

**City of Charlottesville  
Board of Architectural Review  
Staff Report  
November 19, 2024**



**Pre-application Discussion – No action will be taken.**

218 West Market Street, Tax Parcel 330276000

Downtown ADC District

Owner/Applicant: Heirloom Downtown Mall Development, LLC

Project: New hotel

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**Background**

Year Built: 1938 (former A&P). November 2021 the BAR approved demolition CoA; extension to March 2025 was approved by NDS Director.

District: Downtown ADC District

Status: Contributing

Additional information re: the history of this site is included in the November 2021 staff report. See link in Appendix.

**Prior BAR Reviews** (See *Appendix* for complete summary.)

April 16, 2024 – BAR held a pre-application discussion for the proposed hotel project. Meeting notes in Appendix. Link to submittal and staff report: [218 W Market - BAR Prelim April 2024](#)

**Application**

- Applicant submittal: Nitkin Kulkarni drawings *Proposed Hotel Building at 218 West Market St*, dated September 25, 2024, sheets A-100, A-100A – A-100H, A-100J – A-100L, A-400A, A-400B, A-401 – A-402, A-501 – A-504 (22 sheets).

Proposed multi-story hotel: Seven stories facing Old Preston Avenue; six stories facing West Market Street. (Maximum height allowed under DX zoning is 10 stories, 142-ft. Summary pages for DX zoning are attached.)

The applicant requested a formal review for a Certificate of Appropriateness (CoA); however, for several reasons, including the following, staff has deemed this not a complete application. In lieu of formally presenting this submittal with a recommendation the BAR either defer action to December 17, 2024, or deny the request, staff is presenting this to the BAR as a continuation of the April 2024 pre-application conference. This will allow the applicant to address issues raised by the BAR and not, due to a BAR deferral, require a resubmittal by November 26, the application deadline for the December 17, 2024, meeting.

- The project architect has changed.
- The application does not adequately address several issues raised during the April discussion. (See notes in the Discussion.)
- There are conflicts between the renderings and the building elevations. (See examples in the attached.)
- During the October 23, 2024, Development Review meeting (at NDS), the applicant was informed of several zoning requirements that must be met. (Note: Relative to the BAR offering comments on the general design, materiality, or color palette, resolution of the zoning issues is not likely to significantly affect those elements.)

Note: The previously approved SUP for a proposed residential use is not being applied to this project.

Note: The wall signage represented on the renderings and elevations is not permitted per the sign regs. Additionally, all signage requires a separate sign permit.

### **Discussion**

This is a pre-application conference, and no BAR formal action will be taken; however, by consensus, the BAR may express an opinion about the project as presented. (For example, the BAR might express consensus support for certain materials, identify features that require revision or clarification, or request additional analysis or modeling of specific elements.) Such comments will not constitute a formal motion and the result will have no legal bearing, nor will it represent an incremental decision on the required CoA.

The key objectives of this pre-application conference:

- Re-introduce the project and the new design team to the BAR.
- Allow the applicant to present to the BAR any questions they have.
- Allow the BAR to provide guidance on what information is necessary, with the formal submittal. for the BAR to evaluate the requested CoA. (Refer to BAR comments from the April 2024 discussion. See the Appendix.)

Regarding a pre-application conference: In response to any questions from the applicant and/or for any recommendations to the applicant, the BAR should rely on the germane sections of the ADC District Design Guidelines and related review criteria. While elements of other chapters may be relevant, staff recommends that the BAR refer to the criteria in Chapter 2--*Site Design and Elements*, Chapter 3--*New Construction and Additions*, and Chapter 6 – *Public Design and Improvements*.

Of assistance are the following criteria from Chapter 3:

- |                       |                        |                         |
|-----------------------|------------------------|-------------------------|
| • Setback             | • Roof                 | • Materials & Textures  |
| • Spacing             | • Orientation          | • Paint [Color palette] |
| • Massing & Footprint | • Windows & Doors      | • Details & Decoration  |
| • Height & Width      | • Porches              |                         |
| • Scale               | • Foundation & Cornice |                         |

Elements:

- |                        |                   |                               |
|------------------------|-------------------|-------------------------------|
| • Roof                 | • Doors & Windows | • Plantings/Landscaping       |
| • Gutters & Downspouts | • Lighting        | • Patios & walks              |
| • Exterior walls       | • Railings        | • Public spaces               |
| • Trim                 | • Balcony details | • Screening (HVAC, utilities) |

From ADC District Design Guidelines, Chapter 1: Downtown ADC District

Charlottesville's traditional, late 19th-century commercial core centered on Main Street, originally the Three Notched Road. Seven blocks now comprise a pedestrian mall designed by Lawrence Halprin in 1971. To the west, "Vinegar Hill" was an area of African-American commercial, civic, and residential buildings razed in a 1964 urban renewal project. 333 West Main, formerly Inge's Grocery, and Jefferson School are surviving structures. To the south, Water Street contained railroad-oriented warehouses and industrial buildings.

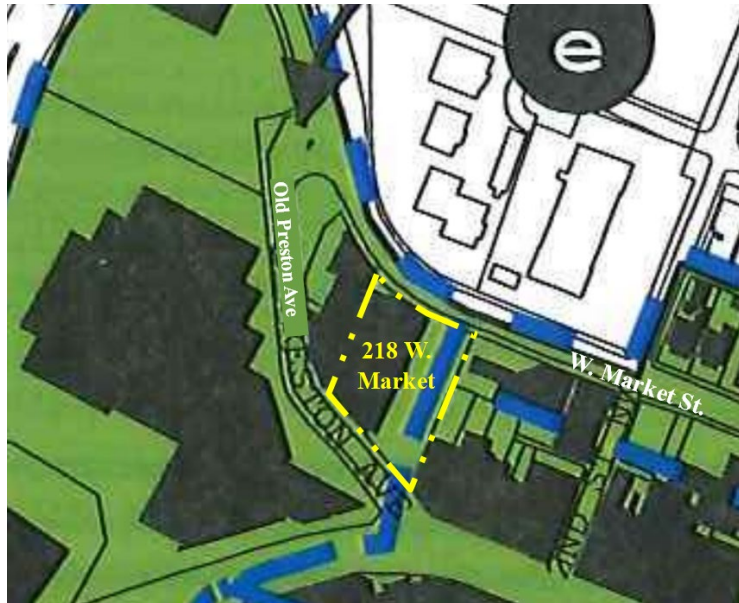
The project site straddles three of the ADC District's subareas:

Subarea a - Market Street: some turn-of-the-century residences with shallow setbacks converted to commercial uses, parking lots, late-nineteenth to mid-twentieth century commercial with no setback, vertical expression, 2 to 3 stories.

Subarea b - Mall: traditional Main Street, attached buildings, 2 to 4 stories with some larger buildings, masonry, no setbacks, traditional three-part facades: storefront, upper stories with windows, and cornice, tall proportions, flat or shed roofs, many mall amenities, tree canopies, outdoor eating, lively pedestrian atmosphere.

Subarea e - Vinegar Hill: eclectic area with remnants of traditional neighborhood patterns and a rich African-American cultural history; generally, a mix of medium scaled institutional and commercial buildings with intermittent residential structures; open lots and topographic change create a unique transitional urban fabric and opportunity for mixed uses.





Regarding the design as presented, staff suggests the BAR include in their discussions the following, excerpted from Chapter 3 of the ADC District Design Guidelines:

#### A. Introduction

##### Building Types within the Historic Districts

- Traditional commercial infill buildings are the forms that fill in holes in a larger block of buildings in the downtown mall or in certain areas of the West Main Street corridor. This type of building generally has a limited setback, attaches to or is very close to neighboring structures, and takes many of its design cues from the adjoining buildings. Its typical lot width would be 25 to 40 feet.

#### B. Setback

- Construct new commercial buildings with a minimal or no setback in order to reinforce the traditional street wall.
- Use a minimal setback if the desire is to create a strong street wall or setback consistent with the surrounding area.
- Modify setback as necessary for sub-areas that do not have well-defined street walls.
- Avoid deep setbacks or open corner plazas on corner buildings in the downtown in order to maintain the traditional grid of the commercial district.

#### C. Spacing

- Commercial and office buildings in the areas that have a well-defined street wall should have minimal spacing between them.

#### D. Massing & Footprint

- New commercial infill buildings' footprints will be limited by the size of the existing lot in the downtown or along the West Main Street corridor. Their massing in most cases should be simple rectangles like neighboring buildings.

#### E. Height & Width



- Respect the directional expression of the majority of surrounding buildings. In commercial areas, respect the expression of any adjacent historic buildings, which generally will have a more vertical expression.
- Attempt to keep the height and width of new buildings within a maximum of 200 percent of the prevailing height and width in the surrounding sub-area.
- In commercial areas at street front, the height should be within 130 percent of the prevailing average of both sides of the block. [...] Additional stories should be stepped back so that the additional height is not readily visible from the street.
- When the primary façade of a new building in a commercial area, such as downtown [...] is wider than the surrounding historic buildings or the traditional lot size, consider modulating it with bays or varying planes.
- Reinforce the human scale of the historic districts by including elements such as porches, entrances, storefronts, and decorative features depending on the character of the particular sub-area.

**Note:** re: the BAR’s purview when evaluating the height of a proposed structure:

- Per Code Sec. 34-2.10.9.A.3.ii. “In Downtown Mixed Use (DX), where the BAR has authority, the maximum height is determined based on BAR review using their design guidelines. In areas outside of BAR authority, the maximum height is determined by the maximum number of stories and feet allowed by the zoning district.”
- Per Code Sec. 34-5.2.7.B.2.c. In approving a CoA, the BAR may apply conditions that “require a reduction in height or massing, consistent with the City’s design guidelines and subject to the following limitations:
  - i. Along the Downtown Mall, the BAR may limit story height to within 2 stories of the prevailing story height of the block;
  - ii. In all other areas subject to review, the BAR may reduce the allowed height by no more than 2 stories; and
  - iii. The BAR may require upper story stepbacks of up to 25’.”

#### I. Windows and Doors

- Glass shall be clear. Opaque spandrel glass or translucent glass may be approved by the BAR for specific applications. [Note: Refer to the BAR’s 2018 guidance re: clear glass.]

#### K. Street-Level Design

- 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.
- 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.
- Keep the ground level facades(s) of new retail commercial buildings at least eighty percent transparent up to a level of ten feet.
- Include doors in all storefronts to reinforce street level vitality.

#### M. Materials & Textures:

- The selection of materials and textures for a new building should be compatible with and complementary to neighboring buildings.
- In order to strengthen the traditional image of the residential areas of the historic districts, brick, stucco, and wood siding are the most appropriate materials for new buildings.

- In commercial/office areas, brick is generally the most appropriate material for new structures. “Thin set” brick is not permitted. Stone is more commonly used for site walls than buildings.
- Large-scale, multi-lot buildings, whose primary facades have been divided into different bays and planes to relate to existing neighboring buildings, can have varied materials, shades, and textures.
- Synthetic siding and trim, including, vinyl and aluminum, are not historic cladding materials in the historic districts, and their use should be avoided.
- The use of Exterior Insulation and Finish Systems (EIFS) is discouraged but may be approved on items such as gables where it cannot be seen or damaged. It requires careful design of the location of control joints.
- All exterior trim woodwork, decking and flooring must be painted, or may be stained solid if not visible from public right-of-way.

#### O. Details and Decoration

The details and decoration of Charlottesville’s historic buildings vary tremendously with the different styles, periods, and types. [...]. The important factor to recognize is that many of the older buildings in the districts have decoration and noticeable details. Also, many of the buildings were simply constructed, often without architects and on limited budgets that precluded costly specialized building features.

At the same time, some of Charlottesville’s more recent commercial historic structures have minimal architectural decoration. It is a challenge to create new designs that use historic details successfully. One extreme is to simply copy the complete design of a historic building and the other is to “paste on” historic details on a modern unadorned design. Neither solution is appropriate for designing architecture that relates to its historic context and yet still reads as a contemporary building. More successful new buildings may take their clues from historic images and reintroduce and reinterpret designs of traditional decorative elements or may have a modernist approach in which details and decoration are minimal.

#### Regarding specific elements:

The BAR should discuss and advise the applicant on the following (*italicized* from the design guidelines):

- At Preston Avenue, brick pavers are shown at the sidewalk and at the building. Is it appropriate to continue the Mall brick (type, size, pattern, etc.)? Is it appropriate to transition the Mall brick pavers to the paving on the parcel? [Note: *Extension* of the Mall brick may require a policy level discussion, and not necessarily be within the BAR’s purview.)
- Is the vertical wood siding appropriate? Is it appropriate to have the appearance\* of stained wood? Guidelines require painted wood. (\*Staff assumes this will be a metal product.)
- Is the use of EIFS appropriate?
- Is the overall design appropriate? Materiality, color palette, architectural style, etc.
  - *Selection of materials and textures for a new building should be compatible with and complementary to neighboring buildings.*
  - Which should prevail here? *More successful new buildings may take their clues from historic images and reintroduce and reinterpret designs of traditional decorative elements or may have a modernist approach in which details and decoration are minimal.*
  - *In commercial areas, respect the expression of any adjacent historic buildings, which generally will have a more vertical expression.*

- *When the primary façade [...] is wider than the surrounding historic buildings or the traditional lot size, [modulate] it with bays or varying planes.*
- Provide information re: glass specification.
- Landscaping plan. Project will remove several significant, large trees. (See notes on attached site plans.)
  - *Provide a plan to replace the street trees on site.*
  - *Retain existing trees and plants that help define the character of the district, especially street trees and hedges.*
  - *When constructing new buildings, identify and take care to protect significant existing trees and other plantings.*
- Does the *street-level design* meet the guidelines?
  - *should not have blank walls; they should provide visual interest to the passing pedestrian.*
- Show rooftop mechanical screening. Location, material.

