



**The following is the staff report from February 17, 2021
with noted revisions (*) and prior meeting minutes attached**

BAR 20-11-03

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

West Main Street 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 (See Appendix for complete list)

Application

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.)

Discussion (* revised for Nov 16, 2021 presentation)

* Applicant has requested an opportunity to present an update the BAR. This update will not require the applicant request a deferral. The BAR may ask questions and initiate a discussion; however, the BAR should not treat this presentation similar to the meetings on November 17, 2020, December 15, 2020, and February 17, 2021, where the BAR discussed the project, provided input, and then accepted applicant's request for deferral. While this is not on the agenda as a regular item, staff still sent notice letters that the matter will be discussed. With that, staff recommends the chair invite and allow public comment for the record.

BAR recommendations (June 18, 2019) 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

* No action will be taken.

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 2 – Site Design and Elements

[III: Site Design and Elements](#)

Chapter 3 – New Construction and Additions
IV: New Construction and Additions

APPENDIX

Prior BAR Actions

April 16, 2019 - BAR discussion

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.

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

Note: On October 7, 2019, Council approved the SUP. (See the *Appendix*.)

January 22, 2020 – BAR discussion

November 17, 2020 – BAR accepted applicant’s request for deferral.

http://weblink.charlottesville.org/public/0/edoc/798357/2020-11_612%20W%20Main%20Street_BAR.pdf

December 15, 2020 – BAR accepted applicant’s request for deferral.

http://weblink.charlottesville.org/public/0/edoc/798366/2020-12_612%20W%20Main%20Street_BAR.pdf

February 17, 2021– BAR accepted applicant’s request for deferral.

http://weblink.charlottesville.org/public/0/edoc/798380/2021-02_612%20W%20Main%20Street_BAR.pdf

Approved SUP for 602-616 West Main

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>

[...]

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.

Meeting minutes: April 16, 2019 (Preliminary Discussion)

Applicant, Jeff Dreyfus, Bushman Dreyfus Architects - This is more of a philosophical question and a process question. 612 West Main is the University Tire site that will be developed by the same team that is building 600 West Main Street. We are going to request an SUP for increased density. This zoning district no longer allows increased height as part of an SUP. The current density is 43 units per acre and this site would by-right be 20 dwelling units. With the SUP, 120 dwelling units per acre would be 55 dwelling units. The question before us is what is required by the zoning ordinance of the BAR in the instance of an SUP. If the zoning ordinance says we can build it and we still have to go for a COA for 20 units, how far do we have to go to be able to fill that same box with 55 units? The ordinance says that when the property that is subject to the application for an SUP is within a Design Control District, City Council shall refer the application to the BAR for recommendations for whether the proposed use will have an adverse impact on the District. Because it is in a Control District, we

will have to go through the COA process anyway. However, it's hard to design a detailed elevation if we don't know what we are going to be allowed to put in it. Do we design a building for 55 units, not knowing if we are going to get that at the end of the process? In in this particular instance, the use and having to work within the already defined limits of the zoning ordinance, so how far should we go? To expect that a developer would fund a very long and expensive process without knowing if they will get the increased density, what is reasonable?

Mr. Sarafin - The Guideline that talks about SUPs and having the BAR consider use is confusing because we don't do that.

Ms. Mess - There is a specific part of the Guideline to make sure that the use will benefit the general public somehow.

Mr. Sarafin - In this case if you are talking about 20 vs. 55 residential units, in terms of design we are talking about the same envelope. You either get the SUP or you don't and then you design a 20 or 55 unit façade for this, which comes to the BAR.

Mr. Schwarz - It is a formality, but it could also be an opportunity for the applicant to test us on what kind of massing the BAR would be okay with approving. It would be important to ask about the complete build-out version before going through the entire SUP process. It's more about how much you want to hear from the BAR before going into the SUP.

Mr. Sarafin - Agrees and states that that is more important than the distribution of fenestration on the façade for a 20 vs. 55 window building.

Mr. Mohr - It has more to do with the massing implications of the higher density. The parking thing is frustrating because the Guidelines clearly state that we shouldn't have parking entrances on the main streets and we have done it everywhere.

Mr. Dreyfus - How can you not have parking on your property without trespassing someone else's property?

Mr. Mohr - You'd have to have a local solution brokered by the City to make that happen. Parking has just been something that we've had to wrestle with in terms of what it does to street scale.

Mr. Dreyfus - Agrees, but unfortunately it's a requirement we are backed into as designers. There is a slight hope to connect to the parking garage below at 600. There are many complications associated with that but it would be great to do that.

Mr. Mohr - In this case you have a long enough street level that you could make a hyphen or break the block in two. With bigger projects, the whole review process needs to be tailored differently so it acknowledges that larger projects have to go in phases and we have to be able to provide assurances that going forward it works.

Mr. Dreyfus - Ultimately the BAR has the trump card of not granting the COA and if you don't want the massing that is presented as the first meeting after the SUP is granted, it is no different than working through that process before. It's a process question and there is considerable risk involved for an owner if they don't have the knowledge density wise. In this instance, it seems like the City is

asking for increased density so we are ready to go through the process of working with the BAR, but as an owner it makes sense that they want to have the assurances.

Mr. Schwarz - We can make it clear in our motion. As a formality we have to recommend the SUP to the Planning Commission and then to Council and we could say that the density is fine but that we want to look at massing in our recommendation.

Mr. Dreyfus - To be clear, we have to submit massing and elevations and a site plan. We aren't trying to get out of it, but the question is how far that should go.

Mr. Balut - There is a good chance that everyone is going to approve the increased density. Assuming that that happens, the BAR can offer feedback on the massing that will be very helpful before getting into fenestration. If you bring in massing models first, you could get really good feedback on them.

Mr. Dreyfus - So if the submission made next month has some concept of massing, as broad or generalized as it is, we might have the opportunity to get the recommendation from the BAR to the City Council that the use is not detrimental to the district, which is all that is required. We would get some feedback so that when we come on the next round, we are one meeting further into the process.

Mr. Mohr - The use parameters are pretty low bar. It's mostly things like no parking on the first level. From a form based code standpoint, he is more interested in defining plate heights and that sort of thing rather than what is going on inside the walls.

Mr. Lahendro - The mixed-use component of what is being shown here is just as important. Retail on the first level and a high activation between the sidewalk and the first floor is just as important as the residential.

Mr. Sarafin - As long as you aren't proposing putting apartments or parking on the street level, the public use component and the BAR recommending an SUP for use demonstrates that it is acceptable. What happens from floor 2 and up isn't as important, except for seeing how it is expressed architecturally on the façade.

Mr. Balut - It is unlikely that the BAR would approve anything close to this long building and it will require some give and take on the front. It's really important that when you do the calculus for those 55 units, understand that a significant amount of the chunk will likely be taken away in order to achieve that.

Mr. Dreyfus - We have started that process, but we don't want to churn too much time and money on something that we don't know is going to be allowed density-wise.

Mr. Lahendro - It may be helpful to revisit some of the reasoning behind the Planning Commission's change of zoning on West Main Street. Previously there was a change in zoning from the north to south side and it was then changed from west to east of the bridge, which is because the character of the two sides have changed. There is more of the historic character still left on the east side and that character is more modest in size and scale than what the west side has become. The height and pattern of building plays into creating breaks in the long blocks, which was very important to the Commission.

Mr. Werner - With the SUP process, the BAR can make recommendations like not having an apartment wall but instead to have a very active, permeable street. They become more than the Guidelines and you don't have to have the design to make recommendations.

Mr. Dreyfus - The two existing contributing structures that are part of 600 West Main actually sit forward of the required setback for this new building, which is exciting and there will be variability.

Meeting minutes: June 18, 2019 (SUP recommendation)

Staff Report, Jeff Werner - This parcel contains a non-contributing concrete block automotive building within the West Main Street ADC District. The building was in 1959, and finished to its current state in 1973. The request is to increase the by-right residential density if 43 DU/acre to 120 DU/acre. Increasing the allowed density will allow construction of a variety of dwelling unit sizes at various price points. When the property that is the subject of the application for an SUP is within a design control district, city council shall refer the application to the BAR or ERB, as may be applicable, for recommendations as to whether the proposed use will have an adverse impact on the district, and for recommendations as to reasonable conditions which, if imposed, that would mitigate any such impacts. The BAR shall return a written report of its recommendations to the city council. In evaluating this SUP request, the Planning Commission and, ultimately, City Council will take into consideration the BAR's recommendation on whether or not the SUP, if approved, would adversely impact West Main Street ADC district and, if so, any proposed conditions to mitigate the impact. The BAR's recommendations is not a function of how the site will be used or occupied, but an evaluation of the requested SUP relative to the criteria within the ADC Design Guidelines. That is, will allowing increased density result in a project that conflicts with the Guidelines? Understanding that at a later date the final design must be reviewed and approved by the BAR, staff recommends the BAR find that the SUP will not have an adverse impact on the West Main ADC District. However, in reviewing the SUP the BAR has the opportunity to discuss and offer recommendations on the proposed massing and building envelope and how it engages the streetscape and neighboring properties, etc. Furthermore, the BAR may request that the Planning Commission and City Council consider including these design recommendations as conditions of approval for the SUP. The PLACE committee has had several discussions about block length lately and the block length here between 5th and 7th Street is about 525'. As far as a historic block, what you have now is what has been there since the City became a modern place.

Applicant, Jeff Dreyfus - When we were here two months ago we talked about the process of an SUP and the recommendation. This is a reaction to what we did on 600 West Main Street, the adjacent property. We found ourselves in a situation where we were having to design a façade for an SUP that we didn't know we were going to get. This is an attempt to put the horse before the cart to know that with your recommendation, assuming the Planning Commission and City Council approve the SUP, then we get to start in on design. The massing that we show is by-right within the district, as well as height. Additional height is not a possibility here so we are asking for a recommendation that filling the box that is allowable with more units rather than those that are currently by-right is a good thing and doesn't adversely impact on the district. We will come back to the BAR many times with the design as we move forward and anything we put forward at this time would be purely conjecture. We would rather know we have the increased density and we come to you with designs that react to that. We have gotten approval for a mural on the side of the former Mini Mart building and we are contemplating if it would be a possibility to create a small plaza next to that as part of this building so that it might be preserved. Engagements with the street is critical and we intend to have retail on the ground floor on the street side. Residential would very likely be on the backside of the ground floor facing the railroad

tracks. The elevation diagrams indicate the recognition that the Guidelines talk about respecting former lot lines, even if not streets that didn't come through in this instance. It's something that we will be taking into account as well. Once we know we have the increased density it will be a good, robust conversation.

Questions from The Public:

Patricia Edwards - Resides at 212 6th Street NW. I'm concerned about parking and how people are going to get that parking. Right now, everyone parks there, including construction workers, UVA employees, etc. and it has gotten so bad that a large truck like a firetruck couldn't get up the Brown Street hill if needed. Where are folks supposed to park? There are also questions about the retaining wall at First Baptist Church and what will happen to it because the driveway is important to us.

Mr. Dreyfus - The very preliminary study of this site shows that we could get approximately 53 cars in a below-grade parking area. The maximum density we could have is 55 dwelling units. This project will likely be self-parked and people will be parking in the garage. Regarding the retaining wall, we can't say it will be maintained but it will be replaced. Assuming there is below-grade parking, we will be building basement and retaining walls. We don't have the right to impinge on the church's alley on that side drive so it will be maintained. Any wall on that property line will be structurally sound.

Don Gathers - I am the deacon at First Baptist Church. The applicant is asking for approval and saying that he will get the schematics at a later date, which we've seen in the City that that has failed before. I would much rather see everything laid out before you grant any approval to go ahead. There is a plan for 53-55 units with parking, but the ground floor will also be some sort of strip mall or grocery usage. Where does that additional parking go? As the oldest and most historic black church in the area, we are very concerned as to what this will do to our immediate area and what the landscape would look like moving forward, especially with the proposed plans to put a mural on the building.

Questions from The Board:

Mr. Lahendro - The plan indicates an entrance to the underground parking on the south end of the building and underground detention structures on the north end. Is that set in stone?

Mr. Dreyfus - Nothing is set in stone. Any suggestions, ideas, or preferences that you have about where an entry to parking might be located we would like to hear it. This has all been very preliminary, recognizing that we have the space to do these sorts of things.

Mr. Balut - What is the length of the lot along West Main Street?

Mr. Dreyfus - 165' according to the site plan.

Comments from The Public:

Patricia Edwards - West Main Street is dense enough. My neighborhood, Star Hill, is being adversely impacted by what is happening on West Main Street. I urge you to deny any further density. This whole issue of density must be taken seriously and these ancient neighborhoods surrounding West Main are being adversely impacted and we don't even know the full extent of it. We are being impacted by construction. Our water was turned off yesterday because of it and we can't go down streets anymore because of it. Additionally the Annex building is in such a shape that it won't withstand this construction without significant damage. That building shouldn't be allowed to be that close to it and we are about to apply for historic designation for that building. It is wild that that type of building could be that close to a building of this significance and age.

Don Gathers - We are very concerned about what this particular usage would do to our building and our congregation. The parking issue alone is concerning and the structural damage it could potentially cause to our structure is mindboggling. As a City we need to take a look at the efforts we are making towards density and slow down, especially in that corridor where it isn't necessary and could be potentially damaging to another historically black neighborhood.

Comments from The Board:

Mr. Mohr - One of the reasons for the increased density is to reduce the actual footprint on the lot in order to play with massing. Is that a correct assumption?

Mr. Dreyfus - We will see, but the reality is with fewer units you could still build that same box with whatever permutations we need to in order to get approval. Increased density allows us to put the same units within the same box. Density is measured by parcel, not footprint.

Mr. Mohr - To get the increased density, we would expect more ability to manipulate the massing in return.

Mr. Balut - If you reduce the massing then you don't necessarily need the density to get more units. However, if you increased the density you have more flexibility in unit size.

Mr. Mohr - I'm just thinking about being able to manipulate the building mass and still keeping the economics. This mass isn't that big but there is still a question of rhythm and scale. Even though it's just preliminary, right now the box looks a little intimidating and it might be good to have things that break it up.

Mr. Dreyfus - Understood, but part of the question is, is increased density adversely impacting the district? The building could be as big for fewer units.

Mr. Schwarz - The public has come in with very valid concerns, but unfortunately our concerns are just with the outside of the building. The public needs to go to the Planning Commission for these things. I wouldn't put any conditions on this building that I wouldn't also put on it if it were just 20 units.

Mr. Sarafin - We have been reprimanded by City Council before for commenting on density.

Mr. Balut - The process that we are involved in is a smart one and we should look at how density might affect the massing and volume of the building. If we allow increased density, they are more likely to max it out as much as possible because that's what almost everyone does. If there is less density, then perhaps that wouldn't happen. There is a cap on square footage size of units and they wouldn't fill it up with 4 bedrooms.

Mr. Schwarz - Students would rent them just like The Flats. We would be getting just as many cars on the street from 19 unit, as opposed to people who might rent a 1 bedroom unit that wouldn't be students but would actually live in the town.

Mr. Werner - The recommendation is whether or not allowing additional density would, as a function of the Design Guidelines, have a detrimental impact. As far as a recommendation to Planning Commission and Council goes, the issue is that you can put 10 units for X square feet or 200 units at X

square footage but they both result in the same building envelope. As the Design Guidelines go, we can't get into what is going on in that interior footprint. However, relative to traffic issues and activity at the site like the entrance to the parking garage would be a design element to raise a question to.

Ms. Miller - I disagree. When he does something by-right, we are back to the Guidelines. As soon as it becomes an SUP, there is more given and take than if you are doing something by-right. We may be able to exert ourselves in a way now to say that we might be okay with additional density but to also include things to counteract that.

Mr. Werner - It has to only be regarding the exterior façade.

Ms. Miller - Council and Planning Commission can put any list of requirements they want and it doesn't matter if it makes sense with our Guidelines because everything is up for debate because they aren't doing by-right zoning. We are recommending the things we think would make a special use permit okay if we say that increased density is okay.

Mr. Lahendro - I have been involved with First Baptist Church for a few years and I give pro bono preservation and architectural advice to them, as well as condition survey work. However, I don't believe I need to take myself out of the conversation because I get no financial benefit from it or from being a part of this conversation. That said, I've been in conversation with Brian Haluska, the City Planner for this application, and this particular block of Main Street in 1929 was a commercial grocery produce distribution center. University Tire and three other buildings were there, which is important because the heirloom construction project now was approved under a different zoning designation than there is now. That zoning allowed a higher building. It's lower now because the Planning Commission took into account that Main Street changes at the railroad crossing rather than north and south. The east side of Main Street has a very different character, which is noted in the city code. Within the Zoning Ordinance for the West Main east zoning category there's also a requirement that the apparent mass and scale of each building over 100' wide shall be reduced through the use of building and material modulation to provide a pedestrian scale, architectural interest, and to ensure the building is compatible with the character of the district. This building is 165' on a block that historically had buildings similar in size and an SUP could only be granted if the design respects that broken pattern of smaller buildings or gives the impression of such through its design.

