

June 2021 BAR Decision

Watkins, Robert <watkinsro@charlottesville.gov>

Wed 6/16/2021 10:38 AM

To: Mike Martin <mike@permit.com>

Certificate of Appropriateness

BAR 21-06-04

1001 West Main Street, TMP 100050000

West Main ADC District

Owner: M & J Real Estate, LLC

Applicant: Michael Martin/State Permits, Inc.

Project: Mural on east (side) façade

Dear Mike,

On Tuesday June 15, the Charlottesville Board of Architectural Review reviewed the above-referenced project. Please find the BAR's motion below:

Cheri Lewis moves: Having considered the standards set forth within the City Code, including the ADC District Design Guidelines, I move to find the proposed mural at 1001 West Main Street satisfies the BAR's criteria and is compatible with this property and other properties in the West Main ADC District, and that the BAR approves the application as submitted.

Tim Mohr seconds. Motion passes (7-0).

Please let me know if you have any further questions.

All the 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
June 15, 2021**



Certificate of Appropriateness Application

BAR 21-06-04

1001 West Main Street, TMP 100050000

West Main ADC District

Owner: M & J Real Estate, LLC

Applicant: Michael Martin, State Permits, Inc.

Project: Mural on east (side) facade



Background

Year Built: c1920, 1936

District: West Main Street ADC District

Status: Non-contributing

A remnant of West Main's 20th century auto-centric history, this structure has been modified and repurposed. The two-story, NE corner is the earliest and of heavy frame and brick with a modern concrete-block and metal panel facing. The SE 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 industrial windows and a bowstring-truss roof from an airplane hangar. This wing had garage door bays and was faced with enameled metal panels.

Prior BAR Reviews

(See Appendix for complete summary)

March 2021 – BAR approved CoA for alterations to the east end of the building, including signage, new entrance door and transom, and modification to the parking area, including regrading, new railing, planters, and bike racks.

Application

- Submittal: Starbucks submittal, *Mural Design Package*, dated May 24, 2021: Cover; page 2; page 3, About the Artists (dated November 30, 2020); page 4, Area Map; page 5, Photos; page 6, [East Wall] Exterior Elevation*; pages 7 - 9, Proposed Exterior (renderings); and page 10, Proposed Mural.

(* Note: Page 6 is from the CoA submittal approved by the BAR in March 2021. It is included for reference only and does not represent any changes to what was approved.)

CoA request for a painted mural on the east façade, facing 10th Street, NW.

Discussion and Recommendations

Staff recommends approval. The proposed mural does not obscure or interfere with architectural elements. While the Guidelines do not recommend covering an entire wall, this mural provides a point of interest on relatively featureless, painted masonry wall on the side of a former automobile service station. Furthermore, while the BAR does not evaluate the content of a proposed mural, this building sits at the entrance to the adjacent 10th and Page Neighborhood and this mural reflects on, is compatible, and, in fact, through one of the two artists, is generationally rooted in the historic narrative of that neighborhood.

Suggested Motions

Approval: Having considered the standards set forth within the City Code, including the ADC District Design Guidelines, I move to find the proposed mural at 1001 West Main Street satisfies the BAR's criteria and is compatible with this property and other properties in the West Main ADC District, and that the BAR approves the application [as submitted.]

[...as submitted with the following conditions: ...]

Denial: Having considered the standards set forth within the City Code, including the ADC District Design Guidelines, I move to find the proposed mural at 1001 West Main Street does not satisfy the BAR's criteria and is not compatible with this property and other properties in the West Main ADC District, and that for the following reasons the BAR denies the application as submitted:

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 Design Guidelines – Chapter VI: Public Design and Improvements

J. Public Art, Statues, & Fountains

1. Maintain existing features related to public art, statues and fountains.

2. Public art is preferred that offers a place-making role in celebrating and communicating the history and culture 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. Public art, statues, and fountains shall be maintained as accessible to the public.
7. A mural's appearance, materials, colors, size, and scale should be compatible with the building and historic district of which the building is a part.
8. The use of neon, luminescent, or reflective paint or materials is discouraged.
9. A mural should not obscure or distort the historic features of a building, and should not cover an entire wall.
10. Murals painted on primary facades are rarely permitted and strongly discouraged.
11. In general, previously unpainted masonry should be left unpainted.
12. Painting directly onto the walls of a non-contributing building, or adding a mural to a previously-painted, non-primary elevation of a contributing building will be considered on a case-by-case basis.
13. In general, murals should be created on removable material, not directly on a building wall; installed on framing that allows water to weep between the mural and the wall; and attachments should not irrevocably damage the building.
14. Mural art that constitutes a sign shall conform to the sign regulations.

