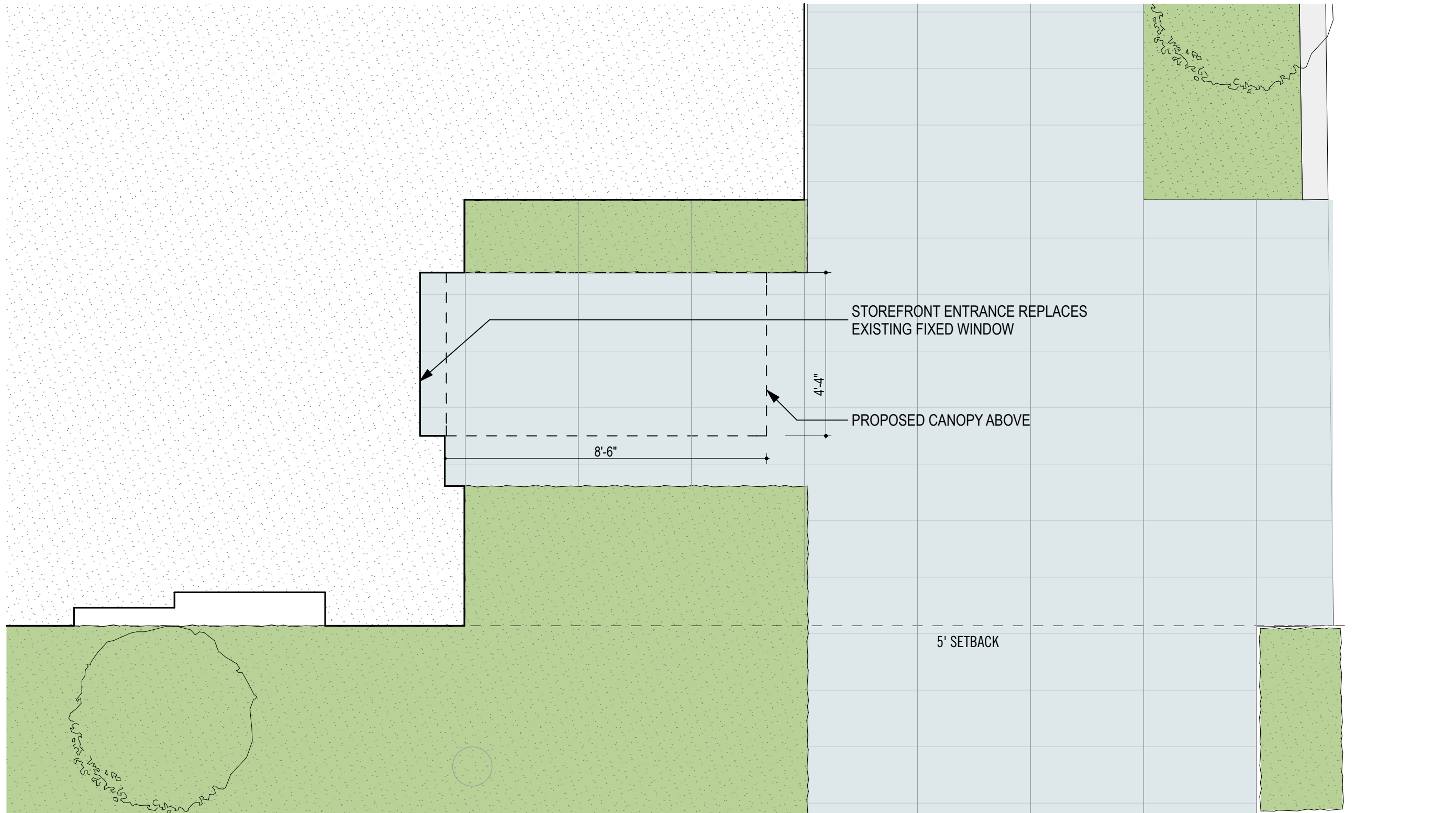
April 19, 2016 - Sarafin moved to find that the proposed new mixed-use building details satisfy the BAR's criteria and guidelines and are compatible