Additionally, while the previously approved SUP will not be applied to this project, the following from the BAR's September 17, 2019 discussion are still germane to any development at this site, as was noted during the April 16, 2024 discussion for this project.

The BAR recommended to Council the SUP would not adversely impact the district with the understanding that the building design will have the flexibility to mitigate potential impacts on the Downtown ADC District by addressing these items of considerations and concern:

- The building's massing will be broken up to provide compatibility with the character-defining features of the historic district.
- Provide adequate protection of adjacent historic structures.
- Provide a plan to replace the street trees on site.
- Improve pedestrian character of Old Preston and Market Street
- Provide pedestrian through access between Market Street and Old Preston.

Note re: BAR authority: Per Code, the BAR is charged only with the authority to approve or deny a design review CoA, following an evaluation applying the criteria under Code Sec. 34-5.2.7. *Major Historic Review*. The BAR does not evaluate a proposed use. Additionally, per Code Sec. 34-5.2.7.E.2., the issuance of a CoA "cannot, in and of itself, authorize any construction, reconstruction, alteration, repair, demolition, or other improvements or activities requiring a building permit. Where a building permit is required, no activity authorized by a [CoA] is lawful unless conducted in accordance with the required building permit and all applicable building code requirements."

### **Suggested Motions**

Pre-application conference, **no action to be taken.**

### **Criteria, Standards and Guidelines**

Note: A pre-application conference is required by Code Sec. 34-5.2.7.B.2.c. No formal action will be taken by the Board of Architectural Review (BAR). Per the Code, prior to the formal application for a Certificate of Appropriateness (CoA) request, an applicant is required to "schedule a pre-application conference with the Administrator to discuss the procedures, standards, and regulations required for approval." For projects "having a projected construction cost of \$350,000.00 or more" this code section further requires a "pre-application conference with the entire BAR[.]" The Code does not proscribe what information must be presented for a pre-application conference; however, the BAR has historically required at least a general representation of the location, context, and massing and scale of the proposed building.

## **Review Criteria Generally**

Per Chapter 34, Div. 5.2.7. C.2:

- a. In considering a particular application the BAR will approve the application unless it finds:
  - i. That the proposal does not meet specific standards set forth within this Section or applicable provisions of the City's design guidelines; and
  - ii. The proposal is incompatible with the historic, cultural or architectural character of the district in which the property is located or the IPP that is the subject of the application.
- b. The BAR will approve, approve with conditions, or deny applications for Certificates of Appropriateness in accordance with the provisions of this Section.
- c. The BAR, or City Council on appeal, may require conditions of approval as are necessary or desirable to ensure that any new construction or addition is compatible with the scale and character of the Architecture Design Control District, Individually Protected Property, or Historic Conservation District. Prior to attaching conditions to an approval, due consideration will be given to the cost of compliance with the proposed conditions as well as the goals of the Comprehensive Plan. Conditions may require a reduction in height or massing, consistent with the City's design guidelines and subject to the following limitations:
  - i. Along the Downtown Mall, the BAR may limit story height to within 2 stories of the prevailing story height of the block;
  - ii. In all other areas subject to review, the BAR may reduce the allowed height by no more than 2 stories; and
  - iii. The BAR may require upper story stepbacks of up to 25'.

## **Standards for Review and Decision**

Per Chapter 34, Div. 5.2.7. D.1:

- a. Review of the proposed construction, reconstruction, alteration or restoration of a building or structure is limited to exterior architectural features, including signs, and the following features and factors:
  - i. 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 District;
  - ii. The harmony of the proposed change in terms of overall proportion and the size and placement of entrances, windows, awnings, exterior stairs, and signs;
  - iii. 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;
  - iv. The effect of the proposed change on the adjacent building or structures;
  - v. The impact of the proposed change on other protected features on the property, such as gardens, landscaping, fences, walls, and walks;
  - vi. Whether the proposed method of construction, renovation, or restoration could have an adverse impact on the structure or site, or adjacent buildings or structures;
  - vii. When reviewing any proposed sign as part of an application under consideration, the standards set forth within Div. 4.11. Signs will be applied; and
  - viii. Any applicable provisions of the City's design guidelines.

## **Links to ADC District Design Guidelines**

[Chapter 1 Introduction \(Part 1\)](#)

[Chapter 1 Introduction \(Part 2\)](#)

[Chapter 2 Site Design and Elements](#)

[Chapter 3 New Construction and Additions](#)



## Chapter 4 Rehabilitation

### **APPENDIX**

#### **Prior BAR reviews:**

May 21, 2013 - BAR approved CoA for signage.

[BAR\\_May\\_2013\\_sign\\_CoA\\_218\\_W\\_Market\\_St](#)

March 13, 2019 – BAR approved CoA for demolition of 218 W. Market Street. Demolition is contingent upon the granting of a COA and building permit for its replacement.

[BAR\\_March\\_2019\\_demo\\_CoA\\_218\\_W\\_Market\\_St](#)

April 6, 2019 – Informa discussion re: proposed building. No formal submittal or report.

September 17, 2019 - BAR recommended the SUP, with conditions, would not have an adverse impact. [BAR\\_Sept\\_2019\\_SUP\\_review\\_218\\_W\\_Market\\_St](#)

September 17, 2019 – BAR approved CoA for demolition of 218 W. Market Street.

[BAR\\_Sept\\_2019\\_demo\\_CoA\\_218\\_W\\_Market\\_St](#)

November 16, 2021 - BAR approved CoA for demolition of 218 W. Market Street. (2019 CoA expired. 2021 CoA extended to March 2025.) [BAR\\_Nov\\_2021\\_demo\\_CoA\\_218\\_W\\_Market\\_St](#)

October 18, 2022 – BAR discussion. Supportive of the modifications to height setbacks on W. Market Street (to a min. 10-ft) and Old Preston Avenue (to a min. 5-ft). Applicant sought BAR input prior to formally submitting for the SUP amendment necessary to modify the step backs. No action taken.

[BAR\\_Oct\\_2022\\_Discussion\\_SUP\\_changes\\_218\\_W\\_Market\\_St](#)

April 18, 2023 – BAR recommended modifying the SUP to allow revised setbacks would not have an adverse impact on the ADC District. At building height of 45-ft, on West Market Street a minimum 10-ft setback, on Old Preston Avenue a minimum 5-ft setback.

[BAR\\_April\\_2023\\_Discussion\\_SUP\\_changes\\_218\\_W\\_Market\\_St](#)

April 16, 2024 – BAR preliminary discussion for new hotel featuring seven stories at Old Preston Avenue and six stories at West Market Street. Links: [Discussion video](#), [Packet \(pg. 35\)](#), [Meeting Minutes](#).

#### **BAR Minutes – Excerpts 218 West Market City of Charlottesville Board of Architectural Review Regular Meeting, April 16, 2024 – 5:00 PM**

##### **1. CoA – Preliminary Discussion**

218 West Market Street, Tax Parcel 330276000

Downtown ADC District

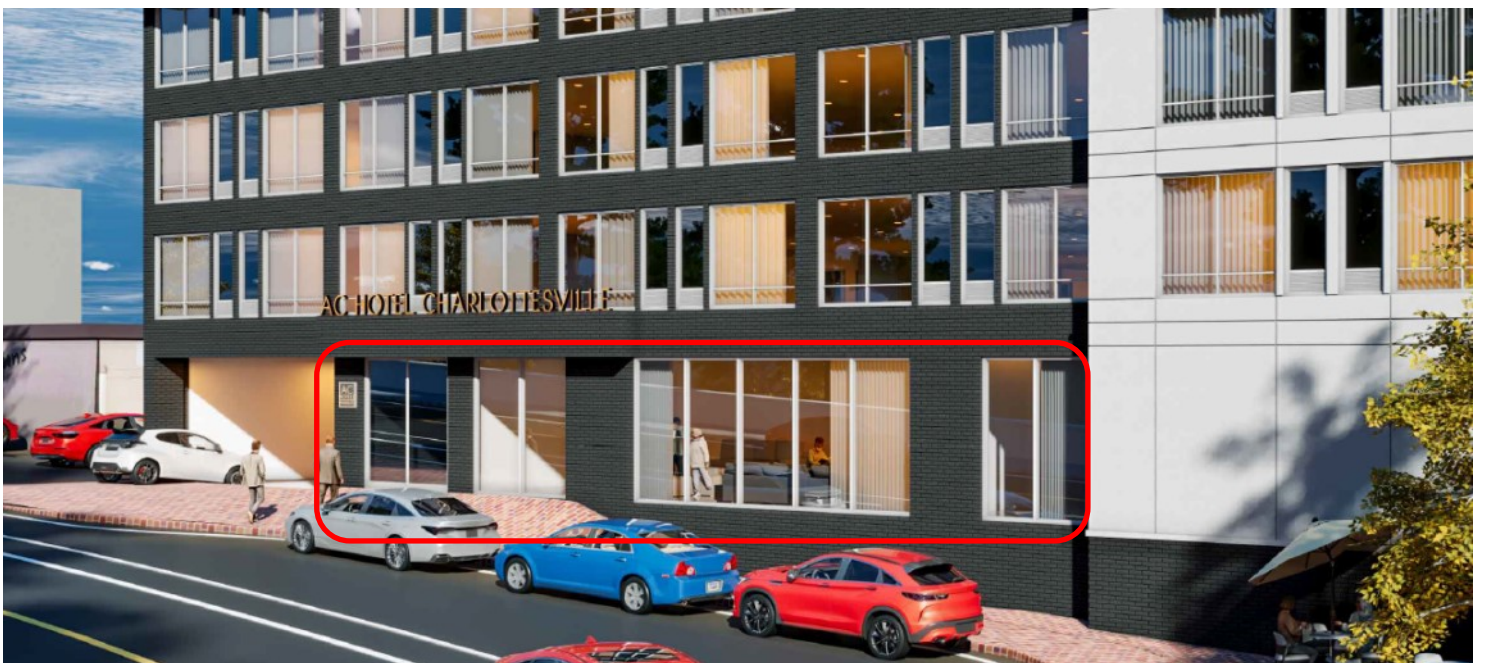
Owner/Applicant: Heirloom Downtown Mall Development, LLC

Project: New hotel (six stories at West Market St; seven at Old Preston Ave.)

