

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



Preliminary Discussion – No action will be taken.

218 West Market Street, Tax Parcel 330276000
Downtown ADC District
Owner/Applicant: Cavalier Hospitality LLC
Project: New hotel



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. (Link below).

Prior BAR Reviews (See *Appendix* of November 19, 2024 staff report for complete summary.)

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

November 19, 2024 - BAR continued preliminary discussions for the proposed hotel project. (Applicant’s submittal was not deemed complete.) Meeting notes in Appendix. Link to submittal and staff report: [218 W Market - BAR Nov 2024](#)

Application

- Applicant submittal: Design Develop drawings *A.C. Hotel by Marriott 218 West Market Street*, dated January 28, 2025, 20 sheets. (**NOTE:** Sheets 2 – 20 are incorrectly labeled 218 West Main Street.)

Proposed multi-story hotel: Six stories facing Old Preston Avenue; five stories facing West Market Street. (Maximum height allowed under DX zoning is 10 stories, 142-ft.)

The applicant’s submittal presents a modified design from what was previously reviewed. [Note: Attached is a comparison of various elevations, prepared by staff.] For several reasons, including but not limited to the following, staff has deemed this is not a complete application. Staff is therefore presenting this to the BAR as a continuation of the prior pre-application discussions.

- Elevations with dimensions.

- Typical wall sections (include parapet, cornice, windows/doors, canopies/awnings, etc.)
- Exterior lighting plan, including the courtyard, and emanating from interior near garage entrance(s)
- Brick selection and coursing
- EIFS details: expansion joints, corners, returns at doors/windows, etc.
- Cut-sheets for doors and windows.
- Glass spec.
- Existing site plan
- Detailed landscaping plan. Street trees, spacing, etc.
- Location and screening of street level utilities (meters, transformers, etc.)
- Roof top screening – unit locations, screen material, dimensions.

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, Recommended Motions, Review Criteria, etc.

For recommended discussion outline and Review Criteria refer to the November 19, 2024 staff report.

[218 W Market - BAR Nov 2024](#)

Discussion only. No action will be taken.

Appendix

BAR Meeting Minutes April 16, 2024 – Excerpts 218 West Market

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 3rd 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.

BAR Meeting Minutes November 19, 2024 – Excerpts 218 West Market

Discussion

218 West Market Street; TMP 330276000

Downtown ADC District

Owner: Cavalier Hospitality LLC

Applicant: Al Patel / Cavalier Hospitality LLC

Project: Multi-story hotel

- Staff did go over the proposed project plan and the plan is to get some input, feedback, and questions from the BAR.
- There are a significant number of trees on the site that will be removed as part of this project.
- A connection to The Mall that was discussed in the April 2024 Preliminary Discussion.
- The demolition CoA for this property is still valid.
- Came before the BAR in April 2024 for a preliminary discussion.
- There has been a change in the architect since the April 2024 preliminary discussion.
- The proposed project will be 5 stories on Market Street and 6 stories on Old Preston Avenue.
- There are also some other zoning issues to be resolved with this project.
- There have been several iterations of this project over the past years.
- The new applicant team presented the changes that they are proposing with the new revisions and changes for this project.
- The intent is to get feedback and suggestions from the BAR and to get a vote from the BAR on a CoA public hearing at the next BAR meeting.
- The applicant intent is to break up the facade so as not to read as one large wall. The intent is for the height to be more contextual and be more modest than the neighboring buildings (Code Bldg and Omni).
- There will be a pedestrian path through the building that will connect West Market and Preston.
- The entrance for the parking garage for the site will be on Market Street and will descend to the garage under the building.
- The ground floor on The Downtown Mall side would be retail and the ground floor on the other side would be the lobby of the hotel.
- The BAR did provide suggestions and feedback regarding this project for the applicant to include in the CoA application.
- There was appreciation from Mr. Gastinger in addressing the parking on the site.
- Mr. Gastinger does not believe that the building articulation fits in with Charlottesville and did not feel right. The building does not reflect The Mall.