with this property and other properties in the Downtown ADC district, and that the BAR approves the application, as submitted, with the clarification that upon installation of the lighting, it is adjusted appropriately. Knott seconded. The motion passed (8-0)



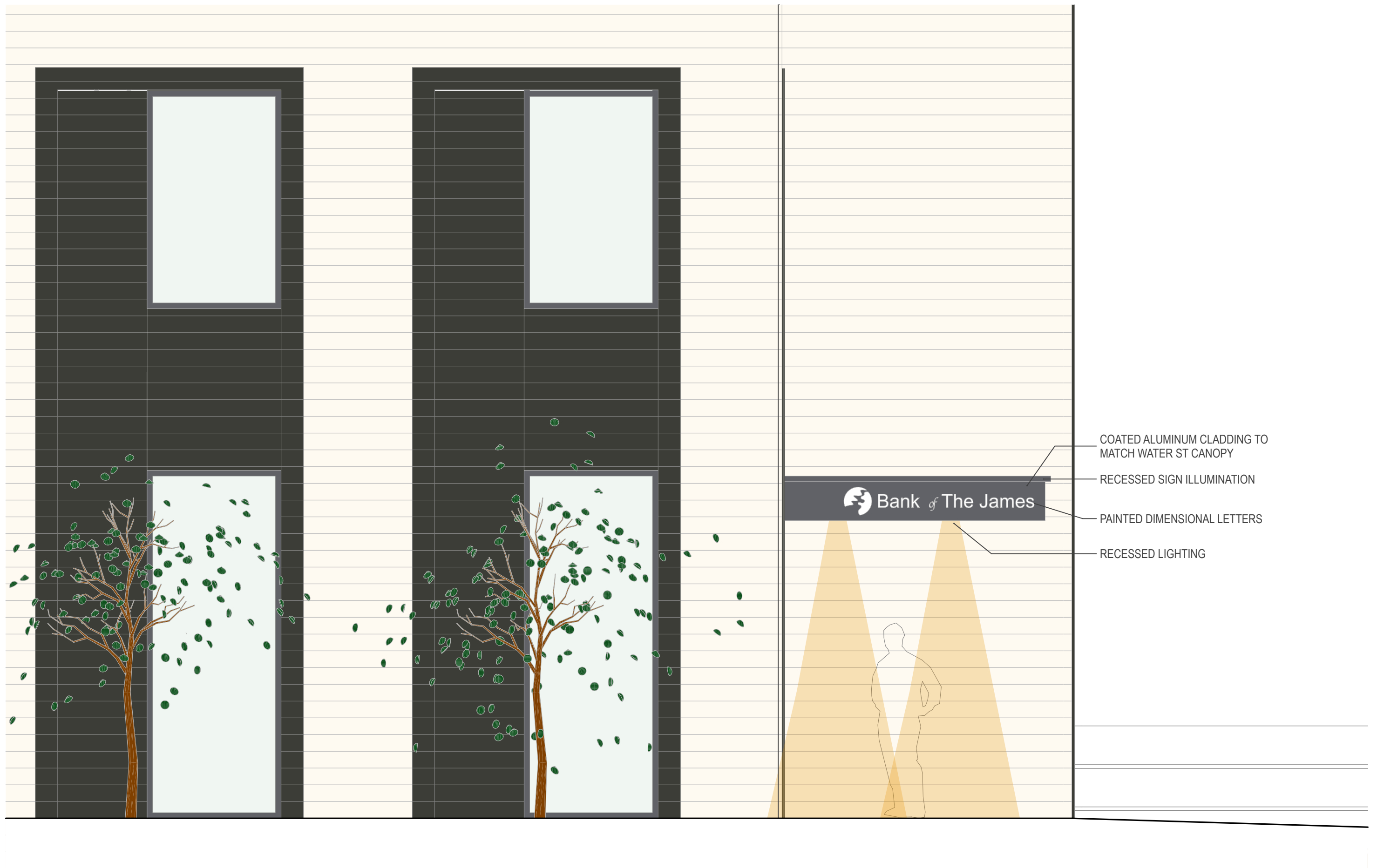
550 WATER STREET / CANOPY & SIGNAGE AT WEST ENTRANCE NORTH ELEVATION



