

November 2020 BAR Action for 612 West Main Street

Watkins, Robert <watkinsro@charlottesville.gov>

Wed 11/18/2020 12:57 PM

To: jd@bdarchitects.com <jd@bdarchitects.com>

Cc: Werner, Jeffrey B <wernerjb@charlottesville.gov>

Certificate of Appropriateness Application

BAR 20-11-02

612 West Main Street

Tax Parcel 290003000

Heirloom West Main Street Second Phase LLC, Owner

Jeff Dreyfus, Bushman Dreyfus Architects, Applicant

New construction of a mixed-use development

Dear Jeff,

Last night, the Charlottesville Board of Architectural Review reviewed the above-referenced project. Please accept this email as formal acknowledgement of the following motion.

Carl Schwarz moves to accept the applicant's request for a deferral.

Tim Mohr seconds. Motion passes (8-0).

Please let me know if you have any questions.

Best,

Robert

Robert Watkins

Assistant Historic Preservation and Design Planner

Neighborhood Development Services

PO Box 911

Charlottesville, VA 22902

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
November 17, 2020**



Certificate of Appropriateness Application

BAR 20-11-03

602-616 West Main (612 West Main), TMP 290003000

Downtown ADC District

Owner: Jeff Levine, Heirloom West Main Street Second Phase LLC

Applicant: Jeff Dreyfus, Bushman-Dreyfus

Project: New, mixed-use building



Background (existing building)

Year Built: 1959-1973 (concrete block automotive service building)

District: West Main Street ADC District

Status: Non-contributing

Prior BAR Reviews

April 16, 2019 - BAR discussion

Meeting minutes: http://weblink.charlottesville.org/public/0/edoc/792643/2019-04_Meeting%20Minutes_BAR.pdf

June 18, 2019 – BAR recommended approval of Special Use Permit for additional residential density, that the redevelopment will not have an adverse impact on the West Main Street ADC

District, with the understanding that the massing is not final, and must be further discussed, and [will require] a complete full design review at future BAR meeting(s) and propose the following conditions [for the SUP]:

- Garage entry shall not be accessed directly from the building's street wall along West Main Street;
- The building's mass shall be broken down to reflect the multi-parcel massing historically on the site, as well as the West Main Street context, using building modulation;
- The building and massing refer to the historic building.
- The Holsinger Building be seismically monitored during construction;
- There shall be pedestrian engagement with the street with an active, transparent, and permeable façade at street level.

Application:

http://weblink.charlottesville.org/public/0/edoc/791150/BAR_612%20West%20Main%20Street_June2019_SUP%20Application.pdf

Meeting minutes: http://weblink.charlottesville.org/public/0/edoc/792645/2019-06_Meeting%20Minutes_BAR.pdf

Note: On October 7, 2019, Council approved the SUP. (See the *Appendix*.) Under the *Discussion*, staff summarizes the BAR's recommendations and their inclusion in the SUP.)

January 22, 2020 – BAR discussion

Meeting minutes: http://weblink.charlottesville.org/public/0/edoc/793996/2020-01_Meeting%20Minutes_BAR.pdf

Application

- Applicant submitted: Bushman Dreyfus Architects drawings for *612 W. Main Street*, dated November 10, 2020: Sheets 1 – 15.

CoA request for construction of a new, four-story mixed-use building. (The existing service station is a *non-contributing structure*; therefore, its demolition does not require a CoA.)

Note: At three prior meetings (see above), the BAR discussed this project with the applicants, satisfying the statutory requirements for a *pre-application conference* per City Code section Sec. 34-282(c)(4). This application is a formal request for a CoA and, per Sec. 34-285, the BAR must take action within sixty days of the submittal deadline. At this meeting, the BAR may defer the item to the next meeting; however, at that next meeting, only the applicant may request a deferral. Absent that request, the BAR must take action to approve, deny, or approve with conditions the CoA.

Discussion

While this is a formal CoA request, the applicant has acknowledged that this meeting—and, possibly, subsequent meetings—will be treated as an intermediate review and that no formal BAR action will be taken. However, by consensus the BAR may express an opinion about the project as presented. (For example, the BAR may take a non-binding vote to express support, opposition, or even questions and concerns regarding the project's likelihood for an approved CoA. These will not represent approval or even endorsement of the CoA, but will represent the BAR's opinion on the project, relative to preparing the project for final submittal. While such votes carry no legal bearing and are not binding, BAR members are expected to express their opinions—both individually and collectively—in good faith as a project advances towards an approved CoA.)

This is an iterative process. The key objective of this—and any subsequent--intermediate review is to allow the applicant and the BAR to establish what is necessary for a successful final submittal. That is, a submittal that provides the information necessary for the BAR to evaluate the project and take formal action on the CoA request.

In response to any questions from the applicant and/or for any recommendations to the applicant, the BAR should rely on the germane sections of the ADC District Design Guidelines and related review criteria. While elements of other chapters may be relevant, staff recommends that the BAR refer to the criteria in Chapter II--*Site Design and Elements* and Chapter III--*New Construction and Additions*.