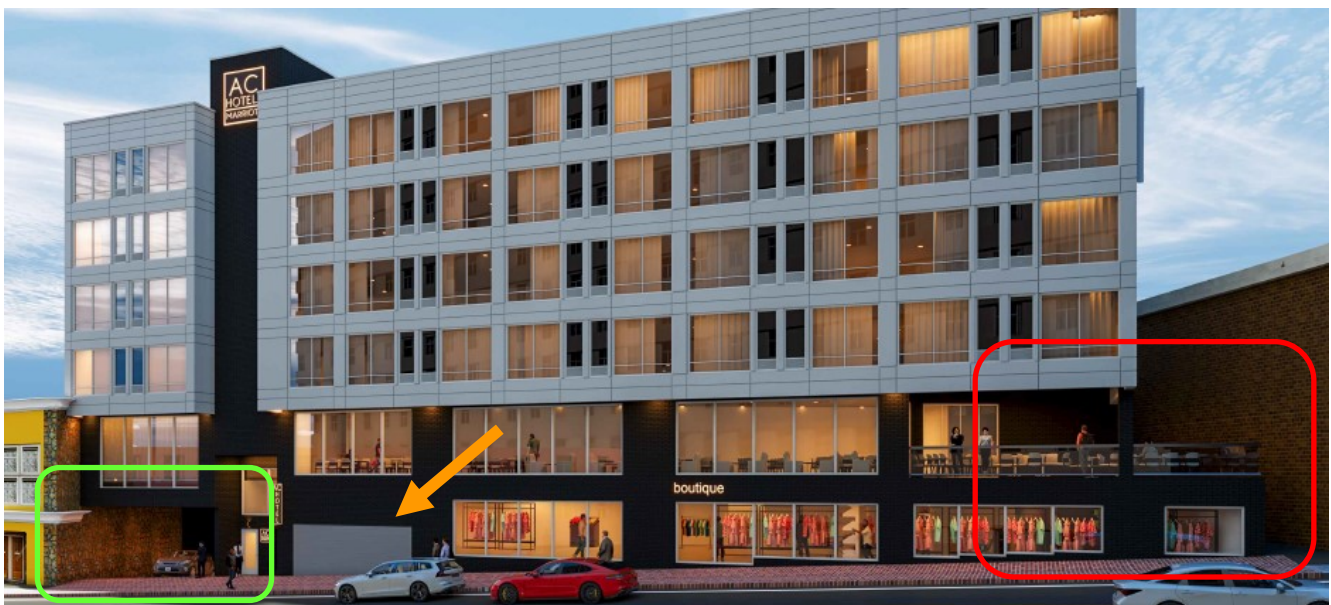
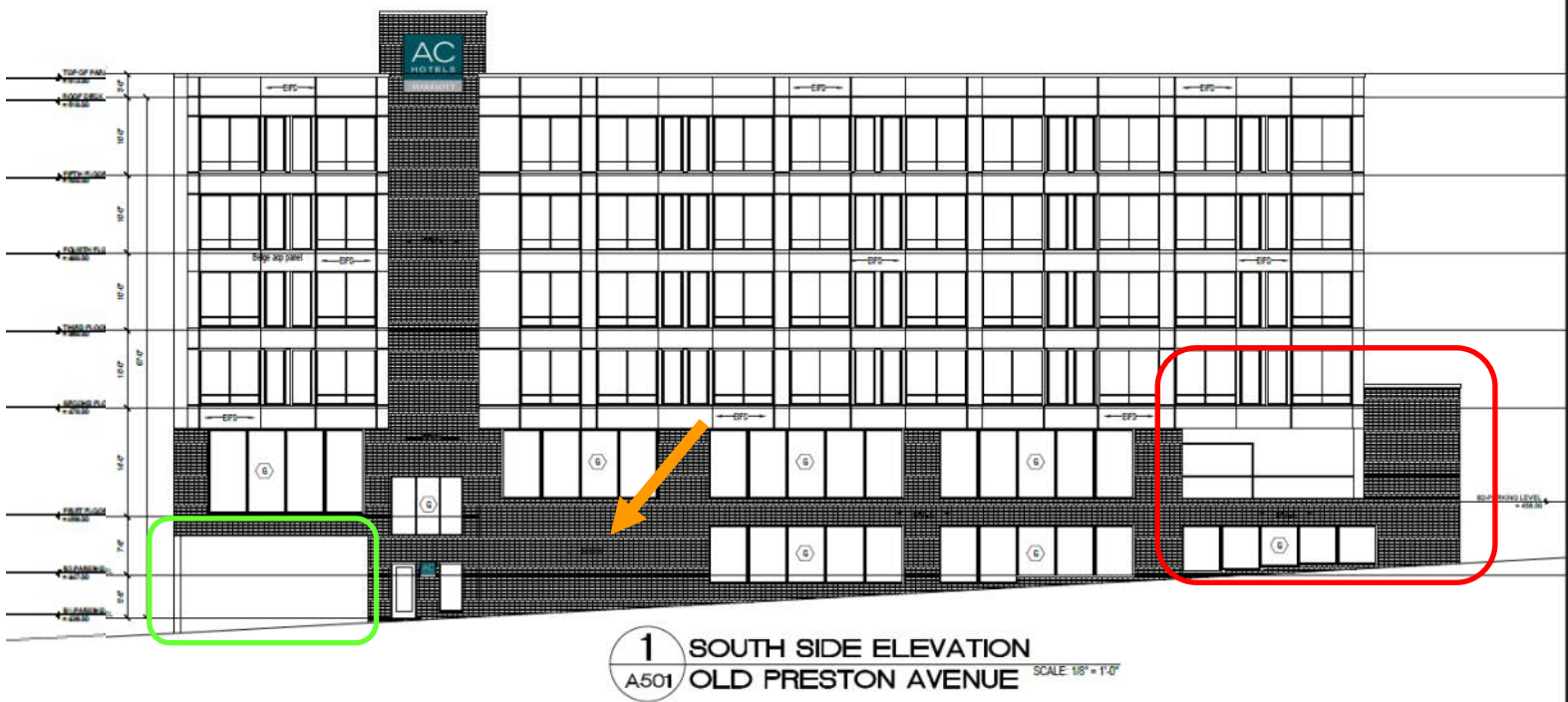
- Staff introduced the proposed project to the BAR for feedback and suggestions from the BAR. Project has changed from a residential use to a hotel. Prior project had an approved SUP, which will not be applied for the proposed hotel.
- Applicant presented the project, aiming for a formal CoA application for the June BAR meeting.
- Mr. Whitney had a question about the outdoor amenity space for the proposed project.
- Applicant replied that amenity space on the 3<sup>rd</sup> floor will be for the guests at the hotel. The amount of amenity space will far exceed the amount of public amenity space that is required.
- There was discussion and feedback surrounding the streetscape and the street trees on the site.
- Mr. Gastinger found it difficult to review the proposal with the surrounding and existing buildings context not provided in the applicant's submittal.
- Ms. Lewis reminded the applicant that the purview of the BAR is only on the exterior appearance of the building, not on the interior programming.
- Ms. Lewis reminded applicant of the associated conditions of the SUP approval by the Planning Commission in 2019.
- Mr. Schwarz noted the guidelines recommend durable and long-lasting materials, especially near the ground.
- The walk through from Old Preston and Market Street is much easier if it is a hotel versus a residential building according to the applicant.
- Mr. Gastinger suggested the applicant to review the guidelines for guidance on verticality and the context.
- Mr. Gastinger asked about the parking and the potential of the building sitting on top of two stories of parking. Applicant replied the parking on the first story will be concealed, the rest of the building will be pulled back.
- Ms. Lewis recommended the applicant reach out to the other members of the BAR not present for the preliminary discussion.
- Several members noted the prominence of the site and will be visible from multiple points.
- Applicant expressed a desire to bring something to the BAR in May, when there might be more members of the BAR present to provide feedback in another preliminary discussion.



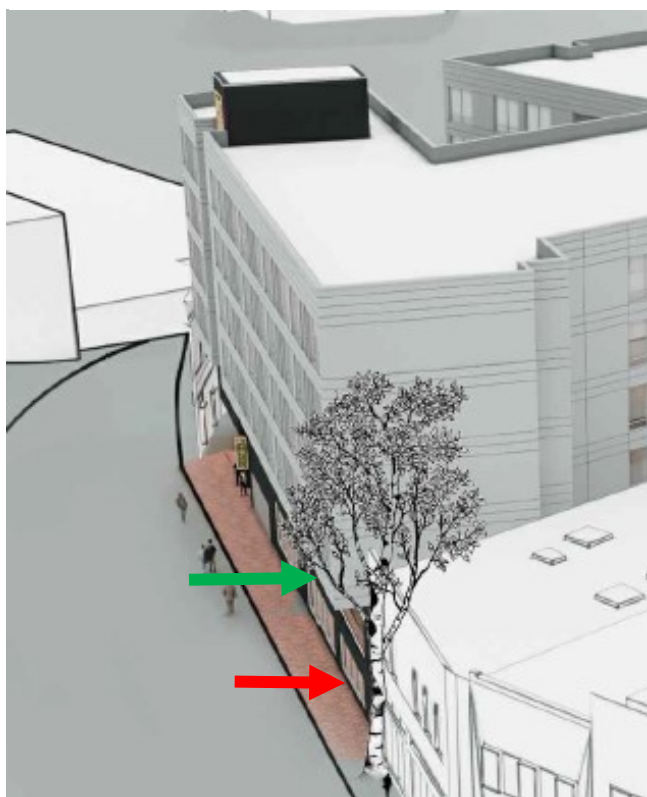
1 NORTH SIDE ELEVATION  
A503 MARKET STREET SCALE 1/8" = 1'-0"



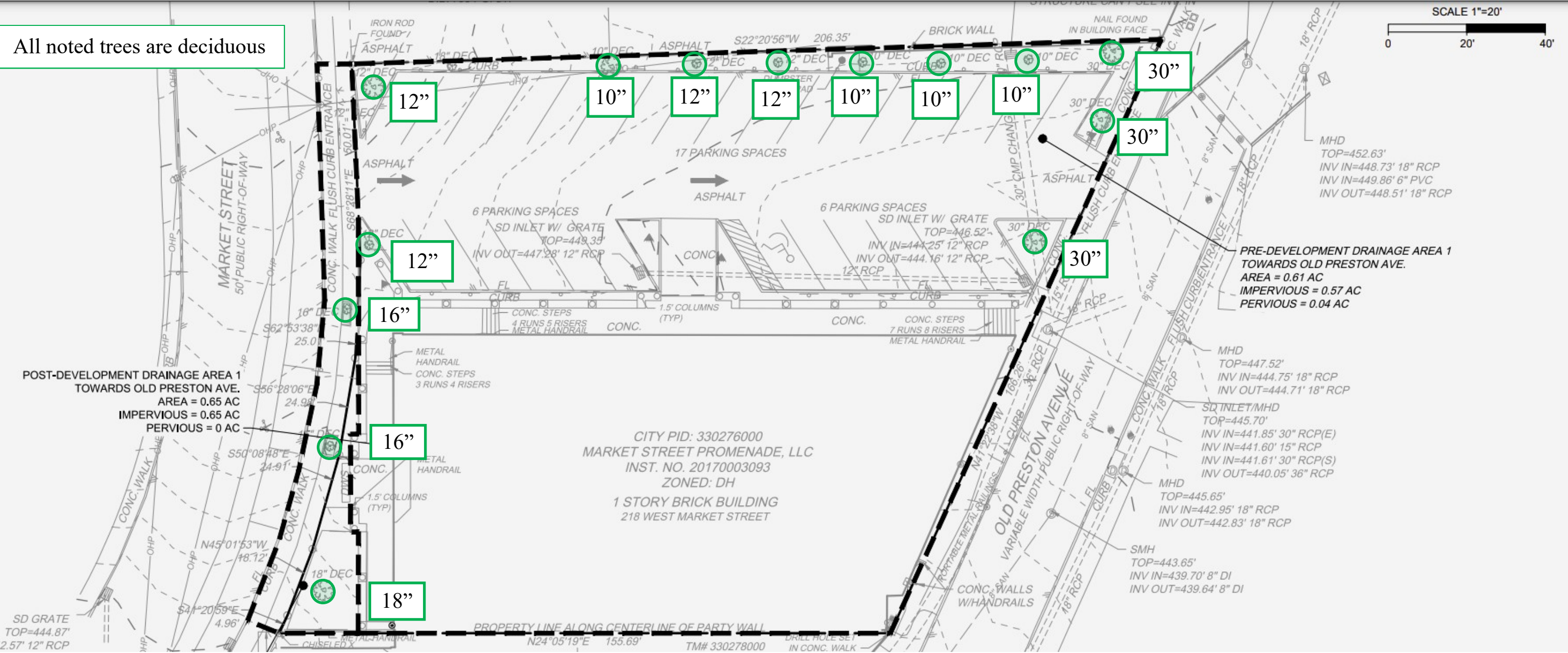








All noted trees are deciduous

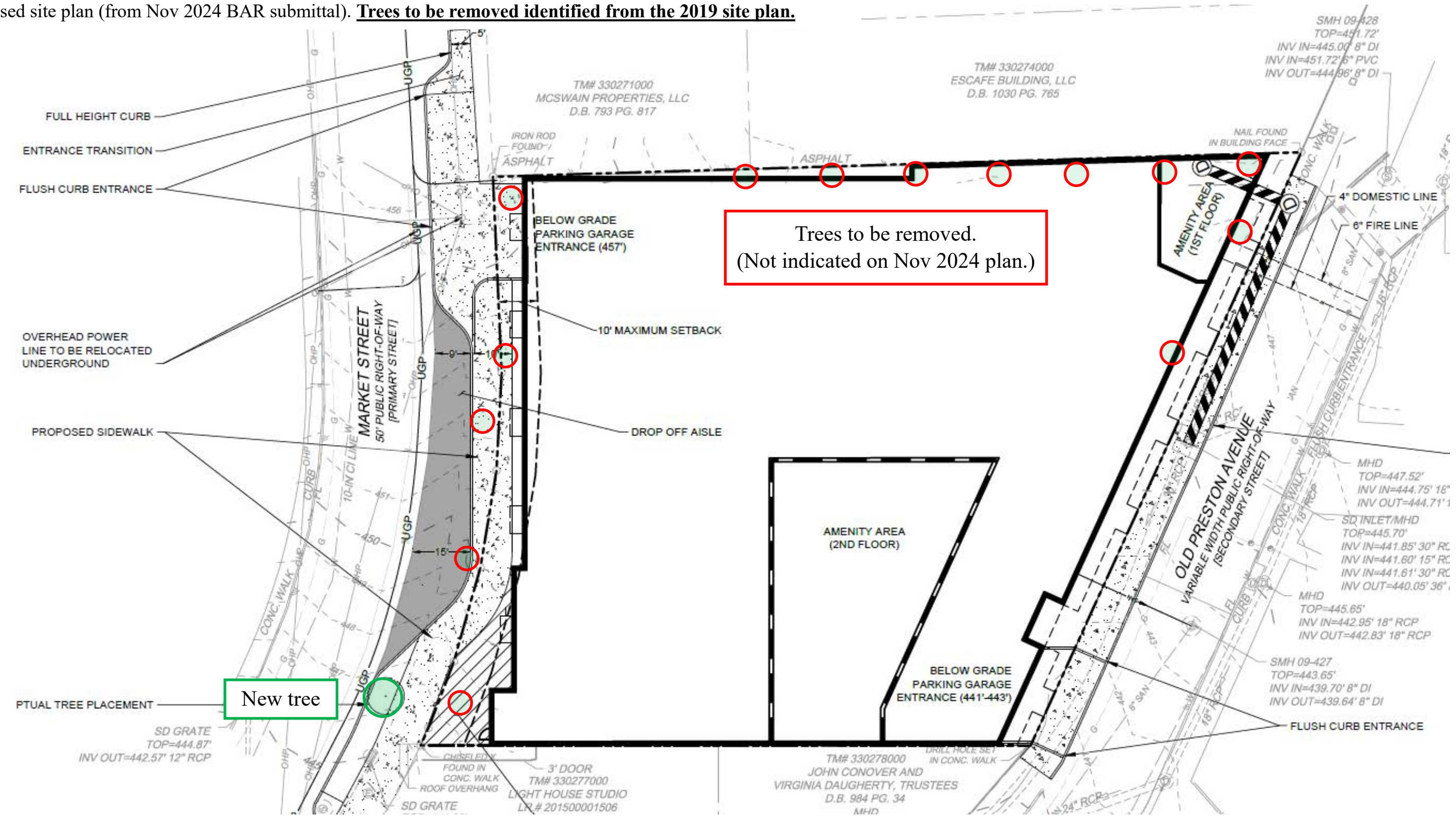


**NOTE:** Site plan provided for the October 17, 2019 BAR discussion of the SUP request. Not part of the current, November 2024 application—a current plan was not provided; however it may be useful relative to existing conditions at the site.

