

Certificate of Appropriateness

BAR # HST25-0060

200 West Main Street; TMP 280010000

Downtown ADC District

Owner: Violet Crown Cinema Charlottesville LLC

Applicant: Jeff Levien / Heirloom Development (contract purchaser)

Project: Demolition of contributing structure (front façade non-contributing)

Mr. Levien.

The CoA for the above referenced project was approved by the City of Charlottesville Board of Architectural Review on February 26, 2025. The following action was taken:

Having considered the standards set forth within the City Code, including the ADC District Design Guidelines, I move to find the proposed demolition of the existing structure at 200 West Main Street satisfies the BAR's criteria, and that the BAR approves the application with the following conditions:

- The applicant will submit documentation via point cloud scan or existing building plans that reflect the current condition.
- Photographic documentation of the existing building that adheres to the Secretary of Interior's Standards for recordation and documentation of historic resources will be supplied by the applicant prior to demolition.
- The demolition is subject to BAR approval of the CoA for a replacement building.
- The demolition is subject to the approved building permit for construction of that building.
- The BAR recommends the applicant consult with a local archaeologist regarding cultural resources that could exist at the building site.

**Motion:** Mr. Zehmer **Second:** Mr. Bailey **Vote:** 6-0

For specifics of the discussion, the meeting video is on-line at:

<https://youtu.be/ZaEkaHQXUV8?list=PLSKqYabjF44UhoEZrMWdDF9znV1CnINUv>



March 10, 2025

Per the provisions of City Code, 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 building permit or compliance with other provisions of the City Code.

If you have any questions, please contact me or Jeff Werner ([wernerjb@charlottesville.gov](mailto:wernerjb@charlottesville.gov)).

Sincerely,

Kate



**Kate Richardson**  
**Historic Preservation & Design Planner II**  
Neighborhood Development Services  
City of Charlottesville  
434.970.3515 | [richardsonka@charlottesville.gov](mailto:richardsonka@charlottesville.gov)



**City of Charlottesville  
Board of Architectural Review  
Staff Report  
February 19, 2025**



**Certificate of Appropriateness Application**

HST25-0060

200 West Main Street; TMP 280010000

Downtown ADC District

Owner: Violet Crown Cinema Charlottesville LLC

Applicant: Jeff Levien / Heirloom Development (contract purchaser)

Project: Demolition of contributing structure

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**Background**

Year Built: 1898, c1938 rear extension. Alterations to primary façade c1929 and/or 1938, c1956, 1996, and 2014-2016.

District: Downtown ADC District

Status: Contributing. Primary façade is non-contributing (See March 18, 2014 BAR review.)

200 West Main is located on what was identified as Lot #41 when the Town of Charlottesville was platted in 1762. In 1786, Lot #41 was first acquired by B. Brown and D. Ross. Known as the Gleason-Robey Building, the existing structure was built in 1898 as a two-story brick structure. (This replaced a series of earlier, mid-19th century brick structures and outbuildings on the same lot. The east portion of the row was used as a general store for more than twenty years. The central portion was used as a steam laundry, the western portion as a grocery. This western portion of the building served as a *Moving Pictures* theatre, potentially the first of its kind in Charlottesville. At the southeast corner of the parcel—not the southeast corner of this block—as early as 1877 and until at least 1920 was a two-story framed dwelling: 109 Hill [2<sup>nd</sup>] Street. According to census records, in 1900 and 1920 the dwelling was occupied as a rental.) In 1938, the 1898 building was expanded for Leggett's department store. Between 1956 and 1958, the front façade was enclosed with enameled metal panels. In 1996, the building was converted from Leggett's to a Regal Cinema theatre, with the metal façade replaced with bricks. In 2014-2016, the current, contemporary façade was constructed for the Violet Crown theatre. (See Appendix.)

**Prior BAR Reviews**

(See Appendix.)

**Application**

- Applicant submittals: Design Develop, LLC *narrative*, 10 pages.