Of particular assistance for this discussion are the criteria in Chapter III:

- Setback, including landscaping and site improvements
- Spacing
- Massing and Footprint
- Height and Width
- Scale
- Roof
- Orientation
- Windows and Doors
- Street-Level Design
- Foundation and Cornice
- Materials and Textures
- Paint [Color palette]
- Details and Decoration, including lighting and signage

BAR recommendations as incorporated into the Special Use Permit (SUP)

- Garage entry shall not be accessed directly from the building's street wall along West Main Street
 - SUP item 1.e: [...] No direct access shall be provided into the underground parking from the Building's street wall along West Main Street.
- The building's mass shall be broken down to reflect the multi-parcel massing historically on the site, as well as the West Main Street context, using building modulation; and
- The building and massing refer to the historic building.
 - SUP item 2: The mass of the Building shall be broken down to reflect the multi-parcel massing historically on the site, as well as the West Main Street context, using building modulation. The Building and massing refer to the historic buildings on either side.
- The Holsinger Building be seismically monitored during construction;
 - SUP item 4: The Landowner (including, without limitation, any person who is an agent, assignee, transferee or successor in interest to the Landowner) shall prepare a Protective Plan for the Rufus Holsinger Building located on property adjacent to the Subject Property at 620- 624 West Main Street ("Holsinger Building" or "Adjacent Property"). [...]
- There shall be pedestrian engagement with the street with an active, transparent, and permeable façade at street level;
 - SUP item 3: There shall be pedestrian engagement with the street with an active, transparent, and permeable façade at street level.

Suggested Motions

Staff recommends no formal action, except to either defer this item to the December BAR 15, 2020 meeting or accept the applicant's request for deferral. (With an applicant's deferral, there is no calendar requirement for when the application returns to the BAR.)

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) Any applicable provisions of the City’s Design Guidelines.

Pertinent ADC District Design Guidelines

Chapter II – *Site Design and Elements*

Chapter III – *New Construction and Additions*

Appendix

Resolution Approving a Special Use Permit To Allow High Density Residential Development for Property Located At 602-616 West Main Street

Approved by Council, October 7, 2019

<http://weblink.charlottesville.org/public/0/edoc/791739/20191007Oct07.pdf>

WHEREAS, landowner Heirloom West Main Street Second Phase, LLC is the current owner of a lot identified on 2019 City Tax Map 29 as Parcel 3 (City Parcel Identification No. (290003000) (the “Subject Property”), and pursuant to City Code §34-641, the landowner proposes to redevelop the Subject Property by constructing a mixed use building on the Subject Property (“Project”), containing residential dwelling units at a density of up to 120 dwelling units per acre (“DUA”); and

WHEREAS, the Project is described within the Applicant’s application materials dated May 14, 2019 submitted in connection with SP19-00003, including, without limitation, a narrative statement dated May 14, 2019, and a preliminary site plan dated May 13, 2019, as required by City Code §34-158 (collectively, the “Application Materials”); and

WHEREAS, the Planning Commission reviewed the Application Materials, and the City’s Staff Report, and subsequent to a joint public hearing, duly advertised and conducted by the Planning Commission and City Council on August 13, 2019, the Planning Commission voted to recommend that the City Council should approve the requested special use permit, to allow residential density up to 120 dwelling units per acre (DUA), subject to certain suitable conditions and safeguards recommended by the Planning Commission; and

WHEREAS, upon consideration of the comments received during the joint public hearing, the Planning Commission’s recommendation, and the Staff Reports discussing this application, as well as the factors set forth within Sec. 34-157 of the City’s Zoning Ordinance, this Council finds and determines that granting the proposed Special Use subject to suitable conditions would serve the public necessity, convenience, general welfare or good zoning practice; now, therefore,

BE IT RESOLVED by the Council of the City of Charlottesville, Virginia that, pursuant to City Code §§ 34-641, a special use permit is hereby approved and granted, subject to the following conditions:

1. The specific development being approved by this special use permit (“Project”), as described within the site plan exhibit required by City Code §34-158(a)(1), shall have the following minimum attributes/ characteristics:
 - a. Not more than one building shall be constructed on the Subject Property (the “Building”). The Building shall be a Mixed Use Building.
 - b. The Building shall not exceed a height of four (4) stories.
 - c. The Building shall contain no more than 55 dwelling units.
 - d. The Building shall contain space to be occupied and used for retail uses, which shall be located on the ground floor of the Building facing West Main Street. The square footage of this retail space shall be at least the minimum required by the City’s zoning ordinance.
 - e. Underground parking shall be provided within a parking garage structure constructed underneath the Building serving the use and occupancy of the Building. All parking required for the Project pursuant to the City’s zoning ordinance shall be located on-site. All parking required pursuant to the ordinance for the Project shall be maximized onsite to the satisfaction of the Planning Commission. No direct access shall be provided into the underground parking from the Building’s street wall along West Main Street.
2. The mass of the Building shall be broken down to reflect the multi-parcel massing historically on the site, as well as the West Main Street context, using building modulation. The Building and massing refer to the historic buildings on either side.
3. There shall be pedestrian engagement with the street with an active, transparent, and permeable façade at street level.
4. The Landowner (including, without limitation, any person who is an agent, assignee, transferee or successor in interest to the Landowner) shall prepare a Protective Plan for the Rufus Holsinger Building located on property adjacent to the Subject Property at 620- 624 West Main Street (“Holsinger Building” or “Adjacent Property”). The Protective Plan shall provide for baseline documentation, ongoing monitoring, and specific safeguards to prevent damage to the Holsinger Building, and the Landowner shall implement the Protective Plan during all excavation, demolition and construction activities within the Subject Property (“Development Site”). At minimum, the Protective Plan shall include the following:
 - a. Baseline Survey—Landowner shall document the existing condition of the Holsinger Building (“Baseline Survey”). The Baseline Survey shall take the form of written descriptions, and visual documentation which shall include color photographs and/or video recordings. The Baseline Survey shall document the existing conditions observable on the interior and exterior of the Holsinger Building, with close-up images of cracks, staining, indications of existing settlement, and other fragile conditions that are observable.