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

Property Information

Property Names

Name Explanation	Name
Current Name	Pizza Hut
Function/Location	Gas Station, 1001 West Main Street
Historic	Albemarle Gas & Oil Company
Historic	Team Tires
Historic	Wood Field Hangar

Property Evaluation Status

Not Evaluated

Property Addresses

Current - 1001 Main Street West Route 250

County/Independent City(s):	Charlottesville (Ind. City)
Incorporated Town(s):	No Data
Zip Code(s):	22903
Magisterial District(s):	No Data
Tax Parcel(s):	No Data
USGS Quad(s):	CHARLOTTESVILLE EAST

Additional Property Information

Architecture Setting: Urban

Acreage: No Data

Site Description:

Summary of 1996 form: This building is located within the general surroundings of a city.

Surveyor Assessment:

1984: A 1907 edition of Sanborne's [sic] Insurance Map shows a 2-story brick furniture store on the western part of the property at 1012 Main Street, and a wood yard with wooden office on the eastern portion at 1003 West Main Street. This wood yard may have been associated with the Piedmont Lumber Corp. which had offices across the street at this time.

1996: This building relates to the 20th century automobile reorientation of West Main street and as such contributes to the historic character of the street. Its earliest section i said by one informant to have formerly served as a dance hall with upstairs rooms to let, a business known as the Stagger Inn. The filling station that forms the southeast corner of the building was built in the 1920s and was later embedded into additions. A Mr. Rothwell acquired the property about 1936 and added the west end, into which he incorporated roof trusses and windows from a hanger at the defunct Foxfield Airport (Wood Field). The business was known at this time as the Albemarle Gas & Oil Company.

Surveyor Recommendation: Recommended Not Eligible

Ownership

Ownership Category	Ownership Entity
Private	No Data

Primary Resource Information

Resource Category:	Commerce/Trade
Resource Type:	Service Station
NR Resource Type:	Building
Historic District Status:	No Data
Date of Construction:	Ca 1936
Date Source:	Oral History
Historic Time Period:	World War I to World War II (1917 - 1945)
Historic Context(s):	Commerce/Trade, Transportation/Communication
Other ID Number:	No Data
Architectural Style:	No discernible style
Form:	No Data
Number of Stories:	2.0

Condition: Good
Threats to Resource: Demolition, Development

Architectural Description:

1984: There are enameled metal panels on this 1-story, flat-roofed building with 7 bays. There is a 1-story 1-bay porch with a flat roof and a gas pump island. This building is a "modern enameled garage style" structure built ca. 1955. There is an entrance in every bay; the two east bays contain an office and have fixed plate glass windows with doors with large glass single lights. The western 5 bays are garage bays with 3 garage doors on the overhead tracts and 2 double door entries. There is 1 chimney in the northwest corner of the building. The building has had a history of consistent alteration.

1996: This composite building consists of 3 sections. The earliest section, of indeterminate age, is the building's 2-story northeast corner, and is of heavy frame and brick construction with a modern concrete-block and metal panel facing. The building's southeast corner was added as a service station, and it features aluminum-framed display windows and an awning. The west end is constructed of brick veneer over terra-cotta block and incorporates large industrial windows and a bowstring roof from a former airplane hanger. This wing has several garage door bays and is faced with enameled metal panels.

Exterior Components

Component	Component Type	Material	Material Treatment
Structural System and Exterior Treatment	Masonry	Brick	Veneer
Roof	Flat	Unknown	No Data
Windows	Fixed	Aluminum	No Data

Secondary Resource Information

Historic District Information

Historic District Name: No Data
Local Historic District Name: No Data
Historic District Significance: No Data

CRM Events

Event Type: Survey:Phase I/Reconnaissance

Project Review File Number: No Data
Investigator: J. Daniel Pezzoni
Organization/Company: DHR
Photographic Media: Film
Survey Date: 5/22/1996
Dhr Library Report Number: No Data
Project Staff/Notes:

Reconnaissance survey by J. Daniel Pezzoni in 1996 for nearly all files. Original Historic Landmarks commission (Department of Community Development) surveys by Eugenia Bibb, Summer 1984 used for some of these files. Some of these surveys by Bibb date to 1985 or 1986 as well. There are also some Virginia Historic Landmarks Commission forms included from an unspecified year (the 1970s based on physical appearance of forms). These have been completed by W. Kille. Entry into V-CRIS database by Melina Bezirdjian, January 2014.