Mr. Tim Lasley - I would like to make a comment as a member of the public. The Special Use Permit that this property is proposing is especially important because if you can compromise that you can increase the density, the BAR can manipulate its massing in a way that it becomes a public affordance. It's by the same architect and if it relates into the 600 West Main project and having the mural on the Market building, there are many opportunities to come in and connect them together to create a more permeable public space. If the two projects could be meshed together more efficiently, it could afford great public urban spaces.

Mr. Lahendro - With all due respect to Ms. Edwards and Mr. Gathers, density is coming to Charlottesville. It's going to happen and I'd rather do our best to control it so the increased density is justified for this building. Another concern that was brought up by the public was the structural stability of the Annex if this goes forward. It can be safeguarded and there are monitored systems that you can put on existing buildings to record any movement of the building. An engineering firm can send out warnings if there is movement over a certain amount. There are ways of constructing next to another building and doing it carefully and not damaging that building, so I'm not worried about that if those safeguards are built into the project.

Ms. Miller - If we go forward with the recommendation for increased density that should be one stipulation to require.

Mr. Schwarz - Putting conditions on this sound good, but we need to be sure that if the SUP fails and they come back with a by-right project, we still feel that we can do all of those things as the BAR. The argument that we can't bargain as much because it's not an SUP is flawed. Additionally, can we change the wording on this? It shouldn't be a recommendation, but instead we just find no reason that this would violate our Design Guidelines. It implies advocacy.

Mr. Werner - That wording is directly from the code. It is ultimately a finding that our opinion would or would not adversely impact it.

Mr. Balut - If we approve the SUP, how will we have less bite with our Guidelines?

Ms. Miller - It's just that the SUP gives us the ability to put on conditions that have nothing to do with our Guidelines.

Mr. Balut - So then are we as a board not confident that the Guidelines that we have are suitable as they are written to address the volume and massing of this proposal?

Mr. Werner - A SUP has a tremendous amount of discretion. It allows a locality to apply conditions that it thinks are necessary to offset that special use. We would be recommending things for them to consider and if they want to add those conditions under the SUP then it becomes something that is nonnegotiable.

Mr. Balut - It sounds like we have the opportunity to implement our own form-based code. From a preliminary look at this, it is a really difficult thing to stipulate in a discussion based on minimal information. If we have to make decisions holistically that we are bound to, we need more time to do that.

Mr. Dreyfus - The statements Mr. Lahendro made are part of the Zoning Ordinance and the Guidelines so they are already required.

Mr. Balut - We don't need to specify breaking up the mass or setting it back because we already have the ability to do that with our Guidelines. The question is what beyond the scope of our Guidelines might we want to consider to make a stipulation.

Mr. Gastinger - It's helpful to be clear about it. The approval of an SUP doesn't release them from any of our assessments relative to the Guidelines. However, because the request is relative to density, it helps to be clear that our recommendation does not mean that there aren't things that we are going to require relative to that street façade, which could challenge their ability to even have that density.

Mr. Balut - That seems implied and understood already.

Mr. Lahendro - We may want to be more definitive about it because it says that the length of the building can be reduced through the use of building and material modulation and articulation. Is it enough to just change material every 50'? In my mind it needs to be a physical break to break up the length and it needs to be more than just a material change.

Mr. Balut - It's a difficult discussion to have. How far do we go to make that determination?

Ms. Miller - There is value in getting the Planning Commission and City Council invested in some of these restrictions from the beginning of the process. It also helps if the developer is fully aware of where we are going and that the neighborhood also understands what we are okay with. It doesn't hurt to put a list together of our concerns.

Mr. Mohr - It's also important for Council to understand that we make a distinction between density and massing.

Mr. Sarafin - We are talking about the same building envelope either way, which makes this discussion difficult. The only worry is that we make a recommendation either way and it comes off as a commentary on the density part of it. There is an advocacy tinge to it that makes it problematic and awkward for us because it's outside of our consideration.

Mr. Schwarz - It is a courtesy that we are allowed to speak.

Mr. Sarafin - Whatever recommendation we make, we should make it very clear that what we are concerned with are the potential physical manifestations of high density here and things that might affect the thing on the street.

Mr. Mohr - If there's going to be increased density, there has to be a greater involvement with the design team in terms of massing and how the building is going to work.

Mr. Schwarz - It sounds like parking shouldn't be accessed directly from West Main, the building mass must be broken down to reflect the three parcel massing historically on the site using building modulation, and the Holsinger building must be seismically monitored during construction.

Mr. Dreyfus - How can you avoid accessing parking off of West Main if the only side you have accessible is on West Main Street?

Mr. Schwarz - That is better suited to be argued with the Planning Commission. You have 600 West Main and potentially you could work with the church because they have parking and access behind their building. There are just wish list items.

Ms. Miller - The reason I gave up voting for the project next door is because there is an unwillingness to come in off of any buildable square inch of the other project. That is a concern to consider when we're talking about a request to multiply the density by three.

Mr. Balut - We are taking this very seriously and trying to understand the best way to help, but one of the main things is that we don't want a superblock building. We want to understand the historical context and the desire to break up that building is going to be quite prevalent. The idea of the pocket park is great, but that is just one way to break up the massing and there needs to be another, if not two more ways to do that. The concern is by going to increased density, which I am in favor of in theory, it could send the wrong message that it could be filled out more and we don't want to mislead you in that way.

Ms. Miller - Perhaps the breaks between the buildings go back as far as the backside of 600 West Main that is deep in the lot.

Mr. Mohr - Either way the key is that we want you to be able to really manipulate the massing and have some permeability back into the street from it even if it is just visual.

Mr. Lahendro - A great deal of pedestrian engagement along the sidewalk with transparency is needed as well.

Ms. Miller - We want it to defer to the historic houses and to the Holsinger building that are on either side of it.

Mr. Sarafin - Good idea. We don't need these things to be completely spelled out, but we should state that we want to reserve the right to do so.

Mr. Lasley - The two building can create a dialogue together. Having the same owner creates a unique opportunity in an urban space so the two buildings could really speak.

Mr. Werner - If Planning Commission and Council agreed to include your recommendations as conditions they would become an agreement that we are obligated to respond to. They aren't conditions that you could put on later that they could appeal to Council. You have to be careful about not recommending conditions that zoning wouldn't allow.

Mr. Sarafin - They should be items that we are concerned about for their consideration rather than conditions. How can we really put a condition to break this into three distinct buildings on this site when we don't know enough?

Mr. Schwarz - We could write it in a way that is flexible and general enough.

Mr. Balut - It has to be general. We can't define three separate buildings tonight. We have to let the architect do it and then we can evaluate it.

Motion: Schwarz moved that the proposed special use permit for additional residential density for the redevelopment at 612 West Main Street 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;
- That 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;
- That the Holsinger Building be seismically monitored during construction;
- That there shall be pedestrian engagement with the street with an active, transparent, and permeable façade at street level;
- And that the building and massing refer to the historic buildings on either side.

Mohr seconded. Approved (7-0-2 with Earnst and Ball recused).

Meeting minutes: January 22, 2020

Preliminary Discussion: 612 West Main Street

Jeff Dreyfus presented on 612 West Main Street. Jeff Dreyfus worked closely with the BAR on 600 West Main Street. This was just a preliminary presentation of what 612 West Main Street (University Tire) is going to look like.

These are the some of the highlights of this presentation by Jeff Dreyfus. The first was to pursue a special use permit for the piece of land. Height was not an option for this piece of property. Height was limited to four stories. The BAR recommended to Council that increased density would not have an adverse impact. There were several conditions that were proposed. Jeff Dreyfus went over some of the conditions that were proposed by Council. This is very different from 600 West Main Street. The ground floor will be retail with residential on the floors above the retail floor. Main entry for the residents will be on the sidewalk. There will be a secondary entry for residents on the backside of the “pocket park.” The hope is to have a restaurant near the “pocket park” that could activate or take up the “pocket park.” There is a great opportunity. The hope is to be back in front of the BAR next month. The idea is to get the reaction and feedback from the BAR.

There was a discussion among the BAR members and Jeff Dreyfus providing feedback and constructive criticism for the applicant on the plan. Members of the BAR each provided their concerns for the applicant. Jeff Dreyfus did leave with a good idea of what improvements need to be made on the project going forward.

Meeting minutes: November 17, 2020

Jeff Werner, Staff Report – Year Built: 1959-1973 (concrete block automotive service building)

District: West Main Street ADC District Status: Non-contributing April 16, 2019 - BAR discussion.

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.

Note: On October 7, 2019, Council approved the SUP. January 22, 2020 – BAR discussion. 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. I have a lot in here for the discussion. It follows the language that we have used for 125 or 128 Chancellor. I have added a list of recommendations for criteria that you might want to refer to. The applicant provided a list of the goals that the applicant would like to get out of this meeting. There is acknowledgement across the board that you are not voting on a COA tonight. It is certainly within your right to do so. If the applicant requests the deferral, the applicant can come back when they are ready. If the BAR defers this to the December meeting, it would have to come back next month.

Mr. Lahendro – In the interest of full disclosure, I do need to state that I provide pro bono preservation advice and guidance to the adjacent landowner, First Baptist Church. I do not believe that I am receiving no financial payment for it and have no financial interest in that relationship. I believe that I can be a part of this discussion.

Jeff Dreyfus, Bushman Dreyfus – The applicant is going to request deferral. This is in the spirit of receiving input as we continue to develop the project. There was a hiatus since our January preliminary discussion. Simply trying to get a better grasp on COVID issues but also budget and building size. I think we have narrowed down since then. We went ahead and applied for the Certificate of Appropriateness so that everyone knows we're serious about the project moving forward with it. We do expect a bit of back and forth before we will ask for a vote. Tonight is really to bring some of you up to speed on the project for the first time but also to let you know the direction that we are taking the design and soliciting your input so that ultimately all of this is in the spirit that we when do come to a vote, we will have incorporated your input in a way that is acceptable by the time we get to that vote. Knowing that the BAR is no longer doing partial approvals, we really want to get this whole thing right.

I will run through the presentation that we have provided you. I also have a few additional slides. Design never stands still when you're on a schedule. There's a little bit more project development that I can explain to you. I will try to touch upon the things that we are hoping you can comment on tonight. You obviously will comment on everything and we do encourage that. We would like to touch on building massing, elevations, material options, color scheme, and some details.

The building owned by the Church is on the corner. There is an alley that is owned by the Church between the site and the Church. It is not on the property of 612 West Main Street. The property does directly abut 600 West Main Street. Adjacent to it, are two contributing structures: what was once a mini mart and the Blue Moon Diner. Further down the street is an ABC Store and a commercial building on the corner. Directly across the street is the Albemarle Hotel. To give you an understanding of the building envelope that we are allowed to work with from the zoning ordinance. This building can only be four stories tall. The first floor has a 15 foot minimum required height. Four floors up, the fourth story has a required step back from West Main Street. There's a required ten foot setback for the entire building from the property line from the sidewalk. At the fourth floor, we need to step back ten feet. The angle that we are required to step back on the rear of the property. This is simply the envelope we are allowed to work within. It also abuts to the east an internal courtyard for 600 West Main Street. This side of the former mini mart is painted by a well-known artist. That was approved by the BAR some time ago. You can see the ten foot setback from property line on the ground floor to the third floor. We are also showing the ten foot required setback on the fourth floor. There are going to be 41 units in the building. Here is the Sanborn Map from 1920 showing some of the properties that were here. You can see the Baptist Church and what is now the Blue Moon Diner. The red is the footprint of what is now being proposed. Our clients, as they think about the image of the building, the feel of the building is very different from 600 West Main Street. The idea is quiet and calming. On the interior, it

is very serene with a bit minimalism to it as we go forward. This also begins to suggest the type of color scheme that we are thinking of. As we prepare a preliminary site plan, a little bit more of the specifics are here. You can see the mini mart building and the inner courtyard for 600 West Main Street. We do hope to connect to that internal to the building. We are honoring the ten foot setback along the property line here. We start to see the building façade here. We step back at about 28 feet from the property line here plus another three feet from the mini mart building. We have about a 30 foot wide plaza. This is intended to be the entry for the residents. The intention here is that the whole first floor front of the building is going to be retail, except for this portion. This setback will be the entrance for the residents. These are intended to be individual rental apartments, not condos. The building is not abutting the mini mart. We are not crossing the property line. We are exposing this portion of the mural, which is the majority of the mural. That portion, which is on the step back, is much less important to the composition as the whole. The thought is that we will have a landscaped area here for the residents to come through; not walled and not gated, but setback from the street. We're thinking that there will be a water feature in there. We have a long way to go with the landscape design. This is the intention at the moment. We are also thinking of a planter along the street can allow siting, leaning against as people walk along. Having limited entry areas through that planter to try to help focus on certain areas of the building. The whole lower first floor front part is intended to be retail. There will be a complete retail presence there. There will be a small service entrance on this side for deliveries and move in. The south portion of the ground floor is going to studio apartments. It is retail with this corner for the lobby entry for the residents. With the lobby entry for the residents being here, the hope is that we will also connect with the interior courtyard at 600 West Main Street. The two facilities can share amenities and residents can come and go within the courtyard.

Ways to allow permeating the planters here, the intention is not to provide an open front on the entire thing. That would feel like a very large gap in the urban fabric. Trying to hold the edge with landscaping along the property line and then setting the building back. We're in conversations right now about perhaps making the planter less deep in certain areas so that we might be able to accommodate some outdoor dining along there. It really is not the intention at the moment for this to be outdoor dining. This is more landscape area. You can see some of the images and precedence we are thinking about for the water, the plantings. Even a large stone bench at the center as a place for people to hang out. Some of the materials we are thinking of for the planters.

A section through the building describes a little bit of what I was talking about regarding retail on the ground floor stretching back probably two thirds of the distance. Because of the height of the ground floor that is required, we're working on actually putting loft apartments in the back with some really nice views. On the south side, it steps back considerably. These units will get incredibly deep to bring light into this spaces if we try fill this whole volume. What you see here in terms of the buildable area, the grey zone above is what is allowed for apartments and a stairwell elevator, which we are going to have to have. That's not really a part of the building massing. We are not building to the property line on the south. We have 5 foot 6 setback. It has a lot to do with the fact that the railroad tracks complicate construction considerably. By staying back 5.5 feet, we are not having to cross the property line and deal with the bureaucracy of building within the railroads right of way. We do have a parking garage here. There is no entrance to the parking garage from this property. There is a parking garage at 600 West Main Street. The parking aisle is right down the center of that basement. We intend to take advantage of that and grade through the basement level to connect the basement parking of 612 West Main Street to 600 West Main Street eliminating one of the concerns that the BAR had with the large garage door on this Main Street elevation.

Some precedent images that we are looking at include simplicity, quiet as we can, a rhythm to it. As we look at some of these, a color scheme begins to emerge, neutral tones, perhaps dark colors, and a lighter color. We are not there yet. We are drawn to the drama of the dark openings within the lighter framework of the building. You can see the idea of the planter in front of the building that has an intermediate zone. We're creating multiple spaces along the sidewalk for the experience, not just the passerby, but perhaps people in the retail space. These stone are well out of our budget. Stucco is an option. We also start to see some examples that are done in lighter colored brick. There is a simplicity to the layout of the windows and the openings. The light colored brick would be ideal. Light colored brick is out of our budget. Within our budget is brick and stucco for the main materials, both of which we like. If we were to do it in brick, we would like to paint the brick. That's a point of discussion we would like to bring to the BAR. Red brick, which is obviously, the cheapest thing you can find in Virginia because there is so much of it is not what we are going for here. We would like to paint the, which is not part of the guidelines. We prefer it over stucco because of the texture the brick can provide to the exterior walls. Entry doors for the residents and some of the service areas right on the street so that we get a sense of solidity to these. On the right is a simple courtyard or space that is nicely landscaped and leads to the door for the residents. We are not intending a gate in this instance prior to getting to the residence. This is more for the idea of the courtyard right off of the sidewalk. A number of months ago, you saw some studies from us about the front elevation and how to break it down, ways we were beginning to think about the massing. Of those, this sketch rose to the top for some of the BAR members because of the modulation of the building in ways breaking it into 2 bay, 3 bay, and 4 bay modules along the street with the step back at the 4th floor. We were thinking, at the time, of setting back that area that would be the resident's entrance. We preferred to have resident's entrance set back in the landscaped area.