The Landowner shall engage an independent third party structural engineering firm (one who has not participated in the design of the Landowner's Project or preparation of demolition or construction plans for the Landowner, and who has expertise in the impact of seismic activity on historic structures) and shall bear the cost of the Baseline Survey and preparation of a written report thereof. The Landowner and the Owner of the Holsinger Building ("Adjacent Landowner") may both have representatives present during the process of surveying and documenting the existing conditions. A copy of a completed written Baseline Survey Report shall be provided to the Adjacent Landowner, and the Adjacent Landowner shall be given fourteen (14) days to review the Baseline Survey Report and return any comments to the Landowner.

b. Protective Plan--The Landowner shall engage the engineer who performed the Baseline Survey to prepare a Protective Plan to be followed by all persons performing work within the Development Site, that may include seismic monitoring or other specific monitoring measures of the Adjacent Property if recommended by the engineer preparing the Protective Plan, and minimally shall include installation of at least five crack monitors. Engineer shall inspect and take readings of crack monitors at least weekly during ground disturbance demolition and construction activities. Reports of monitor readings shall be submitted to the city building official and Adjacent Landowner within two days of inspection. A copy of the Protective Plan shall be provided to the Adjacent Landowner. The Adjacent Landowner shall be given fourteen (14) days to review the Report and return any comments to the Landowner.

c. Advance notice of commencement of activity--The Adjacent Landowner shall be given 14 days' advance written notice of commencement of demolition at the Development Site, and of commencement of construction at the Development Site. This notice shall include the name, mobile phone number, and email address of the construction supervisor(s) who will be present on the Development Site and who may be contacted by the Adjacent Landowner regarding impacts of demolition or construction on the Adjacent Property.

The Landowner shall also offer the Adjacent Landowner an opportunity to have meetings: (i) prior to commencement of demolition at the Development Site, and (ii) at least fourteen (14) days prior to commencement of construction at the Development Site, on days/ times reasonably agreed to by both parties. During any such preconstruction meeting, the Adjacent Landowner will be provided information as to the nature and duration of the demolition or construction activity and the Landowner will review the Protective Plan as it will apply to the activities to be commenced.

d. Permits--No demolition or building permit, and no land disturbing permit, shall be approved or issued to the Landowner, until the Landowner provides to the department of neighborhood development services: (i) copies of the Baseline Survey Report and Protective Plan, and NDS verifies that these documents satisfy the requirements of these SUP Conditions, (ii) documentation that the Baseline Survey Report and Protective Plan were given to the Adjacent Landowner in accordance with these SUP Conditions.

-end-

STREET ADDRESS: 602-616 West Main Street
 MAP & PARCEL: 29-3
 FILE NUMBER: 693
 PRESENT ZONING: B-3
 ORIGINAL OWNER: Hoff Motor Co., Inc.,
 ORIGINAL USE: Automobile Repair Shop & Service Station
 PRESENT USE: Automobile Repair Shop & Service Station
 PRESENT OWNER: Hoff Motor Co., Inc.
 ADDRESS: P. O. Box 8052
 Charlottesville, VA 22906
 HISTORIC NAME: Hoff Motor Co. Garage
 DATE/PERIOD: 1959, 1968, 1973
 STYLE: ~~Post Modern~~ Vernacular
 HEIGHT (to cornice) OR STORIES: One Story
 DIMENSIONS AND LAND AREA: 161' x 117.5' (19,790 sq. ft.)
 CONDITION: Good
 SURVEYOR: Bibb
 DATE OF SURVEY: Spring 1995
 SOURCES: City Records
 Sanborn Map Co. - 1896, 1920

ARCHITECTURAL DESCRIPTION

three
 Built in several stages, this one-storey, flat-roofed automotive building is of cinderblock construction and is painted white. The eastern half of the facade is four bays wide and originally had a small entrance door (now boarded up) in the eastern bay and garage doors in the other *tree*. The eastern-most garage door opening has now been filled with an entrance door and large display window. The western half of the facade and part of the western end are covered by a stock 1970's Shell Station facade: a shingled pentroof covers the parapet. In front of it is a wide and low-pitched gable. Below, it another low-pitched gable is centered over the western bay, which contains an entrance door and a plate glass display window which is repeated in the first bay of the western elevation. The other three bays of this half of the facade contain garage doors. Brick piers separate the bays. The entire lot is *pared*. The three houses were demolished over the 1955-1958 period. The western section of the present building was erected c. 1958 and was given a new facade by the Shell Oil Co. in 1973. The eastern section of the building was probably added c. 1960 and has been occupied by Morris Tire Service since the late 1960's.

HISTORICAL DESCRIPTION

three
 This lot encompasses the site of *three* the late 19th century houses and *the* J. P. Carver's Coal and Wood Yard. There was already a used car lot on part of the property when Hoff Motor Co. the Chrysler-Plymouth dealer a block east, purchased it in 1954 *5* (City DB 180-122).





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 Heirloom West Main Street Second Phase LLC Applicant Name Jeffrey S Levien
Project Name/Description New construction of a mixed use development Parcel Number 290003000
Project Property Address 602 - 616 West Main Street

Applicant Information

Jeff Dreyfus
Address: Bushman Dreyfus Architects pc
820B East High Street, Charlottesville, VA 22902
Email: jd@bdarchitects.com
Phone: (W) _____ (C) 434-242-1322

Property Owner Information (if not applicant)

Address: 178 Columbus Ave., #231409
New York, NY 10023
Email: jeff@levien3.com
Phone: (W) _____ (C) 917-612-0636

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.

Jeffrey G. Dreyfus October 27, 2020
Signature Date

Jeffrey G. Dreyfus October 27, 2020
Print Name Date

Property Owner Permission (if not applicant)

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

Jeffrey Levien October 27, 2020
Signature Date

Jeffrey Levien October 27, 2020
Print Name Date

Description of Proposed Work (attach separate narrative if necessary): Construction of a new mixed use development.