Bibliographic Information

Bibliography:

Sanborn Maps of Charlottesville, 1891. Telephone interview with Harry Knauf, Charlottesville, VA: May 1996.

Property Notes:

No Data



MURAL DESIGN PACKAGE

DATE: 05/24/2021

PROJECT NAME: 1001 W Main St

PROJECT TYPE: New

STORE #: 65136

CPN# : 89931-001

REGION: Mid Atlantic

CITY: Charlottesville, VA

NEIGHBORHOOD: 10th & Page

We have been honored to work with the Charlottesville Mural Project and Bridge Progressive Arts Initiative to select two artists who have proposed a special collaboration for this important Charlottesville neighborhood.

It is intended to be a welcoming, joyful burst of positivity created by and for the community.





The Charlottesville Mural Project is pleased to join Starbucks in proposing a vibrant new mural on a non-primary cinder block facade at 1001 W. Main Street. The collaborative artwork by Hamilton Glass and Jae Johnson will transform an architecturally unremarkable wall by imbuing it with a sense of color and motion that enhances the existing character of the area.

The mural incorporates perspectives shared by the 10th and Page Neighborhood Association and other residents, chief among them being the inclusion of a local artist in its creation.

The artwork is a striking and relevant complement to the existing visual landscape of public art in the immediate vicinity. The flow of the design tactfully accounts for window and architectural elements while simultaneously complementing both the energy of W. Main Street and the warmth, vibrancy and neighborliness the artists seek to celebrate in the adjacent 10th and Page community.

In adherence with BAR guidelines, the design is contained to portions of only one wall, assuring it does not alter or distort the perceived geometry of the building. The Charlottesville Mural Project looks forward to working closely with both esteemed artists to ensure the successful creation of what we believe will be an iconic work of art for our city.

—**Alan Goffinski**, Executive Director
The Bridge Progressive Arts Initiative & Charlottesville Mural Project

ABOUT THE ARTISTS



HAMILTON GLASS is among Virginia's most prolific and distinguished muralists with a robust history of collaboration with artists and organizations across the country, including The Boys & Girls Clubs and Wounded Warrior Project here in Charlottesville.

He is the founder of Richmond's Mending Walls project which uses public art as a tool to build empathy and connection. His career as an artist stems from his architecture and design background. Despite working in the architecture field for 7 years, his passion for public art pushed him to start a career as an artist.

Public art has always been a big influence and inspiration of his, because of its power to influence and inspire the surrounding community. With every project he is given to create, a message is built in that connects the work to the community in which it lives.



JAE JOHNSON is an emerging muralist from Charlottesville who has recently worked with the Charlottesville Mural Project to create murals for Charlottesville Albemarle Technical Education Center, UVA Health, and UVA Athletics.

