

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



Preliminary Discussion

1001 West Main Street, TMP 100050000
West Main ADC District
Owner: M & J Real Estate, LLC
Applicant: Ryan Perkins, Kimley-Horn
Project: Exterior alterations



Background

Year Built: c1920, 1936
District: West Main Street ADC District
Status: Contributing

A remnant of West Main's 20th century automobile-centric history, in the last decade this structure has been modified and repurposed. It consists of three sections: The two-story, northeast corner is the earliest and of heavy frame and brick constructions with a modern concrete-block and metal panel facing. The southeast corner, added after 1920 as a service station, featured an aluminum-framed display windows and an awning. The west end, built in 1936, is brick veneer over terra-cotta block, with large industrial windows and a bowstring-truss roof from a former airplane hangar. This wing had several garage door bays and faced with enameled metal panels.

Prior BAR Reviews

See Appendix

Application

- Applicant submittal: *Exterior Proposal Arb Package 1001 W Main Street*, dated October 7, 2020: Cover with sheets 2 – 7.

Applicant has requested a preliminary discussion to review with the BAR the components of the planned project, which include signage, an entrance canopy, bike racks, and a large mural.

Discussion and Recommendations

This is a preliminary discussion, no BAR action is required; however, by consensus, the BAR may express an opinion about the project as presented. (For example, the BAR might express consensus support for elements of the project, such as its scale and massing.) Such comments will not

constitute a formal motion and the result will have no legal bearing, nor will it represent an incremental decision on the required CoA.

There are two key objectives of a preliminary discussion: Introduce the project to the BAR; and allow the applicant and the BAR to establish what is necessary for a successful final submittal. That is, a final submittal that is complete and provides the information necessary for the BAR to evaluate the project using the ADC District Design Guidelines and related review criteria.

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 related to signs, canopies, and murals. (Chapters V and VII.)

Suggested Motion

For a preliminary discussion, the BAR cannot take action on a formal motion.

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 Guidelines for Signs, Awnings, Vending, and Cafes

A. Signs

C. Awnings, Marquees, & Canopies

Pertinent Guidelines for Public Design and Improvements

J. Public Art, Statues, & Fountains

1. Maintain existing features related to public art, statues and fountains.
2. Consider the place-making role any such new features can have in celebrating and communicating the history of the districts.

3. Develop an appropriate relationship between materials, the scale of artwork and the surrounding environment.
4. Choose artwork that is appropriate for the current general character of the site.
5. Consider the appropriateness of the sculpture base.
6. Mural art on private property should be reviewed for appropriateness of materials, scale, and location within surrounding context.
7. Mural art that constitutes a sign shall conform to the sign regulations.
8. Public art, statues, and fountains shall be maintained as accessible to the public.

APPENDIX

Prior BAR Reviews

August 19, 2014 - BAR approved (6-0-1, Mohr) removal of metal panels on the façade.

Application:

http://weblink.charlottesville.org/public/0/edoc/622635/BAR_1001%20West%20Main%20Street_Aug2014.pdf

January 20, 2015 – BAR approved (7-0) design that would “unify the building, while giving a nod to its historic context.” The goal is to “provide functioning commercial, retail and service space for the growing surrounding context, while still allowing the historic aesthetic to be legible.”

- Install garage-style storefront window systems in locations of previous garage doors. Dark bronze aluminum frames with horizontal muntins and clear glass.
- Add some new or enlarged openings with fixed, clear glass and horizontal muntins; also close two openings on east side.
- Add three new canopies on main entrances, consisting of white steel frame and Douglas Fir wood slats with recessed down-lighting. Attached with steel cable support system.
- Level and clean cornice on east façade.
- Replace roof in same location and design. A 7’ louvered screen system will screen rooftop mechanical.
- Parge and paint existing concrete masonry units (CMU).
- Paint colors: Benjamin Moore Squire Hill Bluff (primary) and Graphite (trim).
- Remove metal siding from rear of building. Parge and paint masonry. Basement windows will have glass blocks; second floor windows same material, style, and color as others.