Request CoA for demolition of contributing structure within the Downtown ADC District. From the applicant's narrative:

[This] parcel (approximately 0.43 acres) is significantly underutilized. The current building height (+/-30') is only approximately 16% of the by-right allowable max (with bonus) (184'). The total square footage of the existing building (+/-18,730 sq.ft) is only 8% of the by-right max (with bonus) (+/-224,722 sq.ft.). The Violet Crown facade engages with the public realm but lacks a cohesive approach to the site's various facades. Considering the entire block rather than just the Downtown Mall frontage, a more integrated and dynamic architectural approach would create a stronger visual identity and enhance the overall urban experience.

The BAR has previously approved the demolition of other contributing structures, including the Studio Art building, the Escape restaurant building, the Clock Shop, and two properties owned by the applicant, 218 West Market Street and 210 West Market Street. The land at 200 West Main Street represents a similar opportunity, offering increased density and vitality downtown, requiring the removal of the existing structure.

### **Discussion**

Below, under *Criteria for Review and Decision*, staff has inserted the applicant's comments followed by corresponding notes from staff.

### **Suggested Motions**

*Approval:* Having considered the standards set forth within the City Code, including the ADC District Design Guidelines, I move to find the proposed demolition of the existing structure at 200 West Main Street satisfies the BAR's criteria and that the BAR approves the application as submitted.

Or, [as submitted with the following conditions...]

*Denial:* Having considered the standards set forth within the City Code, including the ADC District Design Guidelines, I move to find the proposed demolition of the existing structure at 200 West Main Street does not satisfy the BAR's criteria and for the following reasons the BAR denies the request: [...]

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

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."

### **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: [not germane]
- d. Demolition: The BAR, or City Council on appeal, may make such requirements for, and conditions of approval as are necessary or desirable to protect the safety of adjacent buildings, structures, or properties, and of any persons thereon; and, in case of a partial removal, encapsulation or demolition:
  - i. To protect the structural integrity of the portions of a building or structure which are to remain following the activity that is the subject of a building permit; or
  - ii. To protect historic or architecturally significant features on the portions of a building or structure which are to remain following the activity that is the subject of a building permit.

### **Criteria for Review and Decision**

City Code Chapter 34, Div. 5.2.7. D.1.b.

Review is limited to following factors in determining whether or not to permit the moving, removing, encapsulation or demolition, in whole or in part, of a contributing structure or IPP:

- i. The historic, architectural, or cultural significance, if any, of the specific structure or property, including, without limitation:
  - a) The age of the structure or property;
    - Applicant Comment: Apart from portions of the building being approximately 87 years old, this structure has been significantly modified. The building has been reconstituted and reconnected to abutting buildings throughout its life cycle. This rebuilding process coincides with a wide variety of documented users and the building they needed. As illustrated by the Sanborn Maps, the changes of use, in many cases, follow a reconfiguration or even expansion of building form, and changes in property geometries. These changes impacted how the buildings were used and the physical characteristics of the building facades and assemblies. During the mid to end of the 20th century and with urbanization, these smaller lots were combined into a larger single parcel. Historical Architectural elements that once might have been grained towards a smaller building or site constraints are difficult, if not impossible, to discern.
    - Staff Note: The approximately 90-ft deep front of the structure was constructed in 1898, with a rear extension constructed in 1938. (See Sanborn Maps in Appendix.) Alterations to primary façade were completed c1938, c1956, 1996, and 2014-2016.



- b) Whether it has been designated a National Historic Landmark, listed on the National Register of Historic Places, or listed on the Virginia Landmarks Register;

- Applicant Comment: While specific details about 200 West Main Street are not provided in the available sources, its inclusion in the historic district indicates its contribution to the area's historical and architectural significance.

The structure at 200 West Main Street is in the city's "Architectural Design Control District" and is considered a "Contributing Structure" but is not designated as an "Individually Protected Property."

- Staff Note: The building is a *contributing structure* in the VLR/NRHP-listed *Charlottesville and Albemarle County Courthouse Historic District* (VDHR #104-0072). [www.dhr.virginia.gov/historic-registers/104-0072/](http://www.dhr.virginia.gov/historic-registers/104-0072/)

From the NRHP listing: 200-220 West Main Street: brick with enameled steel; 3 stories; flat roof; 9 bays. Commercial Vernacular. Ca. 1950. Plate glass; entrance off center.

