

Watkins, Robert

From: Watkins, Robert
Sent: Wednesday, May 18, 2022 2:04 PM
To: Robert Nichols
Cc: Werner, Jeffrey B
Subject: May 2022 BAR Decision

Certificate of Appropriateness

BAR 21-10-04
310 East Main Street, TMP 28004100
Downtown ADC District
Owner: Armory 310 East Main, LLC
Applicant: Robert Nichols/Formworks
Project: Facade renovations/alterations

Dear Robert,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on May 17, 2022. The following action was taken:

Jody Lahendro moves: Having considered the standards set forth within the City Code, including City Design Guidelines, I move to find that the proposed façade alterations on the Downtown Mall and Water Street elevations at 310 East Main Street satisfy the BAR's criteria and are compatible with this property and other properties in the Downtown ADC district, and that the BAR approves the application [as submitted], provided that the applicant adhere to the qualifications he made about the samples brought to the meeting and the types of patterns that will not be incorporated into the final design.

Ron Bailey seconds motion. Motion passes (8-0).

If you would like to hear the specifics of the discussion, the meeting video is on-line at:

<https://boxcast.tv/channel/vabajtzezuuv3iclkx1a?b=odcssqp9fm4bq8sfjlp0>.

Per the provisions of City Code Sec. 34-280: This CoA is valid for 18 months [from the date of BAR approval]; upon written request and for reasonable cause, the director of NDS or the BAR may extend that period by one year; and this CoA does not, in and of itself, authorize any work or activity that requires a separate building permit.

(Complete text of Sec. 34-280:

https://library.municode.com/va/charlottesville/codes/code_of_ordinances?nodeId=CO_CH34ZO_ARTIIOVDI_DIV2HIPR_ARDECOOVDI_S34-280VACEAP)

If you have any questions, please contact me at watkinsro@charlottesville.gov.

Sincerely,
Robert

Robert Watkins
Assistant Historic Preservation and Design Planner
Neighborhood Development Services
PO Box 911
Charlottesville, VA 22902

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
May 17, 2022**



Certificate of Appropriateness Application

BAR 21-10-04

310 East Main Street, TMP 28004100

Downtown ADC District

Owner: Armory 310 East Main, LLC

Applicant: Robert Nichols/Formworks

Project: Facade renovations/alterations



Background

Year Built: 1916. In 1956 the north façade was reconstructed. The existing north façade was constructed in 1982. (South façade may have been built at this same time.)

District: Downtown ADC District

Status: Contributing (Note: When the district was established, all existing structures were designated *contributing*.)

Prior BAR Review

October 19, 2021: BAR reviewed this project and accepted applicant's request for a deferral (8-0).

February 15, 2022: BAR reviewed this project and accepted applicant's request for a deferral (9-0).

Application

- Submittal: Formwork Design drawings *310 East Main Street*, dated May 2022: Cover; Sheet 2, Context - East Main Street; Sheet 3, Context - Water Street; Sheet 4, East Main Street Views; Sheet 5, Elevator Shaft Decorative Scheme; Sheet 6, Elevator Shaft Decorative Scheme context; Sheet 7, Elevator Shaft Angled; Sheet 8, Elevator Shaft Closeup Views; Sheet 9, Mall Level Plan; Sheet 10, Water Street Views

CoA request for alterations to the Main Street (north) and Water Street (south) facades. The proposed work will alter the 20th century facades.

See Appendix for comparisons of October 2021, February 2022, and present submittals

Discussion and Recommendations

The original, 1916 facades no longer exist. The proposed alterations will replace the contemporary facades constructed in the 1980s. The November 1980 National Register nomination of the Charlottesville

and Albemarle County Courthouse Historic District does not include this address, nor do any of the building descriptions for this block match the current design. Unless the building [the facades] are of *exceptional importance*, it does not meet the 50-year threshold necessary for consideration for the National Register.

The BAR last had a formal review of this project at the February BAR meeting. The BAR was generally supportive of the project's design, form and materials, but expressed the following concerns:

- The glass used in the Main Street storefront should be clear.
- Members expressed hesitation over design of screen; not sure what they'll look like.
- Applicant should provide material samples of brick and screen
- Screen provides an appropriate contemporary take on existing materials seen on Mall.
- Applicant should provide visuals that show how proportions of new façade relate to neighboring buildings.
- Window patterns should exhibit more variety
- Members express no objections to Water Street elevation.
- Concern over color of screen; since it's located on north elevation, it won't receive direct sunlight.
- Applicant should submit more detailed information about storefront.

The applicant returned for a brief informal discussion at the April BAR meeting with the new design for the façade screen. The BAR commended the project's direction and was intrigued by the design, but requested material samples and close-up renderings.

In the Appendix is a summary of BAR's July 17, 2018 discussion re: glass.

Suggested Motions

Approval: Having considered the standards set forth within the City Code, including City Design Guidelines, I move to find that the proposed façade alterations at 310 East Main Street satisfy the BAR's criteria and are compatible with this property and other properties in the Downtown ADC district, and that the BAR approves the application [as submitted].

or [as submitted with the following conditions/modifications: ...].

Denial: Having considered the standards set forth within the City Code, including City's ADC District Design Guidelines, I move to find that the proposed façade alterations at 310 East Main Street do not satisfy the BAR's criteria and are not compatible with this property and other properties in the Downtown ADC district, and for the following reasons the BAR denies the application ...

Criteria, Standards and Guidelines

Review Criteria Generally

Sec. 34-284(b) of the City Code states that, in considering a particular application the BAR shall approve the application unless it finds:

- (1) That the proposal does not meet specific standards set forth within this division or applicable provisions of the Design Guidelines established by the board pursuant to Sec.34-288(6); and
- (2) The proposal is incompatible with the historic, cultural or architectural character of the district in which the property is located or the protected property that is the subject of the application.

Pertinent Standards for Review of Construction and Alterations include:

- (1) Whether the material, texture, color, height, scale, mass and placement of the proposed addition, modification or construction are visually and architecturally compatible with the site and the applicable design control district;
- (2) The harmony of the proposed change in terms of overall proportion and the size and placement of entrances, windows, awnings, exterior stairs and signs;
- (3) The Secretary of the Interior Standards for Rehabilitation set forth within the Code of Federal Regulations (36 C.F.R. §67.7(b)), as may be relevant;
- (4) The effect of the proposed change on the historic district neighborhood;
- (5) The impact of the proposed change on other protected features on the property, such as gardens, landscaping, fences, walls and walks;
- (6) Whether the proposed method of construction, renovation or restoration could have an adverse impact on the structure or site, or adjacent buildings or structures;
- (7) Any applicable provisions of the City's Design Guidelines.

Pertinent Guidelines for New Construction and Additions include:

I. Windows and Doors

- 1) The rhythm, patterns, and ratio of solids (walls) and voids (windows and doors) of new buildings should relate to and be compatible with adjacent historic facades.
 - a. The majority of existing buildings in Charlottesville's historic districts have a higher proportion of wall area than void area except at the storefront level.
 - b. In the West Main Street corridor in particular, new buildings should reinforce this traditional proportion.
- 2) The size and proportion, or the ratio of width to height, of window and door openings on new buildings' primary facades should be similar and compatible with those on surrounding historic facades.
 - a. The proportions of the upper floor windows of most of Charlottesville's historic buildings are more vertical than horizontal.
 - b. Glass storefronts would generally have more horizontal proportions than upper floor openings.
- 3) Traditionally designed openings generally are recessed on masonry buildings and have a raised surround on frame buildings. New construction should follow these methods in the historic districts as opposed to designing openings that are flush with the rest of the wall.
- 4) Many entrances of Charlottesville's historic buildings have special features such as transoms, sidelights, and decorative elements framing the openings. Consideration should be given to incorporating such elements in new construction.
- 5) Darkly tinted mirrored glass is not an appropriate material for windows in new buildings within the historic districts.
- 6) If small-paned windows are used, they should have true divided lights or simulated divided lights with permanently affixed interior and exterior muntin bars and integral spacer bars between the panes of glass.
- 7) Avoid designing false windows in new construction.
- 8) Appropriate material for new windows depends upon the context of the building within a historic district, and the design of the proposed building. Sustainable materials such as wood, aluminum-clad wood, solid fiberglass, and metal windows are preferred for new construction. Vinyl windows are discouraged.
- 9) Glass shall be clear. Opaque spandrel glass or translucent glass may be approved by the BAR for specific applications.