Where are we now with the development and the thinking of the building? This probably describes much of what we are looking at trying to break the building massing down into components here and here with a center portion that is set back about one foot, four inches. You can see the 4th floor terrace, which is ten feet back from all of that. Even further back, you can see that entrance portion to the residences. We're looking at a very open, glassy retail area. It is not intended for one retailer or five retailers. That is yet to be seen. It could be broken up to as many as five, perhaps more if we needed to put the demising walls down the center. I don't think that is the idea. Calling some attention to the door for the residents setback a bit, this is the part of the building with the mural. You can start to see the color palate beginning to be a light colored material, whether that is brick or stucco with the darker surrounds. You can begin to see how some of the patterning might happen with the windows; just a regular rhythm of windows across the front for the residential units. Operable windows on the lower portion for each of these, emphasizing the view out. We are also thinking that we would like awnings over the retail openings. Whether or not those are canvass, painted steel is yet to be determined. You can begin to see we are differentiating the setback portion of this façade a little bit differently than that on the street. Thinking of some way we can define the entry to the residences is pretty quiet but staying within the rhythm of the rest of the façade. You see it further with 600 West Main Street in the distance as well as the mini mart and the Blue Moon Diner. We begin to see how the planter might break at certain points to allow for entry into this zone where there may be some seating for outdoor dining, perhaps even some bike storage. We're beginning to think that it is going need to happen behind the planter. We're beginning to think about landscape and how it can enhance the architecture itself. Vertical trees along this façade can help define some more of that rhythm of the smaller units along the façade itself.

As we move back a bit, we want to look at it in context scale wise relative to the church, the annex building, and then stepping it up to 600 West Main Street, with this being the portion of the building

that is closest to the street. Behind there are the terraces of ten feet behind. Much further back, that piece. With the framing, this is the piece that comes forward that we're trying to modulate, not just with the indent of the building, but also perhaps the pairings of windows and groups. If we continue around the side of the building, I think it is going to be a straightforward west elevation. Not many openings in that. We have plot line issues. Hopefully within some of those openings, we will have a little bit of glass at the end of interior hallways. In terms of some of the details, the windows may be a dark steel that comes forward of the brick or stucco surface by about two inches to help frame the opening itself and to give some relief to the façade. Another way we might surround the openings is a very simple brick detail; turning a brick sideways and projecting it an inch or two from the façade of the building itself to frame that opening a little bit differently on the portion that steps back from the street. We might even pick up on that with the openings for the residential terraces above. A little bit of a detail is the black/dark surround for the mostly glass façade for the retail and awning to provide cover as people come in. This is very preliminary as well. As we go around to the back, you can see a very regular rhythm of windows. This is a residential building. We do anticipate having some balconies on the back. This is not necessarily where they are going to be or how they are going to be. What you do see here are those lower portions that are the loft studio apartments and get higher glass as we go further forward. That's about 5.5 feet from the property line. Above, we have terraces for those on the third floor. One of the things we are going to incorporate into the building is a green roof on this portion. It is going to allow us to not have to put in the large stormwater pipes along the street that we would have to otherwise. This is one of the measures that we are taking for this building in order to have less impact on stormwater system and the utility system as we go forward. It is a very simple regular back to this.

Comments from The Public:

No Questions from the Public

Questions from The Board:

Mr. Mohr – I do have a question regarding the back of the building. You are bringing in the parking from the other building?

Mr. Dreyfus – That's correct.

Mr. Mohr – It is hidden from sectional view at this point? Those windows seem awfully short given the double heights space?

Mr. Dreyfus – This was something we put together this afternoon to try to explain at least the massing as it's going to work. The parking garage is below those lowest windows. It's maybe the top four feet of the parking garage. The garage is above the grade at the location. We don't intend to expose any of that.

Mr. Mohr – This goes back to the West Main Street tree issue. You have vertical trees here. I presume that we're going to have something much larger in front of this building ultimately.

Mr. Dreyfus – I am presuming that you are correct. Because we don't know the future of that. We are not planting where the tree would ultimately go. If the planting and the planters changes in the future, we can react to whatever the city does. That plan has not been finalized. It's hard to know what might be planted here or where.

Mr. Gastinger – Could you describe how you’re interacting with that plan or if it’s possible at future presentations to share what is planned in that section so we can better ascertain what the interaction with the planters and the street could be?

Mr. Dreyfus – Absolutely. I would be happy to bring it to you at the next iteration. It’s very fuzzy. There would be a great deal of conjecture but happy to bring the last version of that street planting plan when we come back.

Mr. Mohr – Aren’t there four stories at the forward section of 601?

Mr. Dreyfus – It is six stories in the back, five stories here (left side of the building), four stories here (middle of the building), and three stories (front of the building). The building steps up.

Mr. Mohr – It does have a four story element on the street?

Mr. Dreyfus – Yes it does.

Comments from The Public:

No Comments from the Public

Comments from The Board:

Mr. Schwarz – With regards to massing: how long the street façade is broken up with regards to massing and fenestration and how the building steps back from the street for the residential entrance next to the mural.

Mr. Lahendro – I have some concerns. I don’t feel like the street façade has modulated well enough to break up that mass. It reads because of the same colors, because of the repeating of the same fenestration units across the front; it reads too monolithic as a single building to my eye. That center section sitting back a foot gives enough distinction between the units. When the units are all articulated and have the same materials, this looks like to me a monumental institutional building with the vertical piers looking like columnar to me. I don’t think it is as successful as I had hoped for bringing a memory of row buildings on this part of Main Street. I have concerns about that.

Mr. Mohr – I find it altogether too horizontal in its ultimate expression, which is the reason I was asking about height. It seems fundamentally to be a long horizontal building. What is successful about the building next door is that it brings a thin façade forward that plays in the same scale or footprint as the rest of the buildings on the street. The other thing that concerns me is the lack of color or certainly some vibrancy is a problem for me. What is a pretty lively street in terms of color and texture, everything is feeling a little dull for me. It needs some more life. I think there needs to be more verticality and a greater attempt to push and pull the façade to give it some sense of a smaller rhythm that we are currently looking at. I think it is really unfortunate that this didn’t come first. This could have easily culminated a parking entrance for the whole complex at a scale where it could have been really modulated. I have always found it problematic in the small façade of the other part.

Mr. Lahendro – The planters look like barriers to me between the building and the sidewalk. I worry that the planters have some impact upon the size of the trees being planted. We’re replacing some really lovely large canopy trees in this area. They are being cut up by the utility people with their chainsaws. They are significant trees. I would hope that we will be trying to put back something larger and provide the kind of planting for that.

Mr. Gastinger – I feel that the landscape, through the planters, does feel very token at the moment and not really contributing to a sense of scale or to better use by the pedestrian or the public. That's where some context with West Main could be useful. I just want to point out that this rendering is trying to do the best to put the sun in a position where you're getting a little bit of shadow. That must be 7 in the morning on July 21st. Being the north façade, it has to work that much harder to have the kind of push and pull to really feel like there is enough depth within that façade to create that vertical rhythm that we have been talking about. Almost every part of the day, this is not going to have a lot of sun on the façade. Shadow lines are not going to be that pronounced. The use of color with the depth of the window mullions are really critical. Maybe using color more between the pieces might be one way of further modulating the façade.

Mr. Zehmer – I had a thought that came from Mr. Werner's question about our ability to allow for painting brick. If it is stucco, then I guess they can paint it. If they want to use brick, are they allowed to paint it? You could potentially paint these different row houses different colors. That would certainly break up the façade.

Mr. Mohr – I always thought that painting had to do with historic surfaces. New brick, have at it.

Mr. Zehmer – I did look at the new construction guidelines. It says that brick is the most appropriate material for new structures. Thin set brick is not permitted. On the next page, where they talk about paint. It says do not paint unpainted masonry surfaces. That has been referenced to existing masonry surface.

Mr. Werner – The guidelines are recommendations and not ordinances. I have always made that distinction. I would be very comfortable recommending that the BAR, under the circumstances, to paint the new masonry structure.

Mr. Schwarz – On the subject of massing, I am a little torn. I look at your elevations and I find it elegant. I want to think to what we currently have in Charlottesville. If you look at The Flats versus The Standard, the Flats has a very monolithic elevation. For some strange reason, The Standard is infinitely worse. It has a little street module that is a different color, material from the one next to it and the one next to it. There is a lot of depth of the façade. It's terrible. It doesn't work. I want to be a little cautious. If we tell them to just paint modules on it, or change the height of one versus the height of another, we have to be careful.

Mr. Mohr – I think The Flats are successful because they are vertical. My only real issue is where it came to the railroad tracks. They should have punctuated it. This is a code limitation. It should have gone up another two or three stories. Another example being the Cherry Street Hotel. It is just that flat little box at the corner. They should have just built a different building at the corner.

Mr. Schwarz – I just want to bring that up as an example.

Mr. Mohr – I think color can be introduced not like they did at The Standard, maybe the canopies are an opportunity. It doesn't have to be this. It can be all done in a quiet way. I think the other building is grim. It was fine for the back part. I think the front part needed to play better with the street with alleys and cacophony of colors. It is part of the character of that street. We can't get too refined. I think they can still keep it quiet. I think it needs to have some color to bring it to life particularly at the retail level.

Mr. Schwarz – I had a lot of hope for it. When I saw it on paper, I thought it was going to be good. What has been built is pretty awful.

Mr. Gastinger – Since you mentioned The Flats, the setbacks in the notches of The Flats look to be a least ten feet. It has been different than what is being proposed here.

Mr. Mohr – I think The Flats would have been way more successful if they had actually broken through the center. They had almost gotten there at one point. There is a courtyard in the back. That would have made it much more a collegiate compound.

Mr. Schwarz – In my understanding, that for the building massing, there seems to be a want for more modulation, both vertical and horizontal. Is that what I am hearing?

Mr. Lahendro – There is a difference between the west side of West Main Street, west of the bridge and the east side. The Planning Commission, a few years ago, changed the zoning to recognize the fact that the buildings on the west side of West Main Street are like The Standard and The Flats and the hospital. They're larger. The hotels are larger buildings generally. The east side of West Main Street have more of the historic row buildings. That was the character that we're trying preserve on the east side. The particular design here might be perfectly appropriate for the west side of West Main Street. I don't think it is on the east side.

Mr. Schwarz – I am not saying we should modulate it like separate buildings. I want us to be careful when we do it. I don't know what lessons we can learn from The Standard. I think we need to learn some lessons from it because it didn't work.

Mr. Lahendro – I think there is a huge difference between The Flats and The Standard. It just a wonderful setback with The Flats with the large trees. The storefront is completely open. There is more engagement with the sidewalk. That's what I am hoping for this building also.

Mr. Mohr – The Flats is an altogether better urban building. On page 8, I find that center fenestration to be more in scale that makes sense. Where the Tom Ford elevation, which seems to be the direction you are heading, feels more like Fifth Avenue in New York to me.

Mr. Schwarz – Let's do window surrounds. That's one of Mr. Dreyfus' topics that he wanted to talk about.

Mr. Mohr – The devil is in the details. I think, conceptually, there is some nice ideas there. For me, it's more about the massing and how the windows are specifically treated. I think that could be very nicely handled. They're heading in a nice direction with that. For me, the mass of the building feels too horizontal. Someone like Jimmy Griggs' experiments with that building on West Main reminds of that right now. It's just a little too horizontal.

Mr. Lahendro – I am having a little trouble understanding you saying that it is too horizontal when I am seeing it as being too vertical. Are you talking about the whole block itself being the same height along the street?

Mr. Mohr – More that I am reading those big blocks. I would rather they were maybe in half. I could also just see them as simply taller. When Mr. Dreyfus was outlining how the trees worked, that rhythm starts to work. The building really doesn't have that rhythm.

Mr. Dreyfus – The one thing that I would want to interject is that it can't be taller. We have had our limitations on street façade height.

Mr. Mohr – If you had a frame up there that carried it, but it was open, is that possible?

Mr. Dreyfus – That's something zoning is loathed to weigh in on at the moment. We have been asking this question.

Mr. Mohr – It does have that little bit of that frame length language going.

Mr. Dreyfus – We're trying to push that.

Mr. Schwarz – If you look at that elevation, it looks like the top of the third floor is about midway or close to the fourth floor at 600 West Main.

Back to windows, any other comments on the idea using the dark metal surround or a simple brick detail or stucco detail. Any comments on the precedence?

Mr. Zehmer – I have question about the function. You said the horizontal lower sash extrapolate. Would it slide up or slide out?

Mr. Dreyfus – It would be an awning that pushes out and hinged at the top so that it flips out. Screens would be on the interior of the building not the exterior.

Ms. Lewis – I feel that the surround has too much detail at this point. I think the massing meets our guidelines. I know that there are constraints under the SUP. I like the programming. I like the fact that it is stepped back from the main mural next door. I feel that I am looking at Neiman Marcus building at Lenox Place in Atlanta or Highland Park in Dallas. It looks like it's a retail building that should have a lot of asphalt around it. Instead, it was plopped down on West Main Street. I am not being disrespectful to the applicant or his representative at all. I actually do like the palate of the building, the direction of a very clean looking palate. I agree that West Main has gotten some color. The color doesn't bother me. I feel like the huge scale of the retail store front windows is really different than much of what we see. It would be the largest building with windows on the ground floor around here. I am looking at our guidelines on construction. There are actually a lot of guidelines for new construction on West Main. One of the guidelines is human scale, which includes balconies, porches, entrances, store fronts, and decorative elements. If the floors above the ground floor are residential, how about some balconies. This is a street. How about some street engagement? I don't feel this building has any street engagement. This is a significant pedestrian corridor for us. It's the most important corridor in this city. It connects the University and the downtown business district. To use some of these elements at the street level to reinforce elements seen elsewhere in the districts, such as cornices, entrances, display windows. Human scale is in two different guidelines that are under height and width. It is specifically applied to new construction. We don't know whether these retail spaces would even have entrances off of West Main. We have been told about the door into the residences. I really don't see any doors on those store fronts. I am assuming each of them would have a separate entrance and be separate spaces and not be accessed from within. I am back and forth on the planters. I

am not certain whether they are there as a security measure and to guard against these glass windows and what is within them or whether they are trying to engage with the street as the applicant has said. There will be a presence, space there by itself. I don't know how the building references any part of any historic district. I personally like the building. My last comment is to commend the applicant's representative. This is a really great package of information just telling us historically what is involved with the SUP, giving us all kinds of elevations, giving us lots of information about the building envelope and what is permitted in your programming. This is a great example of a very thorough submission.

Mr. Schwarz – I look at your precedent. I look at the building. I do think there's a really nice elegance to it. I like it. Ms. Lewis makes some really good points. With big store front windows, it seems that is what we want and what the zoning seems to be calling for. If there was a form based code, I am sure it would support that. I am struggling with all of the big picture items on this. I am going back to the windows. I think your precedence for those and the ideas for how to details those are great. My concern is that you can't afford a light colored brick. I am worried that you won't be able to afford the details you are showing. That's for you to prove to us. That is a concern of mine. This comes out being a lot less rich in detail. The simple details are expensive details unfortunately. If the richness goes away and the simplicity becomes even simpler and just plain flat, I think it is going to be completely unsuccessful.

Mr. Mohr – I would like to see them spend the money on the window detailing and save the money by painting the brick.

Mr. Schwarz – If that is how it balances out, that's great. I want to make sure we're not going to get into one of those value engineering cycles where we start off with something that's great. We then slowly chip away at it until it isn't. Let's go to materials. Brick or stucco exterior, painted brick, and a question of using thin brick on the fourth floor terraces. I am going to add that while our guidelines do not allow thin brick, we have allowed it. The Code Building is clad in a thin brick veneer. It's not glued to the building.

Mr. Dreyfus – The only thing that I would like to add in that regard is the reason why we are thinking about it on the fourth floor is purely weight and structural issues. Thin brick doesn't have to have mitered corners. There are pieces that allow you to turn the corner properly. It's good to know that it has been used. In this instance, it is purely a weight issue.

Mr. Mohr – It's there because it is a qualitative issue. You have something that addresses the qualitative. I wanted to touch on something that Ms. Lewis was saying. Part of what makes that whole lower story seem a little off putting from a scale standpoint is that the planter solution seems suburban. I think that's part of it. I think the planters do have to go away. The trees are great and an Italian classical sense. I also don't see them as playing well with the street trees. I think that whole sidewalk scene needs to be re-thought.

Mr. Bailey – I would be totally against the planters. I think it needs to be opened entirely and put in canopy trees along the street to make it friendlier.

Mr. Lahendro – In thinking about The Flats and The Standard, I would hope the materials used on the front of the building would also carry around to the back of the building. It is a little discouraging at The Flats to see a bunch of cheap clapboards on the backside.

Mr. Mohr – The Flats also have it on the higher levels as well. It gives a false façade.

Ms. Lewis – To Mr. Mohr's objection to this being too horizontal and my objection to that ground floor look.

Mr. Gastinger – I think that could help. I think there are probably several different ways it could be done and still maintain the elegance that you are going for. The last thing we want it to feel like is a really cheap suburban row house building. I did just want to note that it is helpful to see the context of the adjacent buildings. The street view reminds me of the pretty sizeable historic structure on the north side of the street. It is actually going to have the same plane. It is also a painted brick building. It's a building you don't always see because the trees often obscure it. It does have some interesting lessons that might speak to a public and more of an inviting public approach to the historic fronts along this street edge.