- c) Whether, and to what extent, the building or structure is associated with an historic person, architect or master craftsman, or with an historic event;

- Applicant Comment: There are no known associations.
- Staff Note: There are no known associations.

- d) Whether the building or structure, or any of its features, represent an infrequent or the first or last remaining example within the City of a particular architectural style or feature;

- Applicant Comment: (no comment)
- Staff Note: The design and materiality of the extant portions of this structure dating to 1898 and 1938 are not unique or infrequent, nor is it the first or last remaining example of a brick commercial building within the City

- e) Whether the building or structure is of such old or distinctive design, texture, or material that it could not be reproduced, or could be reproduced only with great difficulty;

- Applicant Comment: The brick building and its metal storefront could be easily replicated using modern materials and construction techniques. The southeast facade includes some brick that appears to date, at least in part, to the 1920s. However, this facade lacks significant distinguishing features such as period-specific openings, corbelling, or other architectural details that would set it apart.



- Staff Note: The extant portions of this structure dating to 1898 and 1938 could be easily reproduced.
- f) The degree to which distinguishing characteristics, qualities, features, or materials remain;
  - Applicant Comment: There are few, if any historical features that remain.
  - Staff Note: The primary [north] façade has been removed. The remaining early brick walls at the side (2<sup>nd</sup> Street) and rear (behind 201 West Water Street) are simple and unadorned. Staff believes the visible section of the south wall facing Water Street was modified with the 1996 renovations.
- ii. Whether, and to what extent, a contributing structure is linked, historically or aesthetically, to other buildings or structures within an existing applicable District, or is one of a group of properties within such a district whose concentration or continuity possesses greater significance than many of its component buildings and structures.
  - Applicant Comment: The property is part of the historic downtown commercial district and will remain as such if this particular building is replaced with another commercial or mixed-use building.

The building's Northwest facade [facing 2<sup>nd</sup> St.] features a beautiful mural that enhances the vibrancy of the 2nd Street pedestrian experience. However, we believe this facade will be significantly improved by introducing a new use and building mass—bringing activity, fenestration, and openings that foster interaction and engagement.

  - Staff Note: The extant 1898-1938 portions of the structure are linked historically and aesthetically to other late-19<sup>th</sup> century and early-20<sup>th</sup> century commercial and warehouse buildings in the Downtown ADC District. However, the current primary façade is contemporary and not considered historic.
- iii. The overall condition and structural integrity of the building or structure, as indicated by studies prepared by a qualified professional engineer and provided by the applicant, or other information provided to the BAR;
  - Applicant Comment: The Violet Crown Building was recently completely renovated in 2015. The building structure would have had to be brought to code at that time.
  - Staff Note: Staff has not examined the existing structure; however, it is currently in use as a movie theater and there are no claims it is structurally deficient or unsafe.
- iv. Whether, and to what extent, the applicant proposes means, methods or plans for moving, removing, or demolishing the structure or property that preserves portions, features, or materials that are significant to the property's historic, architectural, or cultural value;



- Applicant Comment: The building is neither a historic cultural marker nor does it represent a critical moment in Charlottesville’s architectural development. As such, the applicant proposes to demolish the building.
  - Staff Note: The applicant intends to raze the building, entirely.
- v. Any applicable provisions of the City’s design guidelines.
- Staff Note: See below, under *ADC District Design Guidelines for Considering Demolitions*.

### **ADC District Design Guidelines for Considering Demolitions**

Link to guidelines: [Chapter 7 Demolition and Moving](#)

#### **A. Introduction**

Historic buildings are irreplaceable community assets; and once they are gone, they are gone forever. With each successive demolition or removal, the integrity of a historic district is further eroded. Therefore, the demolition or moving of any contributing building in a historic district should be considered carefully.

Charlottesville’s Zoning Ordinance contains provisions that require the property owner to obtain approval prior to demolishing a contributing property in a historic district or an Individually Protected Property (IPP).

The following review criteria should be used for IPP’s and (contributing) buildings that are proposed for demolition or relocation.

Plans to demolish or remove a protected property must be approved by the BAR or, on appeal, by the City Council after consultation with the BAR. Upon receipt of an application for demolition or removal of a structure, the BAR has 45 days to either approve or deny the request. If the request is denied and the owner appeals to the City Council, the Council can either approve or deny the request. If Council denies the request, the owner may appeal to the City Circuit Court.