K. Street-Level Design

- 1) Street level facades of all building types, whether commercial, office, or institutional, should not have blank walls; they should provide visual interest to the passing pedestrian.

- 2) When designing new storefronts or elements for storefronts, conform to the general configuration of traditional storefronts depending on the context of the sub-area. New structures do offer the opportunity for more contemporary storefront designs.
- 3) Keep the ground level facades(s) of new retail commercial buildings at least eighty percent transparent up to a level of ten feet.
- 4) Include doors in all storefronts to reinforce street level vitality.
- 5) Articulate the bays of institutional or office buildings to provide visual interest.
- 6) Institutional buildings, such as city halls, libraries, and post offices, generally do not have storefronts, but their street levels should provide visual interest and display space or first floor windows should be integrated into the design.
- 7) Office buildings should provide windows or other visual interest at street level.
- 8) Neighborhood transitional buildings in general should not have transparent first floors, and the design and size of their façade openings should relate more to neighboring residential structures.
- 9) Along West Main Street, secondary (rear) facades should also include features to relate appropriately to any adjacent residential areas.
- 10) Any parking structures facing on important streets or on pedestrian routes must have storefronts, display windows, or other forms of visual relief on the first floors of these elevations.
- 11) A parking garage vehicular entrance/exit opening should be diminished in scale, and located off to the side to the degree possible.

Pertinent Guidelines for Rehabilitation include:

B. Facades and Storefronts

Over time, commercial buildings are altered or remodeled to reflect current fashions or to eliminate maintenance problems. Often these improvements are misguided and result in a disjointed and unappealing appearance. Other improvements that use good materials and sensitive design may be as attractive as the original building and these changes should be saved. The following guidelines will help to determine what is worth saving and what should be rebuilt.

- 1) Conduct pictorial research to determine the design of the original building or early changes.
- 2) Conduct exploratory demolition to determine what original fabric remains and its condition.
- 3) Remove any inappropriate materials, signs, or canopies covering the façade.
- 4) Retain all elements, materials, and features that are original to the building or are contextual remodelings, and repair as necessary.
- 5) Restore as many original elements as possible, particularly the materials, windows, decorative details, and cornice.
- 6) When designing new building elements, base the design on the “Typical elements of a commercial façade and storefront” (see drawing next page).
- 7) Reconstruct missing or original elements, such as cornices, windows, and storefronts, if documentation is available.
- 8) Design new elements that respect the character, materials, and design of the building, yet are distinguished from the original building.
- 9) Depending on the existing building’s age, originality of the design and architectural significance, in some cases there may be an opportunity to create a more contemporary façade design when undertaking a renovation project.
- 10) Avoid using materials that are incompatible with the building or within the specific districts, including textured wood siding, vinyl or aluminum siding, and pressure-treated wood,
- 11) Avoid introducing inappropriate architectural elements where they never previously existed.

Appendix:

Summary of BAR Discussion July 17, 2018 re: Clear Glass: BAR concluded that VLT 70 should remain the preference relative to clear glass. However, they acknowledged the case-by-case flexibility offered in the Design Guidelines; specifically, though not exclusively, that this allows for the consideration of alternatives—e.g. VLTs below 70--and that subsequent BAR decisions regarding glass should be guided by the project's location (e.g. on the Downtown Mall versus a side street), the type of windows and location on the building (e.g. a street level storefront versus the upper floors of an office building), the fenestration design (e.g. continuous glass walls versus punched windows), energy conservation goals, the intent of the architectural design, matching historical glass, and so on.

Comparisons of proposed elevations
October 2021 Submittal:



WATER STREET FACADE



PEDESTRIAN MALL FACADE

February 2022 Submittal:



WATER STREET FACADE



PEDESTRIAN MALL FACADE

May 2022 Submittal:



PEDESTRIAN MALL VIEW



WATER STREET VIEW

Architectural And Historic Survey



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Identification

STREET ADDRESS: 310 E. Main Street	HISTORIC NAME: Tilman Building (J.D. & J.S. Tilman's)
MAP & PARCEL: 28-41	DATE / PERIOD: 1916 and 1956
CENSUS TRACT AND BLOCK: 1-124	STYLE: Victorian
PRESENT ZONING: B-4	HEIGHT (to cornice) OR STORIES: 2 1/2, 3 storeys
ORIGINAL OWNER: J. Dean Tilman, Sr.	DIMENSIONS AND LAND AREA: 27' x 232' (6,140 sq. ft.)
ORIGINAL USE: Dry Goods Store	CONDITION: Good
PRESENT USE: Department Store	SURVEYOR: Bibb
PRESENT OWNER: J. Dean Tilman, Jr., G. McNeir Tilman, William T. Tilman	DATE OF SURVEY: Spring 1979
ADDRESS: 310 E. Main Street Charlottesville, VA	SOURCES: City Records William T. Tilman Holsinger's Charlottesville Sanborn Map Co. - 1896, 1907, 1920

ARCHITECTURAL DESCRIPTION

This 2-storey, 3-bay building with pointed-arched windows evokes the Gothic Revival style of a half century before. Construction is of pressed brick laid in stretcher bond on the facade. A 1956 remodelling gave the building an incongruous Colonial Revival storefront: Corner pilasters support an entablature and pediment above a recessed entrance loggia. The original storefront had a narrower loggia and simple entablature. Windows at the second level are double-sash, 8-over-8 light, with 4-light rectangular transoms. The center muntins are wider to give the appearance of narrow paired windows. Their pointed arches continue as window surrounds. The area above each window, under the arch, is faced with concrete and has a raised brick circle in its center. There is a low attic storey at the front of the building with tiny Gothic double-sash windows with pointed arches. These windows rest directly on a narrow concrete stringcourse. The parapet is topped by a simple concrete cornice. Behind it, a tar-&-gravel shed roof slopes to the rear. The flat-roofed, windowless, 3-storey rear addition is built of brick laid in 5-course American bond. It has a storefront entrance at the basement level framed by a band of stretchers.

HISTORICAL DESCRIPTION

J. D. & J. S. Tilman's was founded in 1905 and for several years occupied one of the Main Street store rooms in the magnificent old bank building on the northwest corner of Main and Fourth Streets. J. Dean Tilman, Sr., purchased the lot in 1915 (City DB 27-455) and completed the present building the next year (DB 28-82). A 2-storey brick house had once stood on the site, but it was destroyed in the 1909 fire. The building was completely remodeled and given a new storefront, and a large 3-storey rear wing with a basement entrance on Water Street was added in 1956. The Tilman family still owns the building and conducts their business there. Additional References: City DB 28-17, 375-149; WB 9-66.

310- E Main St.
312
Tilman's Dept Store

1916 + 1956 (assessor)

28-41



259

Downtown Mall To Get 'Futuristic' Building

By CHARLES GIAMETTA
of The Progress Staff

Backers of a new office and retail building on Charlottesville's downtown mall unveiled their plans today and said they hope the structure's futuristic design will inspire owners of other mall buildings.

The Milgraum Center, at 310 E. Market St., will feature a silver-reflective glass facade and a glass-enclosed elevator shaft facing the mall.

