

CITY OF CHARLOTTESVILLE
DEPARTMENT OF NEIGHBORHOOD DEVELOPMENT SERVICES
PLANNING COMMISSION

PRELIMINARY DISCUSSION: SPECIAL USE PERMIT

Author of Memo: Brian Haluska, Neighborhood Planner

Date of Meeting: November 12, 2013

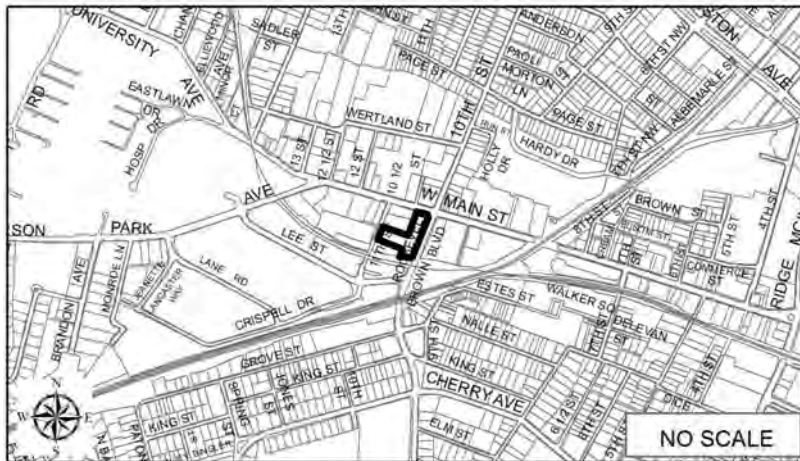
RE: 1000 West Main Street

Background

Erin Hannegan of Mitchell/Matthews Architects, acting as agent for Campus Acquisitions Holdings, LLC, has submitted a special use permit for a mixed-use development at 1000 West Main Street. The request is for additional height and density.

The site plan proposes a new building with 240 residential units and 9,340 square feet of commercial space. The property is further identified on City Real Property Tax Map 10 Parcels 68 and 70. The site is zoned WMS (West Main South) with an Architectural Design Control District Overlay Zone and Parking Modified Zone. The property is approximately 1.277 acres.

Vicinity Map



Preliminary Analysis

Reason for Special Use Permit

The applicant is requesting a special use permit for additional height and density.

The maximum height permitted by right in the West Main South zoning district is 70 feet, with an additional 31 feet permitted by special use permit. The applicant shows a maximum building height of 101 feet.

The maximum by-right residential density in the West Main South corridor is 43 dwelling units per acre, with 240 units per acre permitted by special use permit. The applicant is requesting density of 188 dwelling units an acre.

Questions for Discussion

- Engagement with West Main Street – The proposed building will have 100 feet of frontage along West Main Street, a route envisioned by the City as a vital link between the City’s Downtown area and the University of Virginia. The City’s vision is that this street has a vibrant pedestrian-oriented street life that encourages interaction from residents and visitors alike. The additional height sought by the applicant impacts the experience of pedestrians along the street. How will the proposed project encourage the type of activity the City hopes to see in this area of West Main Street?
- Engagement with Roosevelt Brown Boulevard – The proposed building will take up over 350 feet along Roosevelt Brown Boulevard, a vital pedestrian link between Cherry Avenue and West Main Street. The proposal would permanently impact the pedestrian experience along this corridor. Does the proposed massing and scale of the building improve or diminish the pedestrian experience along the Roosevelt Brown Blvd frontage?
- Massing and Scale – The proposed building would be 101 feet tall, and would be a focal point of persons travelling down West Main Street in either direction. The building is in proximity with several other tall structures. The University Hospital is 150 feet tall, and many of the surrounding medical center structures are in excess of 60 feet tall.

Attachments

Conceptual plan with Drawings

OCTOBER 22, 2013

1000 WEST MAIN STREET
CAMPUS ACQUISITIONS HOLDINGS, LLC

SPECIAL USE PERMIT SUBMITTAL

CHARLOTTESVILLE, VA

PROJECT NARRATIVE AND DATA
EXISTING SITE AND CONTEXT
BUILDING PERSPECTIVES AND ELEVATIONS
BUILDING HEIGHT CALCULATIONS
LOW IMPACT DEVELOPMENT WORKSHEET
PRELIMINARY SITE PLAN SUBMITTAL
SUPPLEMENTAL INFORMATION

1 2 3 4 5 6 7

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1 PROJECT NARRATIVE AND DATA

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INTRO: 1000 West Main Street is a proposed mixed-use development located at the southwest corner of Main Street and Roosevelt Brown Boulevard on a land assemblage comprised of 1002-1006 West Main Street and 118 11th Street SW. The project consists of residential units over commercial / retail space and is situated at a vital pedestrian linkage between the Downtown Mall and the University of Virginia. The project is within the City’s West Main Street Architectural Design Control (ADC) District, has mass transit stops immediately adjacent along West Main Street, and is within a Parking Modified Zone to reflect the close walking distance to Grounds and Downtown. It is our opinion the project’s design complies with the city’s stated vision for the redevelopment of West Main Street, a designated urban development area within the city. Below you will find responses to each of the city’s factors to be considered in review of Special Use Permit applications.

LOCATION: 1000 West Main is located at the southwest corner of West Main Street and Roosevelt Brown Boulevard on a land assemblage comprised of 1002-1006 West Main Street and 118 11th Street SW.

ZONING: The properties are currently zoned West Main South Corridor (Mixed-Use) in the City of Charlottesville.

PROPOSED USE: 1000 West Main is a mixed-use project, consisting primarily of residential units and commercial/retail space along West Main Street and Roosevelt Brown Boulevard.

SPECIAL USE PERMIT REQUEST: A Special Use Permit (SUP) is being requested for additional height (from 70 ft. by-right maximum to 101 ft. maximum) and density (from 43 Dwelling Units per Acre [DUA], by right, to approximately 188 DUA. The maximum density allowed with a Special Use Permit is 240 DUA).

SUP Review Criteria:

1. **Whether the proposed use or development will be harmonious with existing patterns of use and development within the neighborhood:** The proposed mixed-use project is harmonious with the vision and goals for the West Main Street corridor, the current zoning ordinance, new construction underway on the UVA campus, and recently approved projects along West Main Street. The 1000 West Main development will help bring vibrancy to a currently under-developed stretch of West Main Street that is poorly lit (see UVA’s “Lighted Pathway” Map) and will patch a hole in the evolving fabric of this mixed-use corridor by replacing underutilized vacant property and surface parking with a mix of residential units over street level retail/commercial. This project is expected to increase pedestrian activity, as well as bicycle and mass transit use, along one of the city’s main commercial corridors by providing convenient residential, retail, restaurant, street-front dining, and other commercial uses within a markedly improving and pedestrian-friendly street.
2. **Whether the proposed use or development and associated public facilities will substantially conform to the city’s comprehensive plan:** 1000 West Main will conform to the goals and visions of the City’s Comprehensive Plan. Specifically, it will contribute to Land Use Goal #1: Enhance the sense of place throughout Charlottesville by replacing a large, vacant lot with a lively, mixed-use building, complete with retail and street-front restaurant dining, adding to the enrichment of the street life on West Main Street. The West Main/Roosevelt Brown Boulevard corridor is a specific area mentioned within this goal. 1000 West Main will also contribute to the city’s Economic Sustainability goal of “build(ing) partnerships with private sector groups in order to maximize strategic capital investment in targeted areas in the City.”

