

2005 JEFFERSON PARK AVENUE

CHARLOTTESVILLE, VA

ENTRANCE CORRIDOR REVIEW APPLICATION

MITCHELL / MATTHEWS ARCHITECTS

DECEMBER 20, 2022

REQUEST FOR ENTRANCE CORRIDOR CERTIFICATE OF APPROPRIATENESS

INTRODUCTION: 2005 JPA is a proposed multi-family residential development on Jefferson Park Avenue. The project consists of residential units over parking and is situated in close proximity (walking distance) to the University of Virginia's central grounds. The project is within an entrance corridor.

LOCATION: 2005, 2007 Jefferson Park Avenue and 104 Observatory Avenue, an assemblage of 3 lots, with frontage on Jefferson Park Avenue between Observatory Avenue and Washington Avenue.

ZONING: The property is currently zoned R-3 in the City of Charlottesville.

PROPOSED USE: Multi-Family Residential

RESOLUTION Granting a Special Use Permit (SUP) for Property Located at 2005/2007 Jefferson Park Avenue and 104 Observatory Avenue

#R-22-117

WHEREAS Norman Lamson, as Trustee for the Gadget JPA Land Trust ("Landowner") is the owner of certain land identified within City real estate assessment records by Parcel Identification numbers 170104000, 170103100, and 170103000, respectively, currently addressed as "2005/2007 Jefferson Park Avenue" and "104 Observatory Avenue" (collectively referred to as the "Property"), and the Landowner, proposes to redevelop the Property to accommodate a 119-unit multifamily building with underground parking; and

WHEREAS to facilitate this redevelopment, the Landowner seeks City Council's approval of a Special Use Permit to increase allowable residential density to 70 DUA, to increase building height from 45 feet to 75 feet, to reduce the rear-yard setback from 75 feet to 36 feet, and to reduce (lower by 22%) the amount of on-site parking required by City Code Sec. 34-984 (the "Project"); and

WHEREAS the Applicant seeks a Special Use Permit under City Code Secs. 34-420, 34-353(3), and 34-162(a), which collectively allow the increased residential density, additional building height, and modified [reduced] setbacks and onsite parking requirements for the Project; and

WHEREAS the Property is located within the R-3 zoning district, a district in which, according to the Use Matrix set forth within City Code §34-420, the Project as proposed may be authorized by City Council by means of a special use permit; and

WHEREAS the Project is described in more detail within the application materials submitted by the Landowner in connection with SP22-00001 ("Application Materials"); and

WHEREAS, the Planning Commission and City Council conducted a joint public hearing on May 10, 2022, after notice and advertisement as required by law; and

WHEREAS following the joint public hearing, the Planning Commission considered and recommended approval of this application at their May 10, 2022 meeting; and

WHEREAS upon consideration of the Planning Commission's recommendation, the City Staff Report, comments received at the joint public hearing, and the factors set forth within Sec. 34-157 of the City's Zoning Ordinance, this Council finds and determines that granting the proposed Special Use subject to suitable regulations and safeguards would serve the public necessity, convenience, general welfare or good zoning practice; now, therefore,

BE IT RESOLVED by the Council for the City of Charlottesville, Virginia, THAT a Special Use Permit is hereby granted to allow the Project to be established on the Property, subject to the following conditions:

- (1) Not more than seventy (70) dwelling units per acre (DUA) shall be permitted within the area of the Property.
- (2) The rear-yard setback applicable within the Property shall be thirty-six (36) feet, and a

twenty-five (25) foot buffer shall be provided within the rear yard, to include mature trees and shrubs at the time of planting consistent with the plant materials prescribed for an "S-3" buffer (as listed in City Code §34-871, as in effect on the date of approval of this SUP). The S-3 buffer, and plant materials, shall be detailed within the final Site Plan. Within the rear setback Landowner shall consider construction of a multipurpose path (for bicycles and pedestrians) linking Washington Avenue and Observatory Avenue within the rear setback, in order to establish the block-level scale of the Project as represented within the Application Materials.