Mr. Schwarz – I am going to add on the subject of materials that although I would love to see an unpainted light colored brick, painted brick would be far superior to stucco just because of stucco means EIFS. I would want to see something hard and durable on the ground floor. I don't know if there is another masonry products that you could look at.

The other items on the outline include elevations, rhythm and scale of the openings on West Main, rhythm and scale of the openings on the south façade facing the railroads, the west façade, the window surrounds, and the neutral color schemes.

Ms. Lengel – I would like to talk a little bit about the cornice line. It seems like you might be adding a thin seam to emphasize the cornice line and the verticality of the piers. Is that correct or is that something from the sketch up model that created the rendering?

Mr. Dreyfus – That's probably more of the sketch up model. One of the details we're thinking about is if we have the steel surrounds, the cornice may actually be a projecting piece of steel that comes out through 3 or 4 inches from the buildings. We hadn't really thought of that line. It reads as pronounced here. It may be a control joint. It wouldn't be as pronounced.

Ms. Lengel – I guess that I would like to see some more emphasis on that detail.

Mr. Mohr – And the parapet is basically a railing too?

Mr. Dreyfus – That's correct. I don't want to belabor any points. I am happy to hear anything else. This has been very helpful.

Mr. Zehmer – You mentioned that there is a service entrance for the commercial shops on the west end facing Main Street.

Mr. Dreyfus – It will be set back within the façade. We don't intend to have a service door right there on.

Mr. Zehmer – I assume that leads to a hallway that connects.

Mr. Dreyfus – That's correct.

Mr. Zehmer – The reason I bring that up that I am curious if we will have a lot of delivery trucks parking in that alley trying to unload.

Mr. Dreyfus – That won't be allowed. Deliveries will be on West Main Street.

Mr. Schwarz – Do you feel that you have gotten a good summary?

Mr. Dreyfus – What I heard was more verticality, massing along this portion of the building, Mr. Mohr's concern about horizontality, the stated detail is out of scale on West Main Street, material-wise, the devil is in the details, how to bring more life onto West Main Street with balconies or other variations that will allow some engagement, the planters are more of an impediment than they are an invitation into the retail.

Mr. Mohr – I think that if you take the planters away, some of the glass area has no bigger than what you see on the plats. The uncommon is completely glass all of the way around at the first floor level. Part of that is that it is hard to understand entry sequences or anything because the planters are obscuring everything. I would be curious if your perception of that changes once you see it without the planters. There are some other parts. That is further up West Main too. Maybe that is the way Mr. Dreyfus gets a little more vertical rhythm out of this. Some of the facades are more hunched openings versus the retail level.

Mr. Dreyfus – The other thing that I missed was the introduction of some color and street trees being more of the public realm and not necessarily related to this building.

Mr. Schwarz – It's really good to have all of this information at this point. In the future, as this progresses, I think staff gives you a little extra time to submit information. That would allow us to review it ahead of time and cut back the presentation.

Mr. Dreyfus – Request to defer application to a later date – Carl Schwarz moves to accept the applicant's request for a deferral. Tim Mohr seconds. Motion passes (8-0).

Meeting minutes: December 15, 2020

Jeff Werner, Staff Report – This is a continuing discussion for a COA request that we're calling 612 West Main Street. The formal address is 602 to 616 West Main Street. There is an existing building on the site and it was constructed between 1959 and 1973. It will be demolished. It is a non-contributing structure in this ADC district. There will not be any COA for the demolition. The applicant last had a discussion with the BAR at the November meeting. This has been presented as a formal application for a COA. Tonight I do not believe the applicant is seeking action by the BAR. However, you all are required by the code to take an action. That action would be to approve the applicants request for a deferral. As we discussed before this meeting, this is a continued discussion. The applicant has presented the drawings that you all reviewed in November and offered annotations. The intent is to clarify and make sure everyone is on the same page with what the BAR is offering in its comments. There are seven or eight pages of additional information that's provided. I want to again reiterate that the clock is ticking on this and this is a formal application. You all accepted the applicants request for a deferral in November. However at this meeting, the BAR cannot make the motion. Only the applicant can request a deferral. Should the applicant not accept a deferral or not propose a deferral, the BARs options are only to approve it, deny it, or to approve it with conditions. In the context of this continued discussion, the goal of this is a dialogue. The applicant has some specific things that he wishes to address. I want to encourage the BAR to have that dialogue. This is just a presentation on where the

design is. This is part of that iterative process of working things towards a complete application that you all can take action on.

Mr. Lahendro – In our pre meeting, the Board expressed some confusion about what you'll be looking for tonight. As you make your presentation, would you be clear about what you want the Board comment on please?

Jeff Dreyfus, Applicant – We are looking for comment on massing and elevation development on the West Main Street facade. Those two elements are key to the development of the rest of the building. Until we feel we're on an approvable track, comment beyond that presentation and discussion on our part is all premature. As you noticed in the package, we did not propose a landscape plan at this point. We think that is premature. I'll go through that, as I talk about some of the slides. The one thing I'd like to do first is to reiterate what we think we heard you all ask us to do after the last presentation of the facade on West Main Street. That is to reflect a multi parcel nature of the site's history and address the scale difference of West West Main Street versus East West Main Street. That means a smaller scale east of the bridge. It's been pointed out that we are setting a precedent for larger scale parcels on this side of West Main Street, east side of the bridge. You've asked us to mediate the horizontality of the parcel and the building. It is only three stories tall because of zoning. As we've been thinking through the comments that you all provided and looking for ways to move forward, it was also important to us to reiterate what we find as value on West Main Street. We all share them, but we could debate them. As a design team, we believe a mix of residential and retail is critical. Smaller retail spaces over larger big box retailers is what has typically been on the east side of West Main Street. There's a challenge in that we have a 10 foot setback. How do we hold the edge? How do we maintain the lower scale of buildings east of the bridge? We've asked ourselves how we can enhance this part of West Main Street by bringing more residential life to the streets, making it a truly walkable neighborhood and adding space for more small retailers. I think a very important element is by being quiet. As we look at some of the images of buildings along West Main and not calling attention to ourselves in order to provide a visual respite from West Main Street at the moment. We are interested in taking a backseat architecturally and letting buildings like the Baptist Church and the Albemarle Hotel have the attention. The other thing that we're interested in doing is bringing a different demographic to West Main Street. This is not a building intended for students but for young professionals and older residents.

When it comes to reflecting the multi parcel nature of the site, you can see the original plat lines on the parcel. You can also see the way we're beginning to look at breaking up the facade differently now to reflect the original widths of those parcels. In terms of scale, one of the larger buildings on this side of the bridge is the Albemarle Hotel. If we take the length of the Albemarle Hotel and reflect across the street, we can't work with the same exact proportions because we're not allowed the same height. Width wise, there's precedent for buildings of that size and length on West Main Street. You can begin to see how we're starting to break up the facade. This is not intended to propose any landscape at this point. This is really to show and to continue as we move forward. This reflects what the current plan is for the West Main Street streetscape project. You can see that the dashed red line is the current curb line. The proposal in this area is to encroach a little bit on the public right of way with the curb and plant the street trees right up along there. Our landscape architect has been in touch with the planners at Rhodsside and Harwell. They're very eager to work with us to devise a plan. They've reiterated that this is malleable and would like to work with us as soon as we start thinking about the public space here. This is not a proposal. This is merely a reflection of what is currently in the streetscape plan relative to the building we're looking at here. As we started to look at how we bring verticality to a very long and horizontal building, we are looking at other examples here and introducing retail. One of

the things we really appreciate about the three images on the left are the retail spaces down below. The middle is a larger retail space behind multiple windows. The one on the left could be three individual retailers. The one on the right is one retailer within three bays. Looking at how we can offer the opportunity for the retail in the building we provide flexibility with smaller and local retailers, as opposed to big box retailers. How does that relate to the verticality we're trying to achieve on the facade of the building to counteract the horizontality and the grid of Windows above? We've mentioned this before, but texture. We'll talk about this in the facade itself. How do we introduce texture to create a difference? Is it color stucco on the right brick in the middle and on the left? These are elements we're going to continue to bring into the picture. I don't want to lose sight of the fact that we're thinking about these as we develop the diagram. Looking at precedents in Charlottesville: there's the Albemarle Hotel which has all three on the top; then and now. Interestingly, there were balconies on the Albemarle Hotel. It wasn't residential but there were some upper balconies there. Some of those balconies have been removed at this point, but they did exist. Then taller retail level on the ground floor which by code we certainly are needing to abide by.

If we look at other examples in downtown Charlottesville, there's The Terraces which has taller retail on the ground floor. It's a taller building. You can see the type of arcade that is marching down the street and even turns the corner as it moves toward the mall. There is the residential building on 550 Water Street. It has been recently built and approved by the BAR. There is taller retail space on the ground floor. There is a bank on the first floor. It's not an entirely residential building. There is a large residential entry there on the street. They took the vertical and really exaggerated it on this building. Color and texture in this instance are the difference. As we look at the Code Building and the way they've brought verticality into that project, you can see the three story structure that runs up to the mall and how it's been similarly broken down. This is an office building with some retail below. The upper windows don't necessarily reflect a residential scale. That's something that we'll be talking about as we move into the diagram.

We've got views that we've done from two different angles of this. We've been working on this since the submission a week ago. I find it to be very helpful to see this in a broader context. I don't think that this does it justice. We needed the time to develop it. What we've worked toward here is breaking down the mass, so that the building reads coming forward. This is the width of the Albemarle Hotel here and all of it working with the layout of the units inside. What is not reading quite as well are these portions of the building that are moved back two feet from the main façade. This upper portion is 10 feet back. That is from the required step back that we have. What we're thinking here is that these smaller and lower portions help differentiate the taller facade that comes forward two feet from there. These areas in red will be a different texture and potentially different color. Subtlety is going to be the key here, whether it's a deeply raked brick or a change to stucco. We're going to need to figure out how that change is made to really make them subordinate to the two masses that come forward. We heard that the larger retail on the ground floor read like a department store. We've gone the other direction, allowing the individual spaces the opportunity to combine or subdivide, depending upon the retailers that are looking to come in. On the upper floors we are adding Juliet balconies and looking to add greenery. There is a desire to engage with the street by allowing engagement with the street by residents, opening doors, and plants on the balconies. Bringing color to the building was something that was requested at the last meeting. While we are trying to remain quiet and subtle, the opportunity exists by bringing greenery into this and potentially with the awnings that the retailers might be able to use. We wanted to put this in the larger context of all of West Main Street, the scale of this, and how it is relating to other structures on the street. You can see the very top row is The Lark on Main Street is to the left The Flats are on the right. Below that is the Battle Building and The Standard, The Standard and The Flats are the closest in terms of building type. They are different scales and not really

comparable. I would like to point out that we are trying to find a fine line of how to differentiate between the masses of this building and the two that come forward in particular. How do we do that? How do we break up this long elevation without it appearing to be like a series of phony townhouses? What we heard at the last BAR meeting is that The Standard is not particularly successful at it. It reads as a bit of a cacophony. The Flats is pretty much that flat. If we look at the lower drawing, it's really just comparing how this compares with the other buildings on the street. It has the same zoning as The Cork. The mass comes forward to the 10 foot setback and is the same height as The Cork. We've got a great deal of length there. We don't have the benefit of historic structures breaking it up as The Cork does in the front of it. I do recall that there was the question of whether or not it would be possible to raise the elevation of this building, so that we could get a four story facade on the street, even if it was balconies behind it. The answer to that is yes it is possible. Zoning would allow it. There are two reasons we are resisting that. One is that we feel that it's disingenuous to do it. The zoning of West Main Street really did intend for three story structures on this side of the bridge before that and then a 10 foot step back. The intent of that was to bring the scale of East West Main Street down. Doing that feels as though we would be trying to game the system frankly. The other reason that we prefer not to do it is that when viewed in context, especially next to The Holsinger building and the Baptist Church's Annex building. This building as a three story building is taller. It seems to be a good mediator between the Annex building and the height of 600 West Main Street. Two images that we've been working on might describe a bit better the intention of what is set back from the street façade. This one in particular points out that a four story facade along there will dwarf the Holsinger Building. We're trying to be respectful of the context of what's around it. We are looking for comments and feedback on the elevation as it has progressed from the last time you saw it in terms of the development of it, and the direction of it. If that's not clear, please let me know.

Questions from The Public:

No Questions from the Public

Questions from The Board:

No Questions from the Board

Comments from The Public:

No Comments from the Public

Comments from The Board:

Mr. Gastinger – I think there are a lot of positive design developments here. I think that breaking up the roofline with the modulation with the rail and the solid parapet is helpful in accentuating those two volumes. I appreciate looking back at the former lot lines to bring some of that texture to the contemporary structure. I do think that changing the texture or the color of the hyphens has to be that pronounced. I think that will go a long way to further breaking down those volumes. I think those are all positive. I still am a little bit suspicious about the two foot indentation and if it's going to be as significant along the street plane to what we're reading in a flat elevation. This building will not be read in that elevation very often. I think that some of the modeling that you guys have done, where the light is just barely raking across the façade, is creating a deeper sensation of what that facade would look like than it actually will be on the north side of that building. I am curious to hear what other thoughts there are about that hyphen, other ways that we can further accentuate it, and ways that the site plan is developed with landscape and street trees that could further emphasize and break up that long rhythm of verticals. The only other question/comment I have is if there might not be some opportunity for you to lift the volume of the portion of the building that is eastern most. I wonder whether that will transition a little bit more to the 600. It might also give you some additional some

opportunities for roof access, if that's a desire. It also would further break up that that secondary cornice line which is also pretty strong horizontal.

Mr. Schwarz – Before we're done with this conversation, we should probably all confirm whether we agree with each other's comments or not. For example, how does everyone feel about Mr. Gastinger's idea of trying to raise the eastern most portion of the building? Mr. Gastinger, are you referring to that the front block putting up a false facade up on the fourth level?

Mr. Gastinger – The portion that stepped back behind the entry plaza.

Mr. Schwarz – Mr. Dreyfus, does zoning allow you to go a little taller on the back portion?

Mr. Dreyfus – No, it does not. We could have an appurtenance. Our hope is to have a bit of an appurtenance as it is shown there. We would like to provide roof access, given the internal core of the building, and where circulation is happening. It would be back there. I think that's much taller than what we would be doing. Other than an appurtenance of a four story building, we are at the height.

Mr. Lahendro – I thank Mr. Dreyfus. Clearly his office responded to our comments. I think that the two blocks are differentiated. I like that they're even different sizes, which gives even more of an impression of a different breakdown of scales and a more urban content character. Yes, I do wish the hyphens were set back more than two feet. I agree with Mr. Gastinger that it depends a lot upon the distinction of the brick and the color that could help read those or make them seem even more recessed if it's the proper color and dark enough. I think by having the horizontals between the floors of windows helps break down what I was concerned with the last time; the strong, monumental verticals. I think it shows a lot of success in meeting the kinds of concerns I had last time.

Ms. Lewis – I agree with Mr. Lahendro. It seems to improve and be responsive to things that we've pointed out. Thanks to Mr. Dreyfus. Certainly the balconies and the engagement with the street was one of the conditions of the SUP that council granted. We recommended council grant it in 2019 for this. I think this gets closer to having that pedestrian street engagement. That was an expressed condition. I think it meets all of the new construction guidelines. I have no objection to that. The guideline that's in our materials says there shall be pedestrian engagement with the street with an active, transparent, and permeable facade at street level. That could be interpreted a lot of different ways. I think that you're getting closer to that. It does look like a quite beautiful building. I don't think that it's fading into nothingness. I think its austerity is quite beautiful. You've done a good job meeting the requirement of the 2019 SUP in breaking it down to this historical multi parcel massing and reflecting that. I like the gesture of keeping the width to the Albemarle Hotel width. Maybe that's a good tape measure for us for West Main Street.

Mr. Zehmer – I agree with Mr. Gastinger and Mr. Lahendro about the size of the hyphens being set back further or using a darker material to make them appear to set back further. My only comment or question was that I don't recall the retail level on the ground floor. The earlier versions did have a wider base. I didn't quite recall that we had suggested doing away with that. I'm wondering if you all explored Mr. Lahendro's point, defined the horizontal in between the floor levels between the second and third floor, which I think is successful. I am wondering if you did that in conjunction with a wider base of the retail space on the ground floor. I do think that kind of historic mixed use residential above retail in this area makes a lot of sense. If you look at the Holsinger Building next door, it has this wider base at the ground floor level. It may be where you can really break up the facade again. You have that five bay facade because that's the width of the fore bay that allows you to mix it up a little bit on this.

One of the things I think that the Albemarle Hotel is successful with is that it's got a varied façade. You've got some arched windows and rectilinear windows. Even the retail level on that building is recessed quite a bit back from the street. I'm just wondering if that might be an exercise worth playing with.