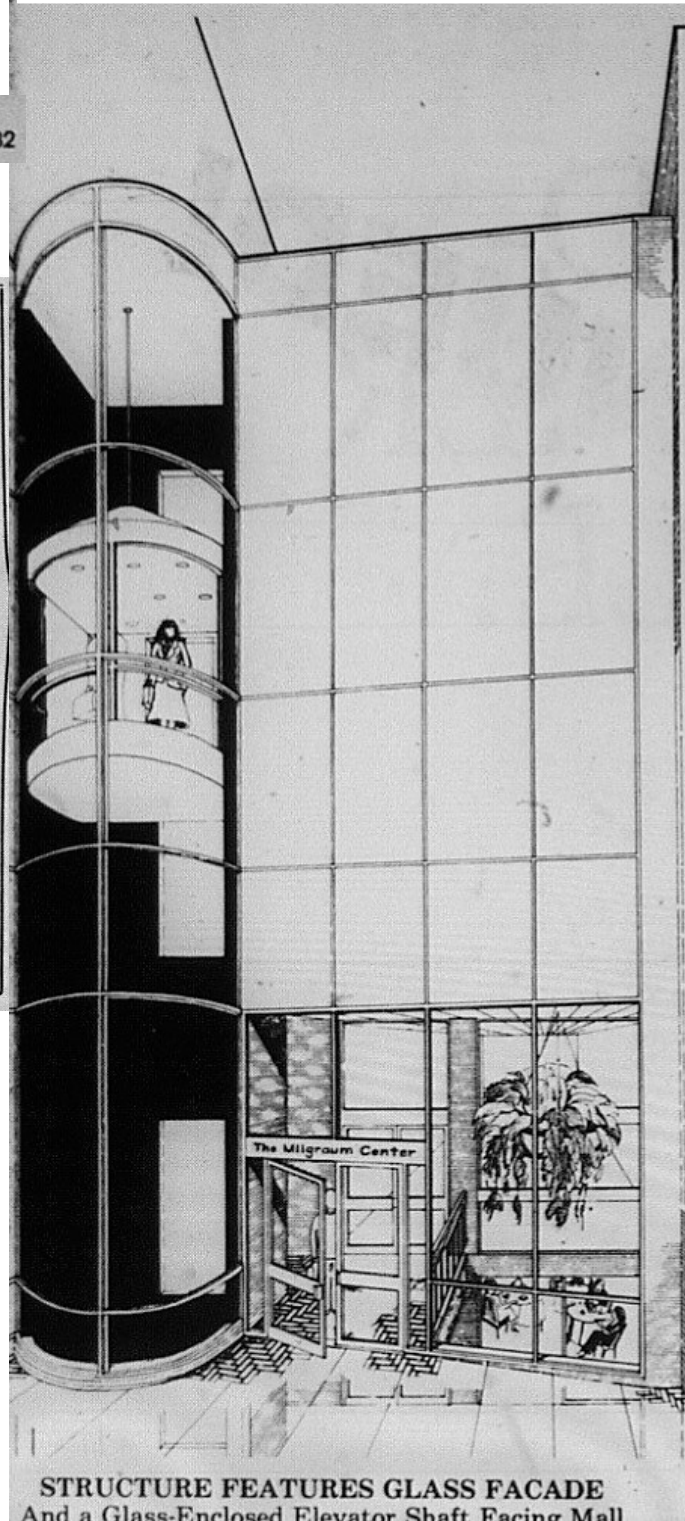
Plans call for offices on the top two stories of the four-level building, a retail space on the mall level and a restaurant in the basement.

The \$250,000 renovation is being financed by the building's owners, Leonard and Sylvia Milgraum, who own land in Cismont in Albemarle County and also own several downtown properties.

"It's a very futuristic-type building," said Bill Rice, a real estate broker who announced the plans this morning. "We wanted the building to be a focal point — that no matter where you are on the mall, it would stand out and grab you."

Please See MALL, Page B4

Curiously, the wrong street.



STRUCTURE FEATURES GLASS FACADE
And a Glass-Enclosed Elevator Shaft Facing Mall

★ Mall

Continued From Page B1

"There are a lot of landlords on the downtown mall that sit back, collecting rent checks and basically not doing anything," Rice added. "The city fathers know this ... maybe we can embarrass (other landlords) into doing something."

Rice said he helped the owners and the general contractor, John Moore, design the renovation. "What we had to do is find something that works" to make the building attractive to tenants, he said.

The building, next to the Hardware Store Restaurant, was vacated in the mid-1970s by Tilman's department store, Rice said. The Milgraums bought the property in the late 1970s, he said.

About 3,000 square feet of retail space are available on the mall side of the first floor; a fabric store is already operating in about 1,200 square feet on the building's Water Street side, Rice said.

Rice said he did not expect to have problems renting the space because he said there is a demand for small office space downtown. He said he hoped the first occupants could move into the building in September.

Rice said the exterior glass will promote energy efficiency by reflecting sunlight.

The facade will be angled toward the elevator so that the glass-enclosed elevator shaft and glass elevator car will stand in relief from the building, Rice said.

??

WE
SEA



PEDESTRIAN MALL VIEW



WATER STREET VIEW

310 EAST MAIN STREET

CHARLOTTESVILLE BOARD OF ARCHITECTURAL REVIEW

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

SUBMITTED SEPTEMBER 28, 2021

RESUBMITTED JANUARY 21, 2022

NON-AGENDA UPDATE ON ELEVATOR SHAFT ORNAMENT, APRIL 19, 2022

RESUBMITTED FOR C.O.A. MAY 17, 2022

...the Milgraum Center was immediately labeled as a "Futuristic" building because of its angled entrance to the mall and its entirely glass facade. The building was meant to be a focal point on Main Street. Many thought its construction set a dangerous precedent on the Mall. In 1985, the Board of Architectural Review was set up in Charlottesville to address growing concerns about architectural changes downtown. However controversial, this building is a statement of 20th-century architectural style on Main Street.

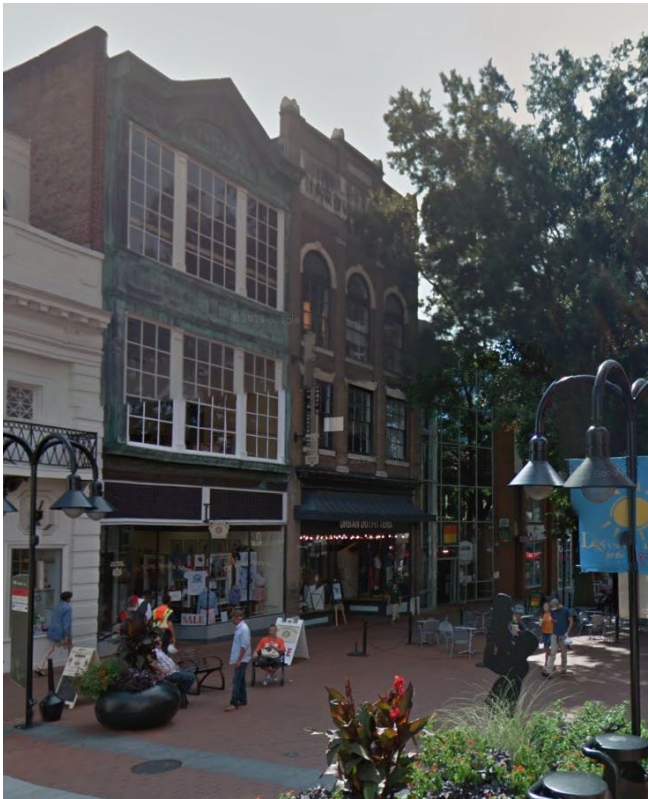
Excerpt from "More than a Mall: A Guide to Historic Charlottesville. Albemarle Charlottesville Historical Society, 2010