- (3) The Landowner shall construct within the Project, along Jefferson Park Avenue, a new seven (7) foot sidewalk with a three (3) foot curbside buffer in accordance with the standards set forth within the City's Streets that Work Plan.
- (4) The Landowner, in consultation with the City's Traffic Engineer, shall develop a Master Parking Plan for the site related to the reduction of onsite parking by 22% from what is required by Sec. 34-984 (in effect on the date of Council's approval of this Special Use Permit). The Master Parking Plan shall indicate how available parking spaces will be distributed within the Project, how residents of the Project are informed of their parking opportunities, any offsite parking options for residents, and other potential issues associated with parking. The Master Parking Plan shall be provided as a component of the final approved site plan for the Project, and any subsequent amendments approved to the Master Parking Plan shall be made in consultation with the City's Traffic Engineer and a copy maintained along with the final approved site plan, within the zoning file for the Property.
- (5) The Landowner shall upgrade the pedestrian crossing of Jefferson Park Avenue at Harmon Street during construction of the Project, to provide residents within the Project safe access to public transit options. The Landowner shall work with the City's Traffic Engineer to determine the scope of improvements.
- (6) The arrangement of the buildings within the Property shall be generally consistent with the layout and design presented within the Application Materials for SP22-00001.

	Ass	No
Magill	absent	—
Payne	x	—
Pinkston	x	—
Snook	x	—
Wade	x	—

Approved by Council
September 19, 2022

Kyna Thomas
Kyna Thomas, MMC
Clerk of Council

Contents

- (1) Overall architectural design, form, and style of the subject building or structure, including, but not limited to: the height, mass and scale;
- (2) Exterior architectural details and features of the subject building or structure;
- (3) Texture, materials and color of materials proposed for use on the subject building or structure; See accompanying graphic materials.
- (4) Design and arrangement of buildings and structures on the subject site;
- (5) The extent to which the features and characteristics described within paragraphs (1)-(4), above, are architecturally compatible (or incompatible) with similar features and characteristics of other buildings and structures having frontage on the same EC street(s) as the subject property.
- (6) Provisions of the Entrance Corridor Design Guidelines.
- (7) A complete application shall include all plans, maps, studies, reports, photographs, drawings, and other informational materials which may be reasonably required in order make the determinations called for in an particular case.
- (8) Building elevations shall be provided, unless waived by the director.
- (9) Each application shall include a landscaping plan as outlined in the ordinance.
- (10) Each application shall include information about proposed lighting as outlined in the provisions of Article IX, Division 3, Sec. 34-100, et seq.

pages 16 - 44

pages 12 - 41

page 42 -43 (additionally 12 - 41)

see all site plans, landscape plans, sections and elevations distributed within

pages 4 - 11 (additionally appendix a)

appendix a

distributed throughout

pages 14 - 25

pages 44 - 51

page 49 - 50

SECTION 1

ERB GUIDELINES

Highlights of the proposal's response to the city's Entrance Corridor Review Guidelines

Exterior materials are brick and stucco, consistent with other buildings along the corridor. Building massing is varied, not monolithic. The scale-- evident in fenestration, entrances, site stairs, canopies and porches-- is appropriate for this district.



Design for a Corridor Vision

Multiple terraced spaces along JPA have the potential to enhance the public realm. The entry plaza-- planted throughout with a rich diversity of native species-- results in a kind of expanded sidewalk with places to sit, rest, eat and talk. The opportunities here for pedestrian comfort and interaction in a shaded environment represent a distinct improvement over most of the student housing that fronts this corridor.



Create an Inviting Public Realm

In its current state, the site's presence along the corridor is undetermined. With only a modest, unremarkable building at the corner of JPA and Observatory Ave and few street trees-- none of these deliberately arranged-- passersby have little to identify as a street wall or street edge. The proposed architecture and landscape will engage the street corners and create a legible street edge.



Create a Sense of Place

Street Trees + Native Species

A varied selection of plantings-- from large trees to medium trees to shrubs-- will benefit the environment around the building, encouraging people to gather and socialize within the color, comfort and shelter of the landscape. In addition to street trees, multiple planting beds-- as buffers along JPA, in transitional spaces between sidewalks and entrance terraces/porches, and along the building edge-- will host smaller plantings. The combination of plantings will enhance a sense of scale around the building, both emphasizing edges and enclosing outdoor space. Plant selections prioritize native species, most recommended by Charlottesville's Tree Packet.



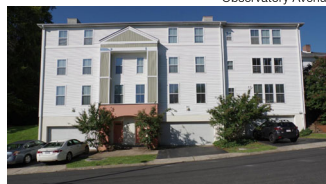
Avoid Excessive Curb Cuts



The proposed project requires only one curb cut on Washington Avenue, zero on Observatory Ave. Currently, there are seven curb cuts on both side avenues, typically including cars parked at all hours in front yards.