Application:

http://weblink.charlottesville.org/public/0/edoc/622636/BAR_1001%20West%20Main%20Street_Jan2015.pdf

September 17, 2015 – Administrative approval to demolish an unstable section of the front wall (east side), to re-frame, and to replace glass per approval plan.

Application:

http://weblink.charlottesville.org/public/0/edoc/649270/BAR_1001%20West%20Main%20Street_Sept2015.pdf

November 15, 2016 – BAR approved changes to the west side of the building, revising the design for the building approved in January 2015.

- The window and door openings remain the same on the front and rear facades; on the west façade an existing opening will be reduced in size.
- The parapet is proposed to be raised in the front center façade to create a surround at the entrance doors.
- The materials and colors of the west side of the building has changed from the original white painted masonry. Proposed materials are “Identity Wood” in dark brown and lighter brown, and Crossville “Basalt” 12’ x 24’ stacked tile at the entry surround. The building owner proposes to paint the east end of the building white, and to paint the rear of the building to match the lighter shade of brown.
- Signage and lighting have changed. Three signs are proposed, which Zoning permits for a retail business on a corner site (101/2 Street and W Main Street). Two gooseneck lights are added at the entrance. Cove lighting is proposed along the metal cap at the roofline.

Application:

http://weblink.charlottesville.org/public/0/edoc/698583/BAR_1001%20West%20Main%20Street_Nov2016.pdf



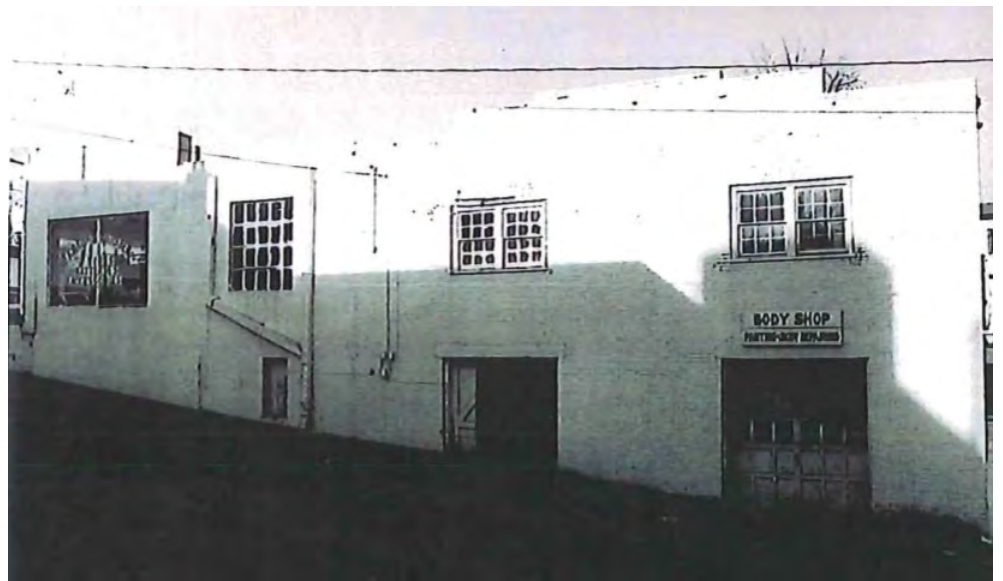
1990s?



2019 (Google)



1980s—front



10th Street elevation



2019 (Google)