As part of an identified Urban Development Area, this project will play a significant role in “the development of the City’s key commercial corridors and surrounding site (such as West Main Street...) – Economic Sustainability goal 4.3 in the city’s revised comprehensive plan. The project will help the city fulfill its sixth Economic Sustainability goal to “maintain the economic vitality of the Downtown Mall and surrounding areas”, whereby, in partnership with the city, it will help continue the implementation of the West Main Street Plan to the extent feasible (Economic Sustainability point 6.2). Finally, by permitting the increased density along West Main Street in keeping with the SUP provisions of the zoning district, the 1000 West Main development will bolster the east side of the UVA medical campus with residents in a corridor identified by the city as an area appropriate for additional density that will support the city’s vision of “shaping the community with transit.”

3. **Whether proposed use or development of any buildings or structures will comply with all applicable building code regulations:** The structures and site will be designed to comply with all applicable building code regulations.
4. **Whether the proposed use or development will have any potentially adverse impacts on the surrounding neighborhood, or the community in general; and if so, whether there are any reasonable conditions of approval that would satisfactorily mitigate such impacts. Potential adverse impacts to be considered include, but are not necessarily limited to, the following:**
 - a. **Traffic or parking congestion:** The project is located in between downtown and the University of Virginia and near the UVA hospital. Given its proximity to these locations, it is anticipated that residents would not commute to these locations by car. With the restricted parking conditions at these destinations, it is anticipated that most commuters would opt to use alternative modes of transportation such as public transit, biking or walking. The site is located along two CAT bus routes, the trolley and Route 7, with existing bus stops conveniently located nearby. It is also situated along marked bike paths and the project provides ample on-site bicycle storage facilities. In addition, the project is located within a parking modified zone and is taking advantage of the available reductions to limit on-site parking spaces. All of these conditions will limit the potential traffic and parking congestion that could otherwise occur with a by-right commercial development.
 - b. **Noise, lights, dust, odor, fumes, vibration, and other factors which adversely affect the natural environment:** No activities are anticipated that will adversely affect the natural environment. All exterior lighting will comply with the city’s dark sky ordinance. The Preliminary Site Plan submittal demonstrated the “Low Impact Development” nature of the proposed project in mitigating adverse impacts.
 - c. **Displacement of existing residents or businesses:** This project will not displace any existing residential units or any businesses.

d. Discouragement of economic development activities that may provide desirable employment or enlarge the tax base: 1000 West Main will not discourage economic development activities, but rather will contribute to the revitalization of the West Main Street corridor. In addition to enlarging the property and retail tax base in this area with new residential and commercial facilities, it will provide new employment opportunities. Furthermore, it will help to spur new development and investment in this area by providing a residential population base in need of additional goods and services.

e. Undue density of population or intensity of use in relation to the community facilities existing or available: The proposed population and intensity of use are consistent with those anticipated under the current zoning designation. No adverse effects to the existing or available community facilities are expected.

f. Reduction in the availability of affordable housing in the neighborhood: The proposed development will comply with the affordable housing ordinance through cash contribution, off-site units, or a combination thereof. The site does not currently accommodate any housing; therefore no affordable housing units will be lost. The proposed development will comply with the affordable housing ordinance.

g. Impact on school population and facilities: While the units are planned to be market rate rental units and available to the general public, given its proximity to Downtown, the university and the hospital, it is anticipated that the units will be primarily occupied by students, young professionals and employees at the medical school and hospital. It is expected that the project will have minimal impact on the school population and facilities.

h. Destruction of or encroachment upon conservation or historic districts: West Main Street is a locally designated historic district but it is not listed as a district on the State or National Register of Historical Places. The proposed new project will not destroy any historic buildings within this architectural design control district. Special care will be given to the Patton Mansion, a Virginia Landmark, given its proximity to the site.

i. Conformity with federal, state and local laws, as demonstrated and certified by the applicant: The proposed project will conform to all applicable federal, state, and local laws.

j. Massing and scale of project: The mass and scale of the proposed mixed-use building provides a respectful backdrop to the neighboring Patton Mansion - the centerpiece of this West Main Street block. Additionally, the proposed building strives to achieve a massing and scale consistent with that of the surrounding context.

The West Main Street façade of the building is pulled south, within the requirements of the zoning code, to allow the Patton Mansion to maintain a presence on the street as one approaches from the east. The building presents a narrow façade on Main Street to reduce the mass of the building, to allow more light and airflow to West Main Street and to provide for the extension of a small pocket park to the west, connecting to the existing Patton Mansion Park. Additionally, the retail level façade is inset in response to the scale of the portico of the Patton Mansion, creating a similar covered entry to the building. The covered entry level extends outwards towards Main Street, creating a podium that is envisioned as a “present-day agora”, or gathering place.

The Roosevelt Brown Boulevard massing works with the existing steeply graded site to provide a pedestrian scale façade that works within the rhythm of the existing street trees. The podium that extends along West Main Street wraps the corner and continues south along Roosevelt Brown Boulevard, creating an elevated walkway along the retail shops leading to a monumental stair at the south end of the site that allows access to the podium and retail from lower Roosevelt Brown Boulevard. The taller portions of the building are pulled west from Roosevelt Brown Boulevard to allow for the pedestrian scale of the podium to become the focal point of passersby.

The building’s primary mass, extending south from Main Street and west to 11th Street, is recessed into the site, away from the historic Patton Mansion and the Core Lab Building addition, in order to give this historic structure “room to breathe”. In this manner, the proposed building will become background, allowing the Patton Mansion to maintain its historically significant presence on West Main Street.

Overall, the scale of the proposed project is consistent with the city’s stated vision for the West Main Street corridor and is consistent with a range of existing and recently approved projects on West Main Street as illustrated in the accompanying sketches.

- 5. Whether the proposed use or development will be in harmony with the purposes of the specific zoning district in which it will be placed:** It is not only an allowable use permitted for this specific zoning district, but is an encouraged use that will create a pedestrian-friendly development. This project respects the City’s desired pattern for commercial and residential development envisioned for West Main Street. The development intensity (approximately 188 DUA) is well below the maximum allowed under an SUP (240 DUA) and is in harmony with the City’s intent for the West Main Street Corridor and with recently approved neighboring hotel, housing, and medical projects.
- 6. Whether the proposed use or development will be in harmony with the purposes of the specific standards set forth within the zoning ordinance, subdivision regulations, or other city ordinances or regulations:** The proposed new building and use will contribute to the mixed-use development and revitalization efforts along West Main Street. It is within the city’s allowable uses, density and height provided for in this zoning district. The property is located within a design control district and is subject to review by the BAR. An application will be submitted to the BAR for concurrent review with the SUP application.