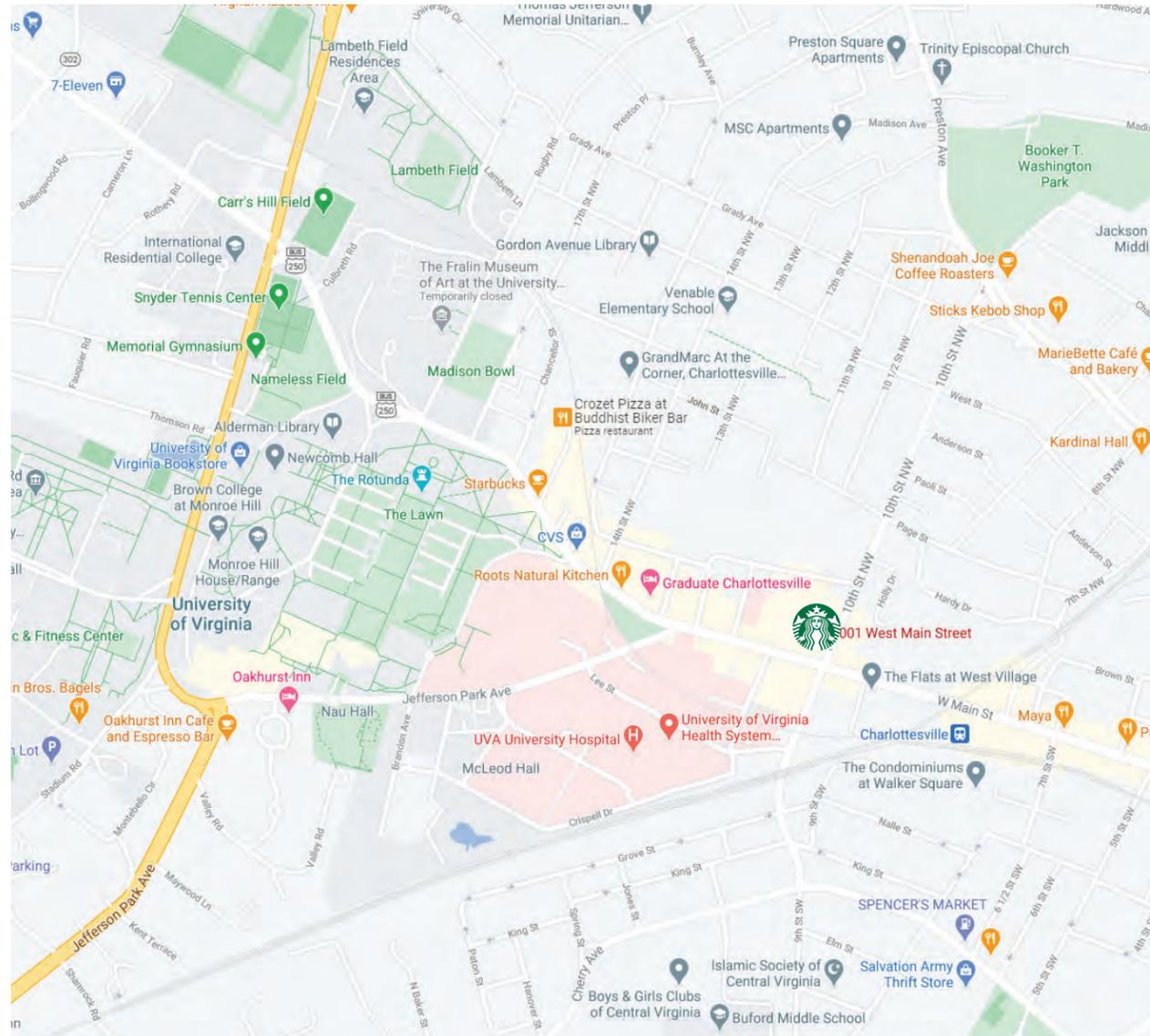
Specializing in dynamic portraiture and figure drawing, he has exhibited work with New City Arts Initiative, McGuffey Art Center, and The Bridge Progressive Arts Initiative.

Born and raised in Charlottesville his family has multi-generational roots in the 10th and Page Neighborhood.