CONCEPTS

EXTERIOR PROPOSAL ARB PACKAGE

DATE: 10/07/2020

PROJECT NAME: 1001 W Main St

PROJECT TYPE: New

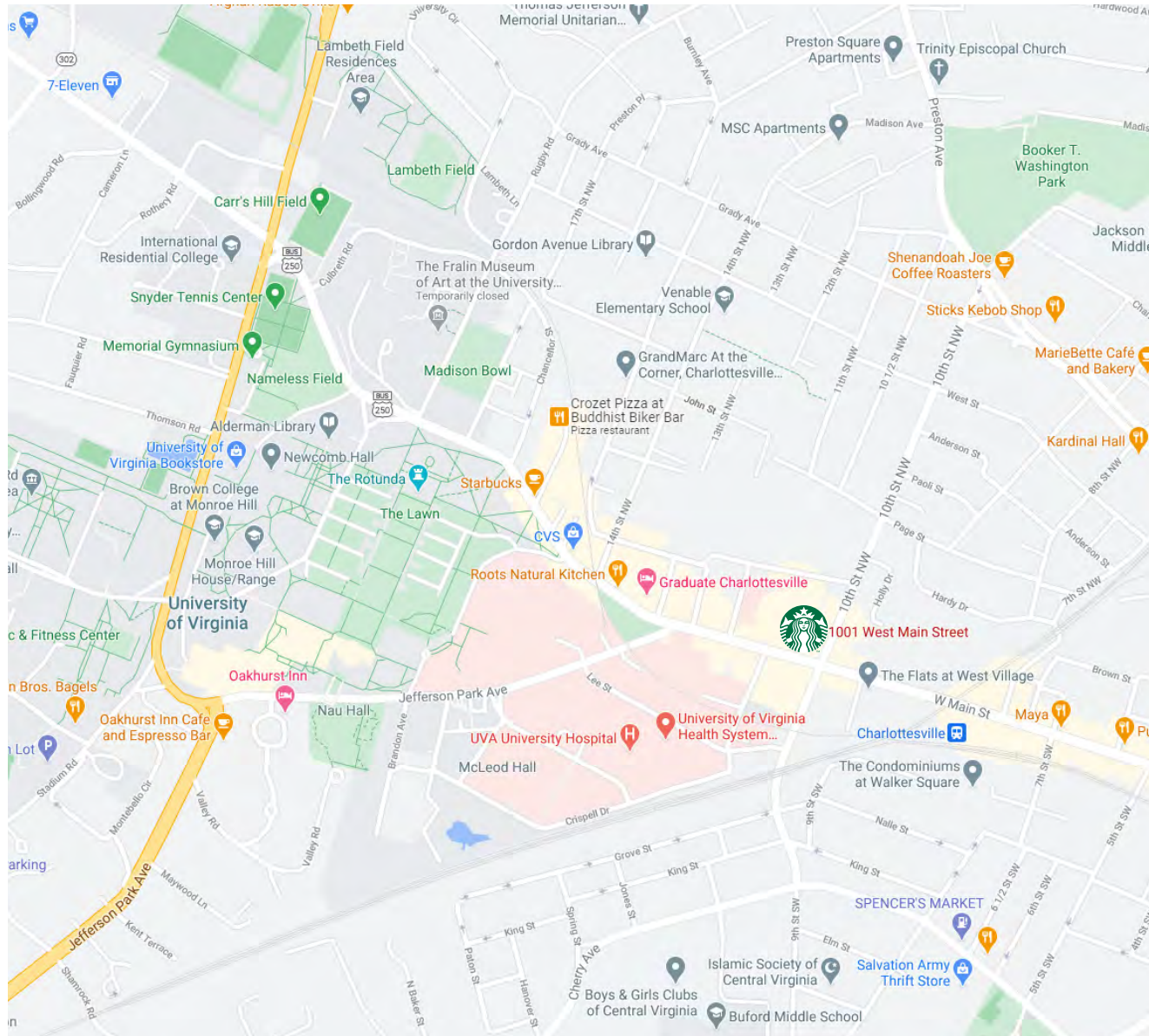
STORE #: 65136

CPN# : 89931-001

REGION: Mid Atlantic

CITY: Charlottesville, VA

VICINITY AND SITE PLAN



vicinity map



key plan



1001 MAIN STREET
CHARLOTTESVILLE, VA

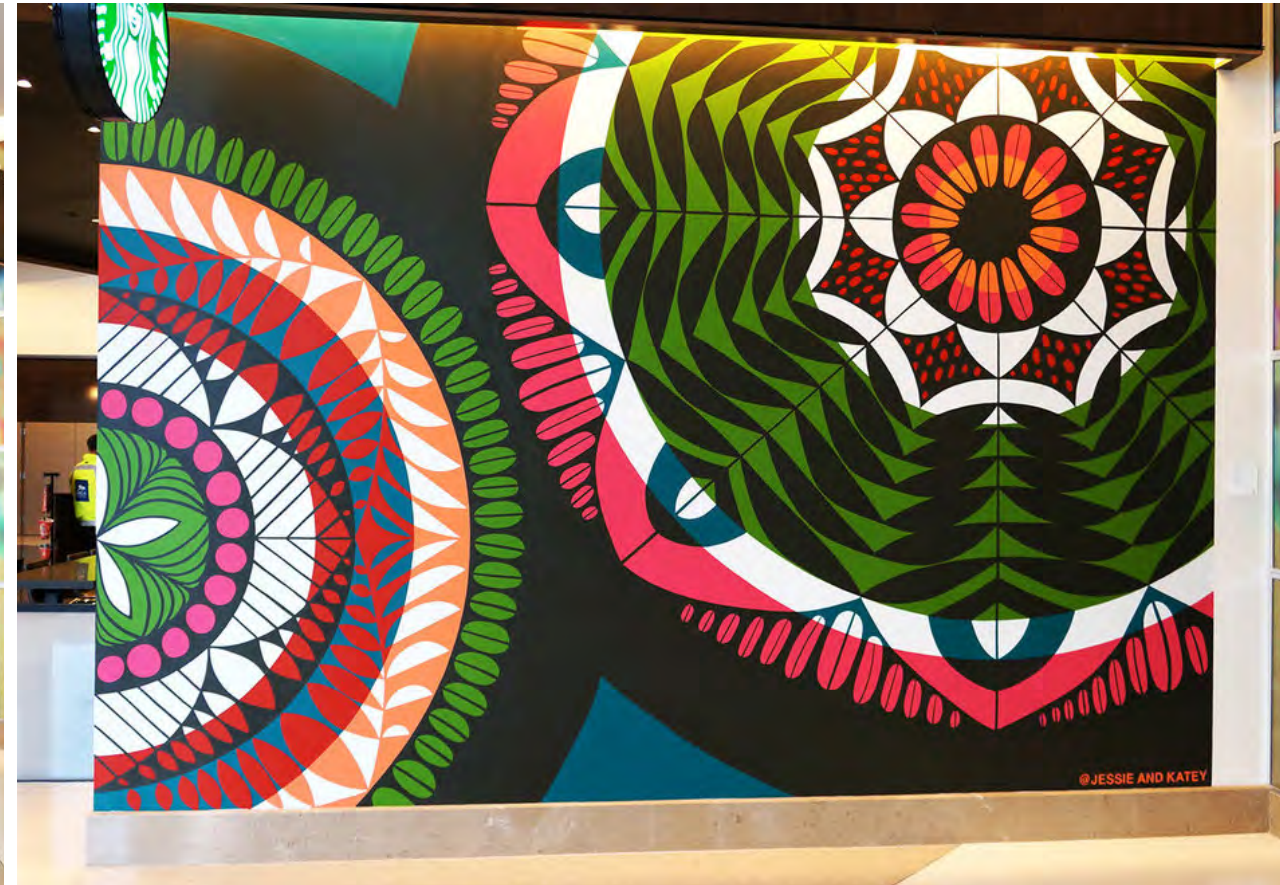




Jessie Unterhalter and Katey Truhn are a Baltimore based artist duo striving to transform public spaces into colorful and vibrant experiences. They have been collaborating on large-scale murals, fine art and sculpture since 2012. Their mission grows from a simple desire to bring playfulness to public spaces and enhance people's lives through art. Their work explores themes of movement and symmetry, inspired by bold color combinations, patterns in nature, woven textiles and formalism.