For additional information on the project, see the Project Data sheet in this submittal.

Location	1002 - 1006 WEST MAIN STREET & 118 11TH STREET SW		
Site Area	55,650 Square Feet	1.277 Acres	
Zoning	Existing: WMS (West Main Street South)	Proposed:	WMS
Use	Existing: Vacant Commercial	Proposed:	Mixed-use Residential/Commercial
Height	Allowable: 70 Feet + Appurtenance 101 Feet + Appurtenance with SUP (117' max)	Proposed:	101' (Podium + 10 stories) + Appurtenance
Density	Allowable: 43 DUA 240 DUA with SUP	Proposed:	188 DUA +/-
Tax Map	10-68 & 10-70		

Parking		Building								
		Floors	Building Area* (+/-)	Commercial (+/-) Area*	STUDIO	1BR	2BR	3BR	4BR	TOTAL
Required Parking	240 (1 space/unit)	Appurtenance	7,740 GSF	--	--	--	--	--	--	--
	16 (Commercial)	Level 10	29,509 GSF	--	--	--	--	--	9	9
256 Total Spaces		Level 9	29,509 GSF	--	6	2	7	1	12	28
Reductions	-36 spaces	Level 8	29,453 GSF	--	6	2	5	1	12	26
		Level 7	28,276 GSF	--	6	2	3	--	15	26
		Level 6	28,443 GSF	--	6	2	5	--	13	26
Parking Provided	188 spaces	Level 5	30,960 GSF	--	7	2	5	2	13	29
Required Contribution	32 spaces	Level 4	30,960 GSF	--	7	2	3	2	13	27
Actual Provided	207 spaces (including tandem)	Level 3	30,960 GSF	--	5	2	3	2	15	27
		Level 2	25,476 GSF	--	5	3	5	2	11	26
		Level 1	16,827 GSF	--	4	--	3	--	9	16
Parking Ratio	.86 Spaces/Unit 0.31 Spaces/Bed	Ground	21,729 GSF	9,340 GSF	--	--	--	--	--	--
		Parking 2	42,908 GSF	--	--	--	--	--	--	--
		Parking 1	39,519 GSF	--	--	--	--	--	--	--
			297,453 GSF +/-	9,340 GSF +/-	52	17	39	10	122	240+/- UNITS
			+94,816 GSF Parking		(22%)	(7%)	(16%)	(4%)	(51%)	(% UNIT MIX)
					52	17	78	30	488	665 +/- BEDS

* All quantities, areas, and dimensions are approximate and subject to change as the project is refined and further input is received from city planning staff.

2 EXISTING SITE AND CONTEXT

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ROTUNADA
10 MIN. WALK

THE LAWN
10 MIN. WALK

UNIVERSITY AVE.

THE CORNER
5 MIN. WALK

JEFFERSON PARK AVE.

10TH ST. NW

WEST MAIN ST.

DOWNTOWN MALL
15 MIN. WALK

1000 WEST MAIN

UNIVERSITY HOSPITAL
& MEDICAL CENTER
5 MIN. WALK

2.1 EXISTING SITE AND CONTEXT: NEIGHBORHOOD MAP



JEFFERSON PARK AVE.

COURTYARD

STACEY HALL

10TH ST. NW

BATTLE BUILDING

TEAM TIRES

THE STANDARD

EMILY COURIC CANCER CENTER

PATTON MANSION

PARKING DECK

HAMPTON INN

WEST MAIN ST.

11TH STREET SW

1000 WEST MAIN

THE PLAZA

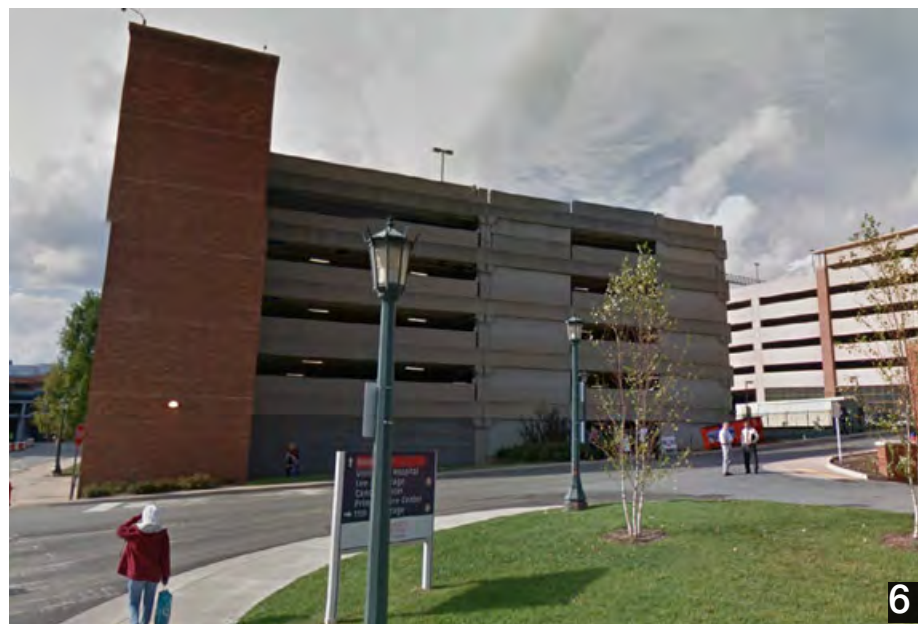
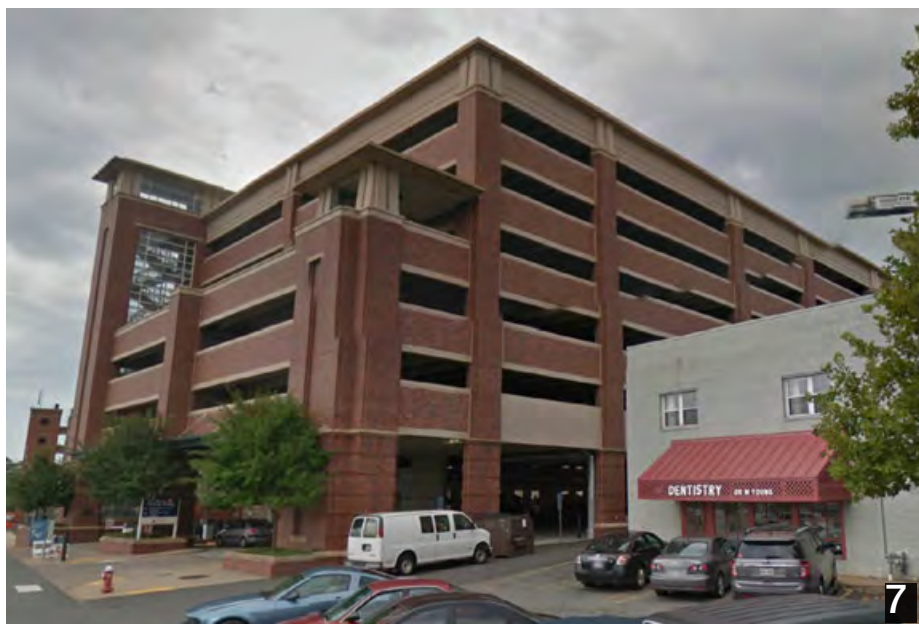
PARKING DECK