[https://weblink.charlottesville.org/Public/0/edoc/791628/2019-09\\_218%20West%20Market%20Street\\_BAR.pdf](https://weblink.charlottesville.org/Public/0/edoc/791628/2019-09_218%20West%20Market%20Street_BAR.pdf)



218 West Market Street:  
Proposed site plan (from Nov 2024 BAR submittal). Trees to be removed identified from the 2019 site plan.



**CITY OF CHARLOTTESVILLE**  
**BOARD OF ARCHITECTURAL REVIEW**  
**Summary of BAR Discussion on July 17, 2018 re: *Clear Glass***

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On July 17, 2018, at the request of the ERB, the BAR regarding the definition of clear glass and the corresponding 70 VLT that has become the city's standard.

Background:

While one of several factors used in specifying glass, *Visible Light Transmission* (VLT) is generally accepted as the measure of the clearness and reflectivity of glass. High VLT indicates the glass is clearer and less reflective; low VLT indicate less clear, more reflective glass.

The city's Design Guidelines for Architectural Design Control Districts and Entrance Corridors (EC projects are reviewed by the Entrance Corridor Review Board, or ERB) both recommend "clear glass." However neither guidelines refers to a specific VLT—see citations below. Several years ago, after evaluating the criteria used to specify glass, the BAR (and the ERB) began using 70 VLT as the threshold for clear glass; tacitly establishing it as *the standard*.

Summary of BAR Discussion:

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.

Additionally, the BAR recommends that the ERB consider a similar approach in its evaluation of the glass proposed for EC projects.

References to Glass in Design Guidelines

**ADC Design Guidelines**

Chapter 3. New construction; I. Windows & Doors

(5) Darkly tinted mirrored glass is not an appropriate material for windows in new buildings within the historic districts.

(9) Glass shall be clear. Opaque spandrel glass or translucent glass may be approved by the BAR for specific applications.

Chapter 4. Rehabilitations; C. Windows

(15) Do not use tinted or mirrored glass on major facades of the building. Translucent or low (e) glass may be strategies to keep heat gain down.

**Entrance Corridor Design Guidelines**

IV. Guidelines for Buildings; E. Materials and Textures

(6) Clear glass windows are preferred.

Note: The Historic Conservation District guidelines state: *Clear glass windows (VLT of 70% or more) are preferred*. These were adopted after the 70 VLT became the tacit standard for ADC and EC projects.



**Other AC Hotels by Marriott: For discussion only.**



Raleigh, NC



Durham, NC

Reston, VA



North Hills, Raleigh, NC







Asheville, NC



Austin, Texas

Miami, FL







Little Rock, AR

Bozeman, MT



Worcester, MA







Columbus, Georgia



Salt Lake City, Utah

Boston, MA



Ridgeland, MS







Chesterfield, MO



Waco, TX

Lansing, MI



Bellevue, WA







Palo Alto, CA



Sunnyvale, CA

Madison, WI



Spartanburg, SC





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October 3, 2024

## DESIGN NARRATIVE

### PROPOSED AC HOTEL BY MARRIOTT 218 W MARKET STREET CHARLOTTESVILLE VA.

**Design concept:** Overall design theme is to blend into the context and not create another monument while respecting surrounding Architecture, material and activities.

#### Old Preston Avenue front:

Activity continuation of the mall: One of the main features of the design is due to the immediate proximity of the Downtown mall on Old Preston Ave; we made every effort to provide a continuity of activities by providing a brick paved pedestrian link to the mall and provide storefront of the proposed store, as well as a connectivity to the hotel lobby / bar by good signage, blade signs for pedestrian flow.

Materials: First two floors on Old Preston Ave. have the brick used, which is similar in character to the brick used in the "Code" Building, which is also highly visible from the mall. Brick pavers will be the one matching the mall paving. Upper floor will be a neutral color off white stucco making the building less imposing in the pedestrian context.

Activities: We have made conscious efforts to introduce the outdoor patio area overlooking the mall to connect the activity, where people from the lounge can enjoy the mall views as well as mall pedestrian traffic gets aware of the lounge activity making it more inviting. First floor will be a store (yet to be decided) which will be continuity of mall activity)

## **Market Street front:**

This is main Hotel entry side of the building having main vehicle drop off, check in entry to the building. We have made every effort to create an Architectural style to give a unique identity to the hotel building.

Materials: Just like the Old Preston Front, we have maintained the brick frontage on the pedestrian levels and added a lot more brick to break the stucco mass, as this building will be more visible for vehicular as well as pedestrian traffic. Entry is well defined by a vertical blade sign mounted on an entry canopy and for the main hotel signage, we have created an interesting pallet of wood panel on a brick background, which is essentially a staircase block.


Activities: To enhance the pedestrian traffic on this street, we have introduced a sit out patio, which will provide some outdoor activity area for pedestrians as well as hotel guests.

## **Visibility from the intersection of Market Street and Old Preston Avenue:**

Due to existing low rise buildings next to the proposed hotel towards the intersection, we have made efforts to break the mass of this relatively taller building visible from the intersection using the material as well as plan. To demonstrate, some of the contextual views are presented in the attached presentation.

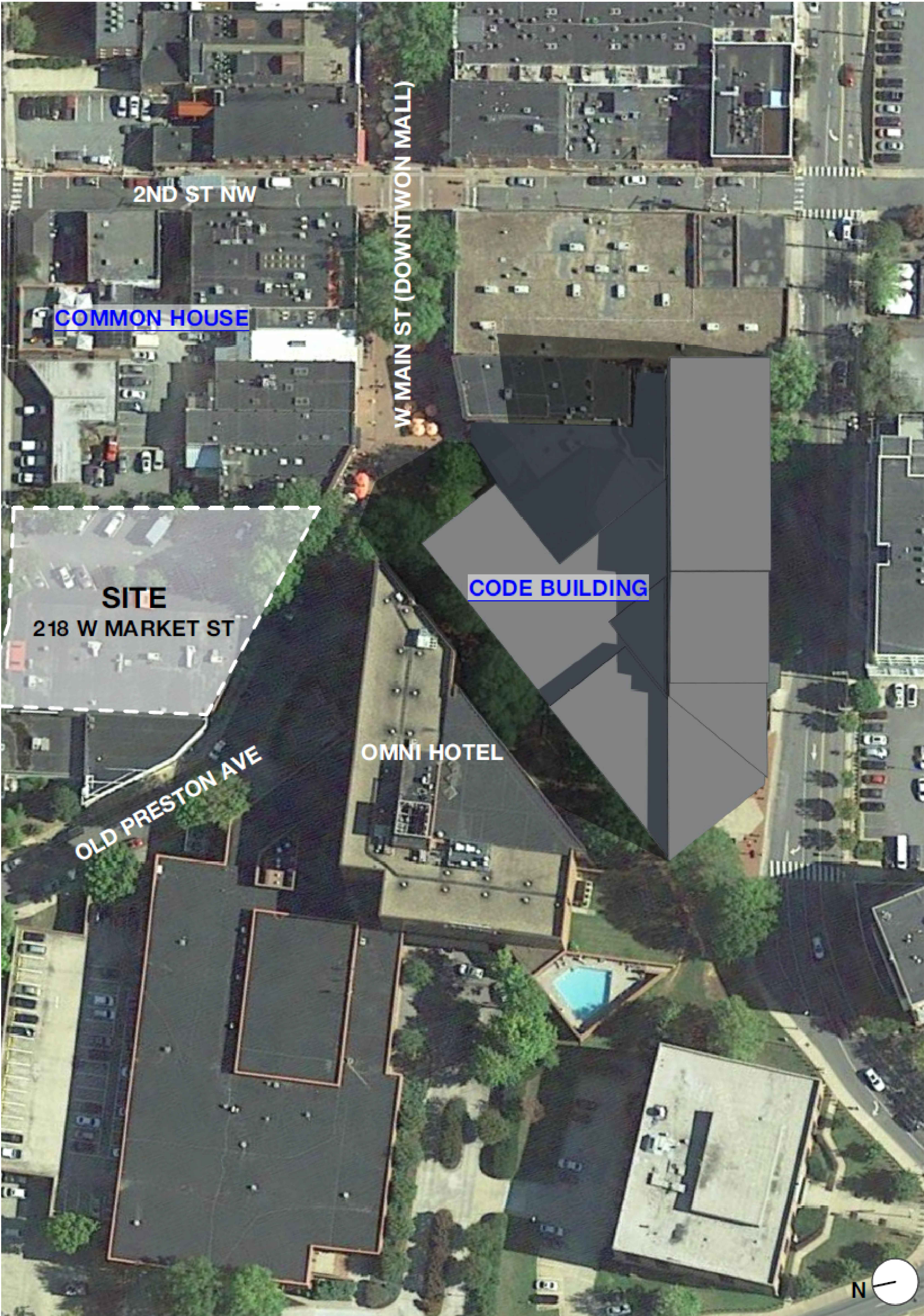
Parking: We have also made every effort to provide the parking below grade, which will support the hotel and not creating undue burden on existing parking infrastructure of the area. There are two levels of parking created while taking advantage of the level difference of the two roads fronting the building, making the parking level almost not visible from the pedestrian level except the entry to the ramps.

Thank you.



NITIN KULKARNI  
B. ARCH. M.ARCH (URBAN DESIGN) M.L.A. NCARB AIA  
Cell- 804-514-2455





DRAWING LIST:

A-100	COVER SHEET
C-001	MARKET STREET HOTEL CONCEPTUAL LAYOUT
A-100A	VIEW FROM MARKET STREET
A-100B	VIEW FROM MARKET STREET
A-100C	VIEW FROM OLD PRESTON AVE.
A-100D	VIEW FROM OLD PRESTON AVE.
A-100E	AERIAL VIEW FROM OLD PRESTON AVE.
A-100F	CONTEXTUAL AERIAL VIEWS
A-100G	CONTEXTUAL AERIAL VIEWS
A-100H	STREET VIEW FROM OLD PRESTON AVE.
A-100J	VIEWS FROM MALL (EXITING AND PROPOSED)
A-100K	VIEW FROM MALL
A-100L	MATERIAL SAMPLES
A-400A	LOWER LEVEL PARKING PLAN
A-400B	UPPER LEVEL PARKING PLAN
A-401	FIRST FLOOR PLAN
A-402	SECOND FLOOR PLAN
A-403	3rd TO 5th FLOOR PLAN
A-501	SOUTH SIDE ELEVATION
A-502	EAST SIDE ELEVATION
A-503	NORTH SIDE ELEVATION
A-504	WEST SIDE ELEVATION

PROPOSED HOTEL BUILDING  
AT  
218 WEST MARKET ST  
CHARLOTTESVILLE, VA

A DEVELOPMENT BY  
TITAN MANAGEMENT

DESIGN BUILDER  
THOMAS BUILDERS INC.