In addition to the right to appeal to City Council or the Circuit Court, there is a process that enables the owner to demolish the building or structure if certain conditions have been met. After the owner has appealed to City Council and has been denied, the owner may choose to make a bona fide offer to sell the building or structure and land.

The property must be offered at a price reasonably related to the fair market value of the structure and land and must be made to the city or to any person or firm or agency that gives reasonable assurance that it is willing to preserve and restore the property. City Council must first confirm that the offering price is reasonably related to the fair market value.

The time during which the offer to sell must remain open varies according to the price, as set out in the State Code and the Zoning Ordinance.

If such a bona fide offer to sell is not accepted within the designated time period, the owner may renew the demolition request to City Council and will be entitled [to a CoA that permits demolition].



## B. Demolition of Historic Structures

### Review Criteria for Demolition

- 1) The standards established by the City Code, Section 34-278 [now Chapter 34, Div. 5.2.7. D.1.b.]
  - Staff Note: See above under *Criteria for Review and Decision per City Code*.
- 2) The public necessity of the proposed demolition.
  - Staff Note: There is no public necessity.
- 3) The public purpose or interest in land or buildings to be protected.
  - Staff Note: Per City Code, the establishment of historic districts and through the designation of individually significant properties is intended to *preserve and protect buildings, structures and properties which serve as important visible reminders of the historic, cultural, and architectural or archaeological heritage of the City, the Commonwealth of Virginia, or this nation.* (Chapter 34, Sec. 2.9.2.A.)
- 4) The existing character of the setting of the structure or area and its surroundings.
  - Staff Note: The brick wall (side) along 2<sup>nd</sup> Street and, possibly, a portion of the wall the rear wall behind 201 West Water Street appear to be the only exterior elements remaining from the early-20th century building.
- 5) Whether or not a relocation of the structure would be a practical and preferable alternative to demolition.
  - Staff Note: Staff cannot comment on the practicability of moving this structure. What remains of the original building(s)—side and rear walls are not unique structure within the context of similar period, predominantly commercial structures.
- 6) Whether or not the proposed demolition would affect adversely or positively other historic buildings or the character of the historic district.
  - Staff Note: The character-defining façade of this building was removed. The incremental loss of historic resources erodes the character of any district; however, staff cannot discern if removing the remaining brick walls, which are prevalent downtown, would adversely affect the 71-acre ADC District or the 120-acre NRHP District.
- 7) Whether or not there has been a professional economic and structural feasibility study for rehabilitating or reusing the structure and whether or not its findings support the proposed demolition.
  - Applicant Comment: If the existing structure remains, this site will continue to be underutilized in our urban fabric. Granting permission to raze the building is essential in furthering the growth and development of our downtown core with vibrant, mixed-use developments.



- Staff Note: The building is not structurally deficient or unsafe, therefore no evaluation is necessary. The app

#### Guidelines for Demolition

- 1) Demolish a historic structure only after all preferable alternatives have been exhausted.
- 2) Document the building thoroughly through photographs and, for especially significant buildings, measured drawings according to Historic American Buildings Survey (HABS) Standards. This information should be retained by the City of Charlottesville Department of Neighborhood Development Services and the Virginia Department of Historic Resources.
- 3) If the site is to remain vacant for any length of time, maintain the empty lot in a manner consistent with other open spaces in the districts.

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

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

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

[Chapter 7 Demolition and Moving](#)

#### **APPENDIX**

[Link to historical survey](#)

[200 W Main historical survey](#)

[200 W Main 1970s photo](#)

#### Prior BAR Reviews:

##### **Regal Cinema: Brick primary façade.**

September 26, 1995 - BAR approved COA for Regal Six Cinema. The original brick under the Woolworth's building was to be preserved, with brick veneer used on the west end of the façade.

June 14, 1996 – BAR held a discussion regarding a revised design because the theater was under construction and not being built as approved. The older façade had been demolished, and Dry-vit was being used instead of brick.

June 18, 1996 – BAR disapproved the latest submitted plans dated June 17, 1996, because they are not in keeping with the original approved plans and not in keeping with the historic character of Downtown and surrounding buildings in design, materials, details and fenestration....The BAR asked for a stop-work order.