EAST MAIN FACADE, C. 1974



EAST MAIN FACADE, C. 1916



320 E. MAIN

316 E. MAIN
HARDWARE STORE



SUBJECT BUILDING
310 E. MAIN ST, A.K.A. MILGRAUM CENTER



308 E. MAIN
BANK ANNEX

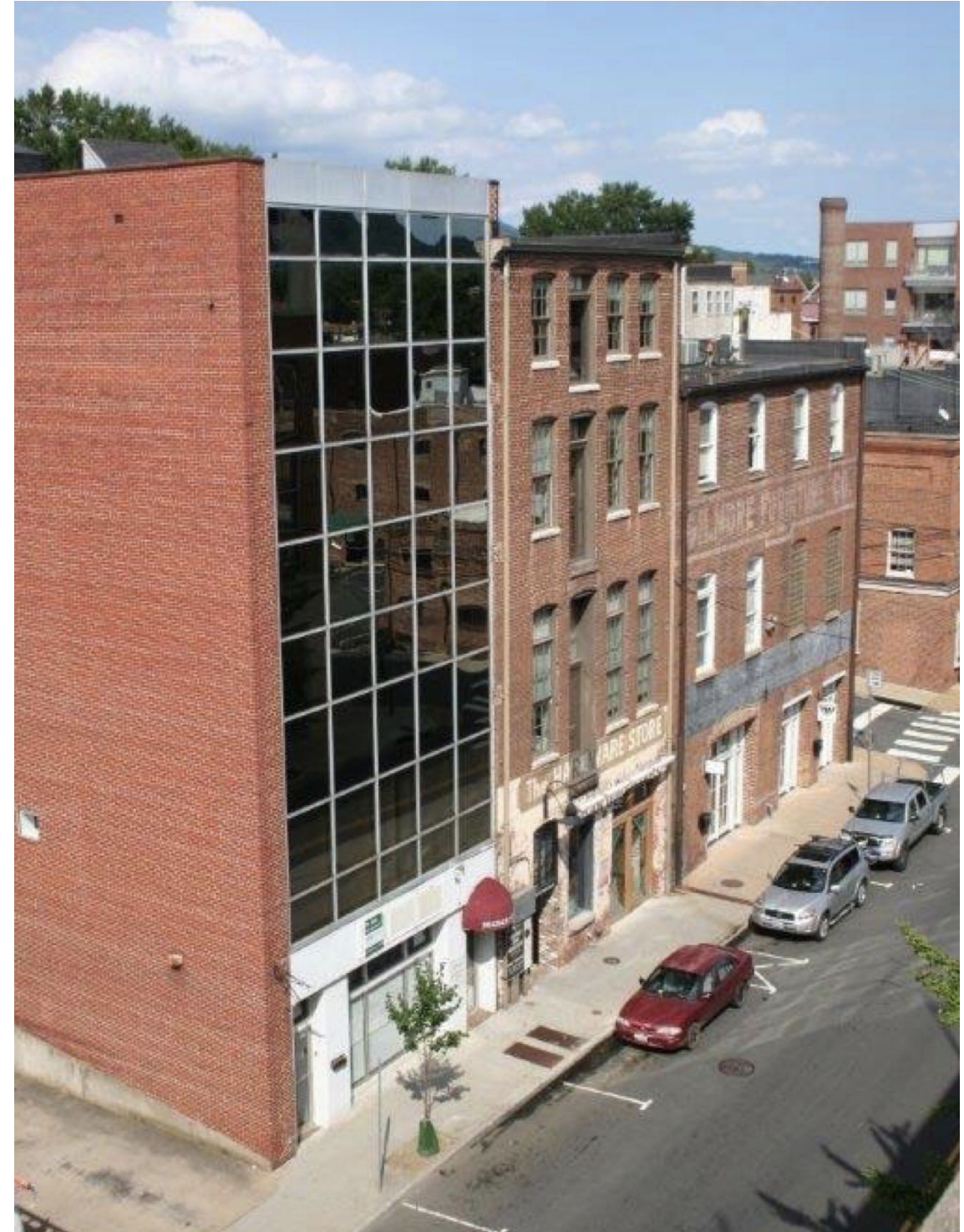
300 E. MAIN
PEOPLE'S BANK

PRESENT DAY



SUBJECT BUILDING
310 E. MAIN ST
WATER ST FACADE

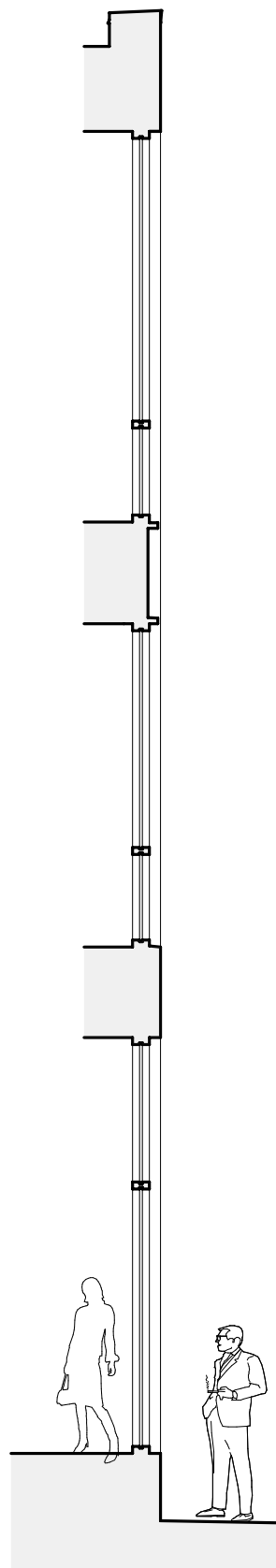
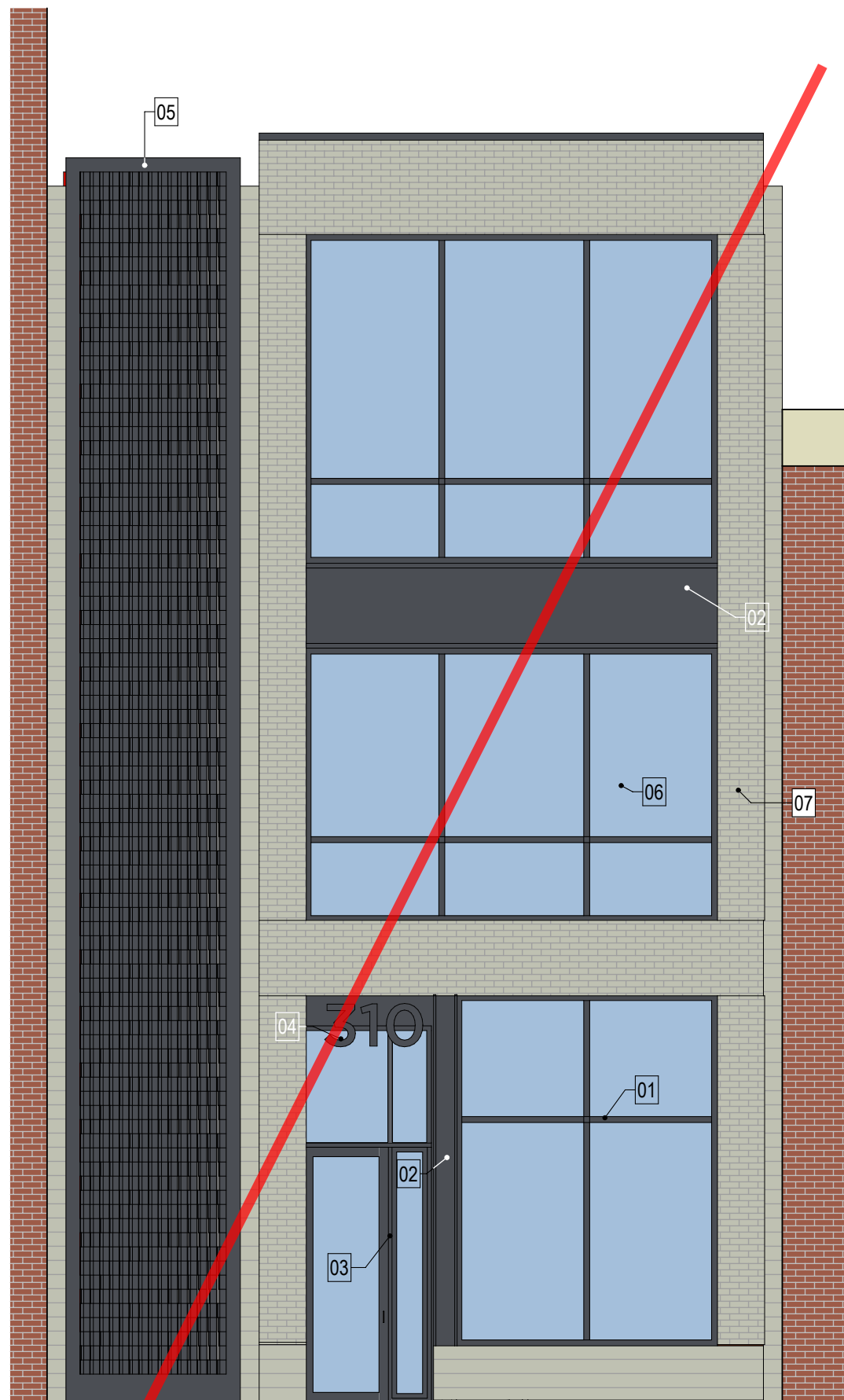
316 E. MAIN
HARDWARE STORE
WATER ST FACADE