Mr. Dreyfus – We studied it a lot. What happened was the minute we started combining any of those retail bays into a larger horizontal element, the building began reading very horizontally again. It surprised me. I very much like the open retail at the bottom of the Albemarle Hotel. We tried really hard to incorporate that. It almost was an all or nothing proposition. Regardless of what we did, if we combined two and two and left one in the middle, it just began reading very horizontally again. I think we were doing that. We felt that we were doing the block a disservice because it just felt like a much longer building in every instance.

Mr. Zehmer – Did you all try pulling the facade of those because of that recess in the back? I think the hotel has been recessed, but it still has columns out front, which may break up that horizontally.

Mr. Dreyfus – It may be something that we can achieve at certain entrances. We're already losing 10 feet of the property because of the 10 foot setback. Eating further into the retail space is a painful proposition for a developer. It might be that we can do that on a small basis at those entries that have a door in it or something like that.

Mr. Schwarz – Mr. Mohr had mentioned at the last meeting, and Jeff even responded to making the front portions of the building be falsely four stories tall. Are we all in agreement that it's okay to leave it as is? Or is there anybody else who agreed with Mr. Mohr strongly? That probably will come again in the future. Mr. Dreyfus, I think you make a good point that zoning did want this to be a three story district. I'm not sure we'd benefit from added height on the street front facade.

Mr. Gastinger – I found those renderings pretty compelling to the points that Mr. Dreyfus was making about the transition to the larger 600 West Main Street.

Mr. Lahendro – The transition from the larger 600 to 612, then to the Holsinger Building has a nice stepping quality there.

Mr. Gastinger – I find it really good and positive that there is some potential collaboration with the future West Main Streetscape. I think that we could do real wonders with how this building might be modulating and what the views are along the sidewalk. It also occurs to me that there will certainly be a continuous sidewalk at the street. Another way to further break up the horizontal reading of the building is to perhaps break up or modulate the sidewalk at the facade line. When we talk about those hyphens in particular, we don't want to talk about jamming a tree in there like there is on The Standard. Those could be moments of landscape space where there's either changing material, added vegetation, or a combination.

Mr. Dreyfus – I think it's a great idea.

Mr. Schwarz – I think you guys need to have in your back pocket a plan B should West Main Street streetscape project not happen.

Mr. Dreyfus – I couldn't agree more. We don't have any idea what the timing is going to be. Personally, I think we have to proceed on the assumption that it will not be underway by the time we

open this building. We have to have a plan. The plan probably needs to be one that is an interim step that we know that is acceptable to everyone right now. That then feeds into the longer range master plan. I think that's a bit of a challenge. I think that's the best way for us to all proceed.

Mr. Gastinger – I think that's a better way of putting it. Rather than thinking of it as a plan B, think of it as a plan A. The West Main Streetscape is the next phase. You could make it look so obvious about where those street trees need to go. It makes it easy for those designers.

Mr. Dreyfus – I think we'll design it with them as phases one and two. We don't want it to be a surprise to anybody. I think that's a great way to think about it.

Mr. Schwarz – My fear is if we're counting on those street trees as the only street trees and they don't get put in, that's a large swath of West Main Street that will no longer have street trees. I don't know how to resolve that. It's in the back of my mind. That is something to be worried about.

Mr. Dreyfus – We don't want this standing there with no trees or no greenery with the assumption that they're coming and they don't come for 40 years.

Unless there's anything or any questions we have even of the diagrammatic nature of the elevations. Any concerns that you see there? What I'm hearing is carry on and concern about the reading of the hyphens being dramatic enough so that the two main blocks will read. There are a variety of ways we can achieve it: color, texture, and more depth. I think I'm hearing we're on the right path.

I'll ask for a deferral. We will continue to develop this. I really do appreciate the feedback that some of you have given us in the last few weeks. It has helped us understand people's concerns. We can't do this in a void. Each time you all have provided input. I think it's made the building that much better. We'll take the few concerns we heard tonight and keep pushing forward in this direction.

Motion – Mr. Gastinger - moves to accept the applicant's request for a deferral.
Carl Schwarz seconds. Motion passes (8-0).

Meeting minutes: February 17, 2021

Jeff Werner, Staff Report – This is intended as a continuation of the discussion towards a final submittal towards the COA. We're not there tonight. The applicant is obligated on his end to request the deferral from the BAR. The BAR can only accept that. Lacking a request from the applicant, the BAR would have to take a vote up or down on this proposal at this time. This is a COA request for 612 West Main Street. The address is 602-616 West Main Street. We are referring collectively to 612 West Main Street. It is in the Downtown ADC District. Some people always wonder about that. The West Main District doesn't actually start until further down the block to the west. This is a request to construct a new mixed use building. As I've mentioned before, there's an existing concrete automotive building there built in the 1950s. It is not contributing and it's not subject to BAR review. You all have had a couple of discussions with the applicant. The last discussion was on December 15th. What we've been doing is working our way through a series of the design steps. The applicant has provided graphic information for you all to review and has presented tonight some questions that they would like to specifically get at in the conversation. It doesn't mean you all are only limited to what they're presenting and asking about. That's the “game plan” for this evening.

Jeff Dreyfus, Applicant – We're just intending to keep you informed and give you an opportunity to continue to give us guidance prior to coming to you for official approval. What I'd like to do early in this is hand it over to Anne Pray, who is our landscape architect on the project to give you all a very quick overview, the questions that we sent our comments, any thoughts you all have, questions you have about the landscape, and the hardscape plan. The West Main Street elevation really hasn't changed much from what you all saw two months ago. I'll talk a little bit about some of the modifications that we're contemplating there. You will also see both West and South elevations so that we might get any input from you all on those as we continue to develop them.

Anne Pray, Applicant – I want to speak a little bit about how we are trying to respond to some earlier comments about creating pedestrian engagement and making the building more active at the street and at the same time looking to break down the building mass and making it a little bit more pedestrian and body scale friendly to the street. I'm going to run through the plan design here pretty quickly, but probably work from the north elevation a little bit more so that we can look at that. In scale and in elevation, I think it reads a little bit better. From the outset of the project, this courtyard area has always been an important part of that residential entry of the building, which is one of its largest purposes. We're looking to create an engagement with the mural wall and also look at a way to just slide in a little bit smaller garden experience here with using a water feature, some benches, and some planting and at the same time opening up the courtyard for the entry. You can see one of the devices we're using is this connect with the larger building, a changing material on the ground plane from something smaller at the street to something larger that runs along the whole front of the building to something smaller in the courtyard again. We think that it gives it a little bit sense of place as you come in. We have three planters located along the length of the building. Two of the planters are at the four bay to create a little bit more of a density. We have this more open concept of the courtyard, closing it off a little bit in the front of the four bay side of the building and opening it up more towards the center and middle as we get to the five bay. Using a larger but singular planter towards the end relates the scale back to the earlier four bay in the building. As you run down to the west of the building, we are negotiating with grade a little bit. We have one singular stair that grows into two steps at the end. We have about a foot of grade change, running from east to west. On that side on the courtyard, we're looking to make it as open and as accessible as possible, so that grade does connect flush across to the main sidewalk. It's obviously more accessible for everyone. One of the things I want to point out here that I think is pretty important is that we get into is that we are required to show for trees to plant for trees. I want to talk about the placement of these trees as part of this project that's actually happening. We know that the West Main Streetscape plan shows for trees, obviously not in this location. I think it is problematically in a really different location with the curb line shifting in the future. We are actually also calling out the bike racks at this point on either ends of the building. You can see that on the west side. I'm using a low retaining wall to hold that space to create that niche for the two bike racks. On the eastern side, we have three bike racks there. The last little part here is that we are exploring the form and the permutations of the planters and how they work. The curvilinear idea is a little bit of a nod to what's happening on the inside of the building and the lobby, as we look to soften some of the edges and the hardness. We're trying to bring that outside in, in a playful way and in a more sculptural way. This is the overlay plan that shows four dashed, pink circles, outboard of the existing curb line. Those are the proposed West Main Streetscape trees. In quantity, it obviously works with what we've got and would just be a matter of coordination. However, the curb line is nearly two feet outboard of where the existing curb line is right now on West Main, which obviously lends us to believe that they're redesigning the whole street with parking and different curb lines and curb cuts. The extent to which we're actually going to be able to negotiate with that positioning at this point is unknown. I'd like to figure out exactly what the expectations

are from the BAR as to how we're supposed to negotiate and handle that at this point. Here you can see an elevation. I think we all know the streetscape trees and the trees that we're proposing. Those four trees are really going to be what competes with the overall scale of the building here. Their placement will be working a little bit more symmetrically side to side with each one centered on a major column of the building. The planters bring the scale down to the pedestrian and the body. They work a little bit more to create a little bit of density against the building with your own perception of it as you're walking by. As you look at it, you can see the courtyard space again to the left. That's a much more open experience overall. As you walk by the first bay or the first true building, there's the four bay. That's more broken up with the planters and the trees. It is a more open center, last third, and then a planter on the end, knotting back to the balance of the four bay building preceding it with the open stair on the end and the retaining wall. I think it's important to talk about the water. One of the things about this building is that it does go from this very rectilinear clean facade outside. As you move your way into the building, it becomes a really calm, curvilinear, meditative experience. I think what we're trying to do by the introduction of water is introduce just a small sound and just a small nod to 'you've come home.' It is a little bit chiller and a little bit more common than what you just left on the street. We're trying to set up that choreography from the moment you enter into the courtyard. The articulation of that right now really has a long way to go to get the design done. The idea is that we would be introducing just a small amount of sound of water. Similarly, I think if you look in the next slide, you can see some different precedents. We are playing with the form of the planter. If it might have a little bit more of a batter to the front face how the bench itself could connect in or participate with the planter so that they are overall a little bit more sculptural, but also feel like they can be occupied. With the plantings themselves, I am really into creating a planting design as an important part of the piece. In this case, looking at the building, we actually have a lot of opportunity to use plants as texture and form and create some interesting palettes that you probably wouldn't see otherwise along the street. We'd be really looking to create some identity with making the planters really as big as we can and really get some good planting in there. I've got another image there of the paving precedents and different ideas in scale. I think that paving is going to be very calm, much like the building. We really looked to just maybe two different scales of paving to start to create a break between path and place. With the water base and on the end, there's a very small nod to just a little something different on the street and introducing that idea of calm as you come into the building as resident. I think the next couple slides actually show this in the architectural rendering, if we want to take a look at that. It's nice to see the scale of the existing trees. We get a sense of how big these trees might hopefully become over time. You can see the courtyard and the planters laid out there. This is just obviously from the other end. I think what's nice to see here is actually just the stair. It's just a one foot gray change at that point. It's something we need to deal with and wanted to really keep it as open as possible. Really using a stair as an occupiable moment but to come up to the retail promenade and leaving that little bit of a space on the end for the bike racks. One thing I would say about the bike racks, because this might come up, is that I think it's really just been our experience looking at how they function at 600 right in the front of the building and right in front of the coffee and retail space. I think the takeaway there really is, it's been kind of problematic to really put them in a place of egress. As tricky as it has been, we are looking to give them their own space and make them noticeable, but not necessarily put them in the courtyard where we're trying to create a more intimate experience.

Mr. Dreyfus – We do intend to have options for greenery along the balcony railings. Whether or not that is owner provided or tenant provided, we do have a long way to work through on that. We do intend to add that bit of color and texture to the façade.

We're really looking for ways to quiet the building down. As Anne noted, the interior lobby of the residential entry is going to be very curvilinear. That is something that we are thinking may actually make its way out to the exterior of the building in a very quiet way next to the front door. We're not ready to talk about that. In trying to quiet the building down, you'll see that we began thinking more about color and texture since our last conversation. The next slide does show how we're beginning to think about the particular elements of the façade. We are intending that the North, West, and East elevations will be brick. We'll talk in a minute about the texture of the brick and the hyphens as we discussed before. We're thinking that the upper levels might be white or off white. We're thinking that the color of the building might be more of a heather brick or a lighter cream color. It's not going to be white. It's not going to be stark white. We know that much. We've got a ways to go. We're exploring brick that can be completely painted or brick that has enough soft color that we like it. We'll be back with more on that. I think what's important to note here is that we do believe that going with a different color on the retail level and ground level helps with the building to delineate what's residential and what's commercial in terms of its scale. It also makes the engagement with the street different from the facade as it goes higher up in the residential area. We're liking this. We don't quite yet know how we want to provide cover at the doors into the retail. That will be something that we continue to develop. You'll also see that perhaps that same darker color, which might be a metal. We're working toward that. That material would probably also introduce itself there on the left at the door into the residential lobby. You can begin to see the curve of that might express itself right in that small area. We're thinking upper windows and doors would be light in color as close match as we can get it to the brick material on the facade and darker down below. We would like to hear if this is an acceptable direction. The railings that we see on the balconies will also probably be light in color. Some of our earlier designs showed pretty soon stark contrast between black or dark bronze windows and doors and railings up above, which were similar to what's down below. It was becoming a little bit too checker boarding for our tastes. That's the direction that we're thinking we're going to go with colors. One thing I would like to note about the hyphens of the façade is that we are still imagining that the hyphens will be a different texture from the main blocks of the facade that move forward. We don't in any way think that the hyphens will be a different color but perhaps a different texture brick. Whether we model the surface or we do something with the control joints, we do want to make it subtly different. They step back, obviously, and they stepped down a little bit. We're trying to keep things related but quietly, different from one to the other. Here, you can also begin to see that the lower level that the darker color on the retail level does do what a number of buildings on West Main Street do. That is to call a distinction between the retail level and the residential levels up above, including on the Holsinger building right there on the right. There's a distinct line drawn there between the ground level engagement and the upper level residential. Here, we're beginning to talk about what the rear elevation will be. This might be a little bit hard to make out. On the lowest level, we have two story studio lofts behind those tall double doors. Those are probably Juliet balconies that can be opened. They speak to the height of that floor elevation. On West Main Street, we're supposed to have close to a 17 foot tall first floor. We're actually taking advantage of that to provide loft units on the backside of the building with living down below and a sleeping loft up above. The next level up has large terraces off of the units and also includes the green roof that we're going to be incorporating in the project. The green roof is down at this level and not on the rooftop. The rooftop may or may not be occupied in the future. We're not there yet. We think this is a great opportunity for us to bring the greenery and the softness of that to the living units on the south side of the building. The bronze panels that you see projecting perpendicular to the building are simply dividers between the units. For instance, on the second level at the far left, there are three bays of windows and doors that open on to that terrace before you get to the divider. That's one complete unit. After that, there's a two bay unit. That's what those are. We need to provide

privacy panels between units. On the upper floors, you can see that there are balconies off each of the living rooms of the various units. The thing that I would like to point out here is that we would like to be able to stucco the upper part of the rear facade in this instance. The building to the right, 600 West Main Street, is metal panels. As most of you know, there are metal panels on the North, West, and East façade. On the South facade, we turn the corners on the South facade with the metal panels. The entire rear of the building is stucco. We want to do the same thing here on the upper three floors of this building. Quite frankly, it's a cost savings that we hope and anticipate will allow us to use brick for the rest of the building. It's not unusual for the rear of buildings in any urban environment is a different material. We would keep it quiet. It wouldn't be distinctly different from the brick. We'd come with whatever colors we're proposing in that regard. On the next slide, might be full elevations. Here you can see the elevations as they currently stand. The hyphens that we've discussed in the previous discussion are in the middle and on the far right. With the next drawing, there is a different texture on those hyphens and also on the residential block that sits back from the street. The next drawing should be the South elevation. As I described, there are upper balconies on the top two floors with terraces on that third floor level, just above the last studio loft balconies. With the next elevation, trying to take the motif from the north facade on the west elevation there on the left. Take the motif of the openings and sizes and continue that to give a bit of order to that facade, which is on the alley adjacent to the Holsinger building. The larger windows are all windows at the end of residential corridors. The two smaller windows there on the far left are within units to allow those to be third bedroom. On the far right, the elevation facing the courtyard of 600 West Main Street and the mass of the building of 600 West Main is dashed in the very dark line there on the left of that drawing. It's a very narrow courtyard. At the end of that courtyard would be doors leading into the lobby of 612 West Main Street. The tenants of both buildings will have access to the courtyard and to the lobby. If there is in the future, a rooftop amenity on this building, the tenants of the adjacent building could enjoy it. I think we've included some of our previous slides that showed ideas of ways that we can treat cheap different textures, different openings, and the windows. The middle right image, the light facade is not unlike what we're discussing, perhaps lighter color for the brick, but a darker color for the retail openings and being different from what's happening in the on the residential up above. As I mentioned in my notes, we'd appreciate any and all comments on the landscape hardscape especially as it relates to what Anne is showing, and importantly, noting that the tree locations relative to what is shown on the West Main Street streetscape project and any comments you have about the facade development, any of the elevations, the colors, materials we're contemplating at this point, and as well as stucco on the south side of the building.

Questions from The Public:

No Questions from the Public

Questions from The Board:

Mr. Mohr – The plans looks like there is a retaining wall next to the bikes. Is that correct?