Observatory Avenue



Washington Avenue

Design Sidewalks appropriate for the Site

Following city guidelines, the sidewalk along JPA will be 7' wide with a planted buffer. Along the side avenues, continuous sidewalks will be installed. This will be a big improvement over present conditions, in which sidewalks along both Washington and Observatory Avenues are missing for significant stretches adjacent to this site.



Corner of JPA and Observatory Avenue



Washington Avenue

Orient Building Facades to Front on the Corridor



The JPA facade includes not only a prominent entry portal but an entry plaza. The brick base and brick volume that extend up at the entry are prominent along the Corridor frontage.

Prioritize Building Facades that Face Street Corners

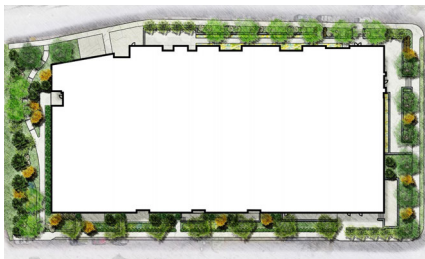


A secondary-- but still visually significant-- entry is around the corner on Washington Avenue. The two entries-- combined with site stairs and the brick-face corner volume-- help mark this important intersection, the one which pedestrians and cyclists traveling from UVA westward will encounter first.

Locate most open space at the Perimeter



Open space is purposefully designed along the site's edges. New sidewalks, an array of plantings and bioretention will all liven the perimeter and improve the environment. On Observatory Avenue, open space is punctuated by neighborhood scaled porches, where tenants can see and be seen.



Plant Along Site Boundaries

Boundaries will be extensively planted with native species.



Use Different Scales of Plantings

Plantings in a range of sizes are proposed



Stormwater Treatment as an Element of Landscape

Biofilters are designed into the landscape along portions of the rear of the site and along Observatory Avenue.

Reduce the Visibility of Garages

Parking is concealed beneath the building, accessed by a single point of entry on Washington Avenue, over 200 feet from its intersection with JPA.



This allows a heavily planted pedestrian environment along the Corridor. Contrast this with present conditions, in which multiple nearby properties prioritize asphalt and parked cars abutting the Corridor.



Lighting to Provide Appropriate Illumination

ULE-40601
Legend 2 Recessed

LICMAN
LIGHTING USA



Lighting choices-- locations and provisional selections of which are described on pages 49-50-- will enhance safety without creating unnecessary illumination. Following BAR guidelines, the color temperature will not exceed 3000K and the color rendering index will not be lower than 80.

Choose High Quality Materials for Site Walls

Brick and stone-- durable materials not uncommon in this district-- are proposed for site walls.



2005 JPA
Charlottesville VA
12.20.2022

ERB GUIDELINES SITE

All grades, counts and quantities are approximate and will change as design proceeds.

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Use Step Backs at Upper Stories

Step backs are used in prominent locations, including the JPA facing corners of each building wing. At the rear corner on Observatory, the volumes step back to mitigate massing where the building is closest to the smaller scale neighborhood.



corner of JPA and Washington Ave.



rear corner along Observatory Ave.

Use Varied Wall Surfaces

Avoid Large Expanses of Blank Walls



Wall surfaces do not extend for long stretches in the same plane. Facades are distinguished by projections and interrupted by recesses at regular intervals. Brick facades are typically less than 40' wide, and windows occur at regular intervals-- even in stair towers-- avoiding blank, undifferentiated vertical surfaces.

Use Massing Reduction Techniques

A variety of massing reduction techniques are employed, among them step backs, variations in color and changes of materials. Along the side avenues-- where existing houses tend to be smaller than they are along JPA-- brick facades, limited to three stories tall above the rear and middle-rear ground level are intended to draw attention away from the building's upper stories, which are finished in darker, subdued materials. These brick faces do not extend continuously and monotonously, but are spaced apart, typically vertically proportioned, creating an impression not unlike a series of rowhouses.

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ERB GUIDELINES BUILDING

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Opening with Traditional Vertical Proportions Preferred



Windows and doors are all vertically proportioned

Use Storefronts or Large Display Windows at Street Level



At the plaza along JPA and Washington Avenue storefront is used at the two points of entry. At the opposite corner, it's also used at a commons space with visibility on the Corridor.

Use Material Changes to Improve Massing



Material and color changes are used on all building facades to improve massing.