SUBJECT BUILDING
310 E. MAIN ST
WATER ST FACADE

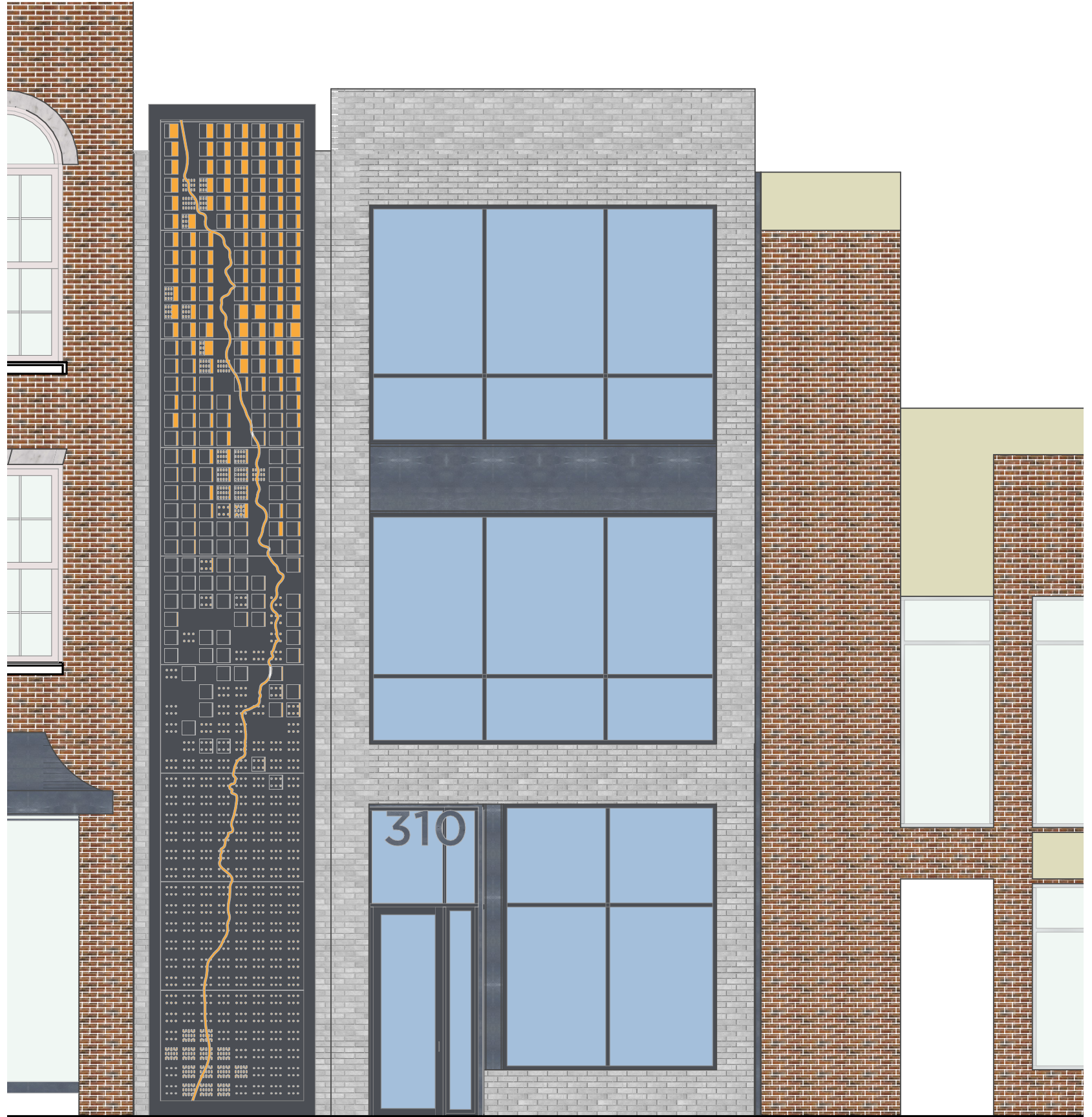
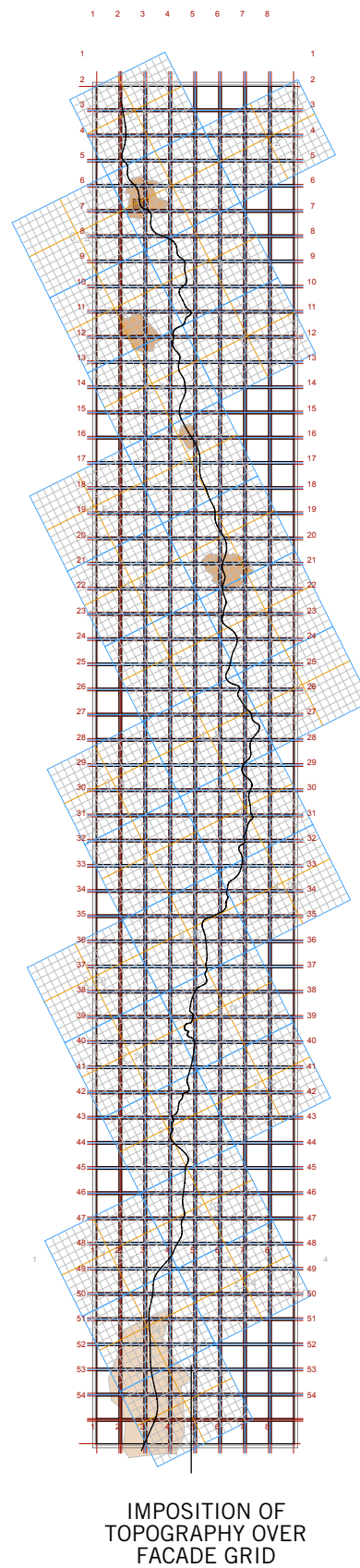
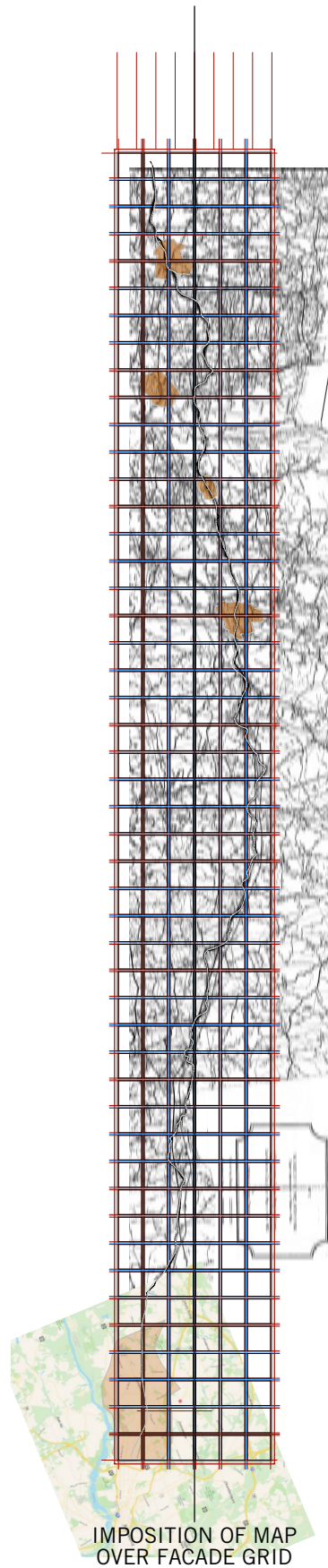
320 E. MAIN
WATER ST FACADE

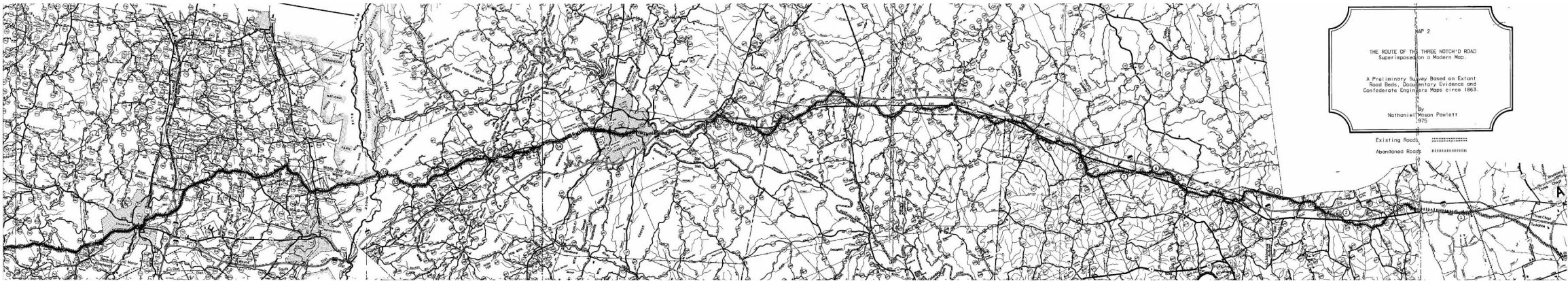
316 E. MAIN
HARDWARE STORE
WATER ST FACADE