Date: SEPT 25, 2024

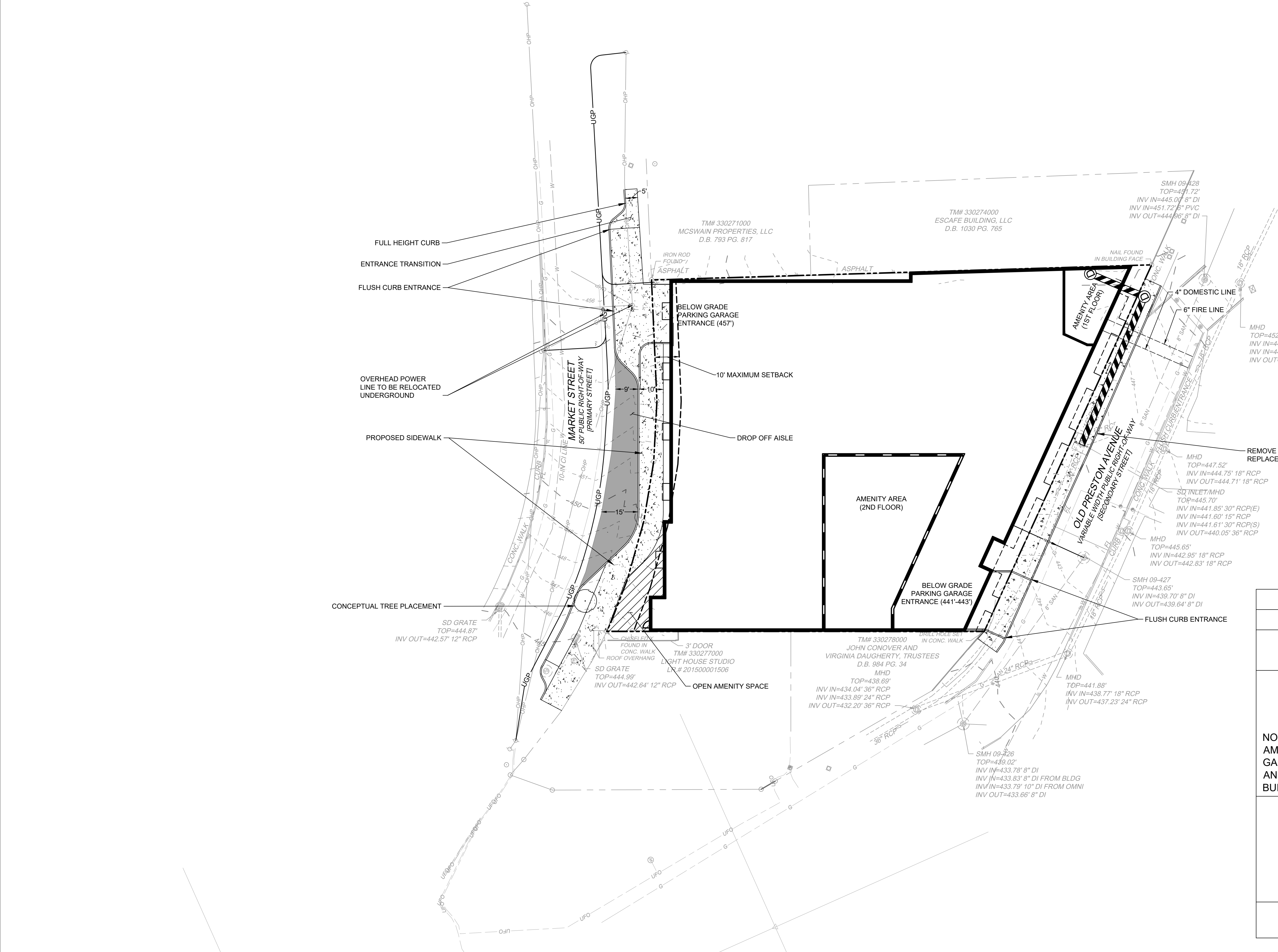
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1	SEPT 25, 2024	ARB PRESENTATION

Sheet

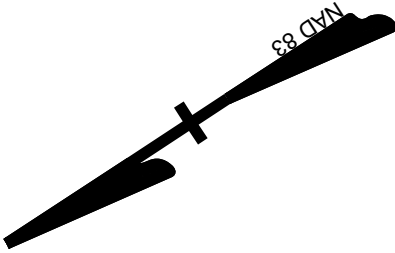
A-100

LOCATION PLAN





BY-RIGHT USE		
ZONING	DX; DOWNTOWN MIXED USE	
BUILDING SETBACKS [SEC. 2.10.5]	MINIMUM	0 FT
	MAXIMUM	10 FT
STREET FRONTAGE (PRIMARY STREET) [SEC. 2.10.6]	APPLICABLE BUILDING WIDTH	
	REQUIRED	107 FT [85% OF BUILDING FRONTAGE]
	PROVIDED	107.5 FT [85% OF BUILDING FRONTAGE]
OUTDOOR AMENITY SPACE [SEC. 2.10.4]	REQUIRED	2,573 SF
	PROVIDED	
	PEDESTRIAN OUTDOOR AMENITY SPACE	471 SF
	COMMON OUTDOOR AMENITY SPACE	3,492 SF
PARKING	REQUIRED	0 SPACES
	PROVIDED	103 SPACES











VIEW FROM MARKET STREET COMING FROM EAST TOWARDS INTERSECTION OF MARKET AND OLD PRESTON

A DEVELOPMENT BY  
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**THOMAS BUILDERS INC.**

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Sheet  
**A-100B**

**EXTERIOR VIEWS**





VIEW COMING FROM INTERSECTION OF MARKET AND OLD PRESTON AND GOING TOWARDS MALL

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				NO.	DATE		COMMENTS
				1	SEPT 25, 2024	ARB PRESENTATION	<b>EXTERIOR VIEWS</b>

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VIEW OF PROPOSED HOTEL FACING WEST ON OLD PRESTON AVENUE (MALL IS ON THE RIGHT)

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AERIAL VIEW FROM OLD PRESTON AVE.

A DEVELOPMENT BY  
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**THOMAS BUILDERS INC.**

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Sheet  
**A-100E**  
EXTERIOR VIEWS





VIEW FROM MARKET ST AND OLD PRESTON AVE INTERSECTION.

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**A-100F**

CONTEXTUAL  
AERIAL VIEWS





VIEW FROM OLD PRESTON AVENUE COMING FROM MALL

A DEVELOPMENT BY  
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**A-100G**  
**CONTEXTUAL  
AERIAL VIEWS**





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VIEW FROM MALL LOOKING TOWARDS PROPOSED BUILDING

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Sheet  
**A-100J**  
VIEWS FROM MALL

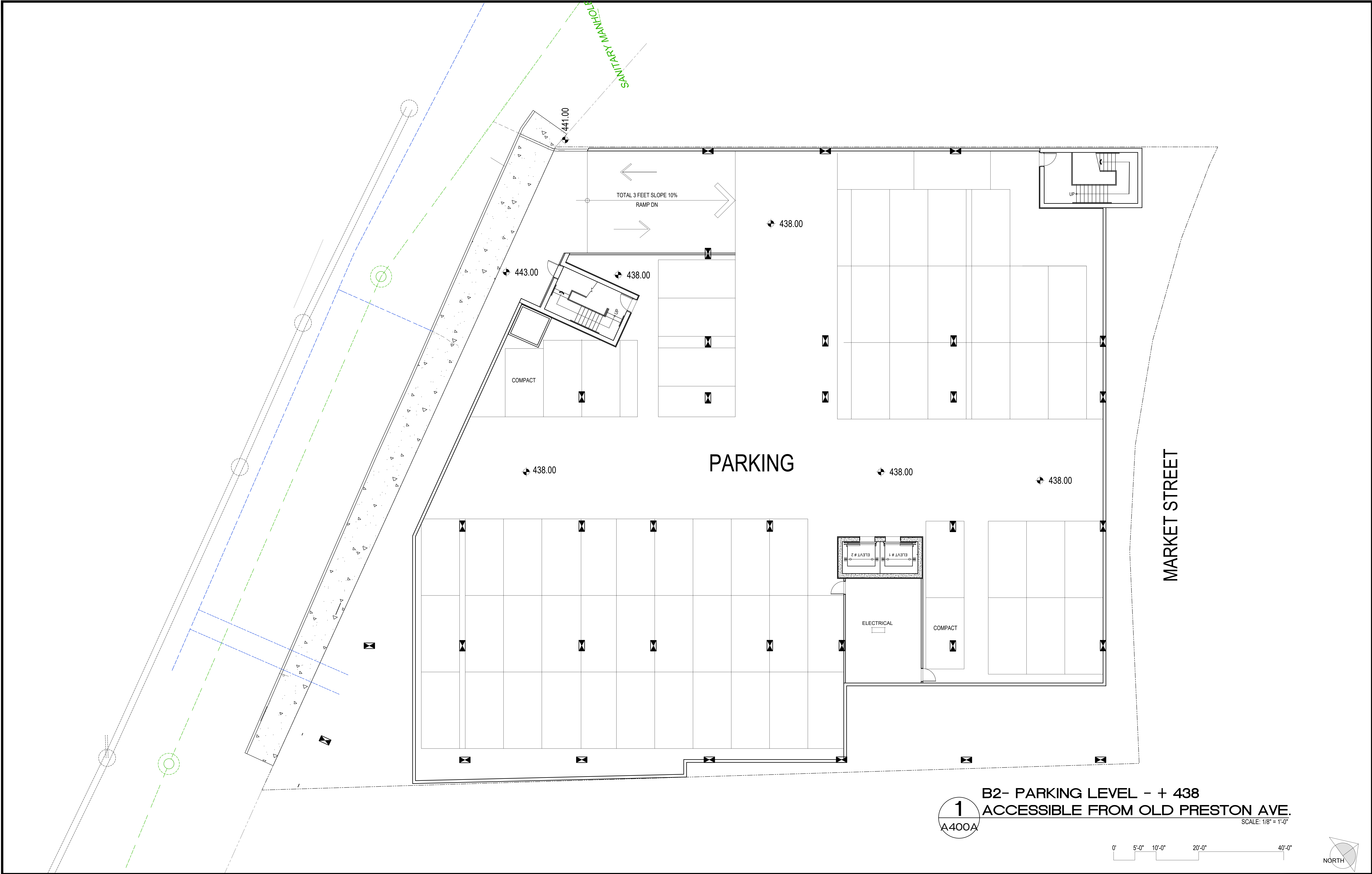




VIEW FROM MALL LOOKING TOWARDS PROPOSED BUILDING (EXISTING TREE FADED TO CLEAR VIEW OF PROPOSED BUILDING)

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				REVISIONS		Sheet <b>A-100K</b>		
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				1	SEPT 25, 2024	ARB PRESENTATION	VIEWS FROM MALL	

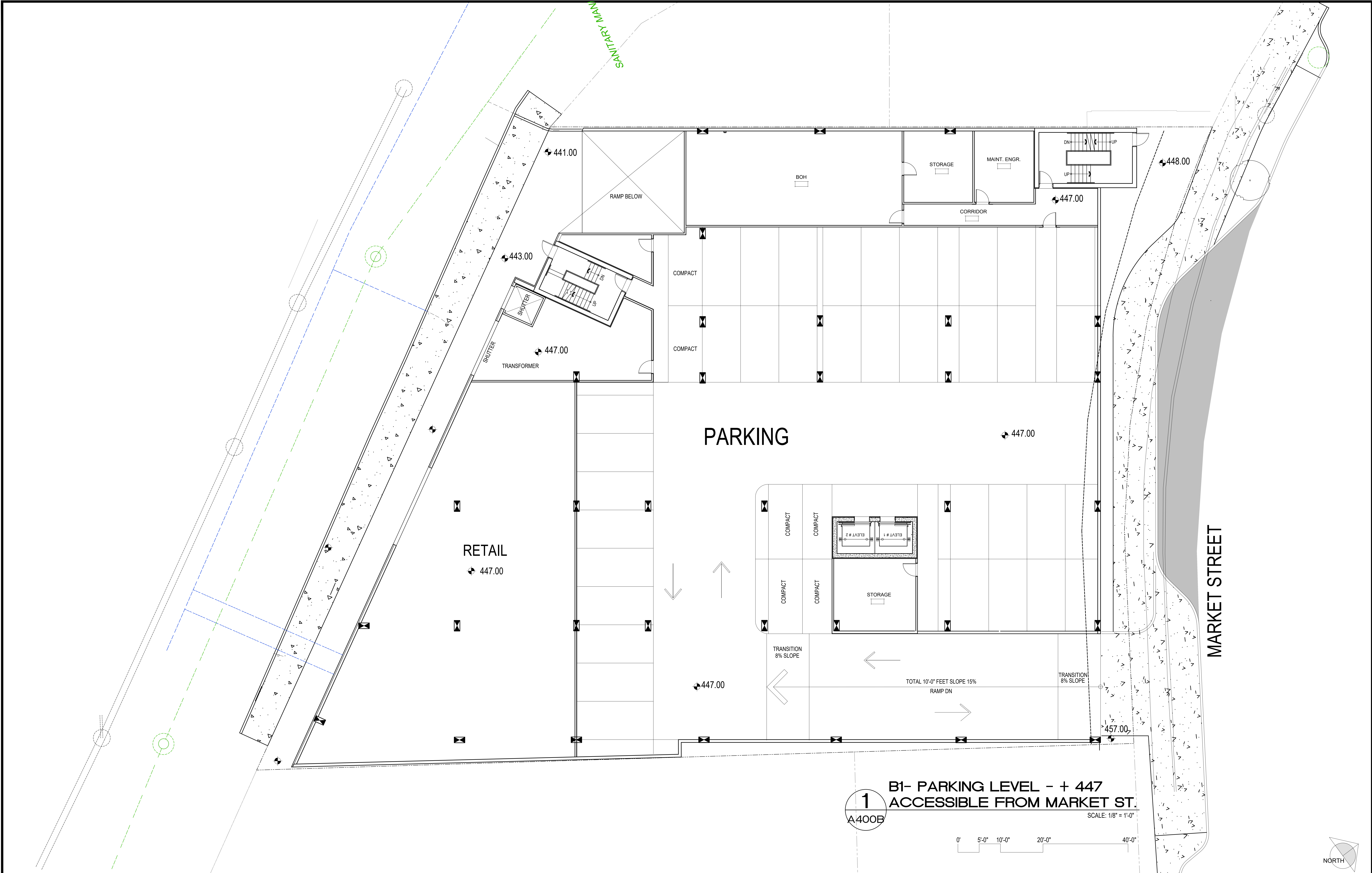




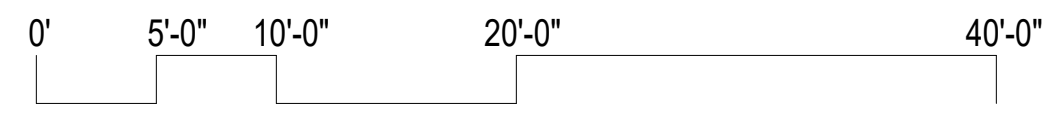
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					<table><tr><th colspan="3">REVISIONS</th></tr><tr><th>NO.</th><th>DATE</th><th>COMMENTS</th></tr><tr><td>1</td><td>SEPT 25, 2024</td><td>ARB PRESENTATION</td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table>				REVISIONS			NO.	DATE	COMMENTS	1	SEPT 25, 2024	ARB PRESENTATION												
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**1** B1- PARKING LEVEL - + 447  
ACCESSIBLE FROM MARKET ST.  
SCALE: 1/8" = 1'-0"