June 18, 1996 – BAR Subcommittee met and agreed upon principles to guide the resolution of the project. Regarding the West Main Street façade: To use brick as the primary material and not stucco...there needs to be some articulation the reflect the second story character of this area....the front should still have windows and doors at the street level...the importance of careful detailing of the front façade so that the building is honest and compatible with the use and character of the area.

June 27, 1996 – BAR approved with conditions a concept plan, with revisions to return to the BAR.

July 3, 1996 – BAR approved a revised design.



**Violet Crown: Contemporary primary façade**, current.

February 18, 2014 – Prelim discussion. No action. BAR liked design, except glass canopy over patio.

March 18, 2014 – BAR approved new façade as submitted with modifications: 1996 façade is determined to be non-contributing and may be demolished; wood soffit material shall be submitted to staff for approval; programmable LED white lighting is approved, with color lighting for special events subject to (on-site) approval.

April 2015 – Administrative approval (after consulting BAR) for Belden Brick #661 to replace original brick (Calstar light gray) with matching mortar, horizontal joints raked ¼” deep, and vertical joints tooled flush with brick face.

October 2015 – BAR approved the following design changes:

- The entry doors on the west side, at the center at the restaurant, and at the entrance are approved as built ;
- The window wall system which has been changed to storefront is approved as built with an exception to be detailed on the east side on our not-approved list;
- Movie poster holders are approved as installed;
- Purple sign lighting as installed.

BAR did approved the following design changes. Intent was to handle the items not approved not as a denial, but as a deferral until the December meeting.

- The Hardie panels – the BAR requests a change in finish with higher contrast, different texture, and much lighter [color];
- The marquee depth – the BAR wants to see alternative trim or other detailing in order to lighten the appearance ;
- The [tinted] glass shall be a clear glass;
- The smaller transom on the east side lower window shall be revised [to match upper window];
- More information in the form of a rendering for the request for paint color on 2nd Street.

BAR said their recommendation was for the City to grant a Temporary Certificate of Occupancy.

February 2016 – Applicant appealed to City Council the BAR’s denial of a CoA for darkly tinted glass.

August 2019 – BAR approved CoA for a mural on the wall facing 2nd Street SW.

November 19, 2024, December 22, 2024, and January 22, 2025 – Preliminary discussions with BAR re: proposed new building at the site.