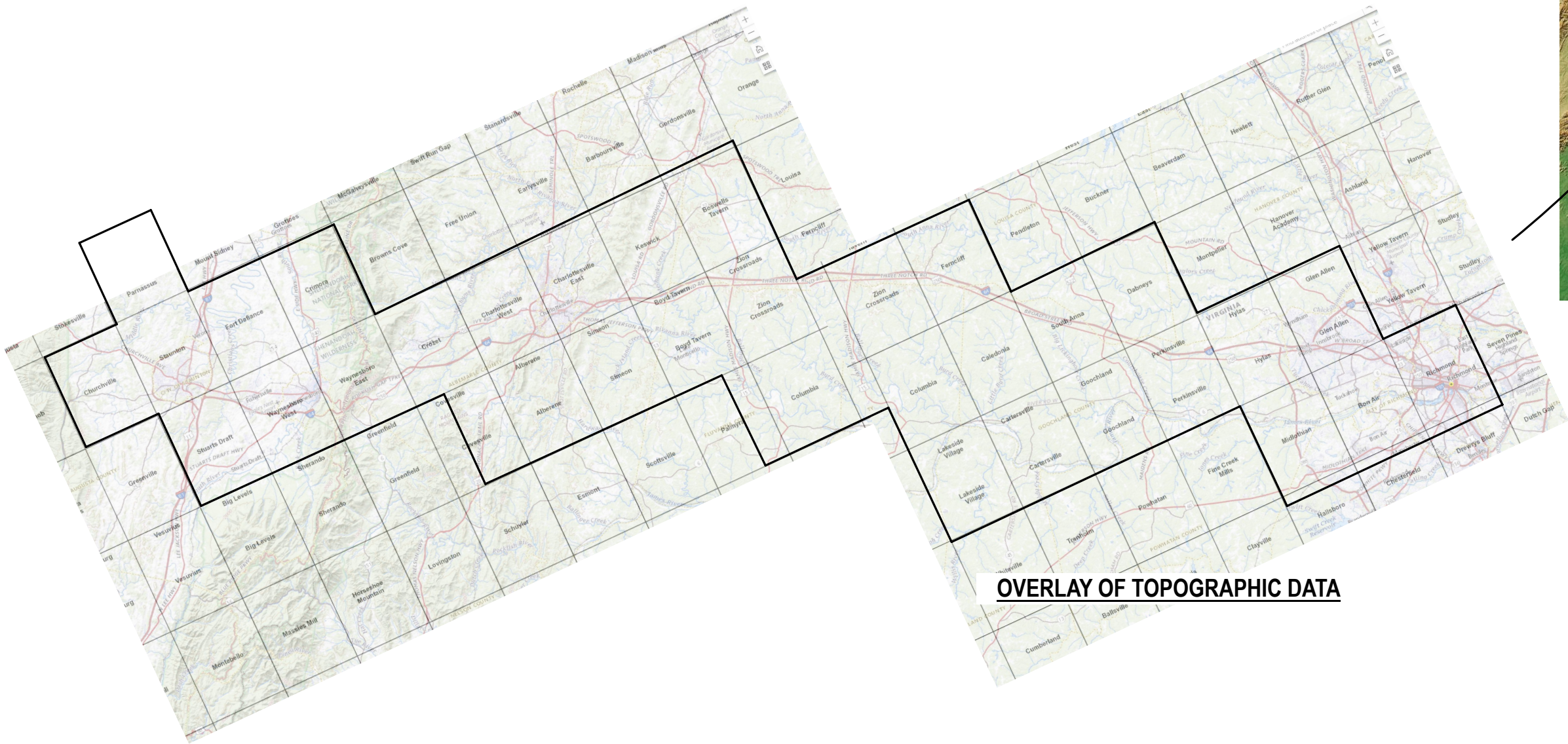
- 01 ALUMINUM STOREFRONT SYSTEM
- 02 BRAKE-METAL CLAD MULLIONS, SPANDRELS, ETC.
- 03 ALUMINUM ENTRY SYSTEM
- 04 1" DEEP DIMENSIONAL LETTERS; LETTER HT: 18"
- 05 BREAK-METAL FRAME & PANELS W/ CNC OVERLAY 'SHADOW' SCREEN IN CONTRASTING MATERIAL
- 06 FIXED GLAZED PANELS
- 07 MODULAR BRICK - GREY