- Mr. Gastinger felt that the materiality was off. There are some opportunities to improve the building.
- Mr. Timmerman expressed disappointment with the design of the building and how it works with the design guidelines.
- Mr. Timmerman hoped that the design would reflect how special the site is being next to the Downtown Mall and being an extension of the Downtown Mall.
- Mr. Schwarz did speak about the pedestrian experience on the Market Street side of the building and the height of the building.
- Mr. Zehmer and Ms. Lewis did read and summarize emails that were sent to the BAR into the record. The emails provided suggestions, criticism, and feedback for this project.
- The director of Lighthouse Studio (Deanna Gould) did provide public comment regarding this project. The main point of the concerns for the director were safety, operational concerns, and eventually financial concerns.
- Staff brought up that the signage that is shown would not be allowed. Staff did notify the applicant that a separate sign permit would be required.
- Staff does not know how to address the landscaping plan and the screening of the rooftop equipment.
- Mr. Zehmer did bring up the importance of showing lighting in the formal CoA application when it is submitted.
- Mr. Rosenthal and Ms. Tabony brought up the importance of having an entrance on the Downtown Mall to get up to the lobby.

**Nov 2024 - North Elevation
West Market Street**



**Feb 2025 - North Elevation
West Market Street**



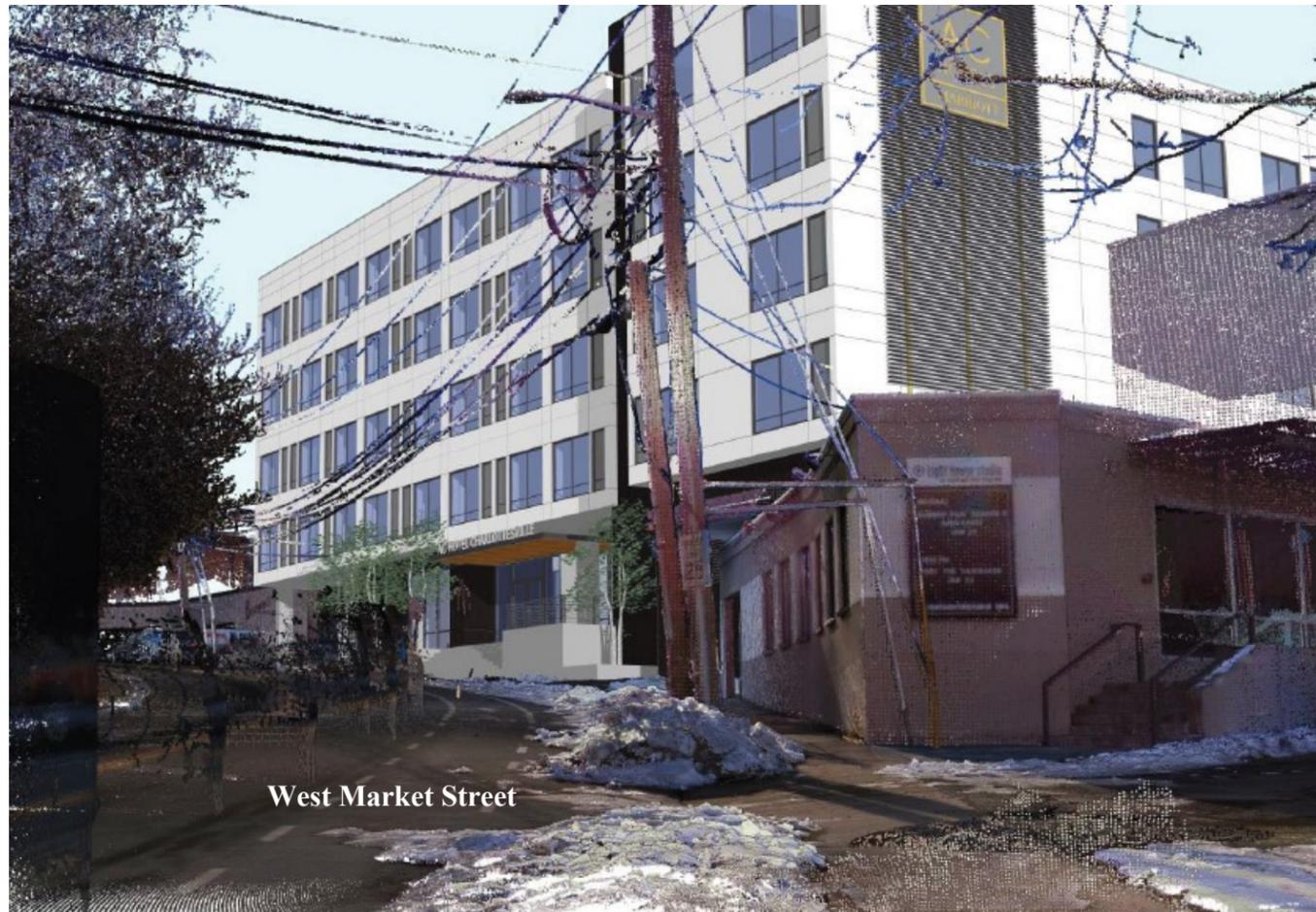
L SIGNAGE AT ENTRANCE

BUILDING ELEVATION - NORTH

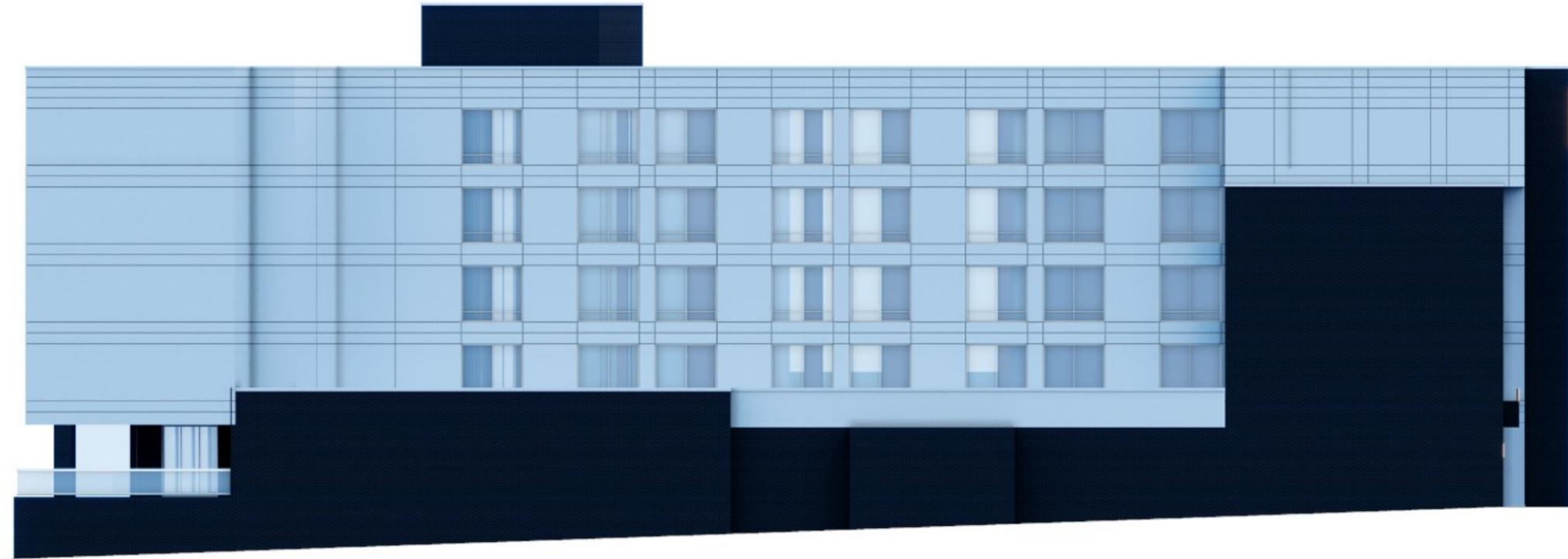
**Nov 2024 - North Elevation
West Market Street**