**Photographs of primary façade**  
Prior to 1956 alterations



c1956 alterations



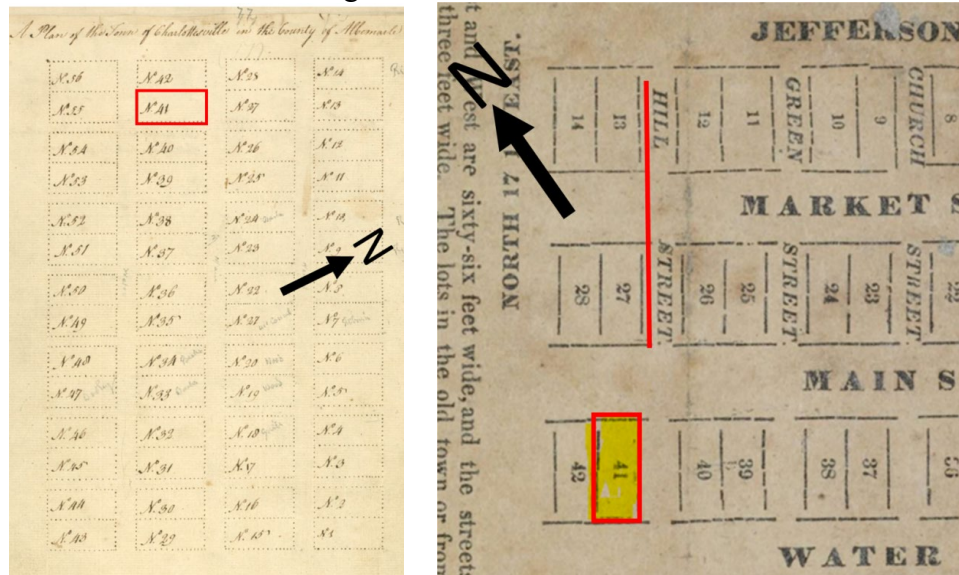
1996 alterations





## Historic Maps

200 West Main is on Lot #41 of the original 1762 Town of Charlottesville

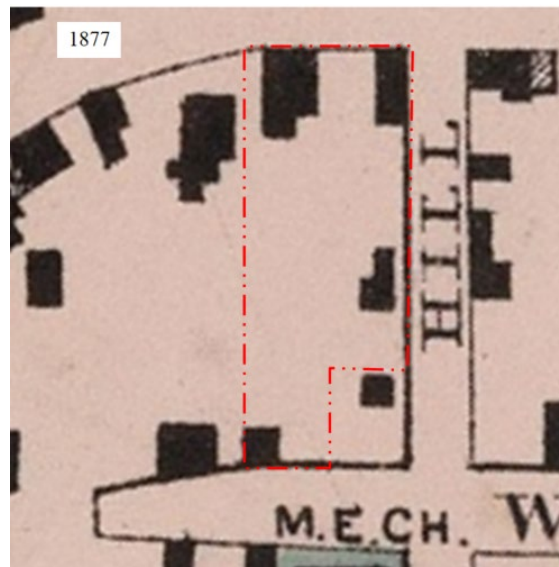


## Approximate construction dates





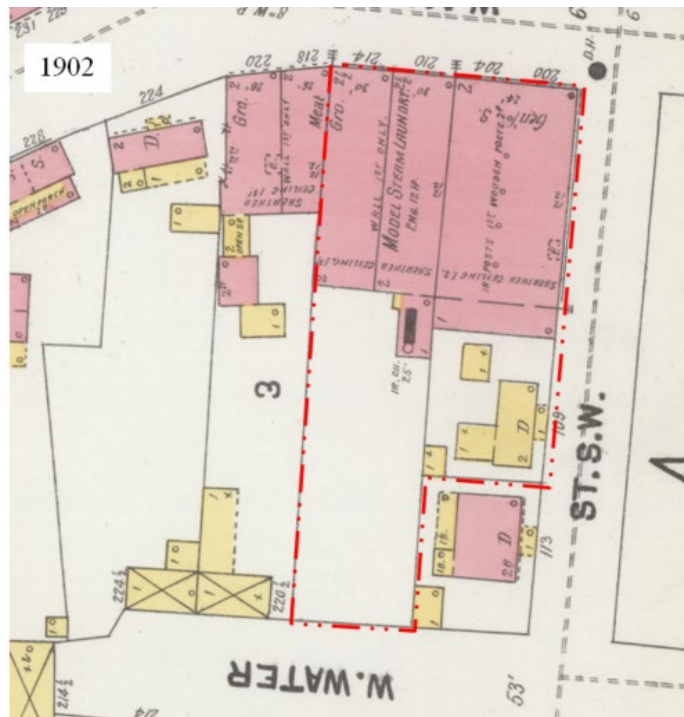
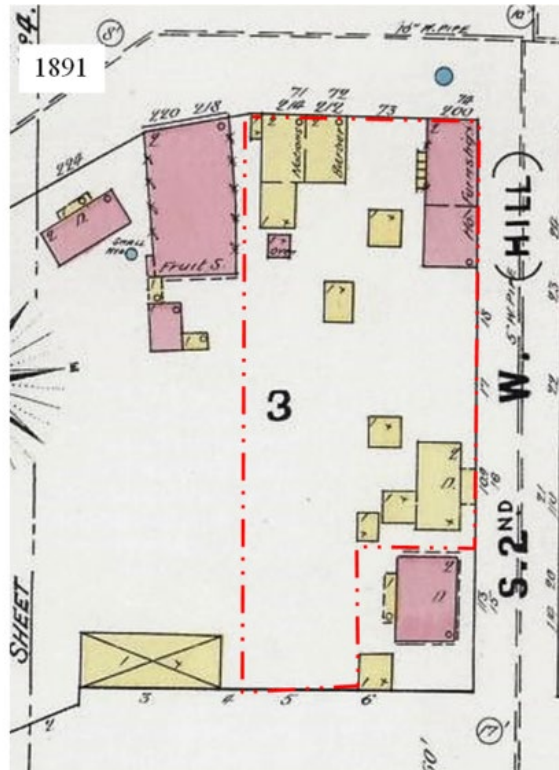
1877 Gray Map