1001 WEST MAIN STREET
CHARLOTTESVILLE, VA

VICINITY AND SITE PLAN



vicinity map



key plan



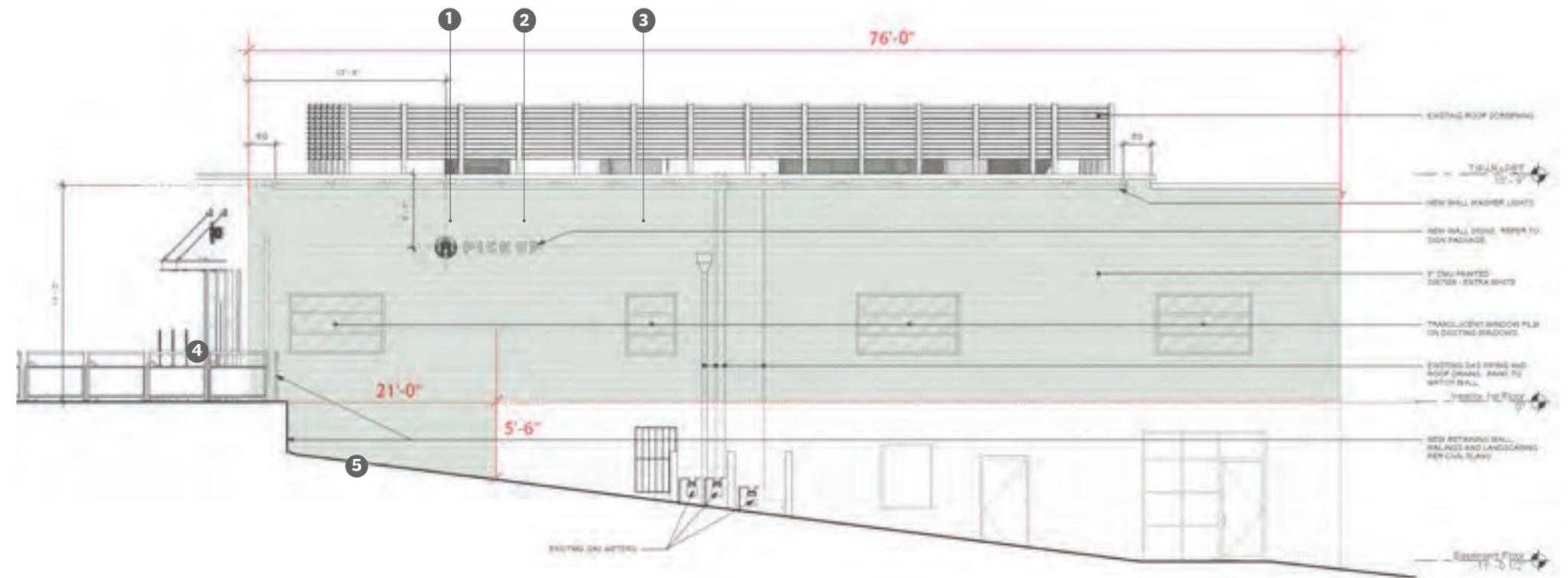
1001 WEST MAIN STREET
CHARLOTTESVILLE, VA



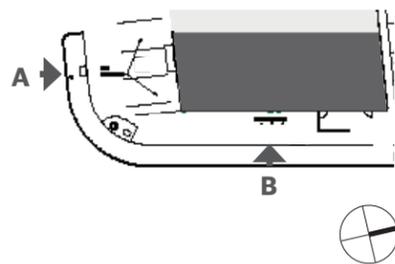
1001 WEST MAIN STREET
CHARLOTTESVILLE, VA

SCOPE OF WORK

- 1 NON-ILLUMINATED LOGO DISK
- 2 NON-ILLUMINATED IN-LINE PICK UP SIGN
- 3 AREA FOR MURAL (INDICATED BY GREEN SHADING)
- 4 BIKE PARKING RACKS
- 5 UPGRADED SLOPE GRADING TO ACCOMMODATE BIKE RACKS



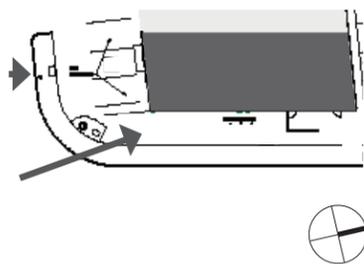
KEY PLAN



1001 WEST MAIN STREET
CHARLOTTESVILLE, VA



KEY PLAN



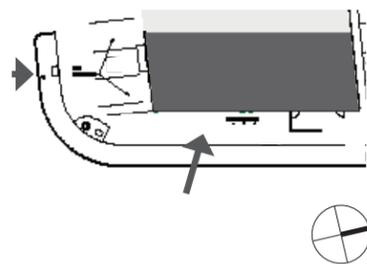
PROPOSED EXTERIOR - CUSTOM MURAL

05.24.2020

1001 WEST MAIN STREET
CHARLOTTESVILLE, VA



KEY PLAN



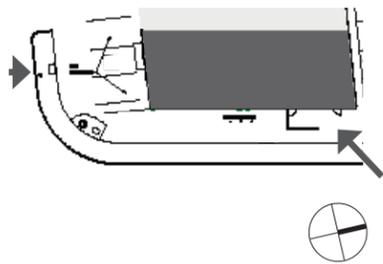
PROPOSED EXTERIOR - CUSTOM MURAL

05.24.2020

1001 WEST MAIN STREET
CHARLOTTESVILLE, VA



KEY PLAN



PROPOSED EXTERIOR - CUSTOM MURAL

05.24.2020

1001 WEST MAIN STREET
CHARLOTTESVILLE, VA



Final work will be hand painted by the artists.



PROPOSED CUSTOM MURAL **DIGITAL SKETCH**

05.24.2020

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THANK YOU!