Ms. Pray – That's correct. It is shown in the elevation. It is very small. It is only a foot tall and only 8 inches wide.

Mr. Mohr – I was wondering if it matched the height of the planters or not.

Ms. Pray – I don't have it matching the planters. I just kept it a pretty low profile.

Mr. Mohr – I was looking at the renderings.

Mr. Dreyfus – That is the move-in door for the building for all of the tenants. There will be a curb there. There will be safety factors set up so that nothing goes rolling off of that end.

Mr. Mohr – It looked like in the plans there was more of a wall there. It was just a resolution question. It makes more sense that there is a wall there.

Ms. Pray – Initially, we thought about wrapping the stair back to the corner so you could approach the building from that corner. We needed the space for the bike racks. We ended up with the retaining wall to cut in that space for the racks. We have to utilize every inch.

Mr. Dreyfus – Wrapping the stair didn't make a lot of sense. We would be inviting people to step into a private alley. This was to direct people out toward the street.

Mr. Mohr – I was remarking at the absence rather than the presence.

Mr. Gastinger – I wanted to ask if there was any further thinking about the differences in that brick texture. The precedence that you showed at the end of the presentation have quite a wide range. Do you have any more to what you are currently thinking?

Mr. Dreyfus – The next step is going to be offering specific samples to what we are thinking. We're talking with our contractor and their suppliers about what those options are. We need enough of a distinct difference that it is noticeable when you look.

Mr. Schwarz – If the West Main Street streetscape goes forward, are you still required to put in four street trees?

Ms. Pray – We will have to do four trees.

Mr. Dreyfus – It is a requirement at the moment. We are having to live by it. I think what Anne has done works well with the building. We don't have the option of furthering the streetscape plan. We would be putting our trees in the street. If we go to that slide, you will see where Anne has placed the trees precludes the parking pull off areas or anything that they're showing. It would appear to me that we could keep those trees precisely where she is proposing them. The City would have a little less cost as part of that project.

Mr. Schwarz – Suppose the streetscape plan doesn't go forward, are the power lines a problem? It seems that this site has accumulated some new power lines.

Mr. Dreyfus – The power lines are a problem. We are going to deal with them during construction. I don't know if we are going to be dealing with them permanently. We will have to deal with them temporarily.

Mr. Schwarz – I would like your application to include temporary power plans. Even if poles are being moved temporarily, trees sometimes have to come down for temporary movement.

Mr. Dreyfus – We will do that. They are going to be moved across the street. We will be happy to include the temporary power plan as part of the application. We will move the power lines back to where they are. A permanent solution would be undergrounding them.

Mr. Lahendro – With the footprint for the planters, I am trying to understand the significance of this unusual truncated circle shape. It has some relevance to what is going on inside the building.

Mr. Dreyfus – On the interior of the building, the lobby is actually going to be a very curvilinear series of planes with few hard angles. We're trying to bring that into the residential hallways as a part of the design. Anne's thought is that we hint at it on the exterior in terms of the planter shape with what is happening on the interior.

Ms. Pray – That was definitely a starting point. We liked the idea that the planters became more sculptural as part of the experience being on the sidewalk. The space between them still feels like inside.

Mr. Lahendro – For pedestrians that don't live in the building, those shapes would be completely alien to anything they can see on the building.

Ms. Pray – The idea is that it might be captured by them and see something different. I think there is a way they interact with the building too. It seemed to use the planter as an opportunity to be a little more 'playful' on the street to soften the building. We are still working through it and what the final shapes will be.

Mr. Mohr – Do they match the material of the window frames on the first floor level?

Ms. Pray – It is definitely a detail question that I am not totally clear on. We still have to have those conversations. I think we would look to create some continuity.

Mr. Dreyfus – One of the things that we have talked about with the shape of the planters is that they are softer. They're a little bit more inviting. There is a playfulness to them that might invite something a little bit more relaxed on what is a pretty regimented façade.

Ms. Lewis – Is the south façade on the upper floors stucco?

Mr. Dreyfus – I don't know for sure. My preference would be stucco. It might end up being EIFS.

Ms. Lewis – I would support it on the back. I will definitely support it if it was stucco.

Mr. Schwarz – Building codes require continuous exterior insulation on commercial buildings. In general, when we see stucco, it is EIFS. I don't know if it can be detailed in a different way. That's something that needs to be fixed in our guidelines. There is no stucco anymore unless it is on concrete.

Mr. Dreyfus – The real difficulty with EIFS is the hollowness when you tap on it. You can get a variety of finishes. We were very successful at 600 West Main on getting finishes on the EIFS that does not look like your standard EIFS. I think it is a matter of the intent of the architect and the ability of the installers to achieve something that's not just "slathered on icing" that we see everywhere. That will definitely be a part of what we do. It is important that we get that surface right for the tenants of the building. It is not a throwaway material.

Comments from The Public:

No Comments from the Public

Comments from The Board:

Mr. Gastinger – I really like the development of the site plan and the landscape, especially compared to where it was previously. The planters really felt like they were armoring the building or maybe having a very distinct zonation between the public sidewalk and in the walk in front of the retail spaces. I like the way that low step will get used a lot and will be a piece of street furniture. It would be in a more graceful way to make that delineation and make it more subtle. I like the shape of the planters for a couple of reasons. I think that it really does facilitate a lot more East/West movement along the facade of the building. At the same time gets a longer amount of planting area in proportion to the building. I will say though that I do think because maybe perhaps the thinness of the wall and the way that they're rendered in the plan, they do feel a little bit inconsequential or a little bit more like street furniture. There's maybe a balance there. I'm not sure if they either could get just a little bit larger or just beef up just a bit more to have a relationship to this building. There could be another one added. It seems like they're just a little bit sparse currently. I like that. I like the tactic. I like the materiality and the way that they be deployed. I think the material of them being a little bit more of street furniture and not feeling like a constructed built in feature might lend themselves to feeling a little bit more like almost quazi movable part of the street and maybe alleviate some of the fear that Jody might express about whether they really feel like they're a part of the public landscape. With the trees, this is my personal opinion. If we wait for the city to figure out West Main, we will still be waiting. I applaud the tactic to go ahead and put the trees in at the location that works best for this building. At a scale, that also works best for the street. I would hope that you'd consider species that will operate at that street tree scale and really create a high canopy that would make for a really excellent public space below. When the West Main Street project happens in about 30 years, they'll work around these trees. The only thing I would note about that is that we can be thinking about larger trees to make certain in the early planning that ample soil volumes are provided so that so that we really can get the kind of size and scale tree that they would appreciate there.

Mr. Mohr – When the power lines come back, are they going create havoc with those trees?

Mr. Dreyfus – They can and they will. I will say that we are talking with Dominion about the possibility of locating the power lines under the sidewalk. It is in everyone's best interest if we could do it. We all know Dominion moves at its own pace and own schedule. We are hoping that we can do it. I hesitate to mention it. We don't want it held against us in the future.

Mr. Mohr – I agree with Breck about the planters. I like the one with the seat in it. I could actually see just making that a standard feature for all three of them. The other thing I could see doing is that they weren't great in plan but in elevation and extending the plantable area along like the building, it seems to me you could play with the elevation of the edge where it could be like a cone slice or something like that, where it has some more dynamic role to play at a 3rd level. I know it's got plants in it. How many times a year are they not doing much? If it has a wandering edge or drives up one side where their playfulness is apparent, not just in plan but in elevation and section. I just fear for dominions behavior.

Mr. Schwarz – I'm going to agree with what's been said so far. I want to see very tall, beautiful canopy trees on West Main. If the power lines end up needing to stay, I think Cova have done a good job of coexisting. Something of that scale would be appropriate if you keep the power lines. My other concern I brought up with the Code Building is that they have sworn to me that we're not

going to end up with a bunch of yellow tape on all the on the edges of all the stair treads. I don't know if it's our zoning code. Wedge steps are not allowed. When they show up, they end up becoming tripping hazards. I think they're a wonderful landscape feature. I just want you guys to make sure that these steps and landscape don't become like him covered in bright yellow tape.

Mr. Lahendro – I would concur with most of what I've heard so far. I would rather see that scale, but in a more native tree or one that's on the street tree list that the Tree Commission puts out.

Mr. Schwarz – The other question from staff was to look at the elevations with the understanding that the north elevation is on the right track and the change in the material on the back.

Mr. Lahendro – I would like to talk about the North elevation. This looks better to me than what I'm hearing than what's actually meant. The recessed planes of the hyphens are darker and obviously more recessed. The darkness is a symbol to indicate some kind of texture. What I'm hearing is that the texture that's desired at this point is subtle and not distinctive. I would prefer to see something that's more distinctive in the difference. I think this reads as we had intended or we had stated all along in that we're trying to mimic the scale of the individual historic buildings that are still left on this part of West Main that were here originally. That's my biggest worry about this elevation.

Mr. Mohr – Your end elevations are quite asymmetrical and seem to have a lot of surface development. There's a playfulness in there. It also harkens back to some of those images you showed us from those urban buildings with multiple planes with your precedent images. I wonder if you really start playing with the level of detail in there, so it actually catches more shadow is more idiosyncratic and plays basically a different architectonic game than the quieter or very rectilinear façade. That possibly combined with darker materials but also the fact that we attach more shade and shadow. I think you have some clues in that East elevation to my mind that might enliven and at the same time distinguish those punch backs. I'd like to just quick slide over to the top section of the residential block on the north side, I could see doing that in a completely different like glass. It's much more of your beltline for your parapet runs around. That whole upper piece reads as something that is truly set back and is perhaps much more modern and translucent. That would again help the read of the scale. The brick on top of that feels a little heavy to me. If you put some brace a lay over the upper band of balconies that starts reading is more porch-like. I think it softens up the side of it on the south side. That would start to break it up vertically without really a great deal. You wouldn't be having to modulate surfaces or anything that would give you a scale breakdown. It does start to read as somewhat tower like.

Mr. Gaster – I am a little concerned about the subtlety and the thinness of the plane of the North elevation. It's not so much the elevation but more that the plan and the perspective views that would come from it. I'm concerned because I think almost every view from a pedestrian point of view or for driving down the road that this is really going to look like a long building because the plan changes are so subtle. As mentioned in the last meeting, the addition of those balcony railings stepping that height down the introduction of some different texture are some good techniques. It's really riding on that line of whether this is meeting that SUP recommendation that the mass is breaking down. It might be useful to include some more oblique perspectives in the package in the future. I think that's how this building will most likely be seen. If the intention is to truly have the brick in the textured brick berry so similar in color, I wonder if a more radical technique like making one of the bays that textured brick might be worth considering. I just continue to look for more depth from the façade. I am just worried that it's getting keeps getting thinner and thinner.

Mr. Zehmer joined the meeting during the discussion of this agenda item.

Mr. Schwarz – Are we all OK with the change to stucco/EIFS at the back? Are we all still on board with the massing? There seems to be more desire for more originality in the front façade.

Mr. Mohr – I like the idea of doing something to make that top appear different. That would actually drive that whole block down lower and you wouldn't feel quite all the peace. To me, it's more like the main facade is so quiet. Maybe there's a much more intensive brick detail and idiosyncratic treatment of those drop back pieces that makes them taking up a look at some the really wild brick you see on some of the old residential structures in New York where it really has a degree of texture and detail that speaks to maybe the old church down the road or something.

Mr. Schwarz – Are there any thoughts around the darker color around the retail entrances?

Mr. Mohr – I like the idea of the planters relating to it.

Mr. Lahendro – I think it is an interesting idea. I look forward to seeing how it is developed.

Mr. Dreyfus – I thank you all very much. I realize this is a drawn out process. By the time we get to the approval, it is going to be a very short, brief meeting. For us, it feels productive and informative.

Mr. Mohr – Where do things stand on the lighting on 600?

Mr. Dreyfus – We have to make the final adjustment. We will have that done. We are ready for the BAR to go and look at it in the next week and a half.

Motion to accept to applicant's request for deferral (Mr. Lahendro). Motion to accept deferral passes 7-0.

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

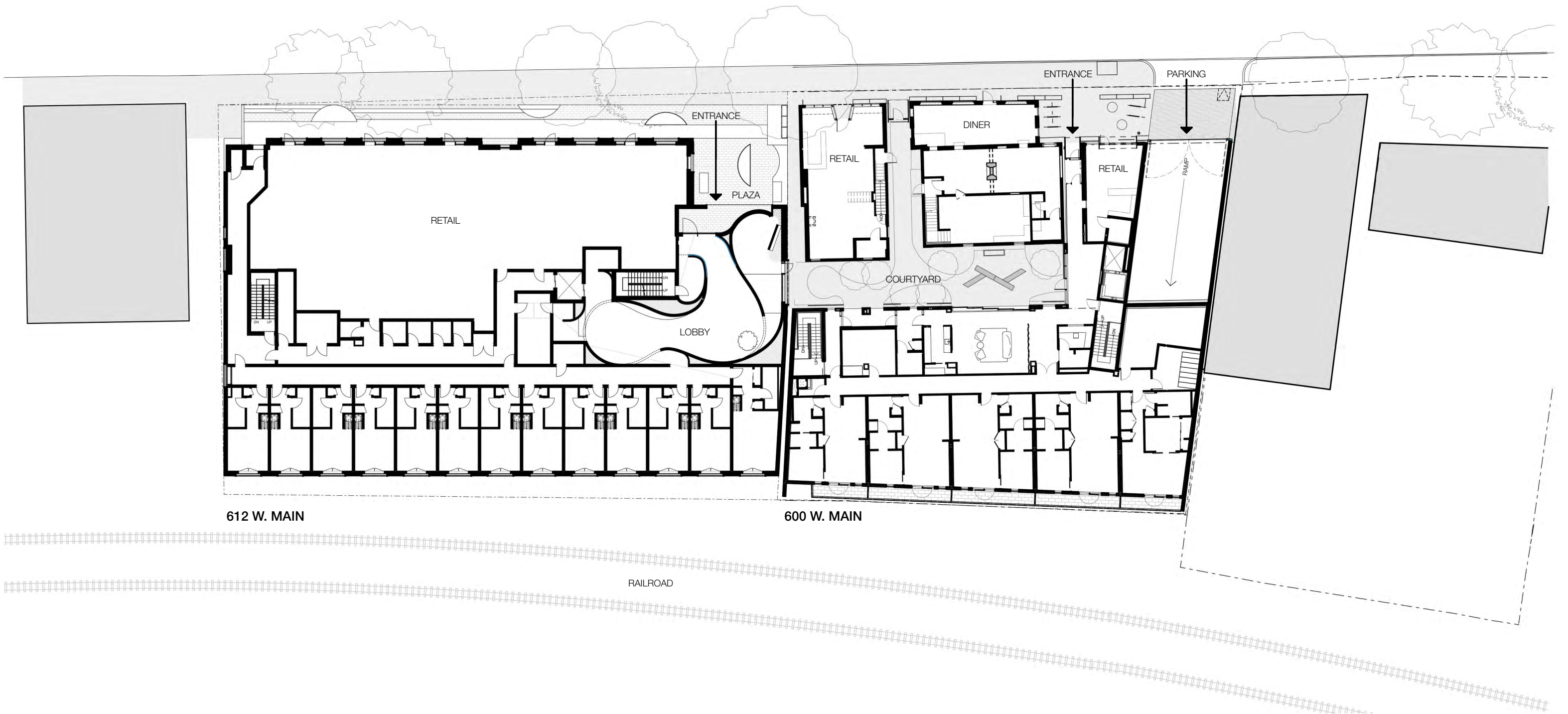
Built in several ^{three} stages, this one-storey, flat-roofed automotive building is of cinderblock construction and is painted white. The eastern half of the facade is four bays wide and originally had a small entrance door (now boarded up) in the eastern bay and garage doors in the other ^{tree} ~~tree~~. 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} ~~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

This lot encompasses the site of ^{three} ~~the~~ late 19th century houses and ~~the~~ T. 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).