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

Background project information; images from previous preliminary design discussions with the BAR; new West Main Street facade concept drawing.

For Office Use Only

Received by: _____

Fee paid: _____ Cash/Ck. # _____

Date Received: _____

Revised 2016

Approved/Disapproved by: _____

Date: _____

Conditions of approval: _____



Memorandum

To: Jeff Werner
From: Jeff Dreyfus
Date: 10/27/2020
Subject: 612 West Main / COA Application

Jeff,

We are formally submitting for a Certificate of Appropriateness for the new mixed-use project at 612 West Main Street. While we are not at a stage to request approval of a complete design, we are seeking comments and input from the BAR for our preliminary elevation concepts.

As a summary of the project, the four story building is currently planned with forty-one residential units and ground floor retail along West Main Street. The massing incorporates an additional setback between the new structure and the existing, contributing structure at 600 West Main Street to the east. Entrance to the residential lobby will be through this interstitial setback. Per the zoning ordinance, the street facade is 10' from the property line and has an additional 10' stepback at the fourth floor terraces.

Required parking for the building will be in the basement and accessed below grade through the existing parking garage at 600 West Main Street; thus, no new parking garage entry is planned for this building. The existing transformer at 600 West Main Street will also serve this building, so a transformer will not be required as part of the site plan.

You will recall that the project has been granted an SUP for increased density. In their recommendation to City Council that the SUP be granted, the BAR noted the following conditions for future development on the site:

- Garage entry shall not be accessed directly from the building's street wall along West Main Street;
- That the building's mass shall be broken down to reflect the multiparcel massing historically on the site, as well as the West Main Street context, using building modulation;
- That the Holsinger Building be seismically monitored during construction;
- That there shall be pedestrian engagement with the street with an active, transparent, and permeable facade at street level;
- And that the building and massing refer to the historic buildings on either side.

In January of 2020, the BAR provided the design and development team with some very early comments on a variety of elevation options. One elevation sketch was preferred by the majority of BAR members. We have continued developing the elevations with that sketch and the above-noted conditions as a starting point.

At the upcoming BAR meeting, we are seeking early comments from the BAR as we develop the building facades. Our packet includes the anticipated building footprint, zoning envelope information and the sketch that was identified by the BAR as holding promise for further development.



We understand that the BAR will not grant partial or incremental approvals for developments, and we are seeking neither. We are, however, seeking the BAR's input on the project in its early facade development so that we may incorporate that input as we move the design toward a full submission for approval early next year.

As the building is developing daily, we will provide you with an updated package of images 1 week prior to the November meeting. We appreciate your patience as we work to push the design forward in a timely manner.

All the best,

A handwritten signature in black ink, appearing to read "Jeff Dreyfus", with a stylized flourish at the end.

Jeff Dreyfus



612 W. MAIN STREET

ZONE:

- WEST MAIN STREET EAST CORRIDOR (MIXED-USE)
- ARCHITECTURAL DESIGN CONTROL DISTRICT
- PARKING MODIFIED ZONE

PRIMARY STREETS:

- WEST MAIN STREET

LAND AREA:

- 0.46 ACRES/19,830 SF

DENSITY (WITH SUP):

- 120 DUA / 55 DWELLING UNITS



612 W. MAIN STREET

ZONE:

- WEST MAIN STREET EAST CORRIDOR (MIXED-USE)
- ARCHITECTURAL DESIGN CONTROL DISTRICT
- PARKING MODIFIED ZONE

PRIMARY STREETS:

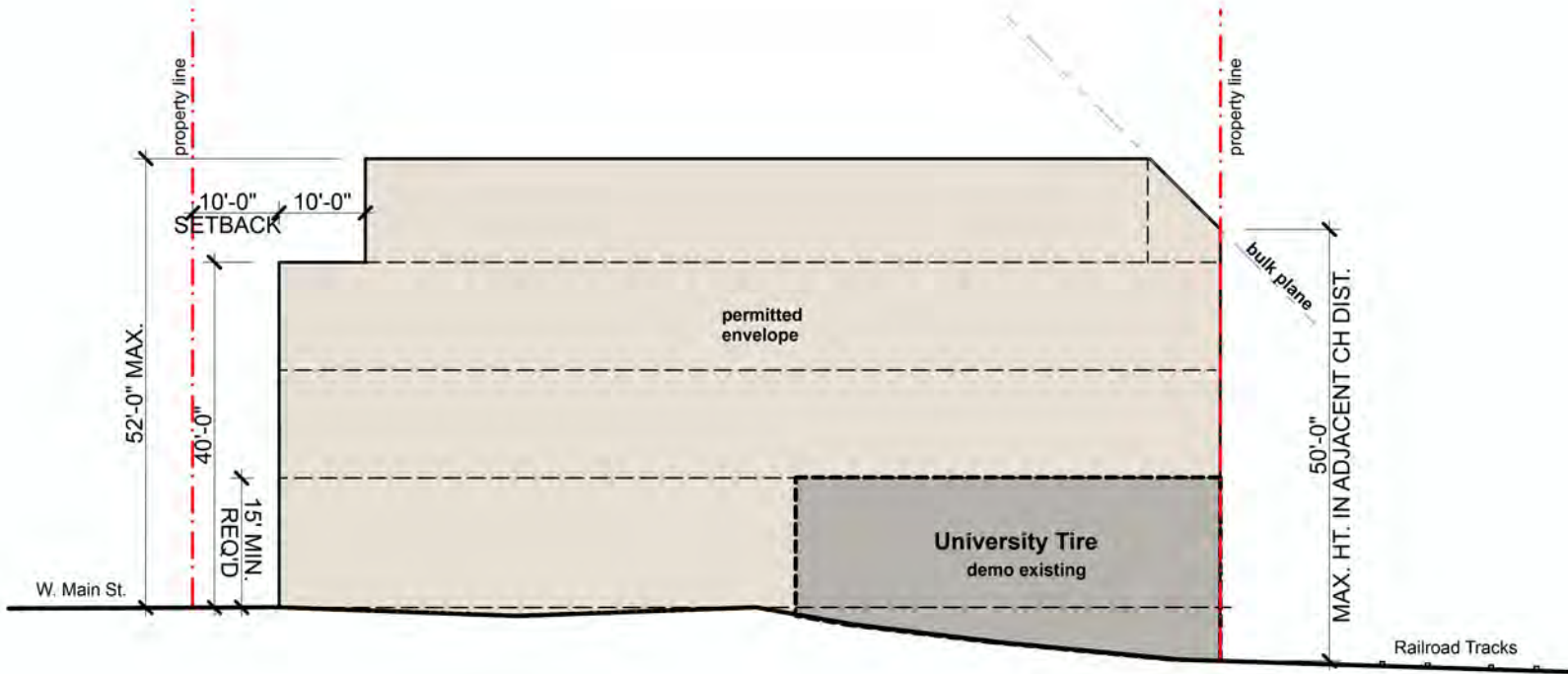
- WEST MAIN STREET

LAND AREA:

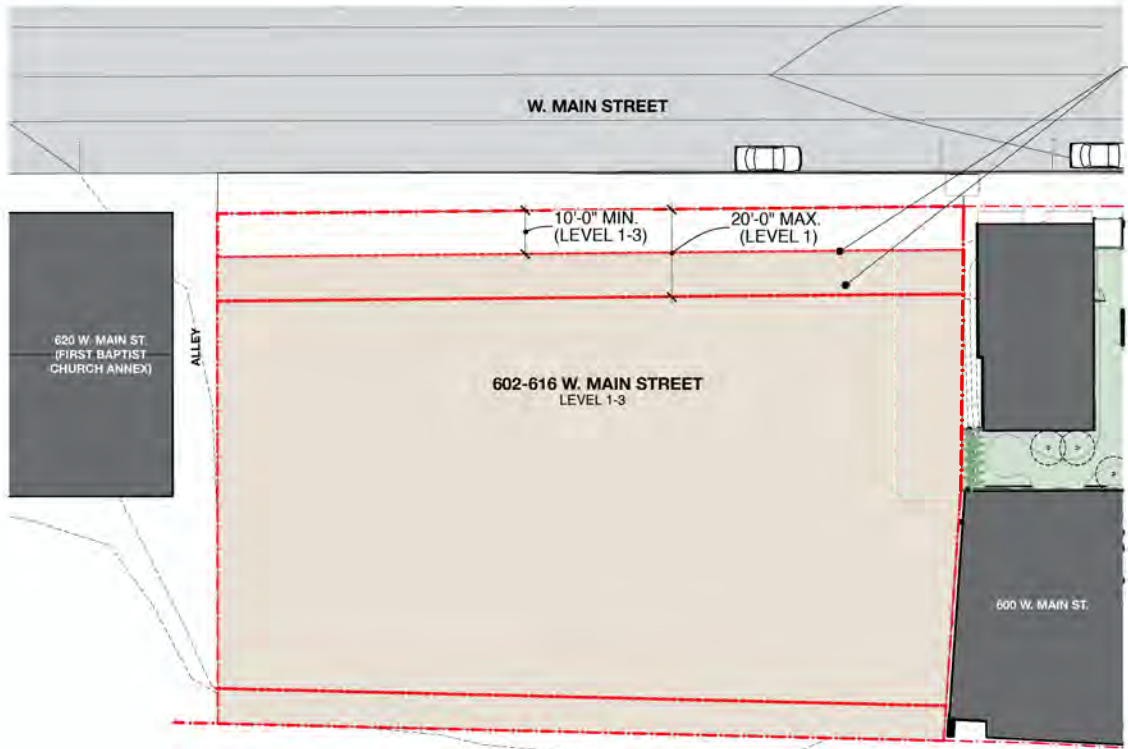
- 0.46 ACRES/19,830 SF

DENSITY (WITH SUP):