ROOSEVELT BROWN BOULEVARD

AMTRAK STATION

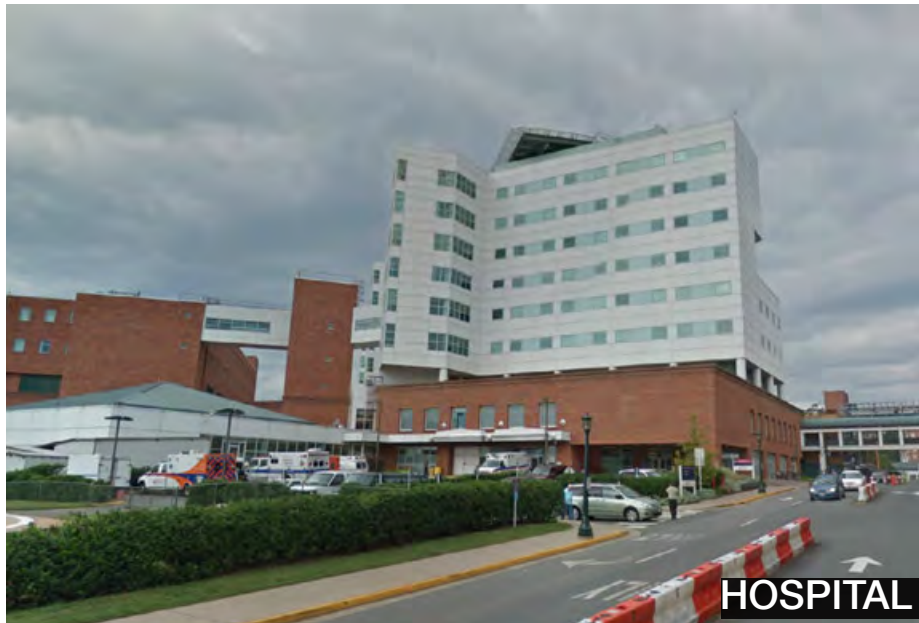
UVA HOSPITAL

CHILLER PLANT



SUP SUBMISSION 1
OCTOBER 22, 2013

2.3 EXISTING SITE AND CONTEXT: ADJACENT STRUCTURES



HOSPITAL



CHILDREN'S HOSPITAL

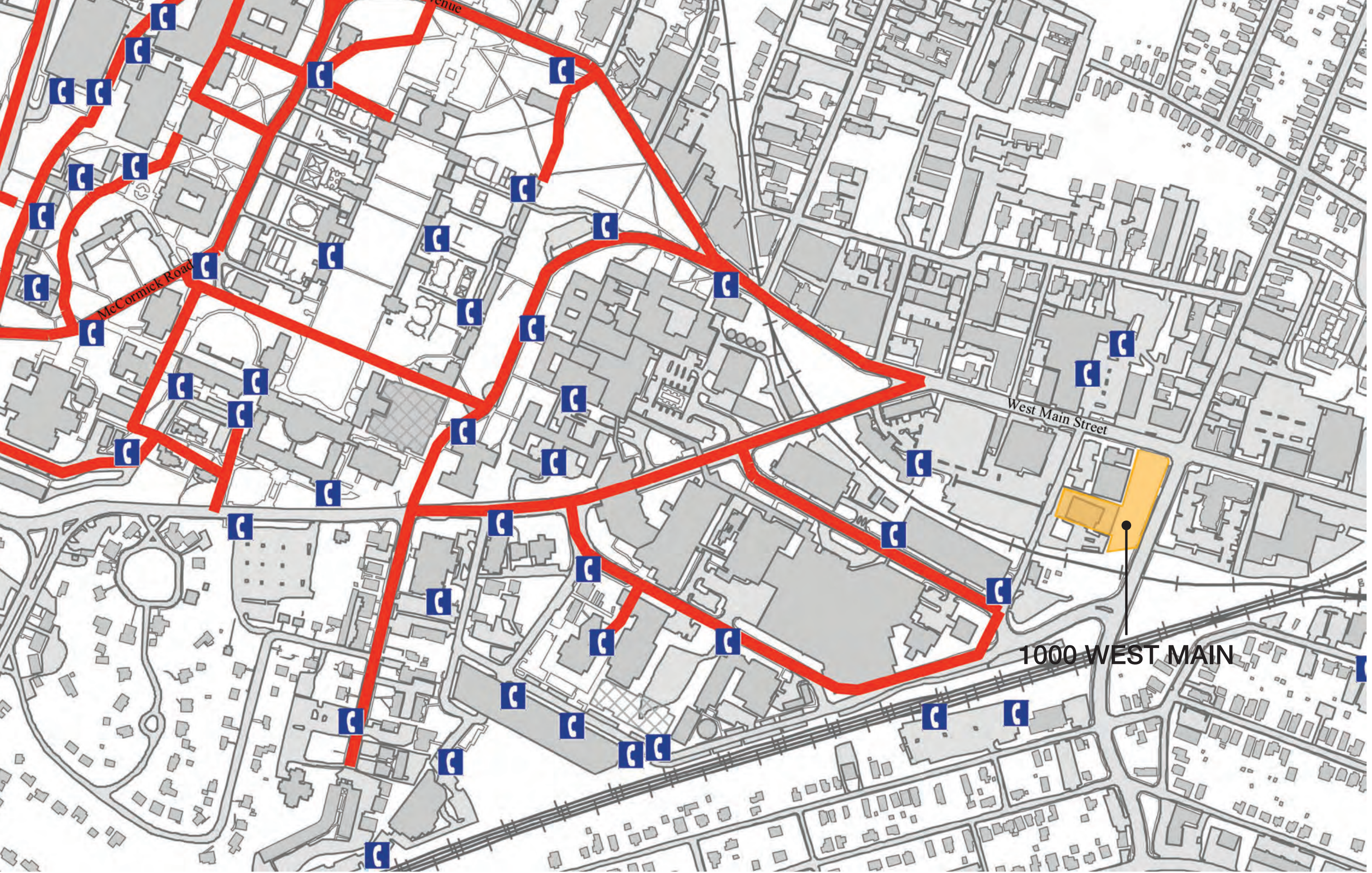