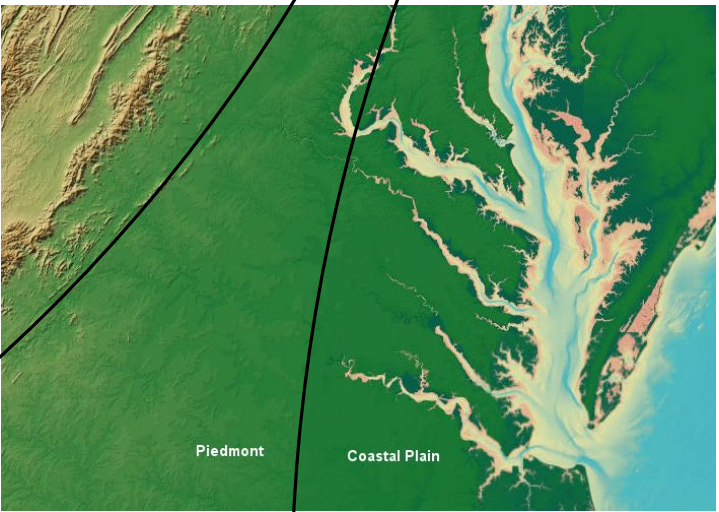




RECONSTRUCTED ROUTE OF THREE NOTCH'D ROAD



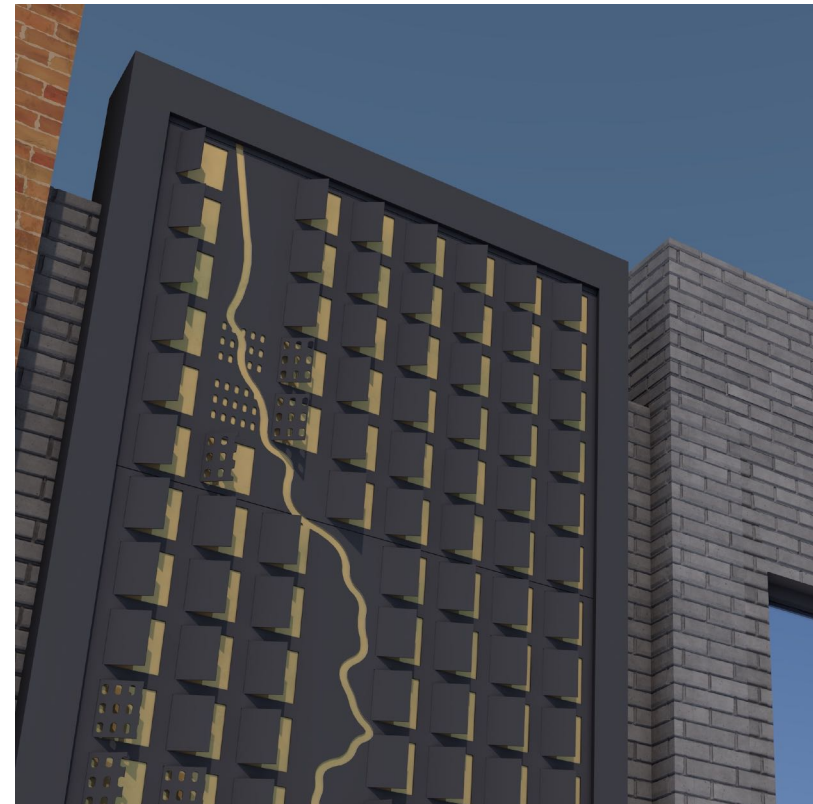
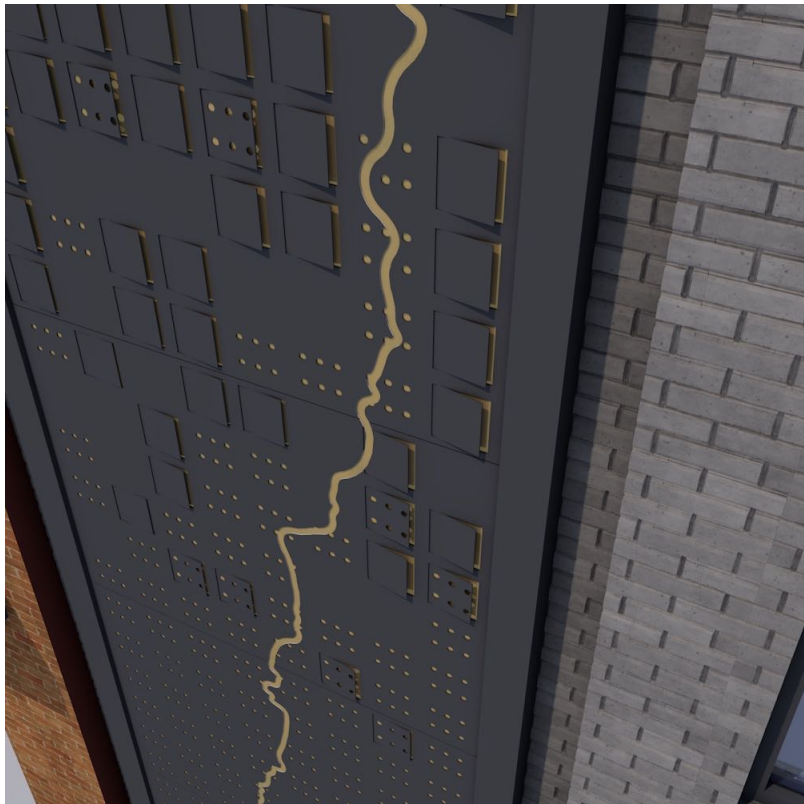
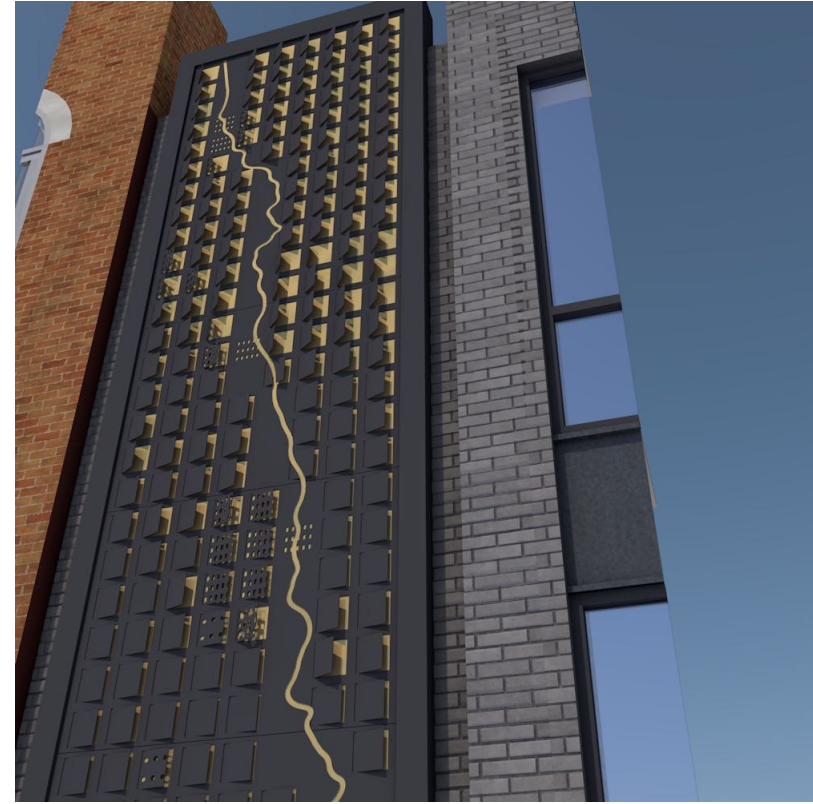
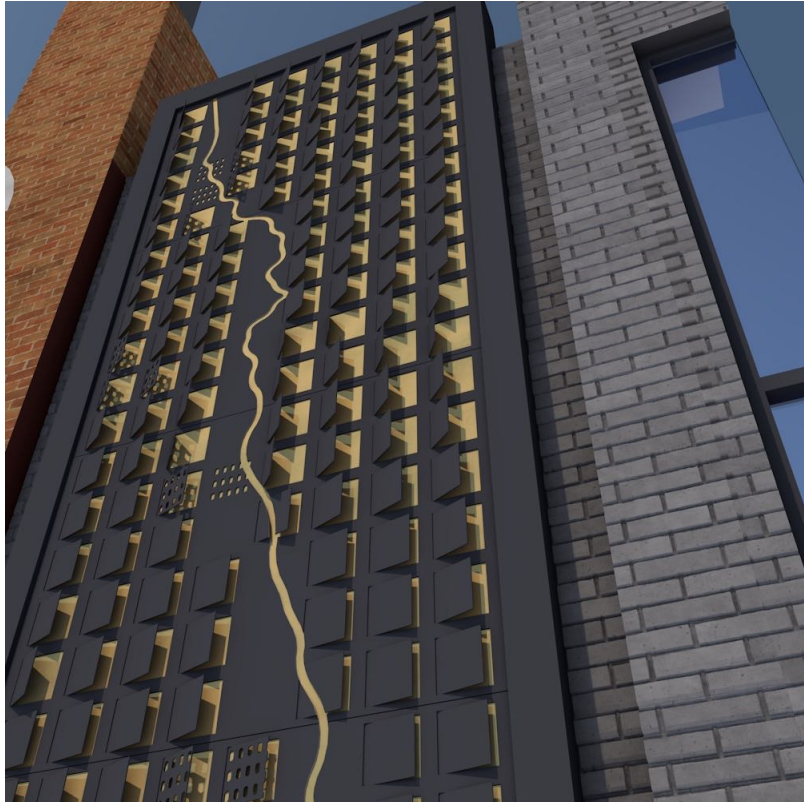
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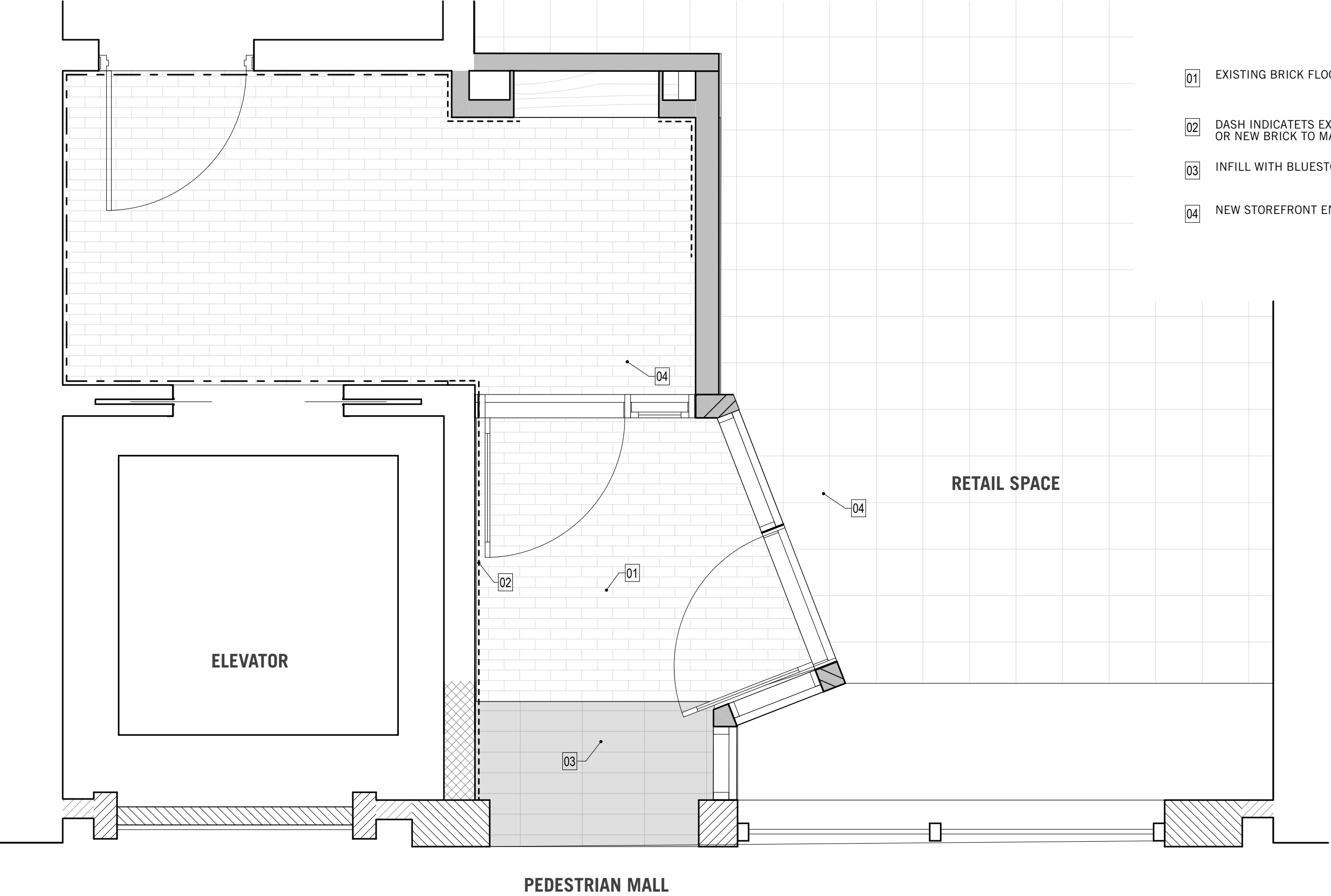