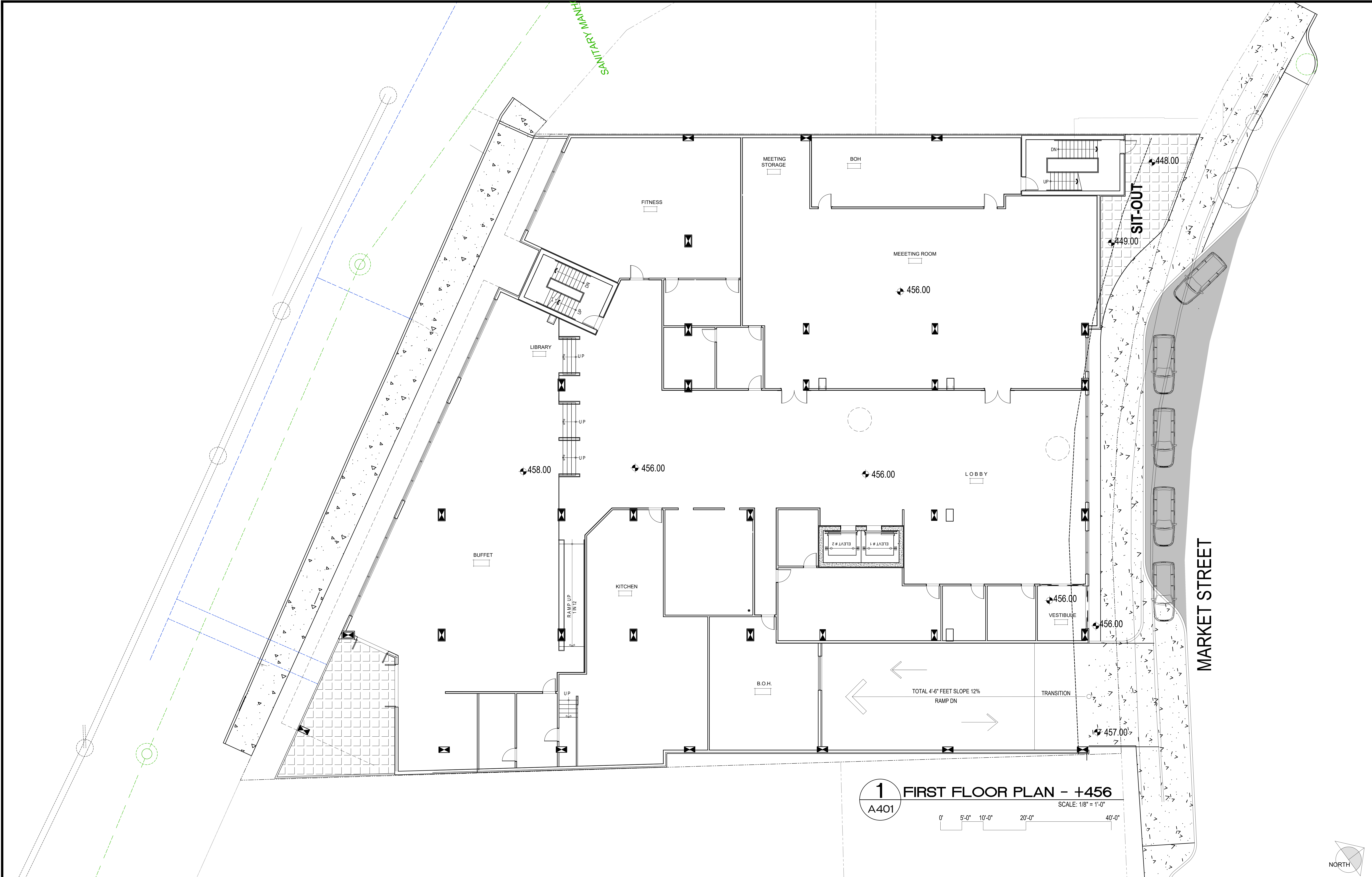
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Sheet  
**A-400B**  
UPPER LEVEL  
PARKING PLAN





**1 FIRST FLOOR PLAN - +456**  
A401  
SCALE: 1/8" = 1'-0"  
0' 5'-0" 10'-0" 20'-0" 40'-0"



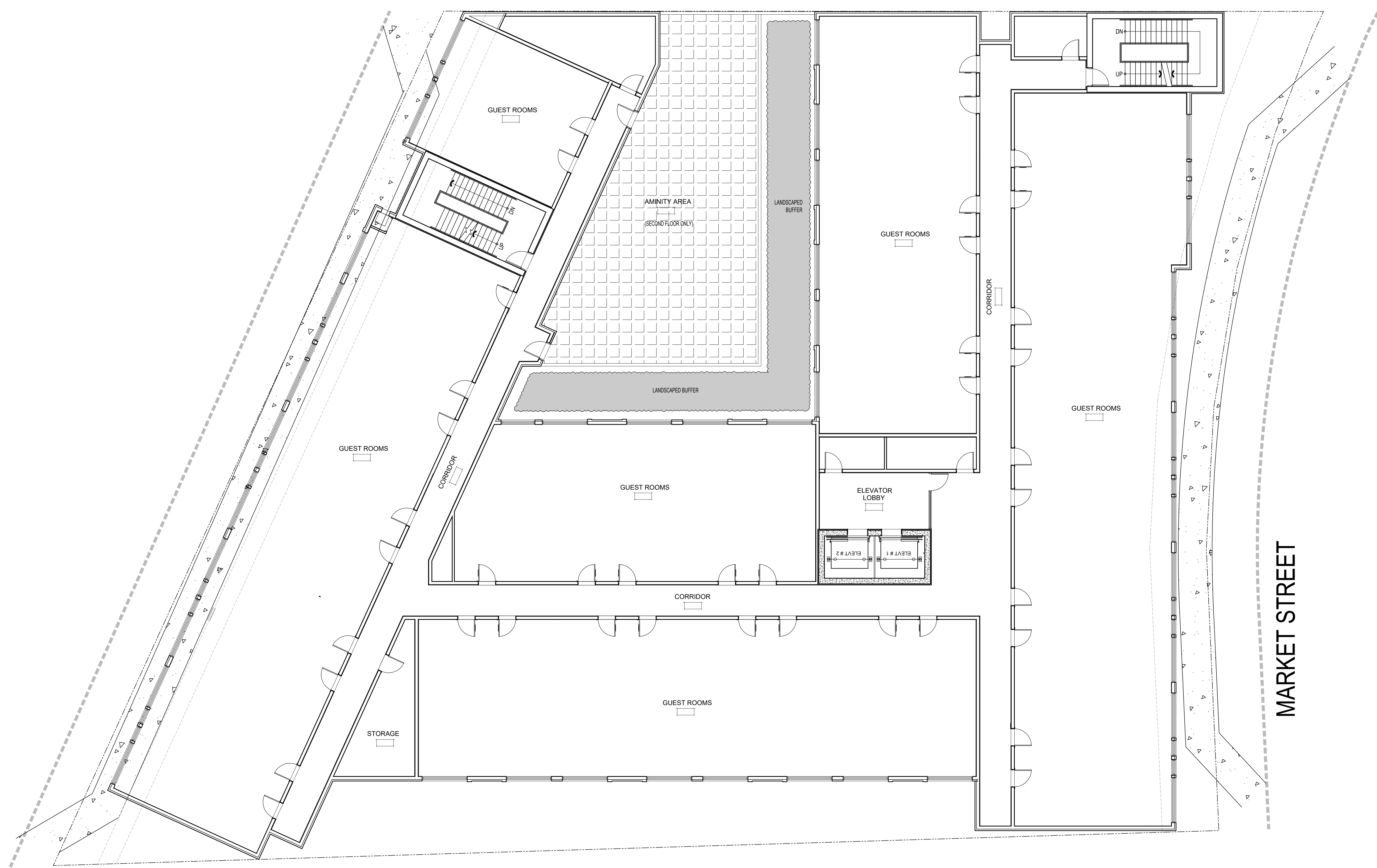
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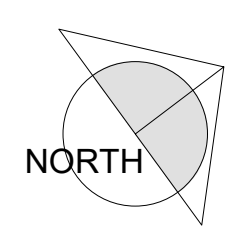
Sheet  
**A-401**  
**FIRST FLOOR PLAN**





**1 SECOND FLOOR PLAN +470**  
A402  
SCALE: 1/8" = 1'-0"

0' 5'-0" 10'-0" 20'-0" 40'-0"



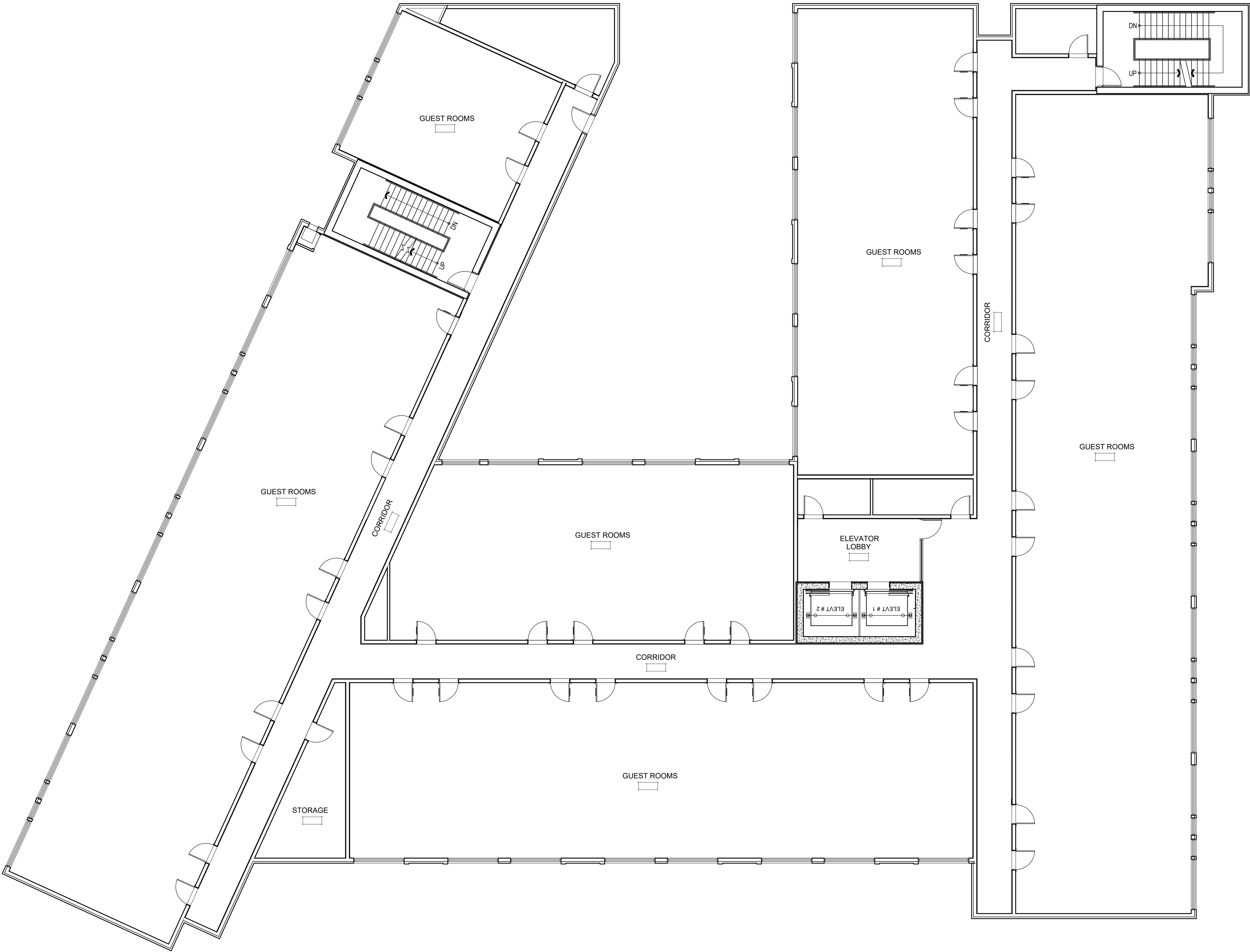
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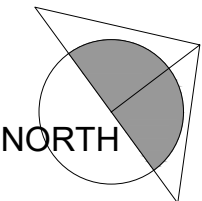
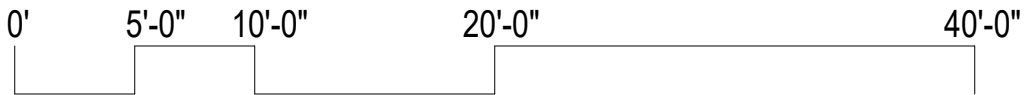
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Sheet  
**A-402**  
**SECOND FLOOR PLAN**