THE STANDARD

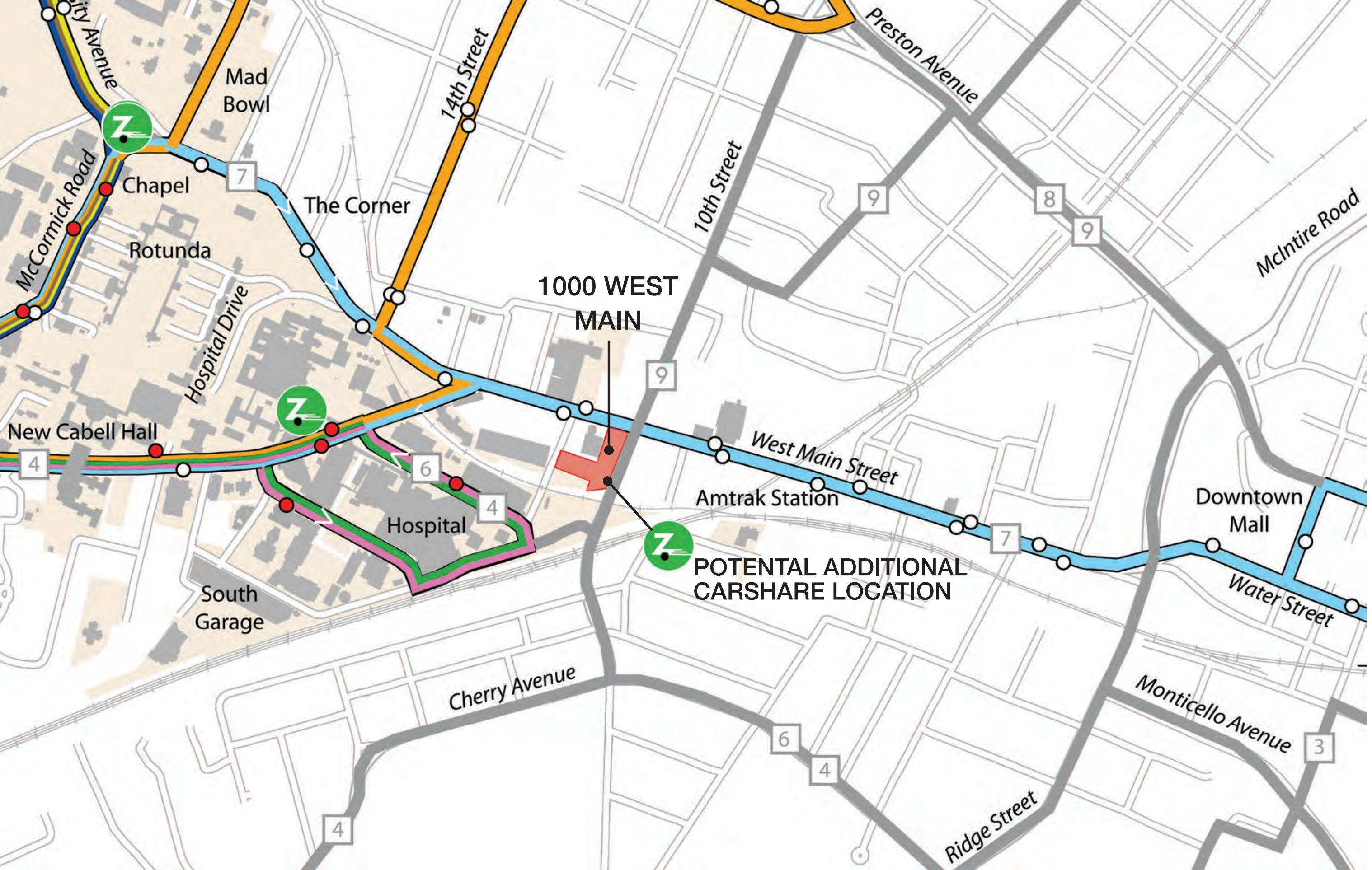


THE FLATS

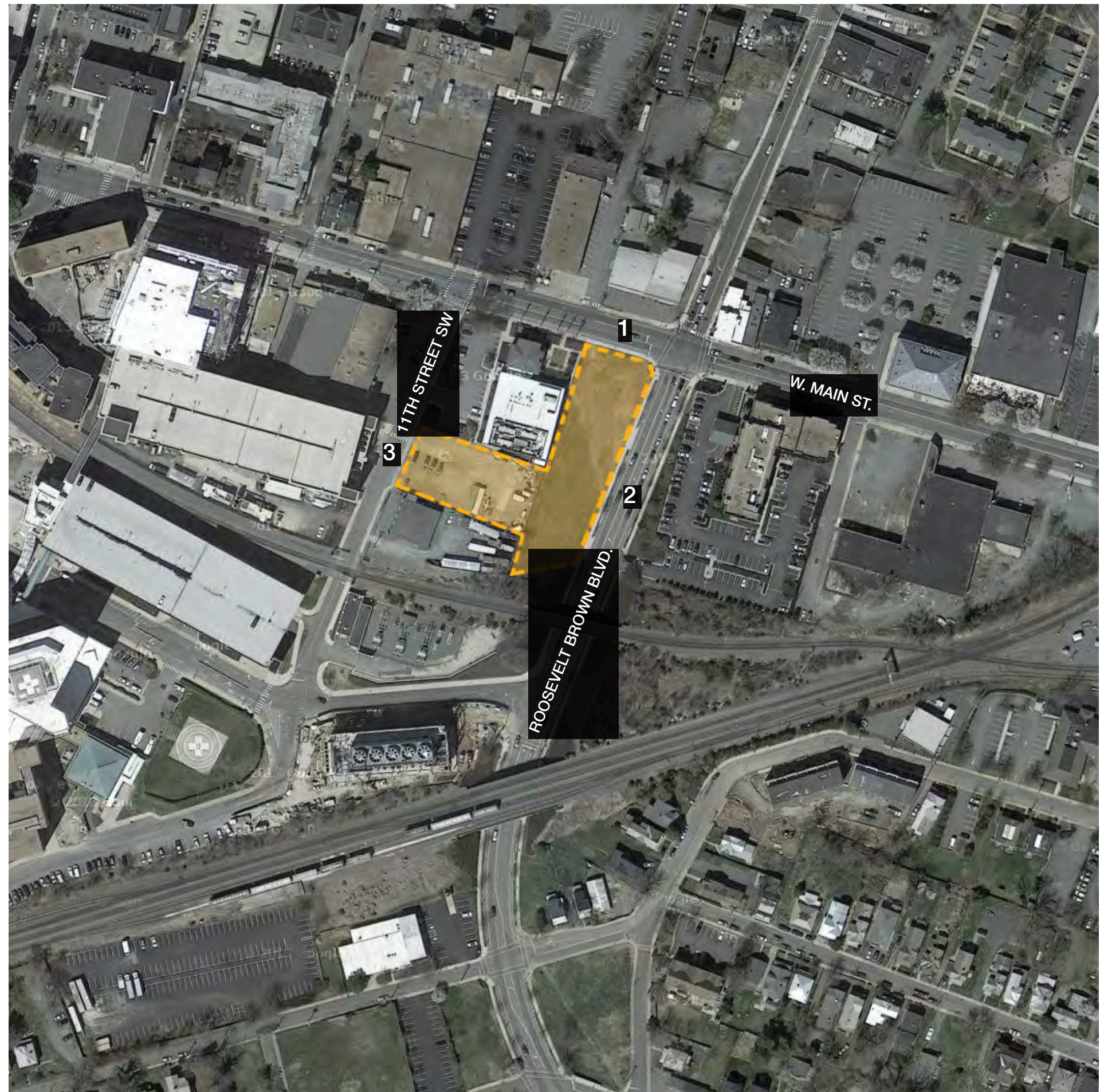




2.6 EXISTING SITE AND CONTEXT: LIGHTED PATH MAP



2.7 EXISTING SITE AND CONTEXT: PUBLIC TRANSIT MAP



3 BUILDING PERSPECTIVES AND ELEVATIONS