OLD ALBERMARLE HOTEL



THEN



NOW



THE TERRACES



550 WATER STREET



CODE BUILDING





SELECTED TEXTURE FOR HYPHENS -
ANGLED BRICK WITH RAKED JOINTS

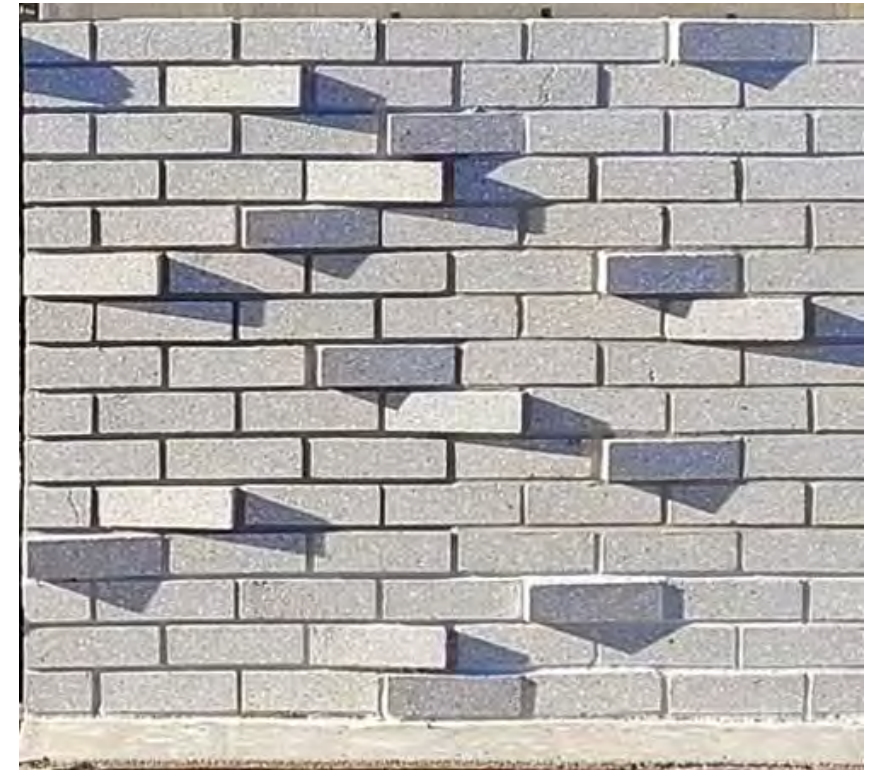
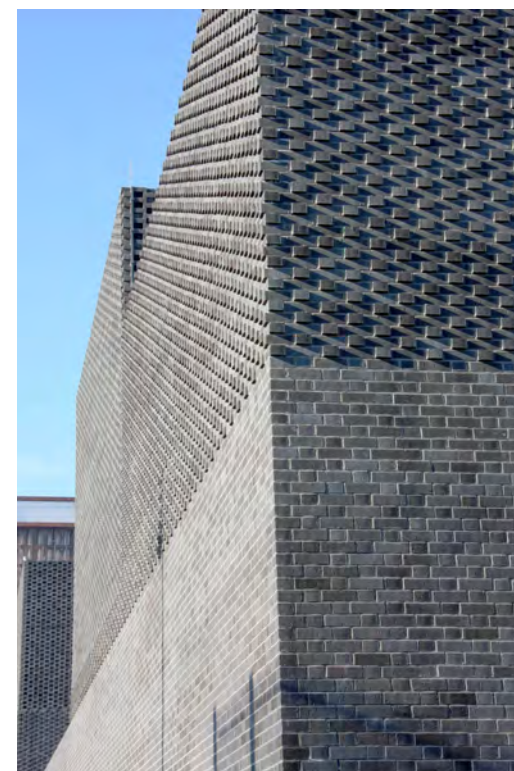