- 120 DUA / 55 DWELLING UNITS

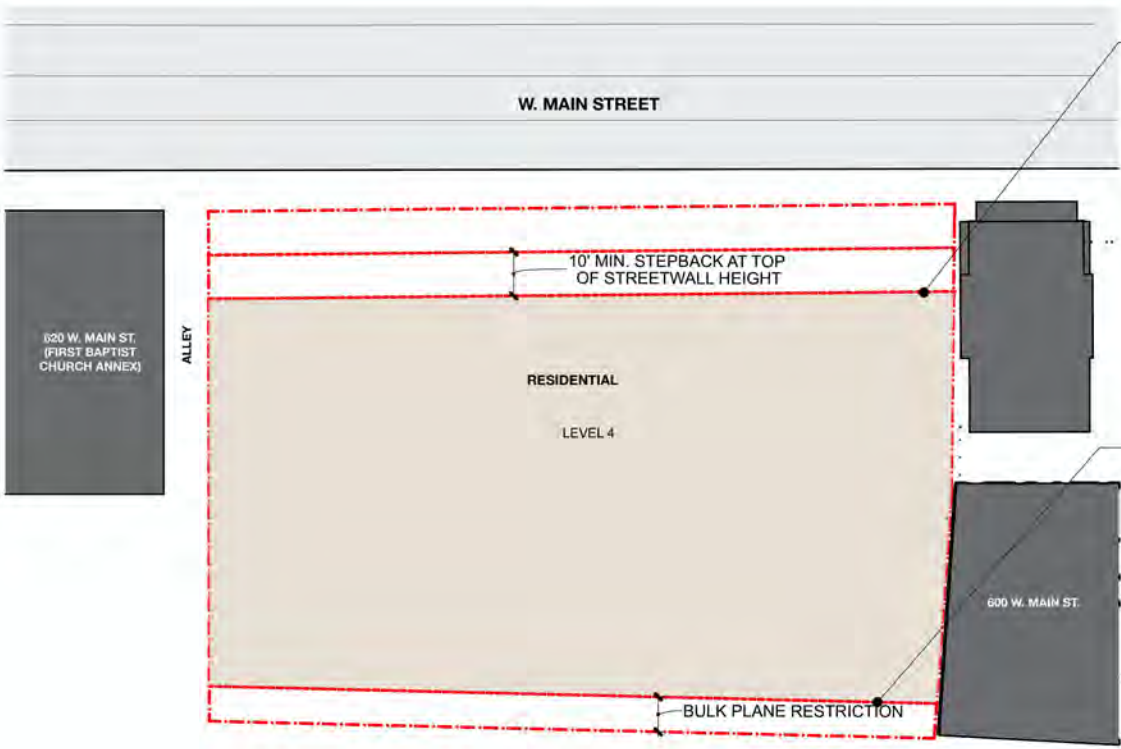


ZONING HEIGHTS AND SETBACKS



LEVELS 1-3

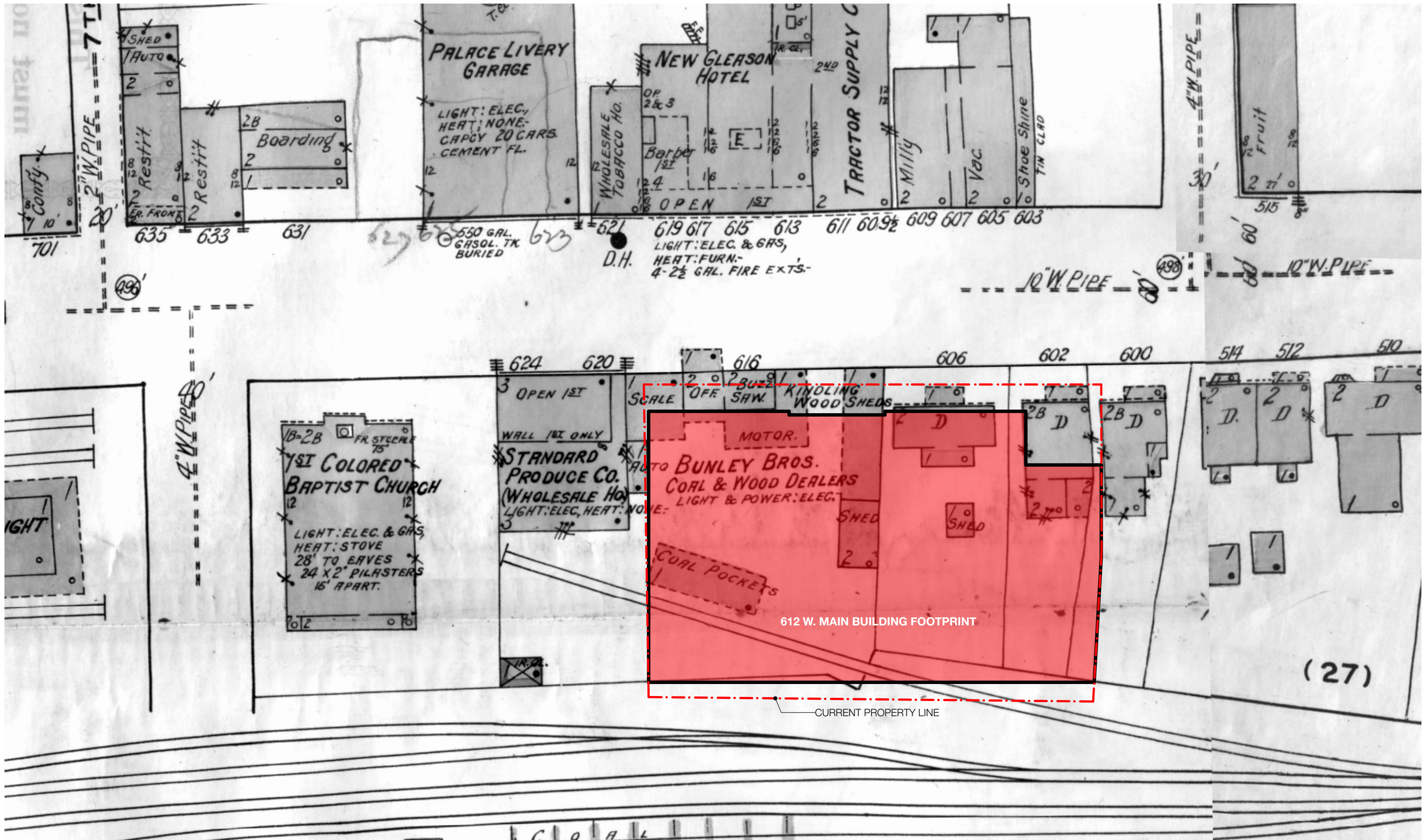
SEC. 34-638: STREETWALL REGULATIONS
SETBACKS AT 10' MIN., 20' MAX

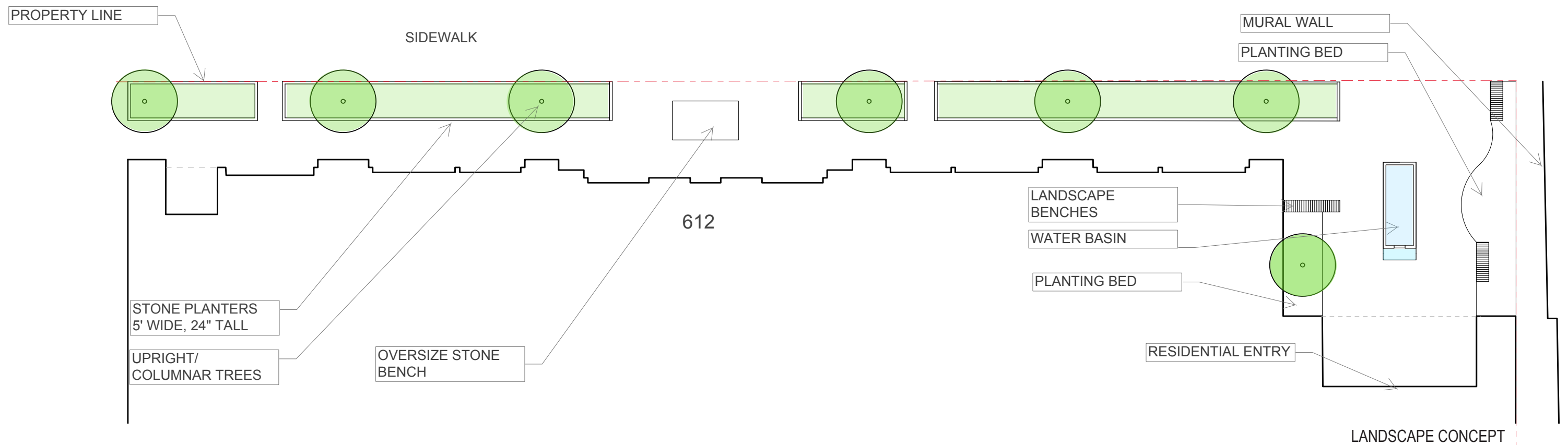


LEVEL 4

SEC. 34-638: STREETWALL REGULATIONS
SETBACKS AT 10' MIN. AT TOP OF STREETWALL HEIGHT.

SEC. 34-639: BULK PLANE
NO BUILDING MAY EXTEND INTO A 45-DEGREE ANGULAR PLANE PROJECTING ABOVE THE LOT, STARTING AT A HEIGHT EQUAL TO THE MAXIMUM ALLOWED HEIGHT IN THE ADJACENT ZONING DISTRICT.