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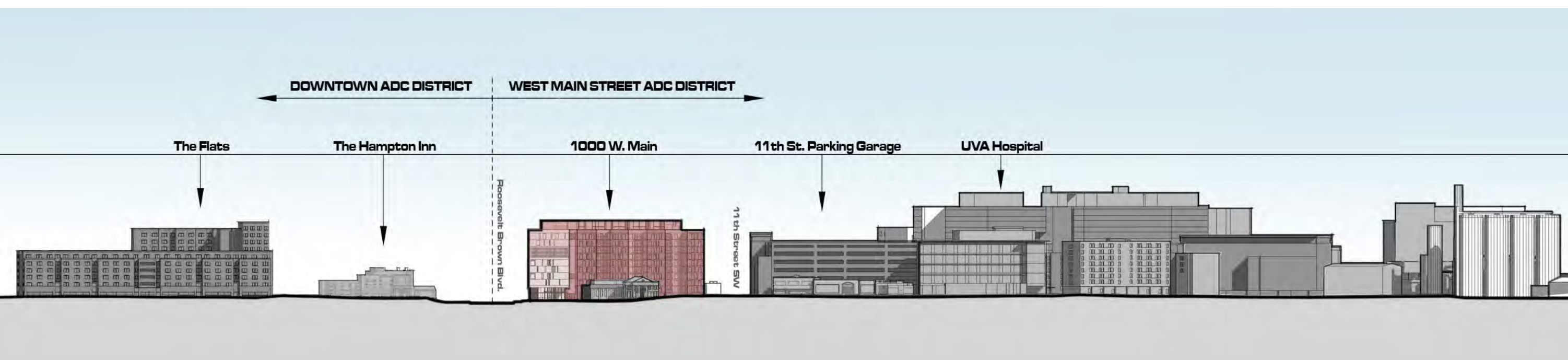










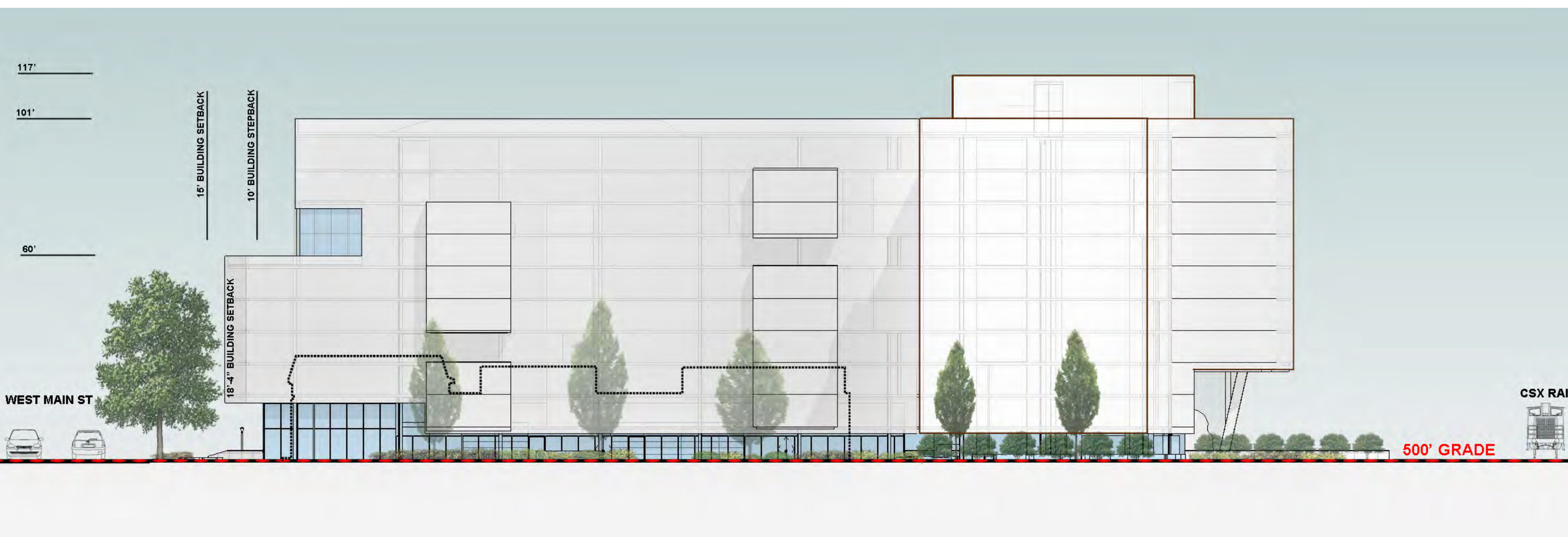




3.10 WEST MAIN STREET ELEVATION



3.11 ROOSEVELT BROWN BLVD ELEVATION



3.12 11TH STREET SW ELEVATION



117'

101'