Sanborn Maps



















## **BAR Certificate of Appropriateness**

### **200 West Main Street**

#### **Demolition Application Narrative.**

Parcel #:280010000

Current Owner: Violet Crown Cinema Charlottesville, LLC

Current Zoning: DX

Acreage: .430

Year Built 1938

Height 30'

Number of stories: 2

#### **General Introduction:**

Charlottesville stands at a pivotal moment in its evolution, embracing a vision for a more dynamic, inclusive, and sustainable urban fabric. The recently adopted Comprehensive Plan and Development Code reflects the city's commitment to fostering compact, mixed-use growth, supporting a diversity of building types, and expanding housing and commercial opportunities. Leveraging opportunities for strategic redevelopment and optimizing underutilized sites is essential to fully realizing this vision. Within this framework, we propose the demolition of 200 West Main, making way for a project that aligns with the city's stated goals of density, diversity of uses, and forward-thinking urban design.

#### **Urban Core:**

As the heart of Charlottesville's Urban Core, the Downtown Mall has long been an evolving experiment in commerce, community life, and personal expression. It is a place where historic character meets contemporary vibrancy, where economic activity and cultural identity intersect in a uniquely pedestrian-oriented environment. The redevelopment of 200 West Main represents an important step in advancing Charlottesville's downtown while respecting its past and embracing its future.

#### **West Main Street Historic District:**

The 200 West Main site is within the West Main Street Historic District, listed on the National Register of Historic Places. This district encompasses a variety of historic structures that illustrate the growth of commercial, residential, and travel-related architecture along a primary route between downtown Charlottesville and the University of Virginia.

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From the late 19th century onward, the West Main corridor has experienced continuous transformation, responding to economic shifts, transportation advancements, and societal demands. The Sanborn Fire Insurance Maps from 1886 through 1920 illustrate a dynamic pattern of change, with building forms and uses shifting frequently to meet the area's evolving needs. This historical precedent underscores the district's long-standing tradition of redevelopment, a pattern that continues today.

### **200 West Main Street:**

Over the past century, 200 West Main has been repeatedly modified and reconnected to adjacent structures in response to evolving economic and cultural demands. Sanborn maps document a diverse array of past tenants, including a tin shop, a plumber's supply, a general store, a grocery store, a drug store, a furniture store, and most recently, a cinema. These changes in use often coincided with expansions, property adjustments, and structural reconfigurations, significantly altering the building's facades and assemblies.

The site is an amalgamation of at least six former properties, originally smaller individual lots that were combined as urbanization progressed. Architectural elements that once reflected smaller-scale development have been integrated into a larger parcel, making it difficult to discern the past scale of preceding structures. The 2015 renovations for Violet Crown created a unified facade along the Downtown Mall's south side but obscured historical architectural elements from previous buildings on the site.

### **Review:**

As the BAR reviews the City's standards for considering demolitions in an ADC District, we offer the following perspectives:

**The structure at 200 West Main Street is in the city's "Architectural Design Control District" and is considered a "Contributing Structure" but is not designated as an "Individually Protected Property."**

#### **1. Historic, Architectural, or Cultural Significance:**

##### **a. *The age of the structure or property:***

- i. Apart from portions of the building being approximately 87 years old, this structure has been significantly modified. The building has been reconstituted and reconnected to abutting buildings throughout its life cycle. This rebuilding process coincides with a wide variety of documented users and the building they needed. As illustrated by the Sanborn Maps, the changes of use, in many cases, follow a reconfiguration or even expansion of building form, and changes in property geometries. These changes impacted how the buildings were

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used and the physical characteristics of the building facades and assemblies. During the mid to end of the 20th century and with urbanization, these smaller lots were combined into a larger single parcel. Historical Architectural elements that once might have been gained towards a smaller building or site constraints are difficult, if not impossible, to discern.