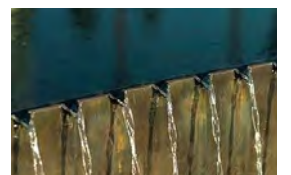




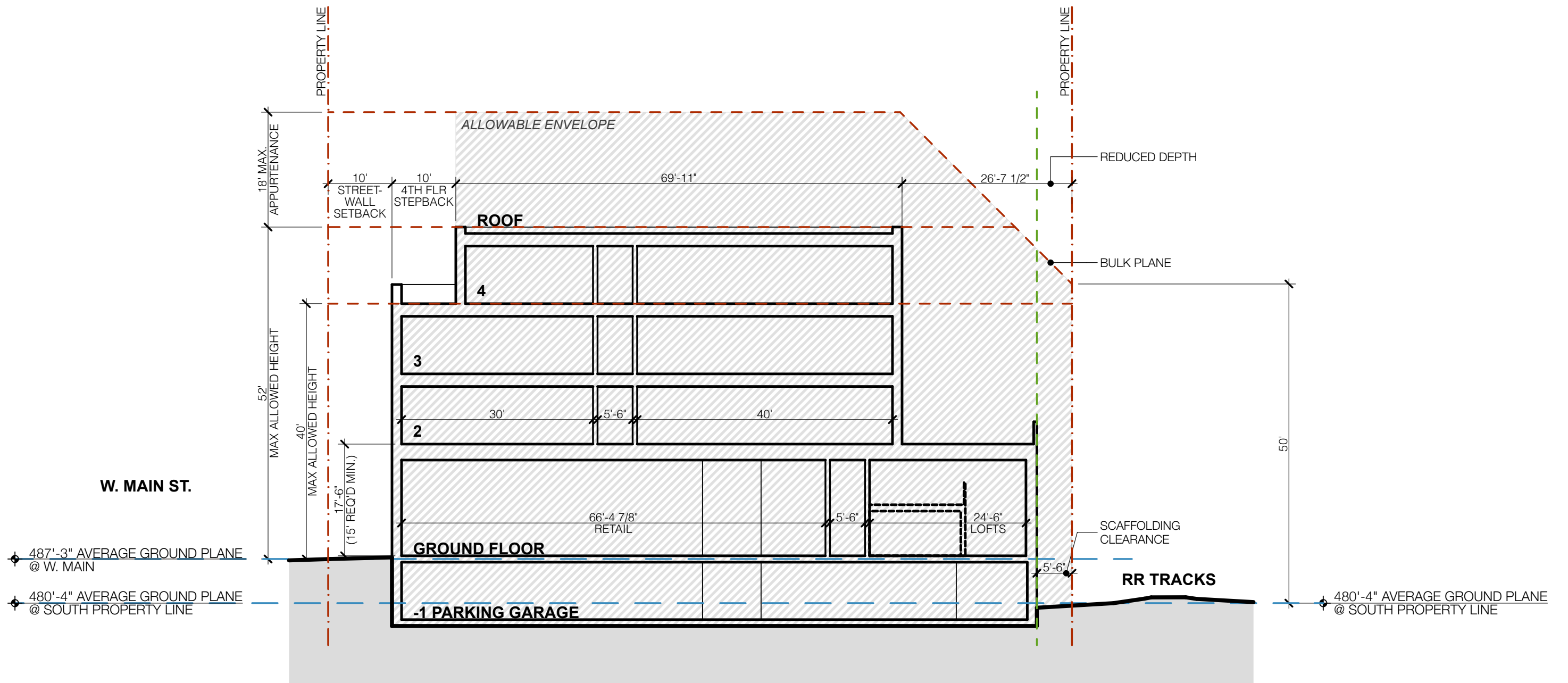
STONE DETAILS



PLANT PRECEDENTS



WATER





FACADE RHYTHM
WINDOW SURROUNDS
RETAIL WINDOWS



WINDOW SURROUNDS
VERTICAL WINDOW GANGING



FACADE RHYTHM
EXTERIOR PLANTERS
SIMPLICITY
ELEGANCE



FACADE RHYTHM
SIMPLICITY



FACADE RHYTHM
BRICK



WINDOW SURROUNDS
RETAIL STOREFRONT DESIGN
ENTRY DESIGN



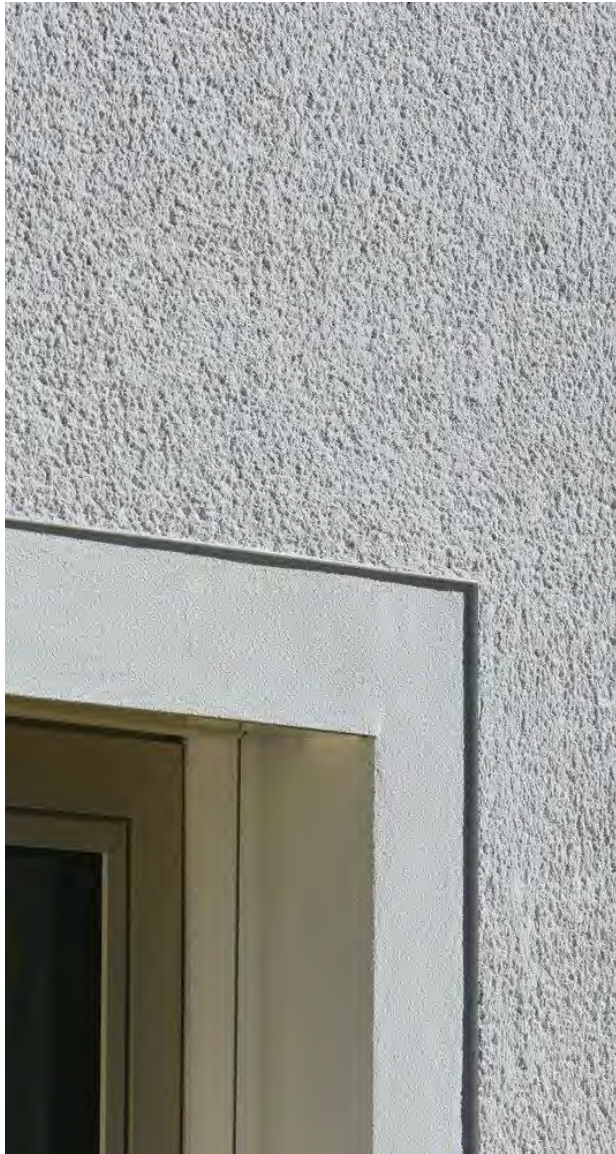
LIGHT BRICK



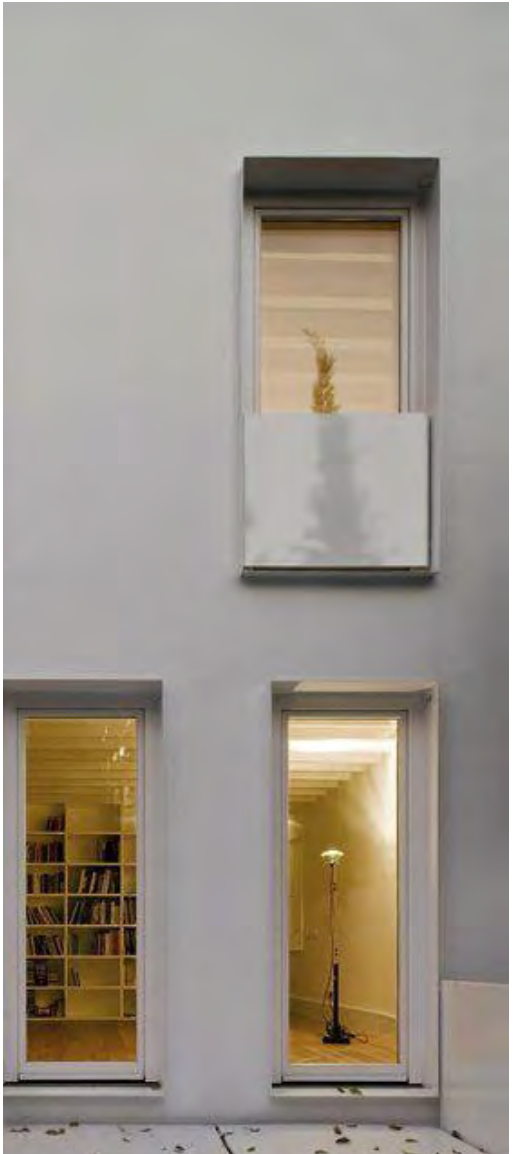
LIGHT BRICK



STUCCO EXTERIOR
WITH CAST STONE WINDOW SURROUNDS



DETAIL OF STUCCO EXTERIOR
WITH CAST STONE WINDOW SURROUNDS



STUCCO EXTERIOR
WITH METAL WINDOW SURROUNDS



DOOR SURROUND DESIGN EXAMPLE



DOOR DESIGN EXAMPLE



ENTRY THROUGH A LANDSCAPED PLAZA