10' BUILDING SETBACK
5' BUILDING STEPBACK

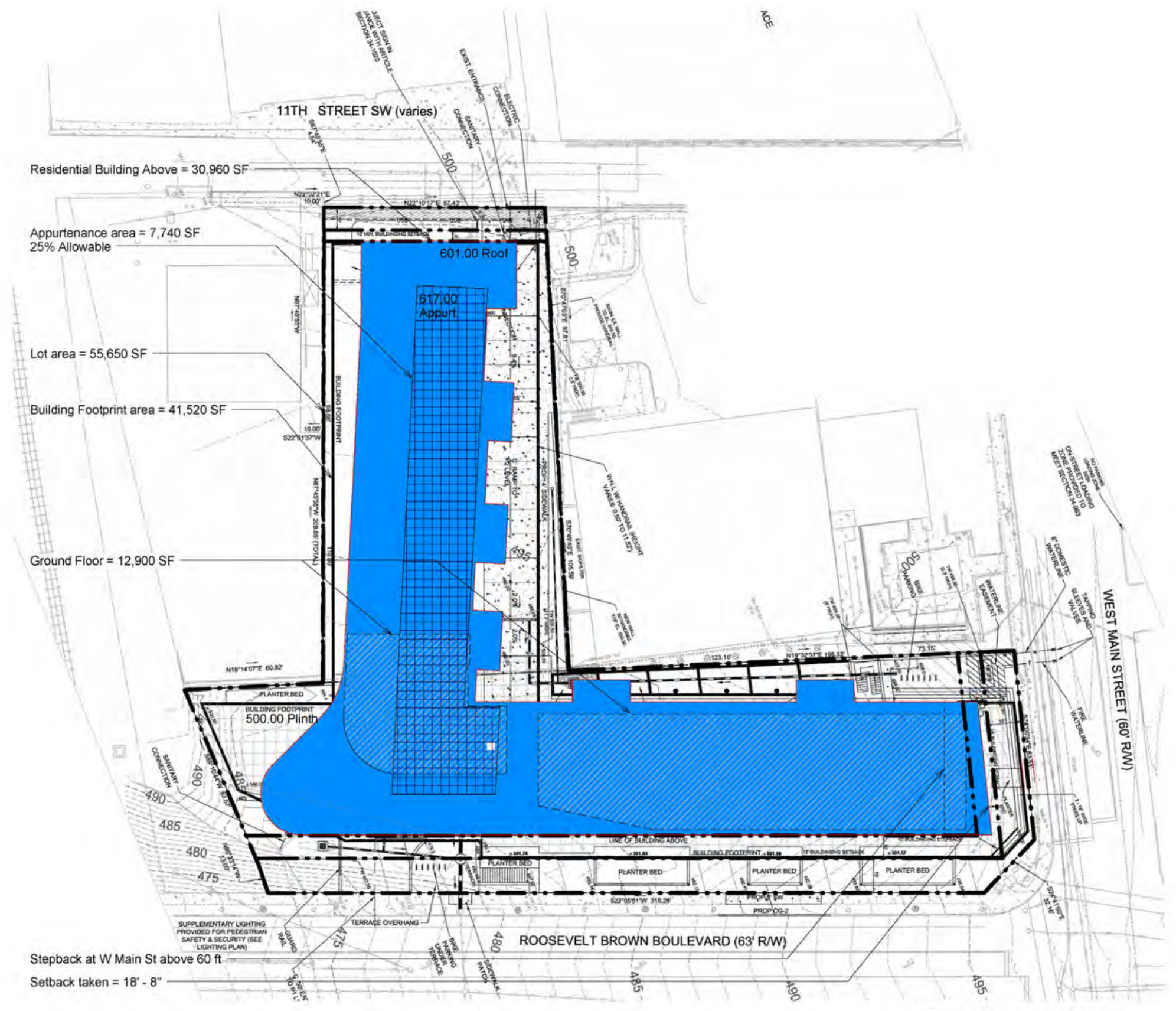
10' BUILDING STEPBACK
15' BUILDING SETBACK

11th STREET
SW
500' GRADE

3.13 SOUTH ELEVATION

4 BUILDING HEIGHT CALCULATIONS

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Residential Building Above = 30,960 SF

Appurtenance area = 7,740 SF
25% Allowable

Lot area = 55,650 SF

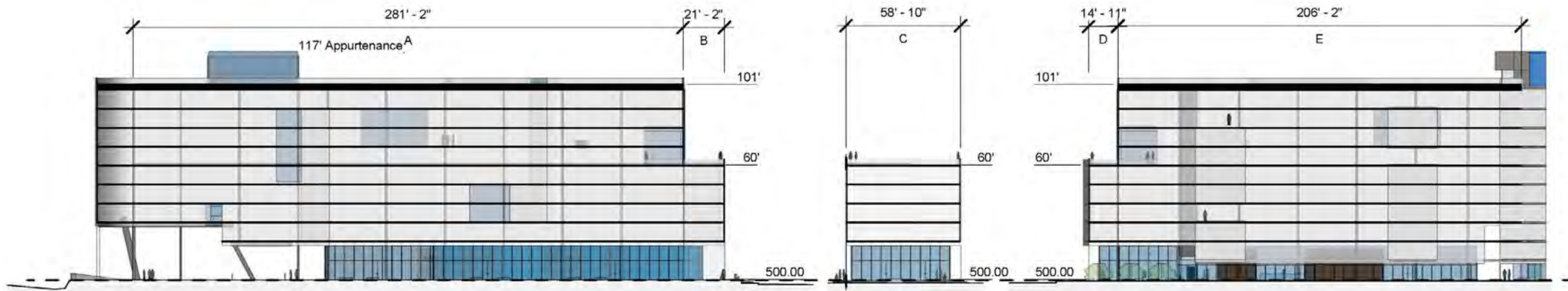
Building Footprint area = 41,520 SF

Ground Floor = 12,900 SF

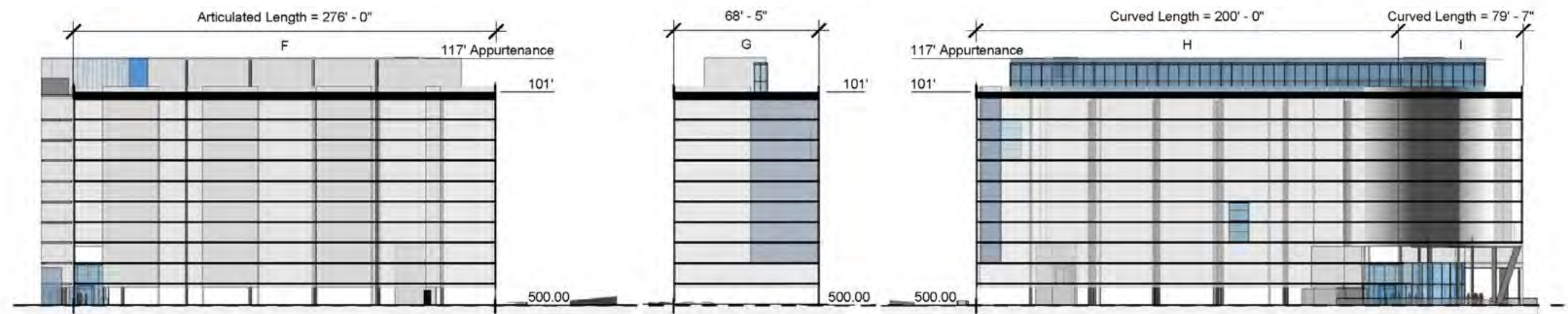
Stepback at W Main St above 60 ft

Setback taken = 18' - 8"