**Feb 2025 - North Elevation
West Market Street**



Nov 2024 - East Elevation



Feb 2025 - East Elevation



BUILDING ELEVATION - EAST

**Nov 2024 - South Elevation
Old Preston Ave**

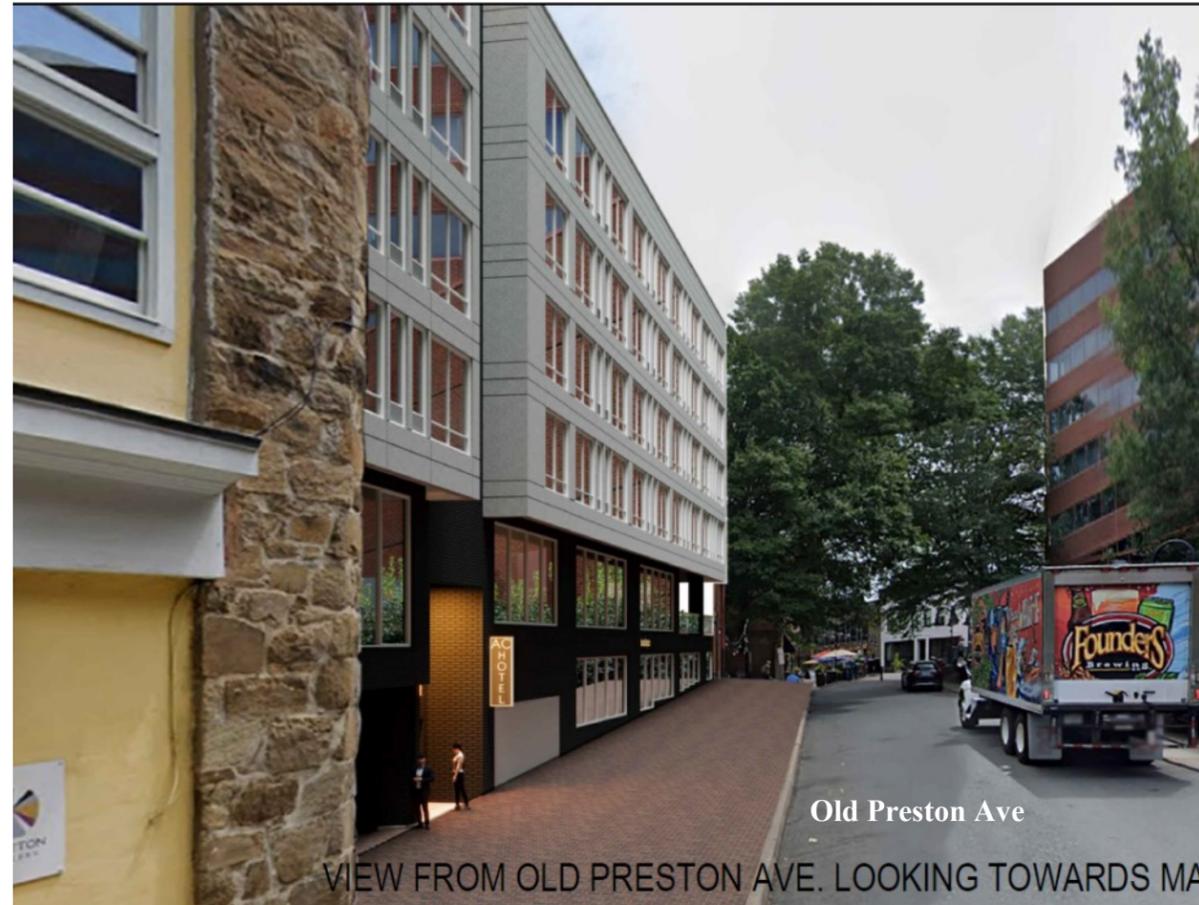


**Feb 2025 - South Elevation
Old Preston Ave**



BUILDING ELEVATION - SOUTH

**Nov 2024 - Looking east
Old Preston Ave**



**Feb 2025 - Looking east
Old Preston Ave**



Nov 2024 - West Elevation



Feb 2025 - West Elevation



BUILDING ELEVATION - WEST

Nov 2024 - Looking northeast



Feb 2025 - Looking northeast



Nov 2024 - Looking southwest



Feb 2025 - Looking southwest



Nov 2024 - Looking southeast



Feb 2025 - Looking southeast



AC HOTEL by MARRIOTT

218 West market Street, Charlottesville, VA

1.28.2023



A DEVELOPMENT BY
TITAN MANAGEMENT



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.