IMAGE OF PRELIMINARY BRICK MOCKUP



IMAGES OF TEXTURED PATTERNS AND FLAT BRICK PATTERNS USED ON THE SAME BUILDING



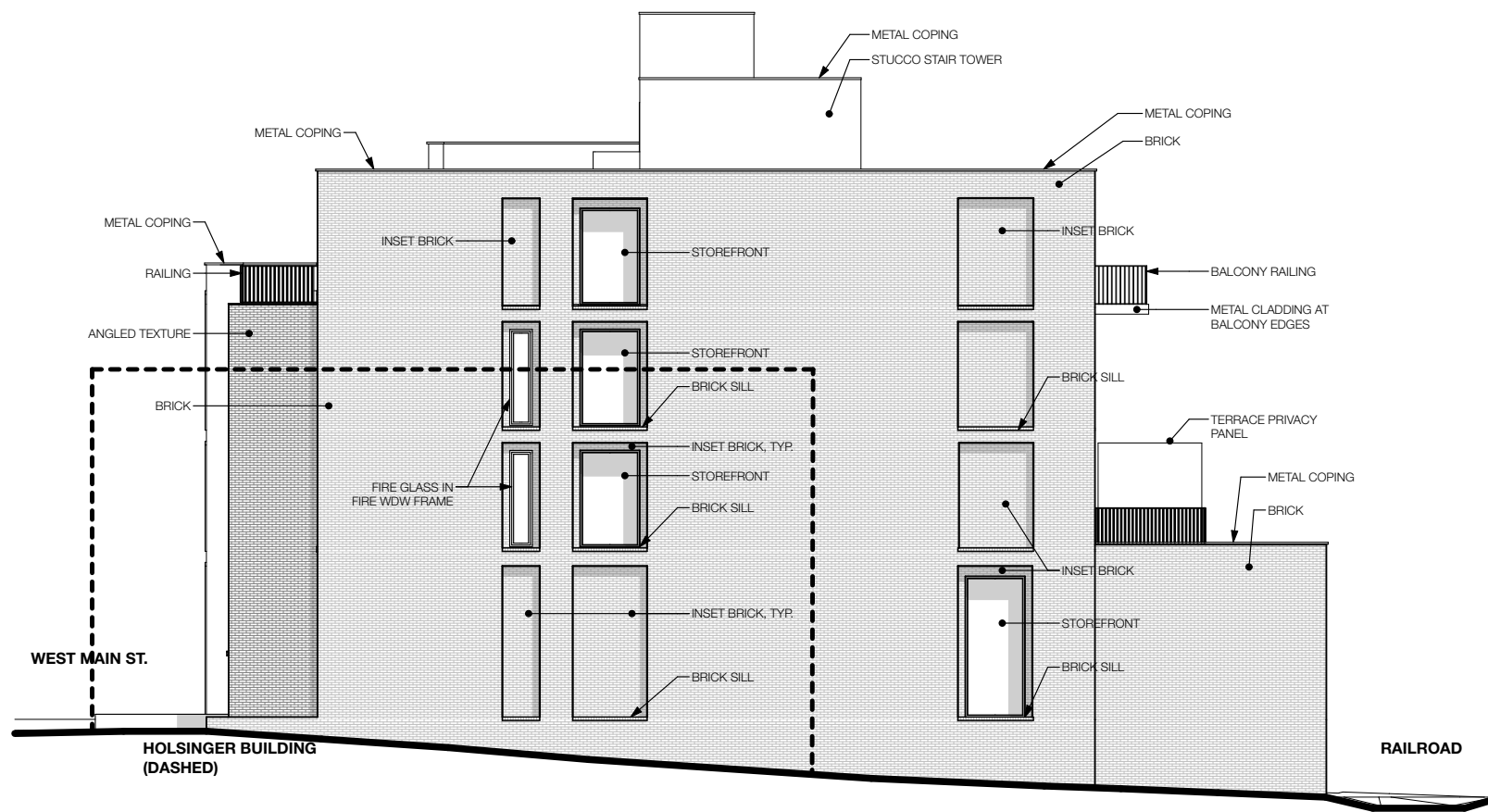
STREET ELEVATION



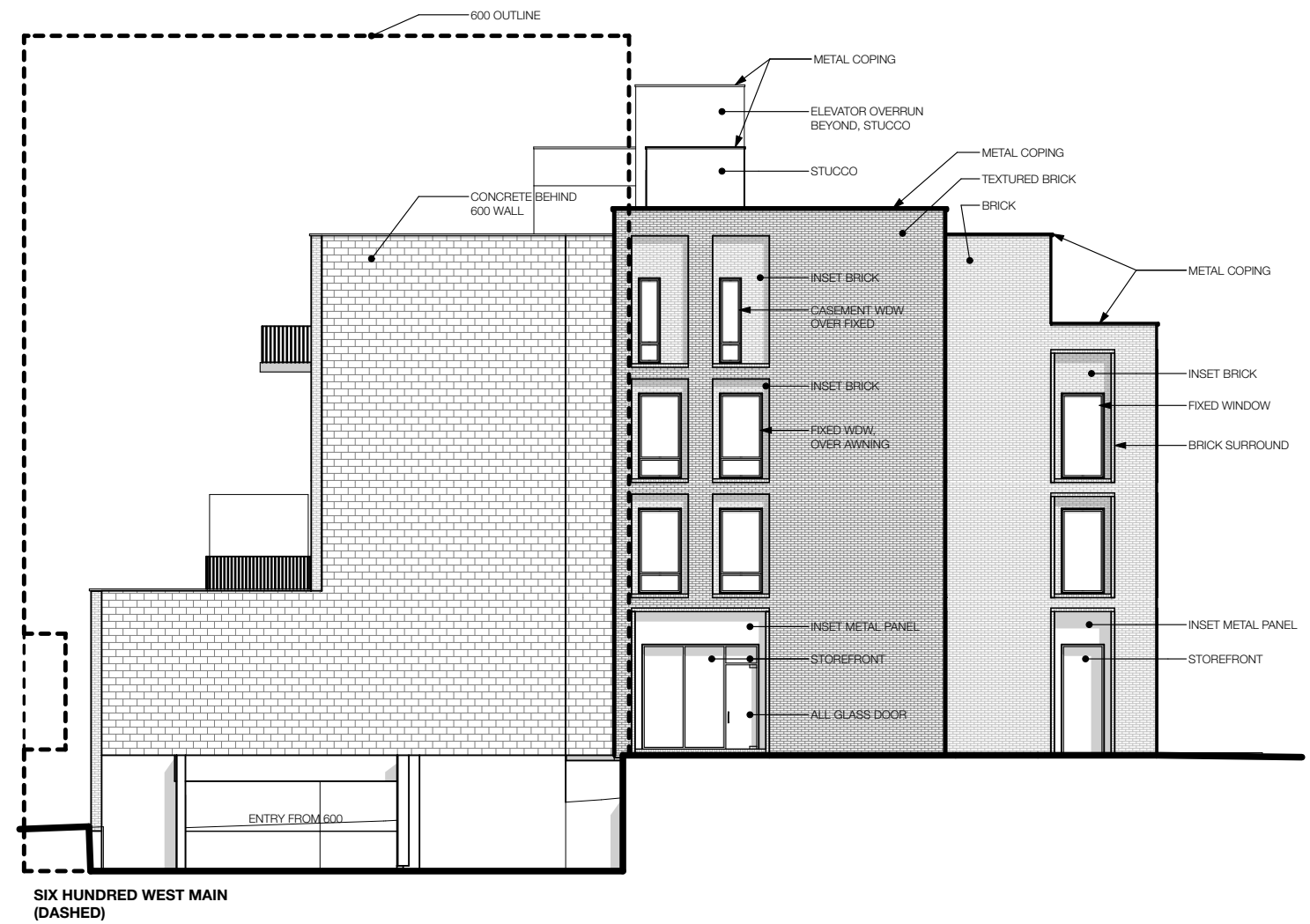
NORTH ELEVATION



SOUTH ELEVATION



WEST ELEVATION

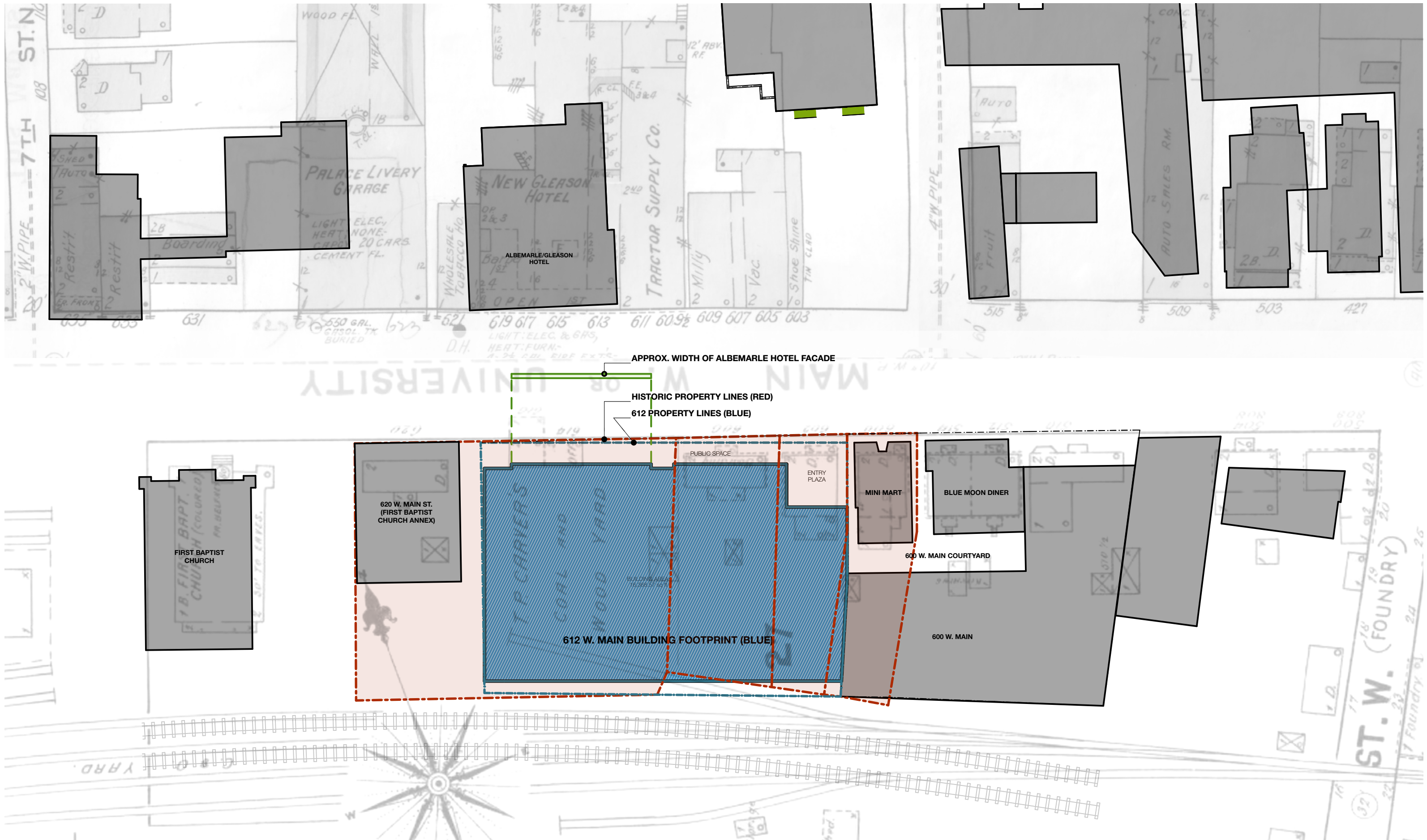


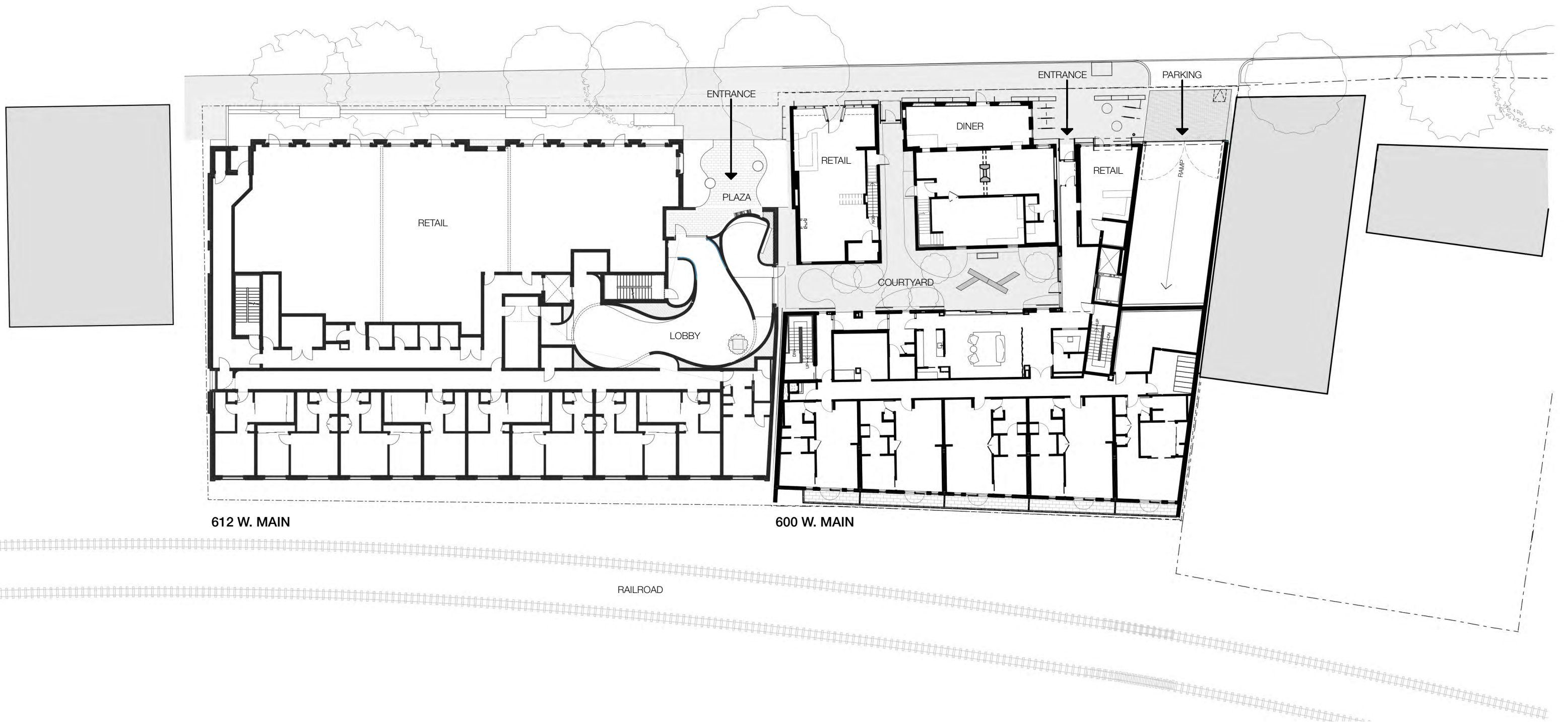
EAST ELEVATION



LANDSCAPE PLAN
612 WEST MAIN STREET









OLD ALBERMARLE HOTEL



THEN



NOW



THE TERRACES



550 WATER STREET



CODE BUILDING





SELECTED TEXTURE FOR HYPHENS -
ANGLED BRICK WITH RAKED JOINTS

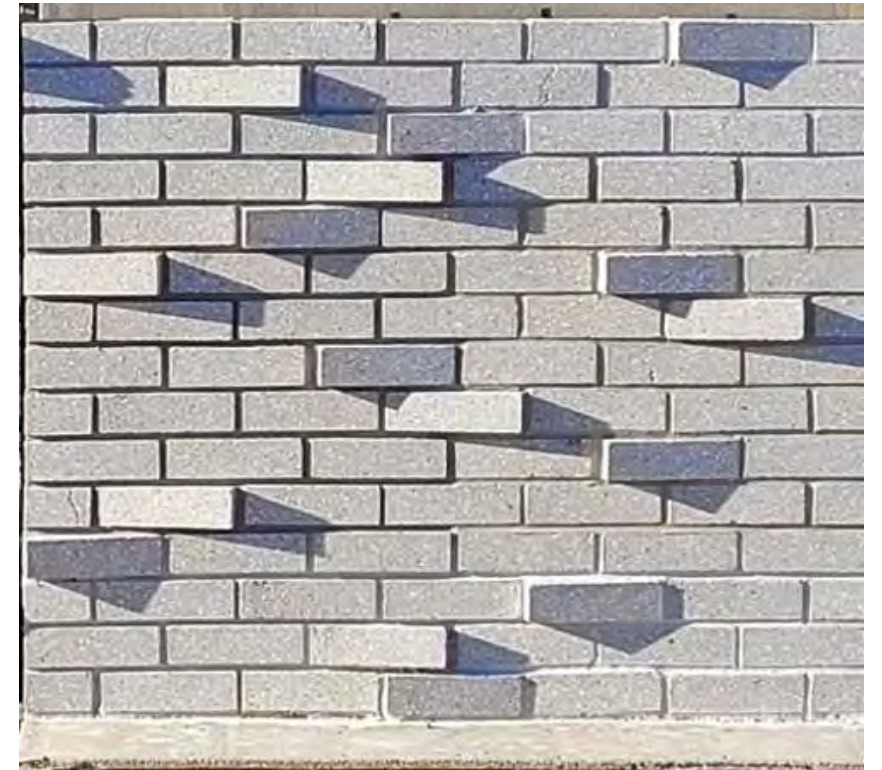
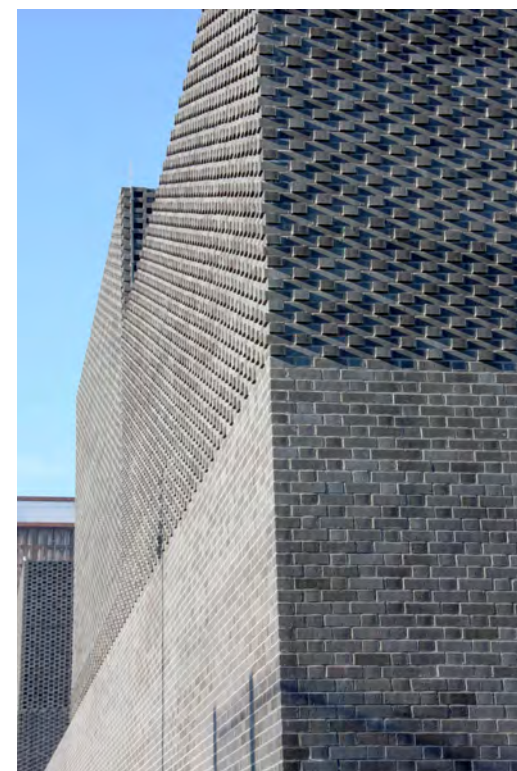


IMAGE OF PRELIMINARY BRICK MOCKUP



IMAGES OF TEXTURED PATTERNS AND FLAT BRICK PATTERNS USED ON THE SAME BUILDING



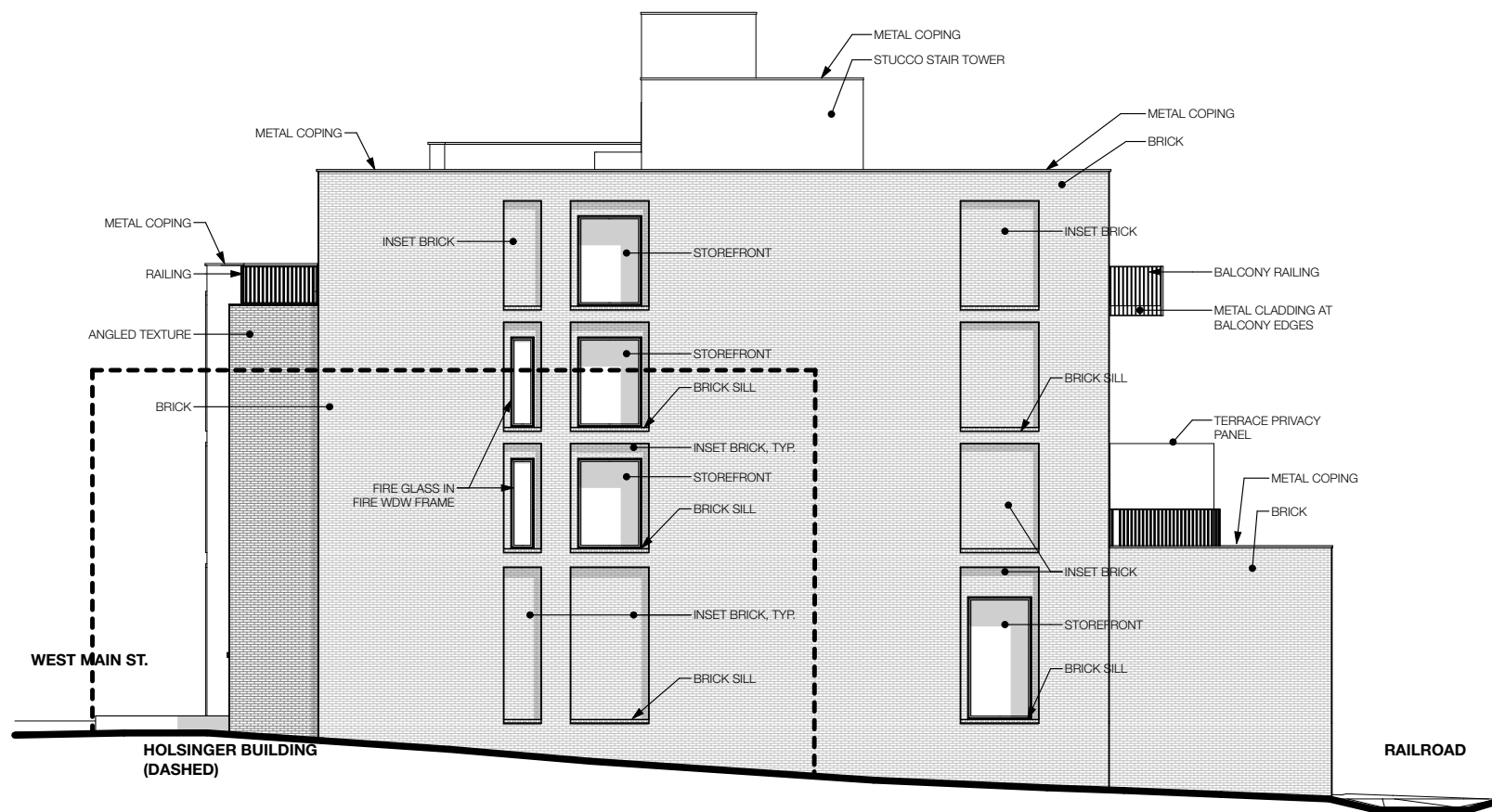
STREET ELEVATION



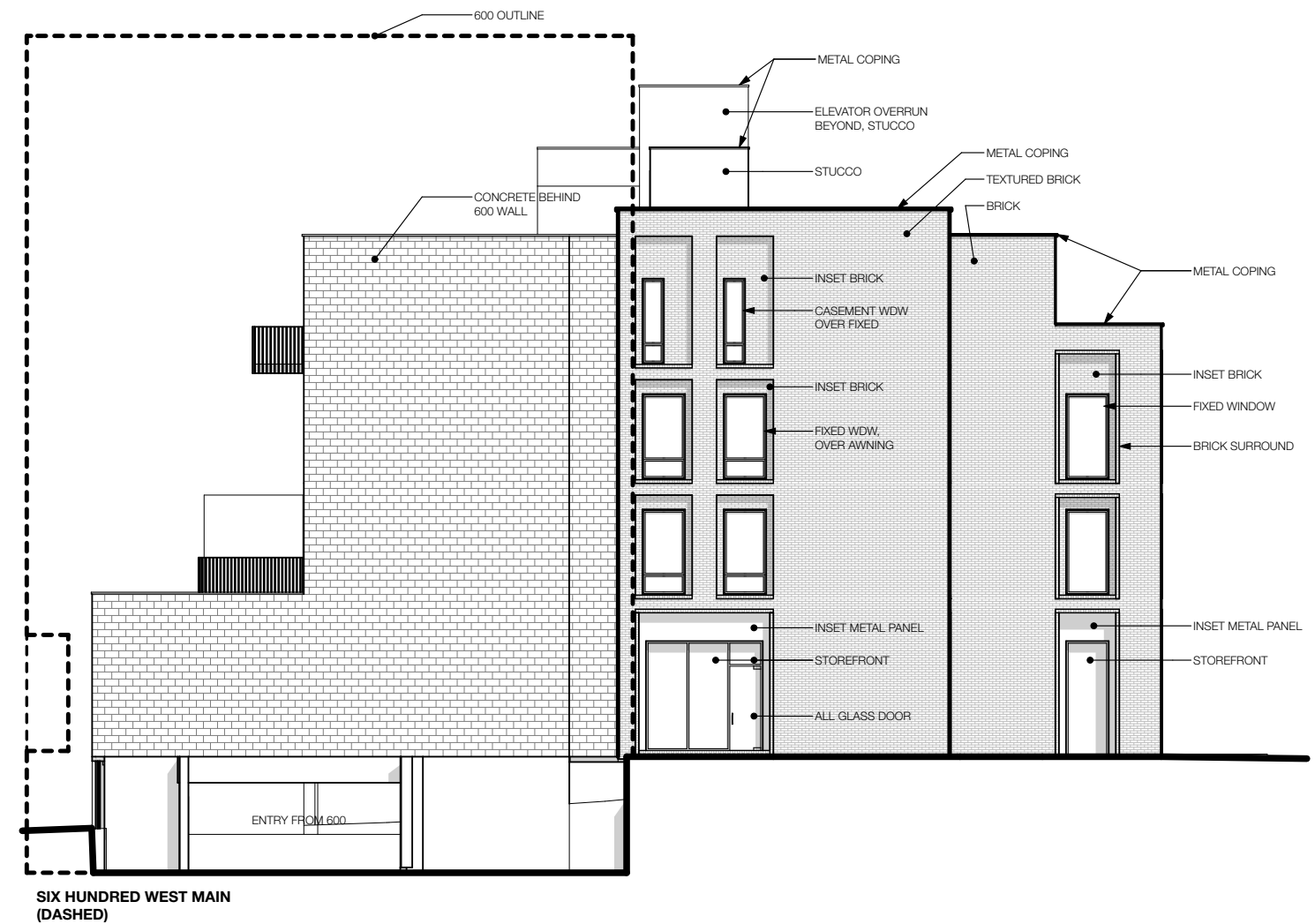
NORTH ELEVATION



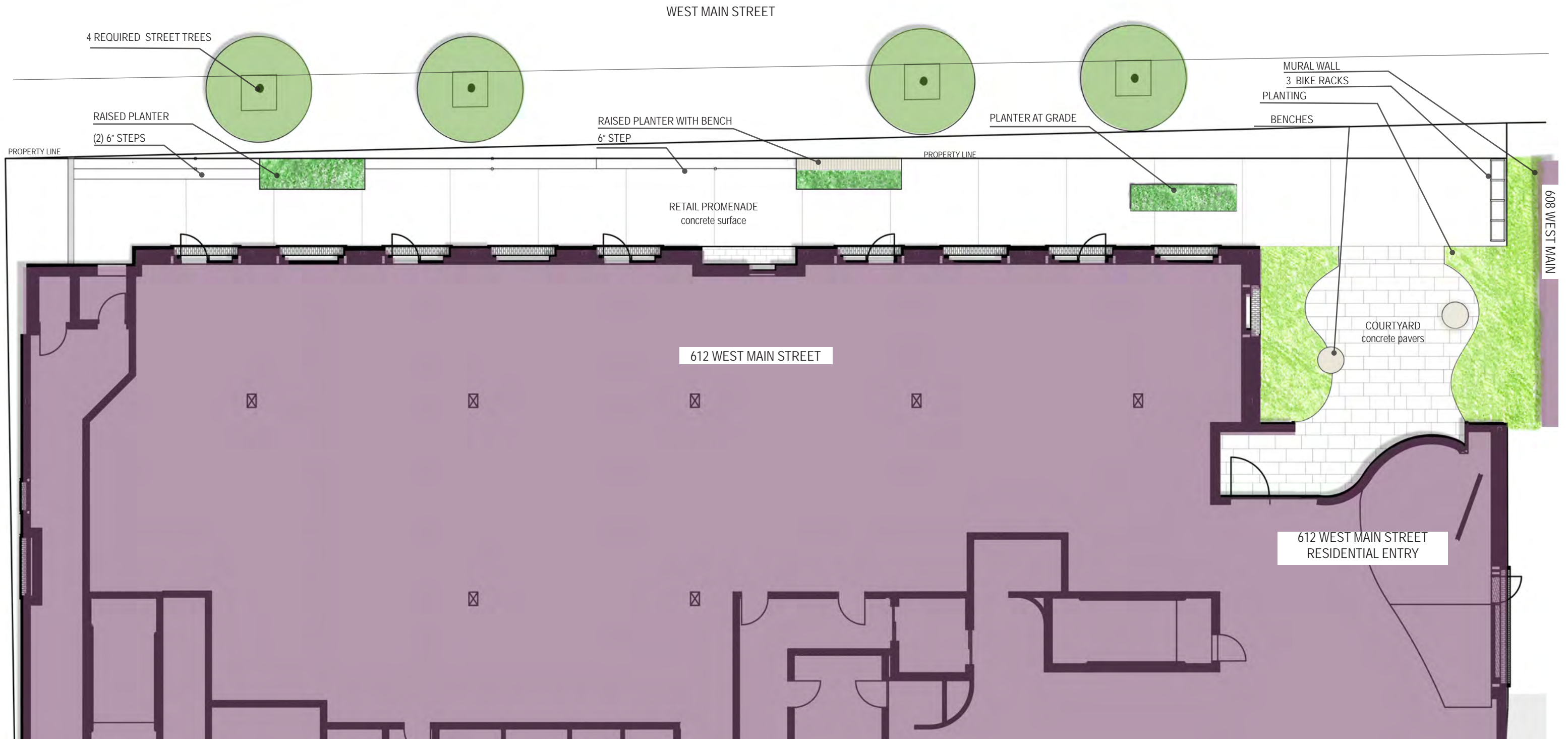
SOUTH ELEVATION



WEST ELEVATION



EAST ELEVATION



LANDSCAPE PLAN
612 WEST MAIN STREET



STONE BENCH STONE BENCH
 PLANTING AT BOTH SIDES OF COURTYARD
 COURTYARD

IN GRADE PLANTING
 STREET TREE

METAL PLANTER
 13' X 4'

STREETScape

METAL PLANTER
 14' X 5'

CONCRETE RETAINING WALL

NORTH ELEVATION
 612 WEST MAIN STREET

3/32"=1'-0"





