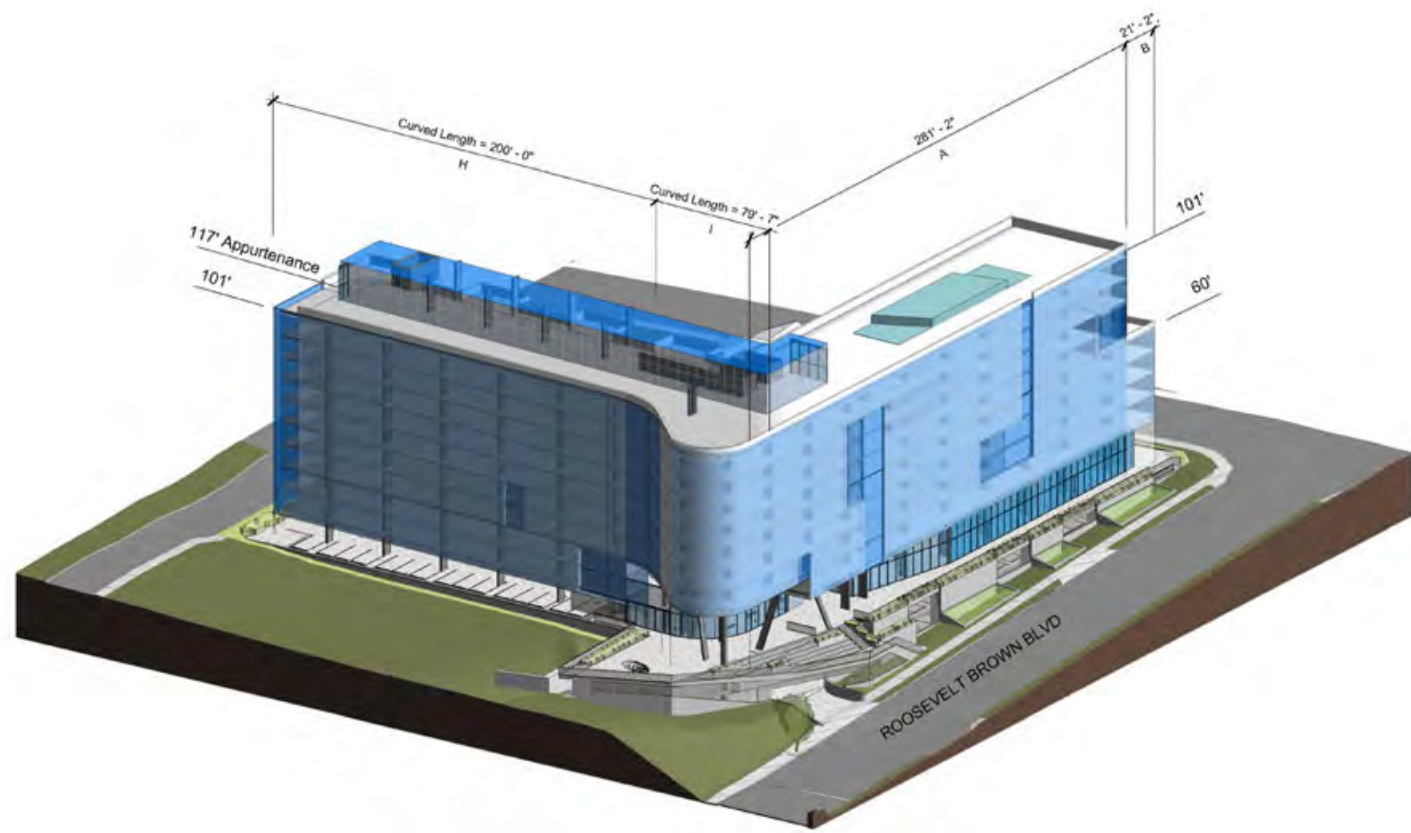
① Zoning Building Footprint SitePlan
1/32" = 1'-0"



(A.B.) Roosevelt Brown Blvd Face (C) W Main St Face (D.E.) West Face @ Bio Filter



(F) North Face @ Parking Ramp (G) W 11th St (H.I.) South Face



4.3 BUILDING HEIGHT CALCULATIONS: PERSPECTIVES

Elevation	Length	Wall Area	Top Height
A_Roosevelt Brown High	281' - 2"	28403 SF	101' - 0"
B_Roosevelt Brown Low	21' - 2"	1270 SF	60' - 0"
C_W Main Face	58' - 10"	3534 SF	60' - 0"
D_Bio Filter North	14' - 11"	896 SF	60' - 0"
E_Bio Filter South	206' - 2"	20826 SF	101' - 0"
F_Ramp North	276' - 0"	27888 SF	101' - 0"
G_W 11th St	68' - 5"	6917 SF	101' - 0"
H_South Face	79' - 7"	8038 SF	101' - 0"
I_South Face Curve	200' - 0"	20210 SF	101' - 0"
Grand total: 9	1206' - 3"	117982 SF	

AVERAGE BUILDING HEIGHT (weighted)**: 97'-10"

** Sum of the total wall area divided by the total length of the building perimeter.

Project Name: 1000 WEST MAIN

LID Checklist Points	LID Measure	Total Points
5 points or 1 point for each 18% of the total acreage	Compensatory Plantings (see city buffer mitigation manual). 90% of restorable stream buffers restored.	
7 points or 1 point for each 7% of parking and driveway surface area	Pervious pavers for parking and driveways with stone reservoir for storage of 0.5 inches of rainfall per impervious drainage area. Surface area must be >1,000 ft. ² or ≥ 50% of the total parking and driveway surface area.	
5 points or 1 point for each 6% of parking surface area eliminated.	Shared parking (must have legally binding agreement) that eliminates > 30% of on-site parking required.	5
8 points	Impervious Disconnection. Follow design manual specifications to ensure adequate capture of roof runoff. (e.g. cisterns, dry wells, rain gardens).	8
8 points or 1 point for each 10% of site treated.	Bioretention. Percent of site treated must exceed 80%. Biofilter surface area must be ≥ 5% of impervious drainage area.	
8 points or 1 point for each 10% of lots treated	Rain gardens. All lots, rain garden surface area for each lot ≥ 200 ft. ² .	
8 points or 1 point for each 10% of site treated	Designed/constructed swales. Percent of site treated must exceed 80%, achieve non-erosive velocities, and able to convey peak discharge from 10-year storm.	
8 points or 1 point for each 10% of site treated	Manufactured sand filters, filter vaults (must provide filtering rather than just hydrodynamic). Percent of site treated must exceed 80%. Sizing and volume for water quality treatment based on manufacturer's criteria.	
8 points	Green rooftop to treat ≥ 50% of roof area.	
TBD, not to exceed 8 points	Other LID practices as approved by NDS engineer.	
5 points	Off-site contribution to project in city's water quality management plan. This measure to be considered when on site constraints (space, environmentally sensitive areas, hazards) limit application of LID measures. Requires preapproval by NDS director.	
TOTAL POINTS (must equal 10 or more)		13

Prv'd = 188
P1 = 98

Submitted by: Campus Holdings Acquisitions, LLC
(Name of applicant)

Approved by: _____ (date) _____
(City Engineer)