BLUE RIDGE / PIEDMONT / COASTAL PLANE

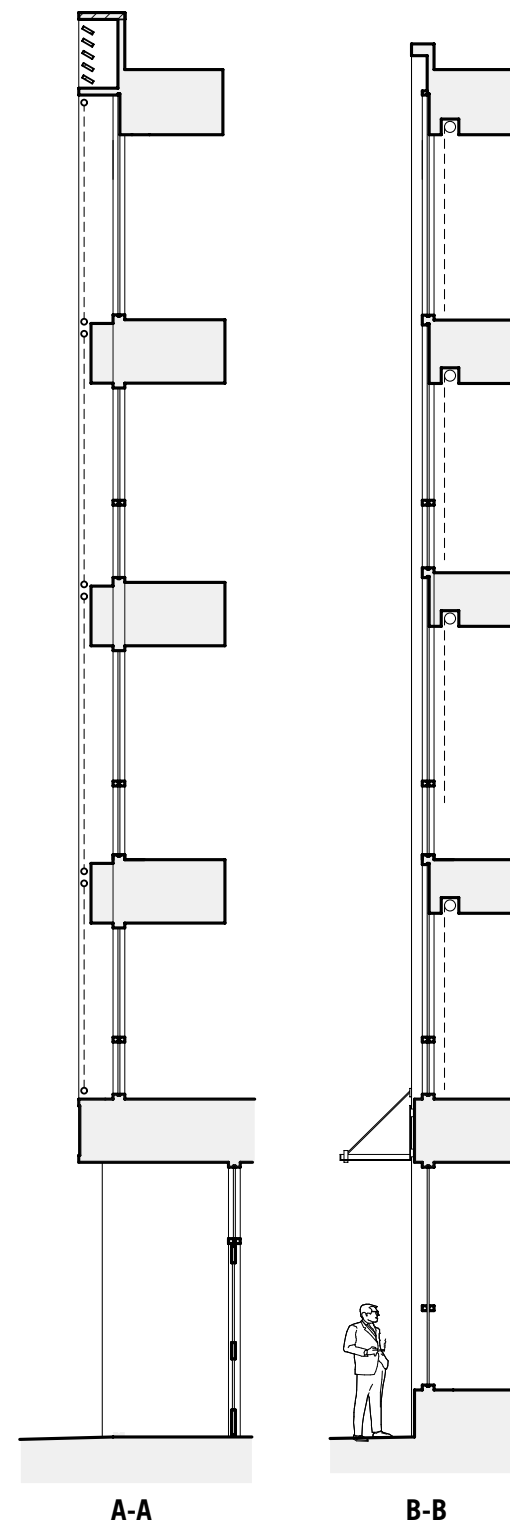
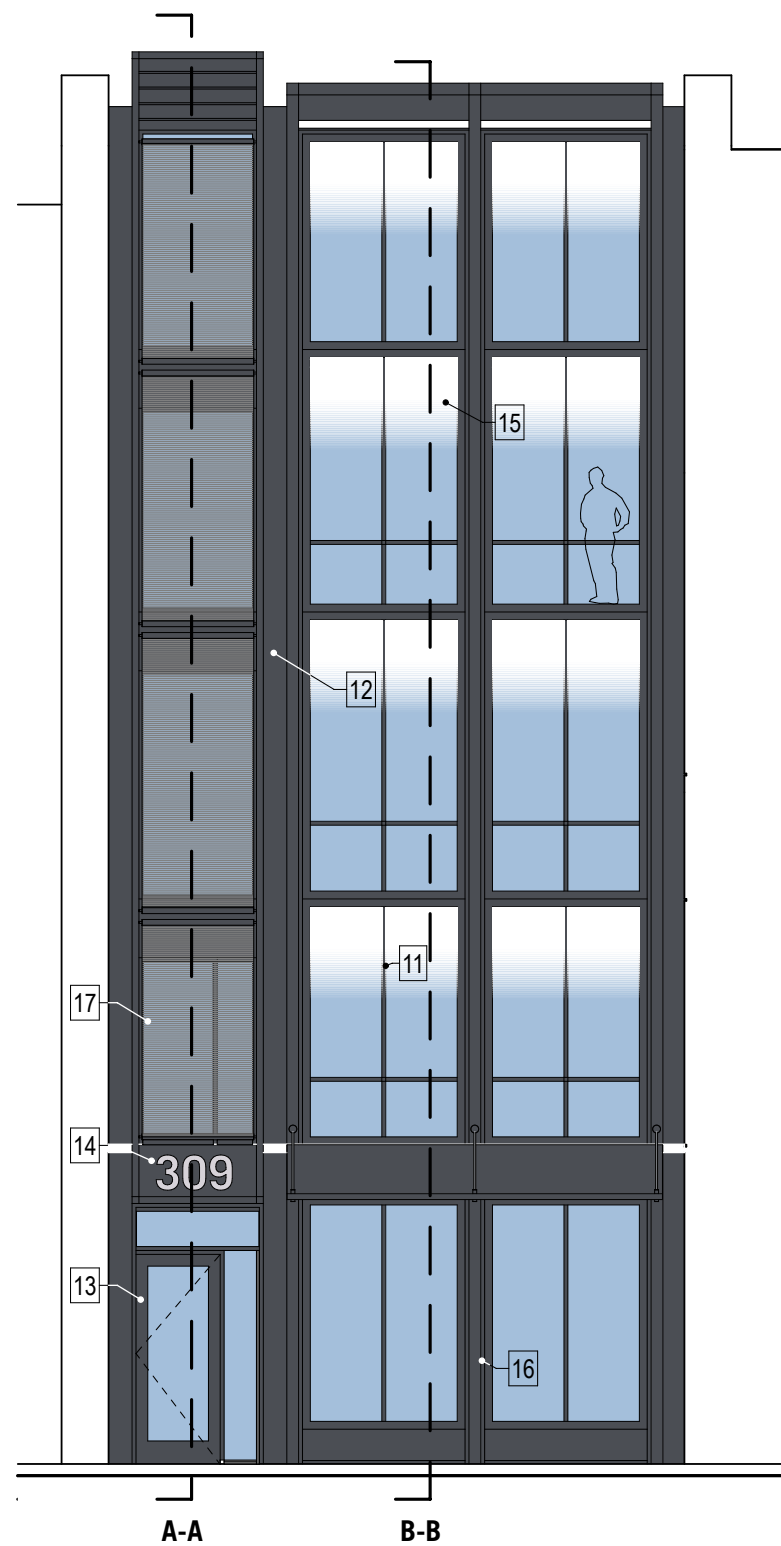


310 EAST MAIN ELEVATOR SHAFT - ANGLED VIEWS





- 01 EXISTING BRICK FLOORING TO REMAIN
- 02 DASH INDICATES EXST BRICK REMAINS ON WALL OR NEW BRICK TO MATCH
- 03 INFILL WITH BLUESTONE
- 04 NEW STOREFRONT ENTRY



- 11 ALUMINUM STOREFRONT SYSTEM
- 12 BRAKE-METAL CLAD MULLIONS, SPANDRELS, ETC.
- 13 RECESSED ALUMINUM ENTRY SYSTEM
- 14 1.5" DEEP REVERSE-CHANNEL LETTERS WITH INTEGRAL LIGHTING - COLOR TEMP: 3000K; LETTER HT: 18"
- 15 GRADUATED TRANSPARENT/OPAQUE GLASS INTERLAYER
- 16 FIXED GLAZED PANELS
- 17 STAINLESS STEEL MESH SCREEN
- 18 INTERIOR SUN CONTROL / ROLL-DOWN SHADE

310 EAST MAIN WATER STREET FACADE - MATERIAL KEY