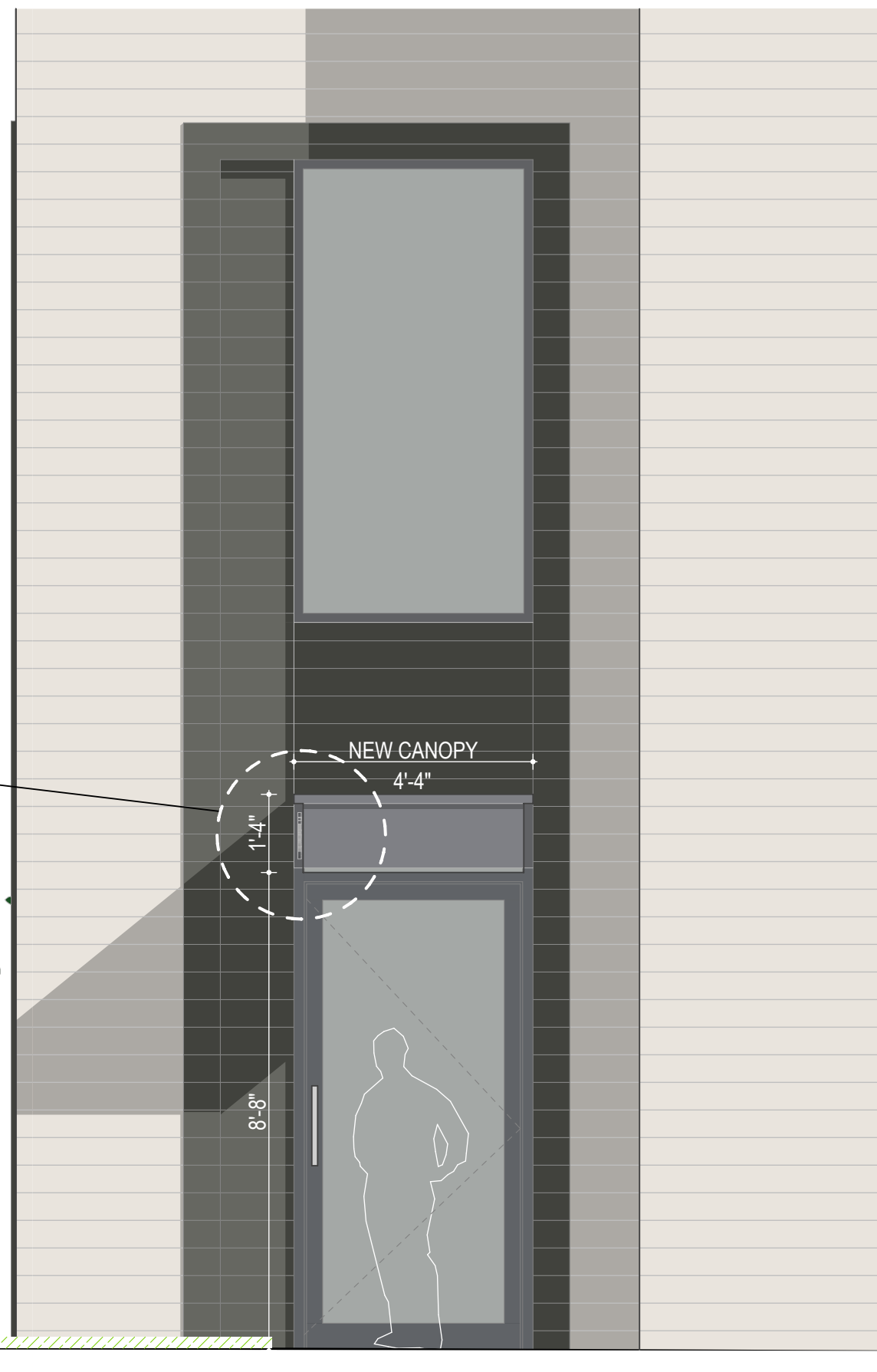
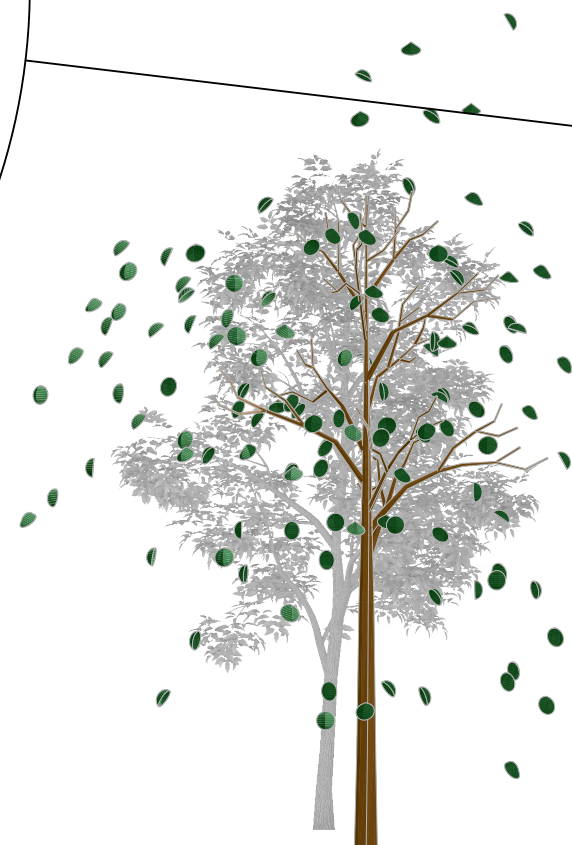
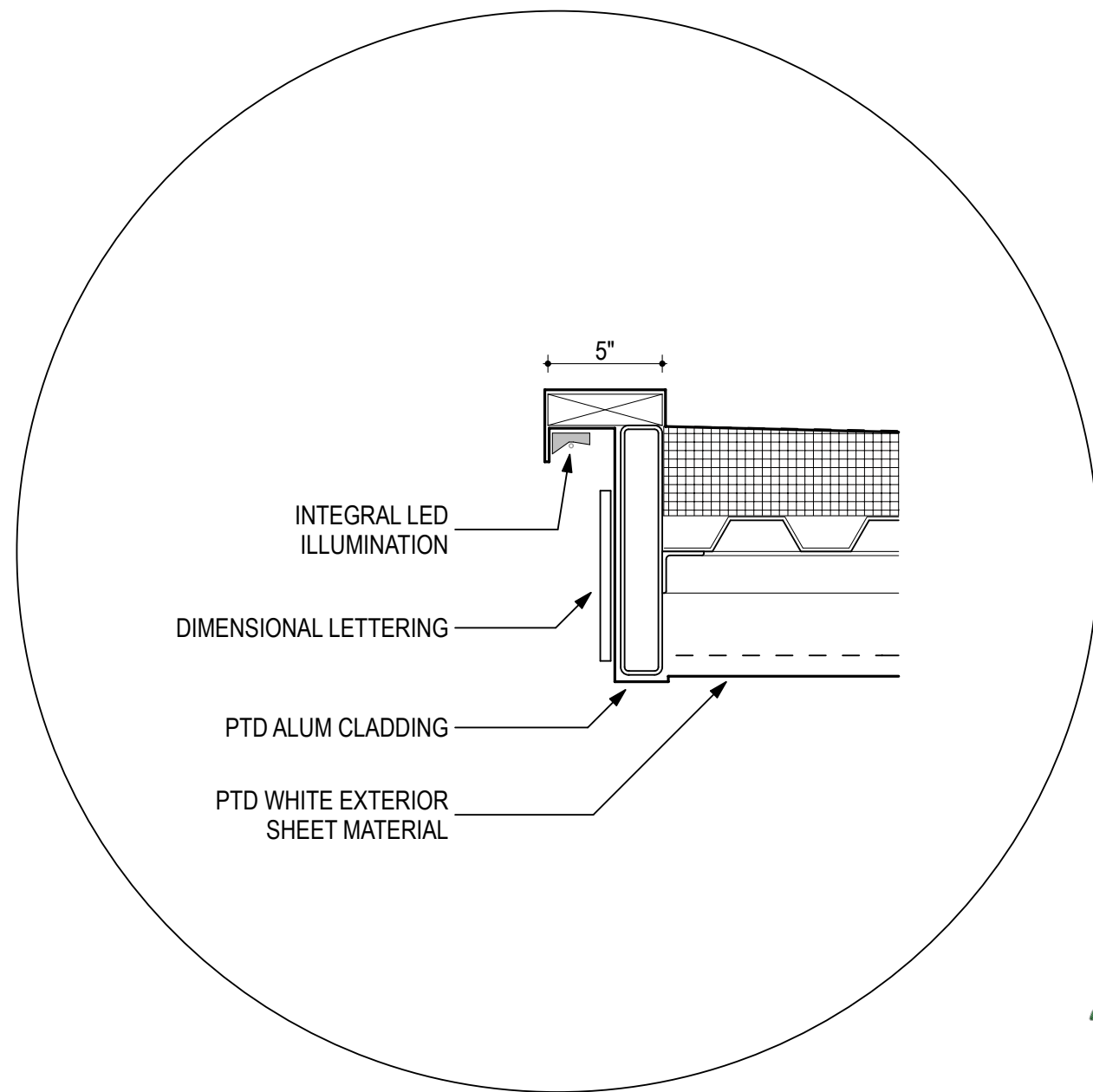
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