**1** TYPICAL (3RD-5TH) FLOOR PLAN  
A403  
SCALE: 1/8" = 1'-0"



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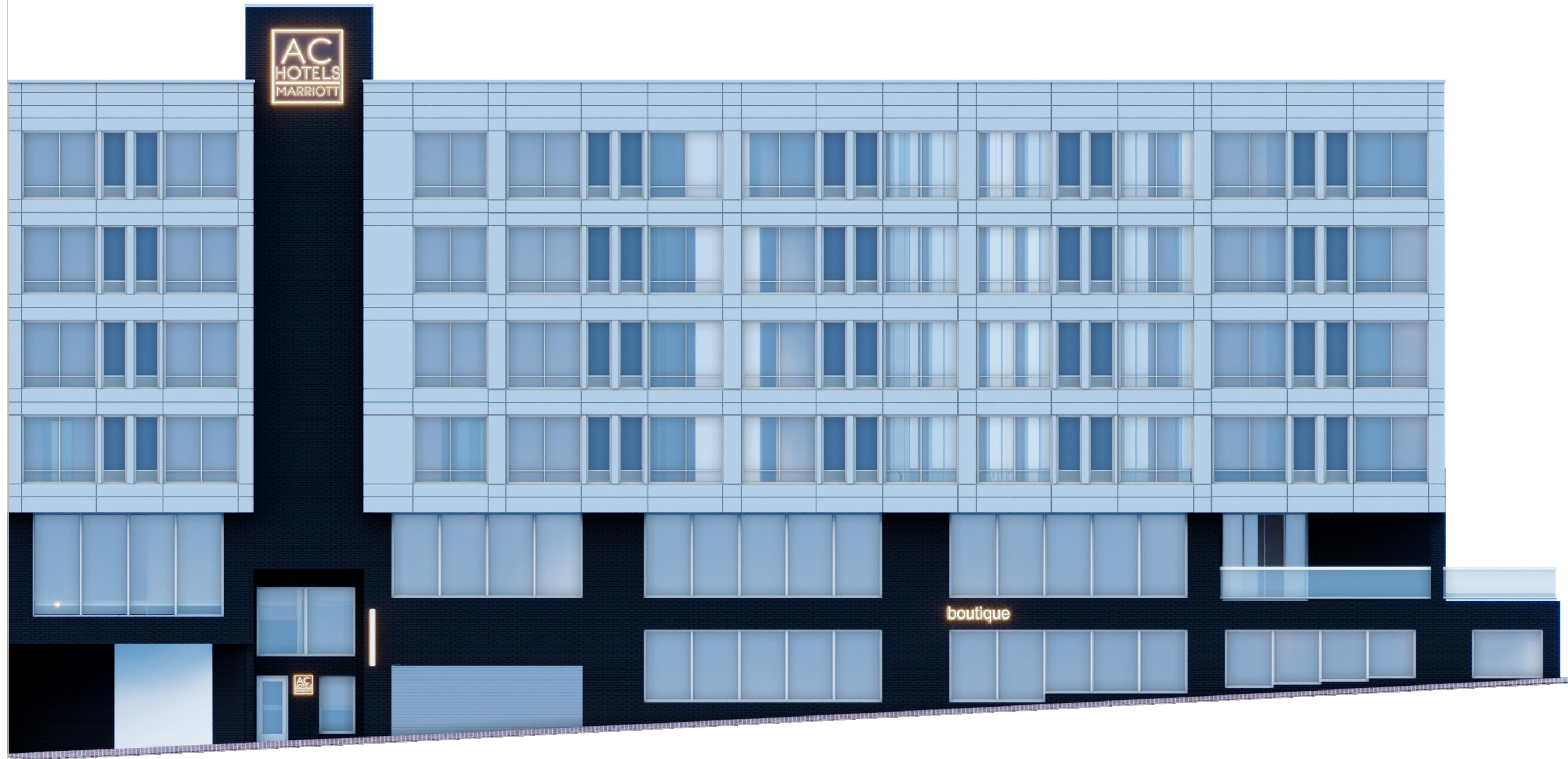
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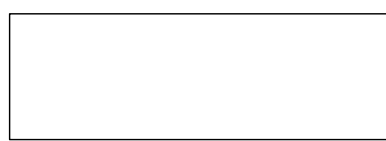
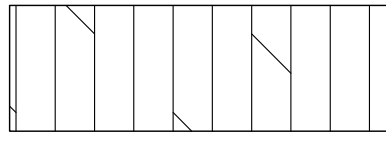
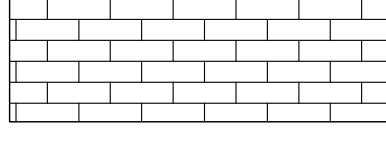

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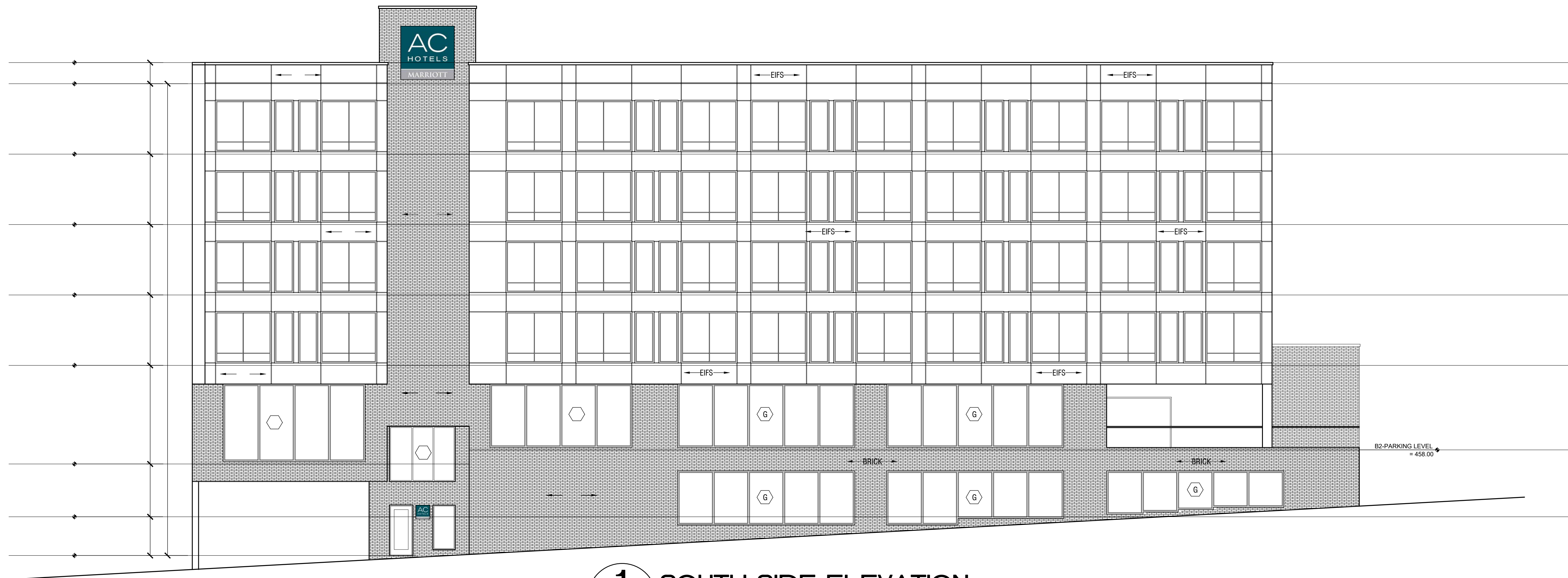
**A-403**

TYPICAL FLOOR PLAN

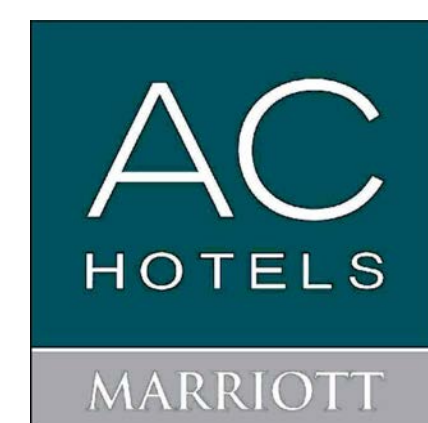
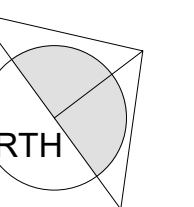




	
	WOOD PANEL-VINTAGE WOOD PANEL
	BRICK- GLEN GERY - 700 ANTHRACITE THIN BRICK
	GLASS- GRAY TINTED GLASS



**1** SOUTH SIDE ELEVATION  
A501 OLD PRESTON AVENUE SCALE: 1/8" = 1'-0"



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DESIGN BUILDER  
**THOMAS BUILDERS INC.**

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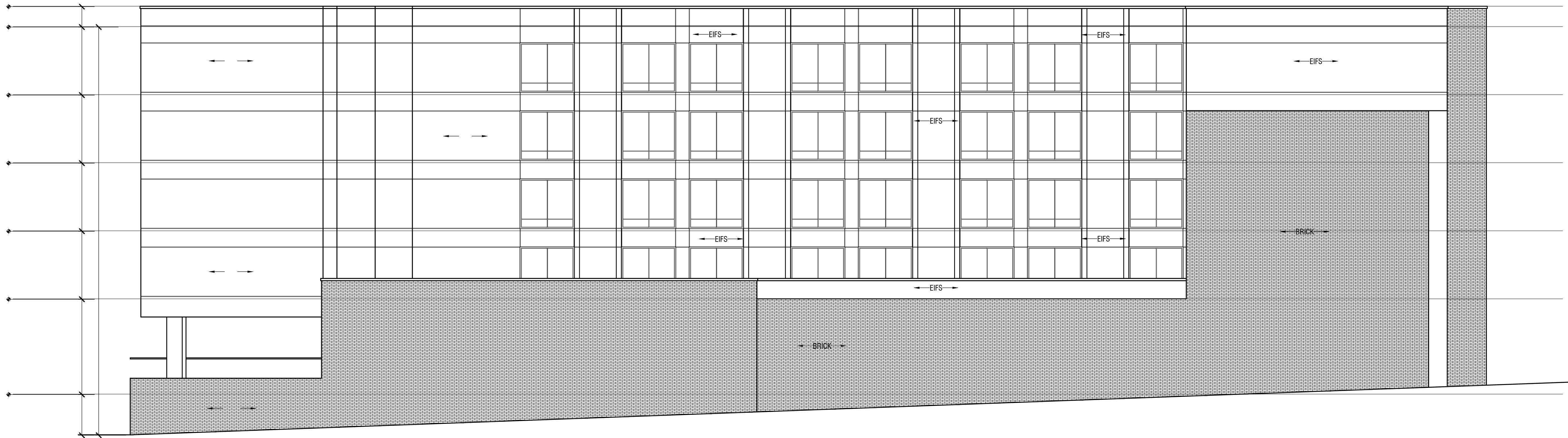
**A-501**

SOUTH SIDE ELEVATION  
(OLD PRESTON AVENUE)