1001 MAIN STREET
CHARLOTTESVILLE, VA



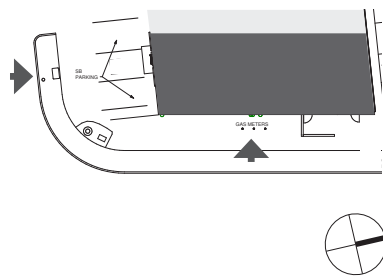
JESSIE & KATEY - STARBUCKS COMMISSIONS

10.06.2020

1001 MAIN STREET
CHARLOTTESVILLE, VA



KEY PLAN



NOTE: ARTWORK COMPOSITION IS PLACEHOLDER ONLY



PROPOSED EXTERIOR - CUSTOM MURAL

10.06.2020



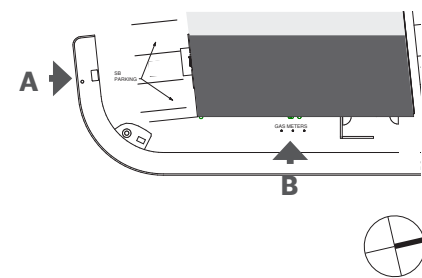
SCOPE OF WORK

- 1 ILLUMINATED PICK UP SIGN
- 2 ILLUMINATED LOGO DISK - 48"
- 3 STANDARD C1 GRAPHIC VINYL STORE FRONT
- 4 ILLUMINATED IN-LINE PICK UP SIGN
- 5 BIKE PARKING RACKS
- 6 UPGRADED SLOPE GRADING TO ACCOMMODATE BIKE RACKS

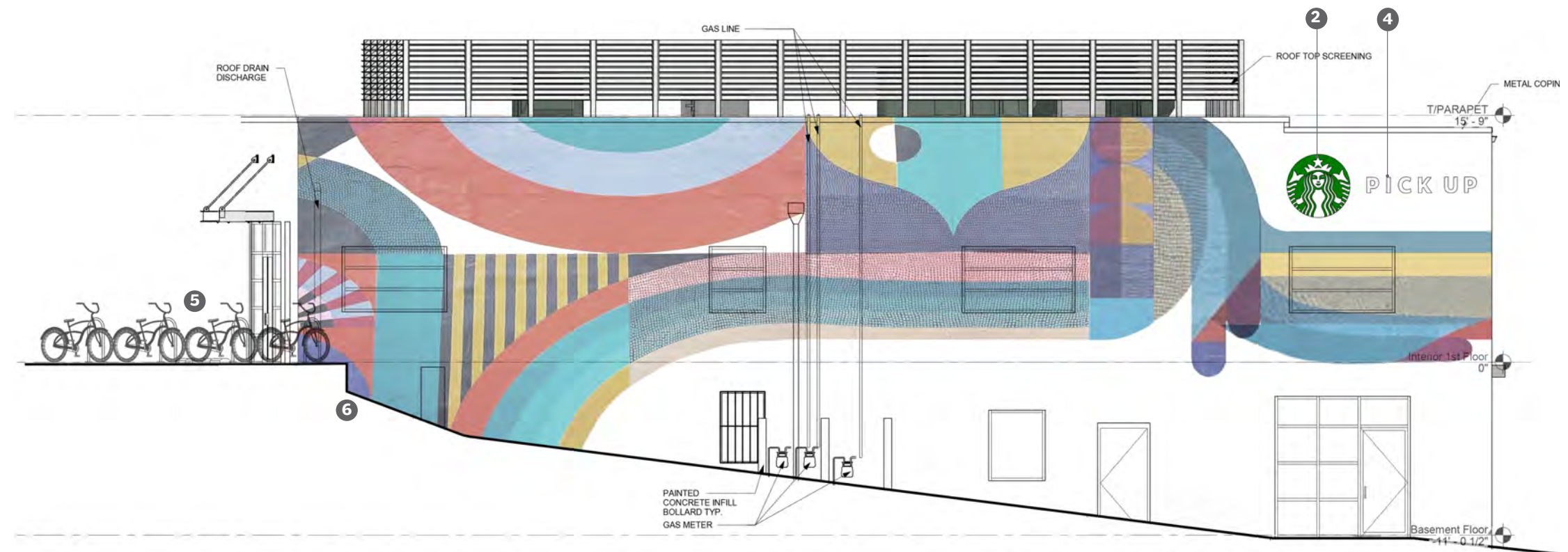
SAMPLE SIGNAGE



KEY PLAN



A_EXTERIOR STOREFRONT ELEVATION



B_EXTERIOR STOREFRONT ELEVATION

NOTE: ARTWORK COMPOSITION IS PLACEHOLDER ONLY



1001 W MAIN STREET
CHARLOTTESVILLE, VA