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ERB GUIDELINES BUILDING

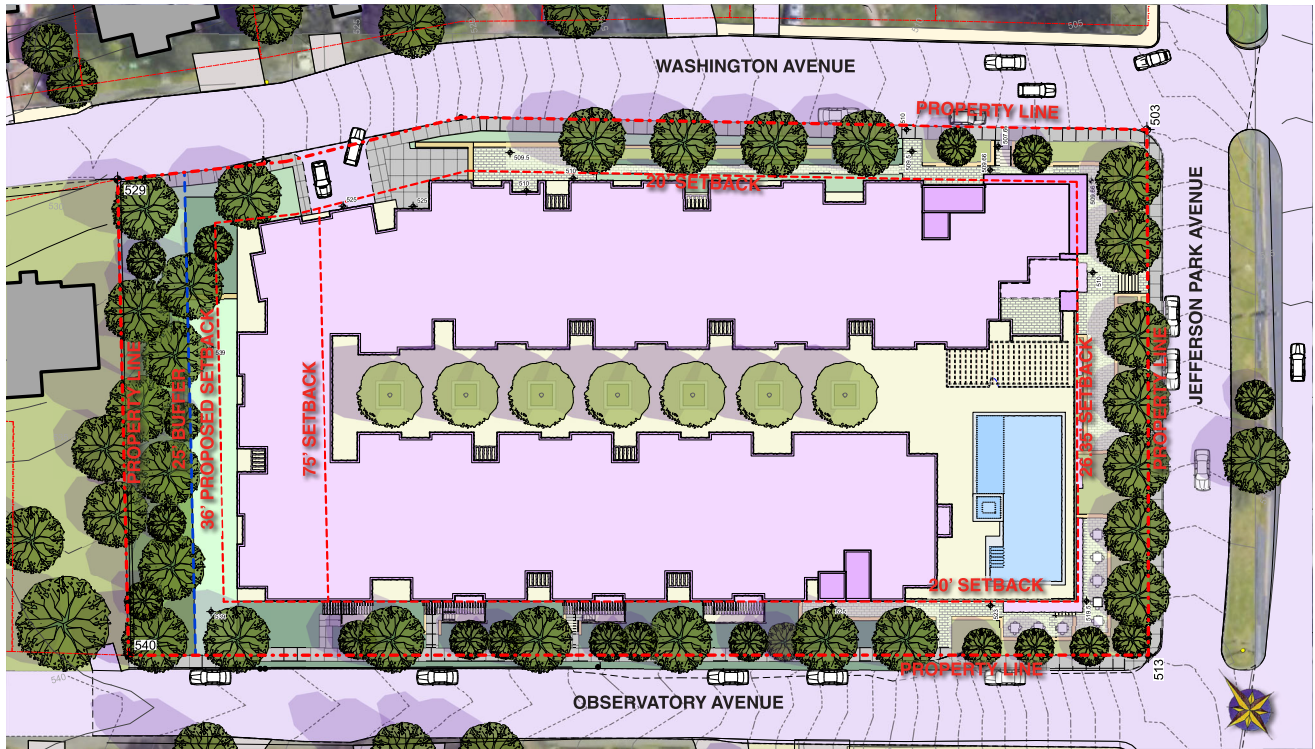
All grades, counts and quantities are approximate and will change as design proceeds.

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SECTION 2 PROPOSED DESIGN

Illustrations of the previous design + the current proposal



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SITE PLAN, refer to page 44 for updated landscape plan

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ELEVATION JEFFERSON PARK AVENUE PREVIOUS DESIGN

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ELEVATION JEFFERSON PARK AVENUE

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ELEVATION OBSERVATORY AVENUE **PREVIOUS DESIGN**

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ELEVATION OBSERVATORY AVENUE

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ELEVATION OBSERVATORY AVENUE

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ELEVATION WASHINGTON AVENUE PREVIOUS DESIGN

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ELEVATION WASHINGTON AVENUE

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ELEVATION WASHINGTON AVENUE

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ELEVATION REAR FACADE **PREVIOUS DESIGN**

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ELEVATION REAR FACADE

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ELEVATION REAR FACADE

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PERSPECTIVE JPA & OBSERVATORY AVE CORNER PREVIOUS DESIGN

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PERSPECTIVE JPA & OBSERVATORY AVE CORNER PREVIOUS DESIGN

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PERSPECTIVE JPA & OBSERVATORY AVE CORNER CURRENT DESIGN + PREVIOUS OUTLINE

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PERSPECTIVE JPA & OBSERVATORY AVE CORNER