218 West Main Street

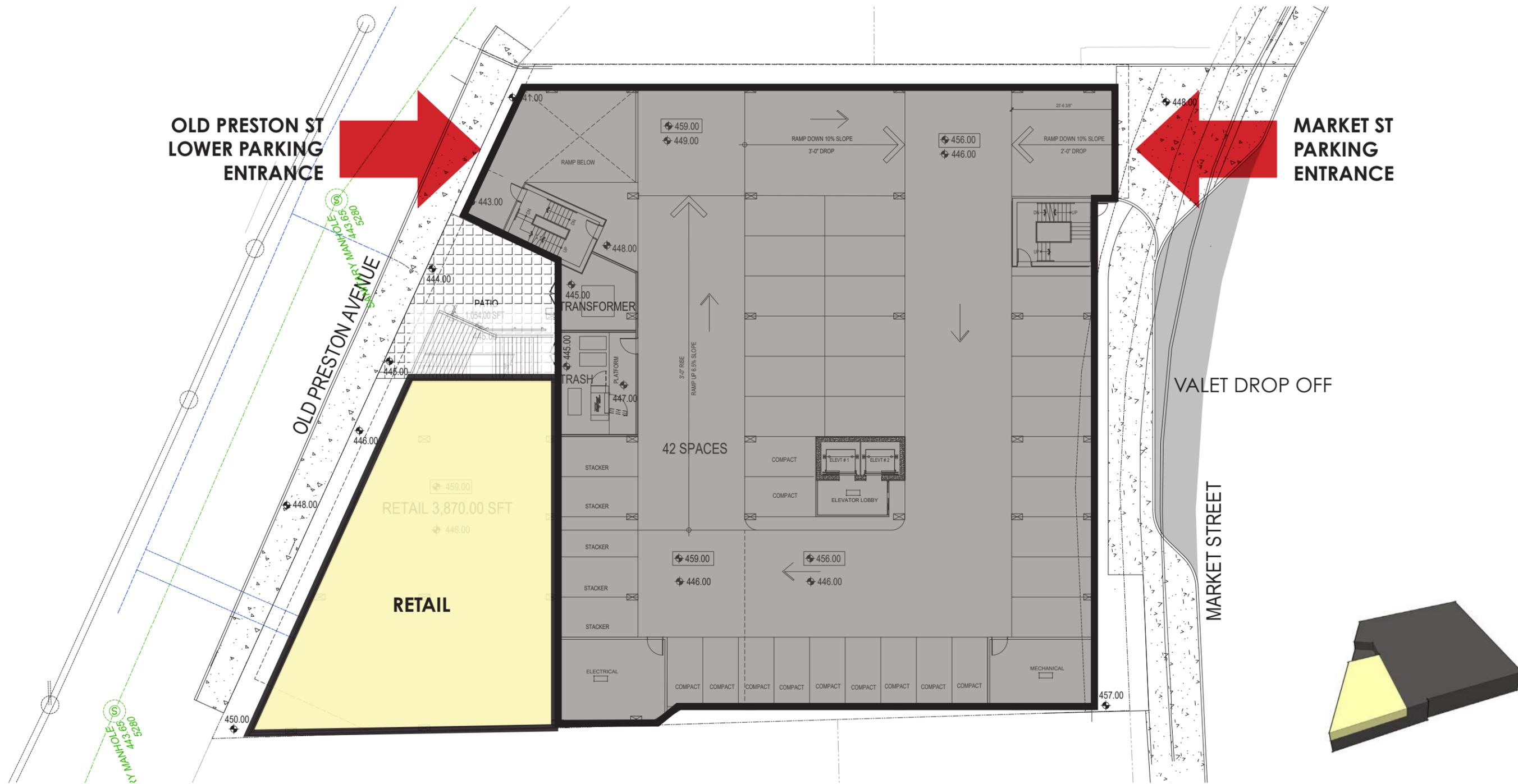




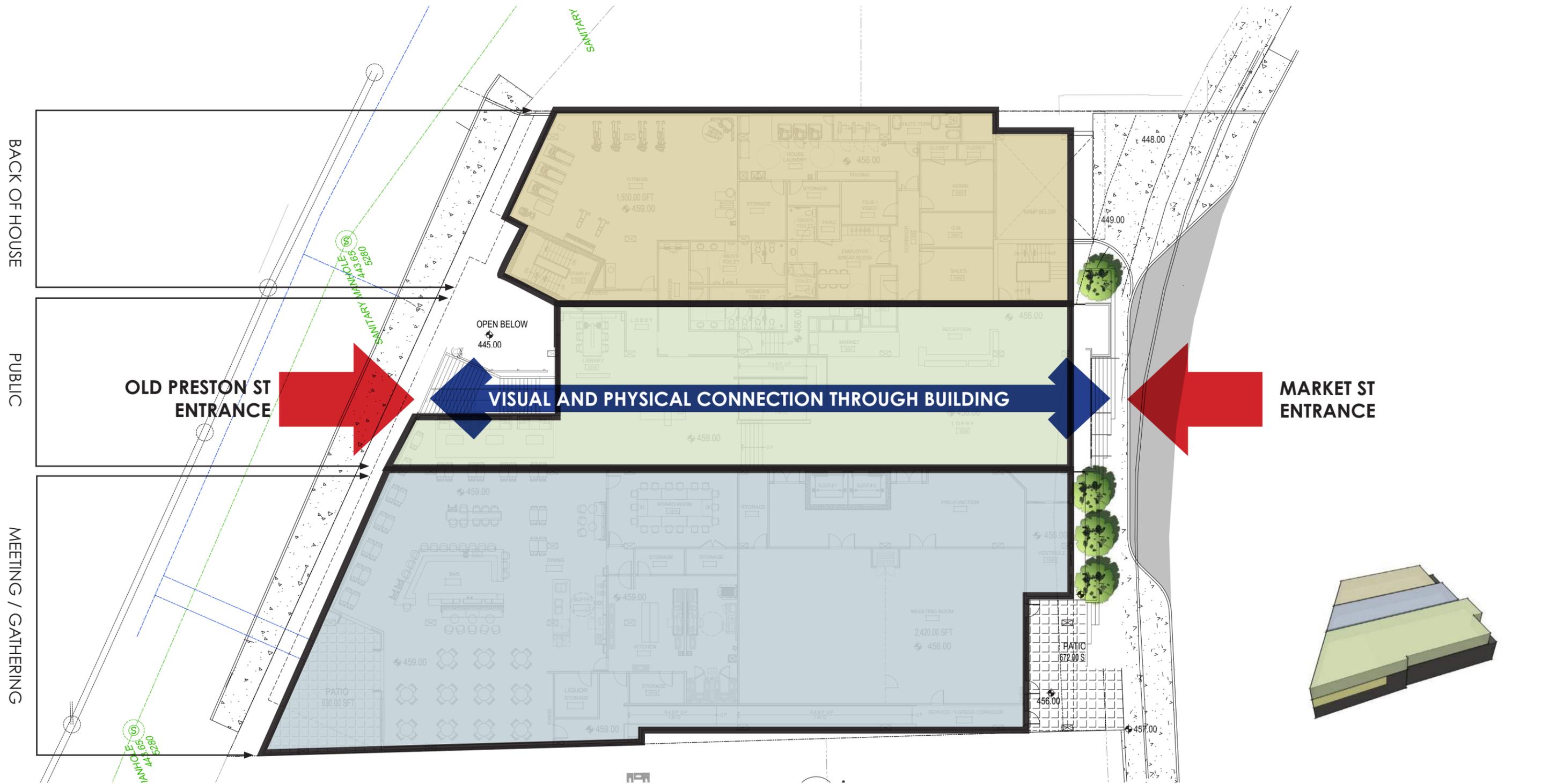
218 West Main Street

VICINITY MAP 

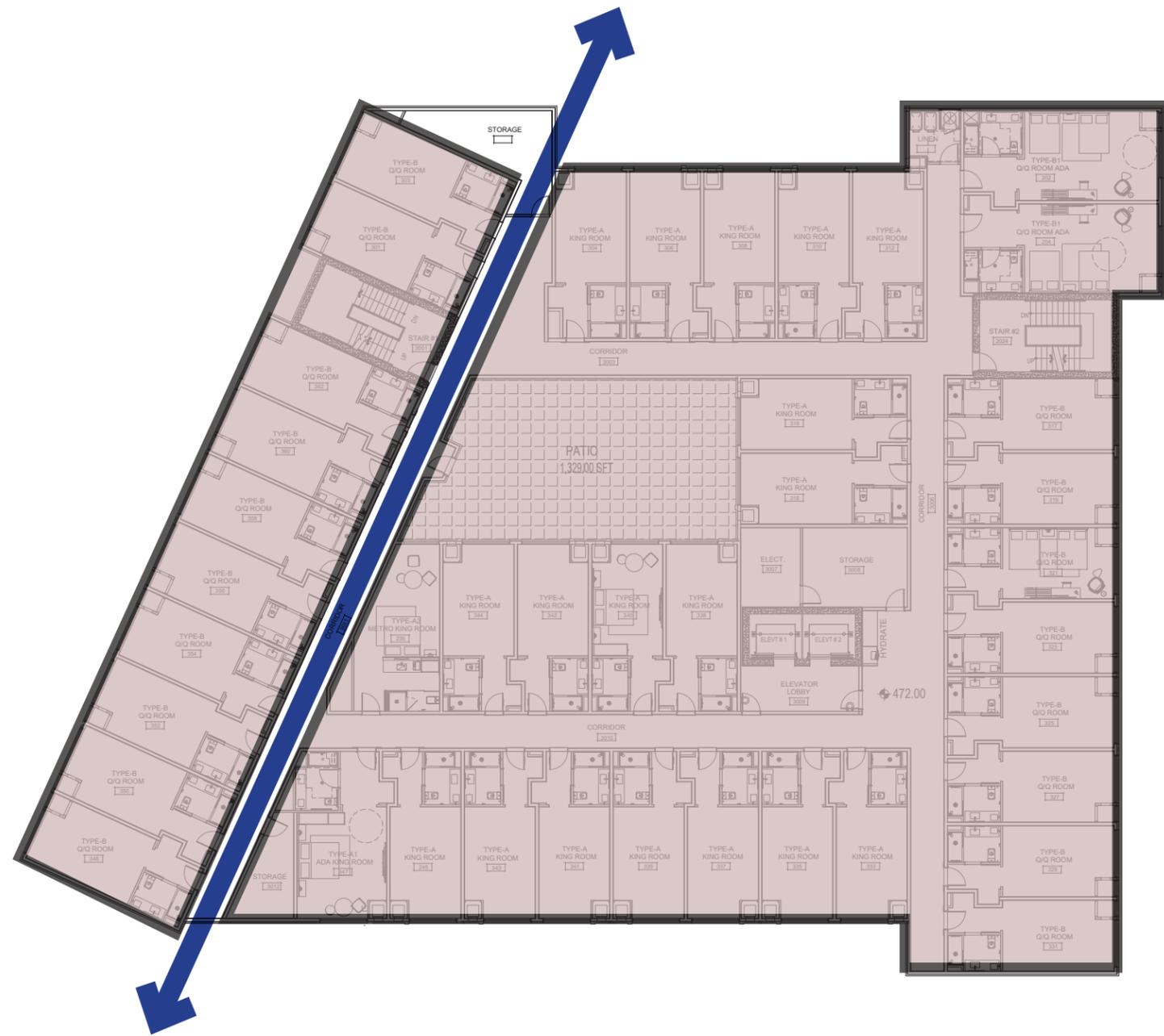




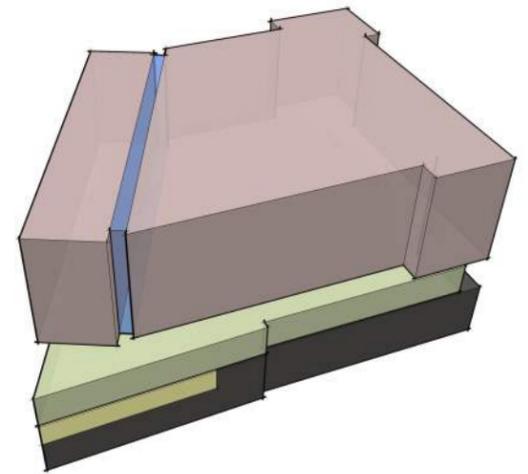
FLOOR PLAN **PARKING GARAGE & RETAIL**



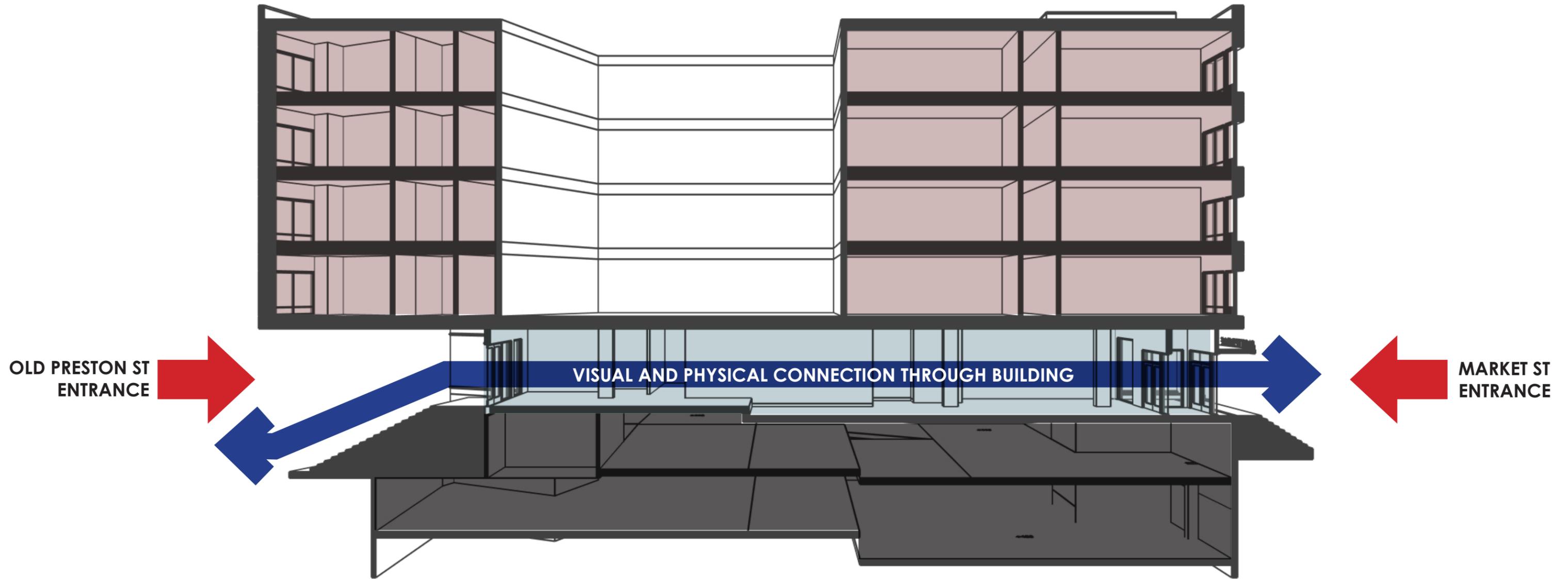