**b. *Whether it has been designated a National Historic Landmark, listed on the National Register of Historic Places, or listed on the Virginia Landmarks Register;***

- i. While specific details about 200 West Main Street are not provided in the available sources, its inclusion in the historic district indicates its contribution to the area's historical and architectural significance.
- ii. The structure at 200 West Main Street is in the city's "Architectural Design Control District" and is considered a "Contributing Structure" but is not designated as an "Individually Protected Property."

**c. *Whether and to what extent the building or structure is associated with a historical person, architect or master craftsman, or with a historical event;***

- i. There are no known associations.

**d. *Whether the building or structure is of such old or distinctive design, texture or material that it could not be reproduced, or could be reproduced only with great difficulty;***

- i. The brick building and its metal storefront could be easily replicated using modern materials and construction techniques. The southeast facade includes some brick that appears to date, at least in part, to the 1920s. However, this facade lacks significant distinguishing features such as period-specific openings, corbelling, or other architectural details that would set it apart.

**e. *The degree to which distinguishing characteristics, qualities, features, or materials remain.***

- i. There are few, if any historical features that remain.

**2. *Whether, and to what extent, a contributing structure is linked, historically or aesthetically, to other buildings or structures within an existing major design control district, or is one of a group of properties within such a district whose concentration or continuity possesses greater significance than many of its component buildings***

- a. The property is part of the historic downtown commercial district and will remain as such if this particular building is replaced with another commercial or mixed-use building.

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- b. The building's Northwest facade features a beautiful mural that enhances the vibrancy of the 2nd Street pedestrian experience. However, we believe this facade will be significantly improved by introducing a new use and building mass—bringing activity, fenestration, and openings that foster interaction and engagement.
- 3. ***The overall condition and structural integrity of the building or structure, as indicated by studies prepared by a qualified professional engineer and provided by the applicant or other information provided to the board***
  - a. The Violet Crown Building was recently completely renovated in 2015. The building structure would have had to be brought to code at that time.
- 4. **Whether, and to what extent, the applicant proposes means, methods or plans for moving, removing, or demolishing the structure or property that preserves portions, features or materials that are significant to the property's historic, architectural, or cultural value.**
  - a. The building is neither a historic cultural marker nor does it represent a critical moment in Charlottesville's architectural development. As such, the applicant proposes to demolish the building.

Additionally, this parcel (approximately 0.43 acres) is significantly underutilized. The current building height (+/-30') is only approximately 16% of the by-right allowable max (with bonus) (184'). The total square footage of the existing building (+/-18,730 sq.ft) is only 8% of the by-right max (with bonus) (+/-224,722 sq.ft).

The Violet Crown facade engages with the public realm but lacks a cohesive approach to the site's various facades. Considering the entire block rather than just the Downtown Mall frontage, a more integrated and dynamic architectural approach would create a stronger visual identity and enhance the overall urban experience.

The BAR has previously approved the demolition of other contributing structures, including the Studio Art building, the Escape restaurant building, the Clock Shop, and two properties owned by the applicant, 218 West Market Street and 210 West Market Street. The land at 200 West Main Street represents a similar opportunity, offering increased density and vitality downtown, requiring the removal of the existing structure.

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**Final Recommendation:**

If the existing structure remains, this site will continue to be underutilized in our urban fabric. Granting permission to raze the building is essential in furthering the growth and development of our downtown core with vibrant, mixed-use developments.

**Thank you for your consideration.**



Bob Pineo  
CEO, Founding Principal  
Design Develop Architects.

**Exhibits:**

Sanborn Map Snippets:

- 1886 ([link](#))
- 1896 ([link](#))
- 1891 ([link](#))
- 1907 ([link](#))
- 1920 ([link](#))

Google Maps:

- 1994 ([link](#))

Other Sources:

- Image of Mural design ([link](#))

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## Pictures Exhibits:

1-View looking West on Downtown Mall:



2-View looking Southwest to Site.



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3-View looking SouthWest to the site, close up to Violet Crown Entrance and canopy.



4-View looking West to Violet Crown entrance mass.





5-View looking Southwest to 2nd Street and mural.



6-View looking South to the front facade of Violet Crown



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7- View looking Southeast to the site



8-View looking North to the site from Water Street



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9-View looking Northeast from 2nd Street.



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