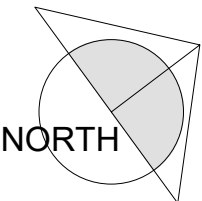




	WOOD PANEL-VINTAGE WOOD PANEL
	BRICK- GLEN GERY - 700 ANTHRACITE THIN BRICK
	GLASS- GRAY TINTED GLASS



**1** EAST SIDE ELEVATION  
A502  
SCALE: 1/8" = 1'-0"



A DEVELOPMENT BY  
**TITAN MANAGEMENT**

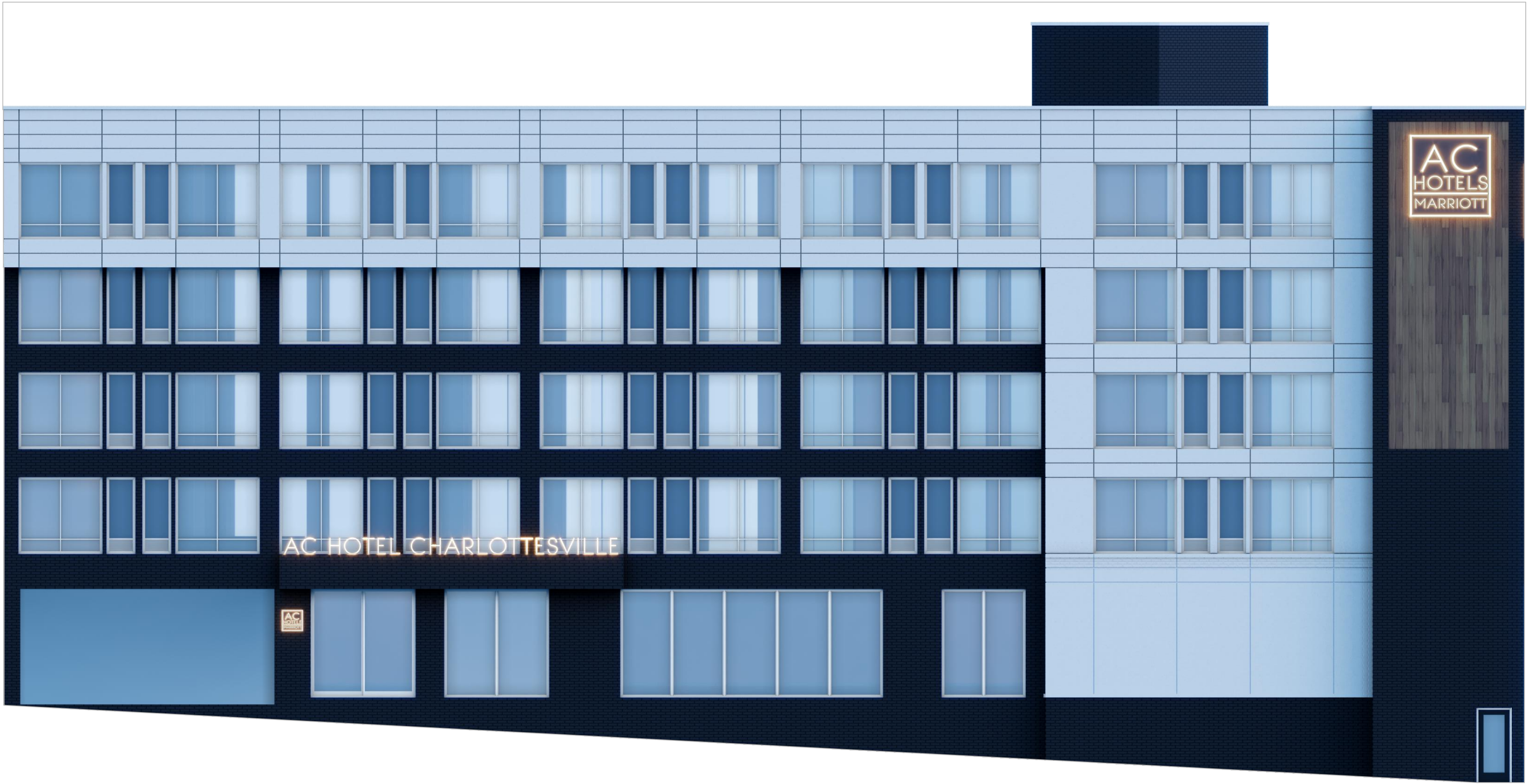
DESIGN BUILDER  
**THOMAS BUILDERS INC.**

Date: SEPT 25, 2024

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Sheet  
**A-502**  
**EAST SIDE ELEVATION**

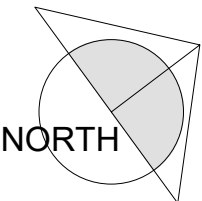




	WOOD PANEL-VINTAGE WOOD PANEL
	BRICK- GLEN GERY - 700 ANTHRACITE THIN BRICK
	GLASS- GRAY TINTED GLASS



**1** NORTH SIDE ELEVATION  
A503 MARKET STREET  
SCALE: 1/8" = 1'-0"



A DEVELOPMENT BY  
**TITAN MANAGEMENT**

DESIGN BUILDER  
**THOMAS BUILDERS INC.**

Date: SEPT 25, 2024

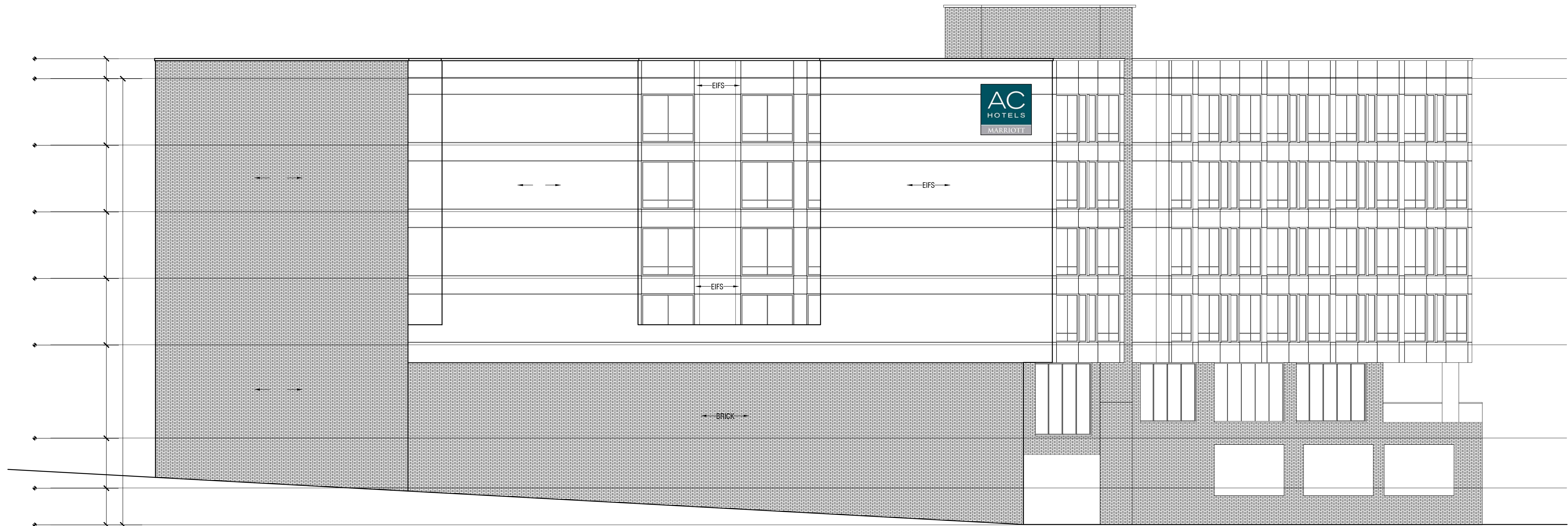
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Sheet  
**A-503**  
NORTH SIDE ELEVATION  
(MARKET STREET)



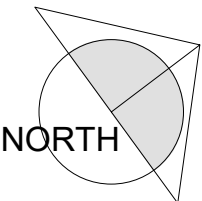


	WOOD PANEL-VINTAGE WOOD PANEL
	BRICK- GLEN GERY - 700 ANTHRACITE THIN BRICK
	GLASS- GRAY TINTED GLASS



**1** WEST SIDE ELEVATION  
A504

SCALE: 1/8" = 1'-0"



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**THOMAS BUILDERS INC.**

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**A-504**

**WEST SIDE ELEVATION**





FACE BRICK

WOOD PANEL

WINDOW / STOREFRONT  
GLAZING

A DEVELOPMENT BY  
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**THOMAS BUILDERS INC.**

Date: SEPT 25, 2024

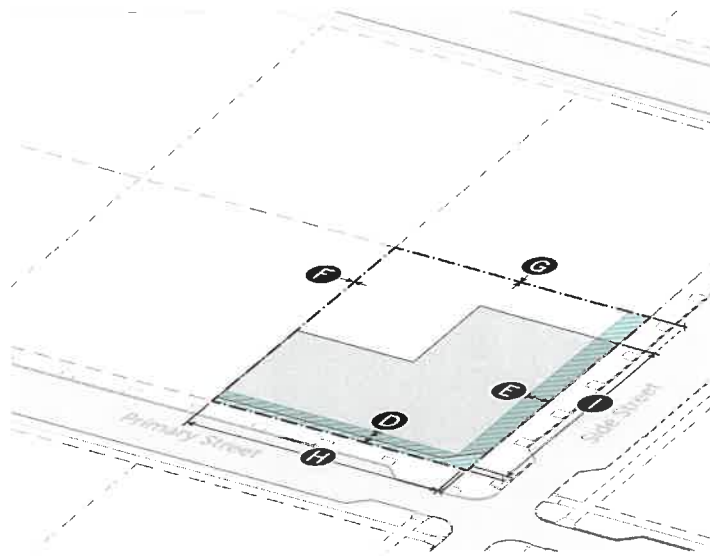
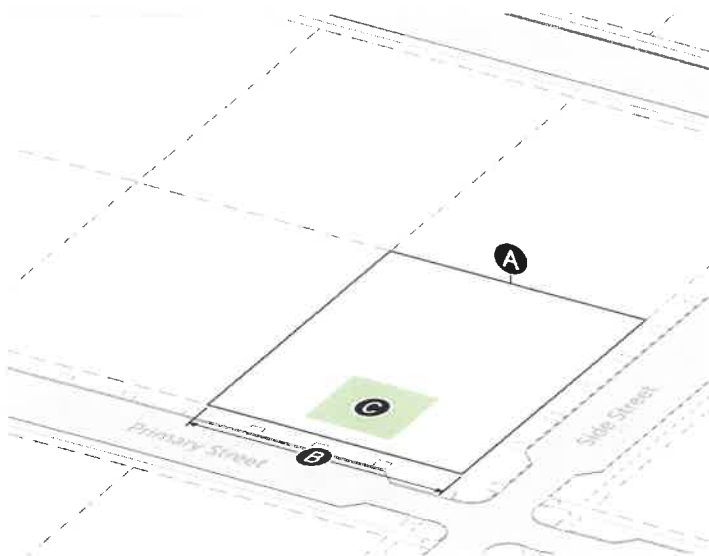
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1	SEPT 25, 2024	ARB PRESENTATION

Sheet  
**A-100L**  
**MATERIAL SAMPLES**



# 2.5.6. **DX** DOWNTOWN MIXED USE

## A. LOT

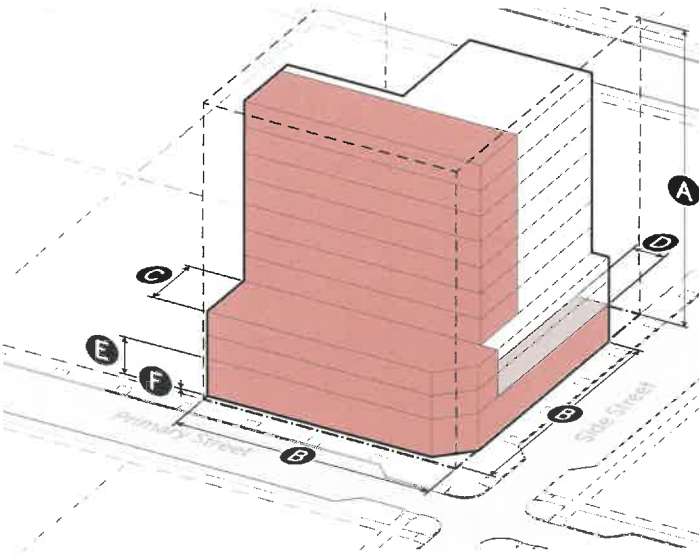


<b>1. LOT SIZE</b>	<i>Sec. 2.10.2.</i>
<b>A</b> Area (min)	None
<b>B</b> Width (min)	
Front access	60'
Side / rear access	15'
<b>2. DENSITY</b>	<i>Sec. 2.10.3.</i>
Dwellings per lot (max)	Unlimited
<b>3. COVERAGE</b>	<i>Sec. 2.10.4.</i>
Building coverage (max)	None
<b>C</b> Outdoor amenity space	10%

<b>4. BUILDING SETBACKS</b>	<i>Sec. 2.10.5.</i>
<b>D</b> Primary street lot line (min/max)	0' / 10'
<b>E</b> Side street lot line (min/max)	0' / 10'
<b>F</b> Side lot line (min)	0'
<b>G</b> Rear lot line (min)	0'
Alley lot line (min)	5'
<b>5. BUILD-TO</b>	<i>Sec. 2.10.6.</i>
Build-to width (min)	
<b>H</b> Primary street	85%
<b>I</b> Side street	65%
<b>6. TRANSITION</b>	<i>Sec. 2.10.7.</i>
Transition type	Type X
<b>7. PARKING LOCATION</b>	<i>Sec. 2.10.8.</i>
Front yard	Not allowed
Side street yard	Not allowed
Side yard	Allowed
Rear yard	Allowed



## B. BUILDING



1. HEIGHT	Sec. 2.10.9.
A Building height (max stories/feet)	
Base	10 / 142'
With bonus	13 / 184'
2. MASSING	Sec. 2.10.10.
B Building width (max)	175'
Active depth (min)	
C Primary street	30'
D Side street	15'
3. GROUND STORY	Sec. 2.10.11.
E Ground story height (min)	14'
F Finished floor elevation (min/max)	-2' / 6'

	Primary St.	Side St.
4. TRANSPARENCY	Sec. 2.10.12.	
G Ground story (min)		
Primary street	70%	35%
Side street	50%	35%
H Upper story (min)	20%	20%
I Blank wall width (max)	10'	20'
5. ENTRANCES	Sec. 2.10.13.	
J Street-facing entry spacing (max)	40'	60'
Entry feature	Yes	Yes
6. FENCES AND WALLS	Sec. 2.10.14.	
Front yard height (max)	0'	
Side street yard height (max)	0'	