FLOOR PLAN LOBBY FLOOR



BREAK DOWN THE BUILDING MASS AND ELEVATIONS BY INTRODUCING "BOOK ENDS' AND GLASS SLOT



TYPICAL PLAN HOTEL ROOM FLOOR



BUILDING SECTION NORTH-SOUTH THROUGH LOBBY



BUILDING ELEVATION - **NORTH**



BUILDING ELEVATION - **EAST**



BUILDING ELEVATION - SOUTH



BUILDING ELEVATION - WEST

218 West Main Street



PERSPECTIVE VIEW **WEST ELEVATION**



218 West Main Street





AERIAL VIEW **LOOKING NORTHEAST**



218 West Main Street





AERIAL VIEW **LOOKING SOUTHEAST**



218 West Main Street





WEST MARKET STREET VIEW **LOOKING EAST**



WEST MARKET STREET **ENTRANCE**



218 West Main Street





WEST MARKET STREET VIEW **LOOKING WEST**



218 West Main Street





WEST MARKET STREET VIEW **LOOKING WEST**

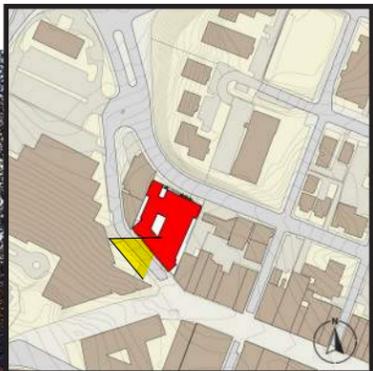


218 West Main Street





DOWNTOWN MALL VIEW **LOOKING WEST**



OLD PRESTON STREET VIEW **LOOKING EAST**



RESTAURANT VIEW **LOOKING AT DOWNTOWN MALL**