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PERSPECTIVE JPA FACADE PREVIOUS DESIGN

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PERSPECTIVE JPA FACADE PREVIOUS DESIGN

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PERSPECTIVE JPA FACADE CURRENT DESIGN + PREVIOUS OUTLINE

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PERSPECTIVE JPA FACADE

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PERSPECTIVE JPA & WASHINGTON AVE CORNER PREVIOUS DESIGN

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PERSPECTIVE JPA & WASHINGTON AVE CORNER PREVIOUS DESIGN

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Previous massing in red

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PERSPECTIVE JPA & WASHINGTON AVE CORNER CURRENT DESIGN + PREVIOUS OUTLINE

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PERSPECTIVE JPA & WASHINGTON AVE CORNER

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PARTIAL STREETSCAPE WASHINGTON AVENUE

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PARTIAL STREETSCAPE OBSERVATORY AVENUE

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PARTIAL STREETSCAPE JEFFERSON PARK AVENUE

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PARTIAL STREETSCAPE JPA ENTRY TERRACE

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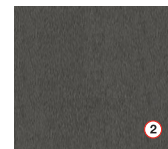
4
Metal Railings & Canopies
(dark gray color similar to Pantone 4287C)



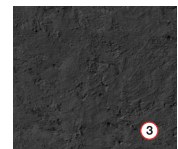
1
Triangle Cape Cod (or similar)



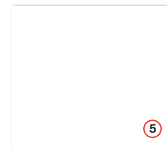
1
Meridian Brick - mix of Red Wire-cut Flashed & Flat Set (or similar)



2
Stucco Color
(Pantone 417C or sim.)
sand or float finish -- vertical scoring aligned at window edges + horizontal scoring at window headers and sills



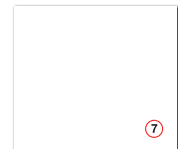
3
Stucco Color
(Pantone 447C or sim.)
roughcast or montalvo finish, minimal scoring



5
White Window Color
(based on Ply Gem standard color)



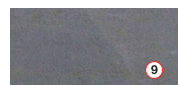
6
Black Window Color
(based on Ply Gem standard color)



7
White Metal
at entry portal & podium level canopies



8
Fieldstone Wall
(Western Maryland Thin or similar)



9
Bluestone wall caps


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BUILDING MATERIALS

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MAKING
QUALITY
AFFORDABLE

BROWSE BRICKS

WHY TRIANGLE BRICK >

DESIGN CENTER >


TECHNICAL RESOURCES >

WHERE TO BUY >

My Account

Contact Us

View Brick By Address



Cape Cod

RED

Classic, all-American style.

Inspired by the all-American style of a quaint, New England village, our Cape Cod brick offers a bold, red brick option with slight charcoal accents for a look that's classically elegant and down-to-earth. This sand-faced brick is perfectly suited for most building projects.

Brick Image: Engineer Size | Gray Mortar | Merry Oaks

WHERE TO BUY

VIEW BRICK IN PERSON

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STORMWATER CONCEPT:
MICRO-BIOFILTERS ALONG OBSERVATORY AVE.; NATIVE
PLANTING AND WEIR WALLS/ TIERS TO SLOW THE
MOVEMENT OF WATER



BRICK SITE WALLS:
ALONG OBSERVATORY + WASHINGTON AVE,
ARCHITECTURAL FACADE AND TERRACES



STONE SITE WALLS:
ALONG JPA STREET FRONTAGE AND LANDSCAPE
TERRACES



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LANDSCAPE JPA SECTION + HARDSCAPE MATERIALS

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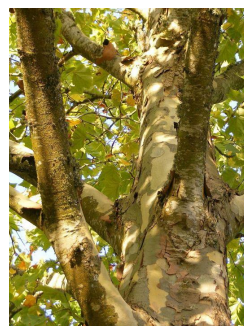
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Willow Oak
Quercus phellos



London Plane Tree
Platanus x acerfolia

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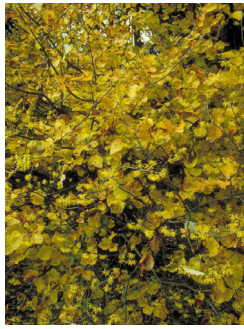
LANDSCAPE PALETTE

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Witch Hazel
Hamamelis virginiana



Sweetbay Magnolia
Magnolia virginiana



Kentucky Coffeetree
Gymnocladus dioica "Espresso"

alternative: Honey Locust
(Thornless)

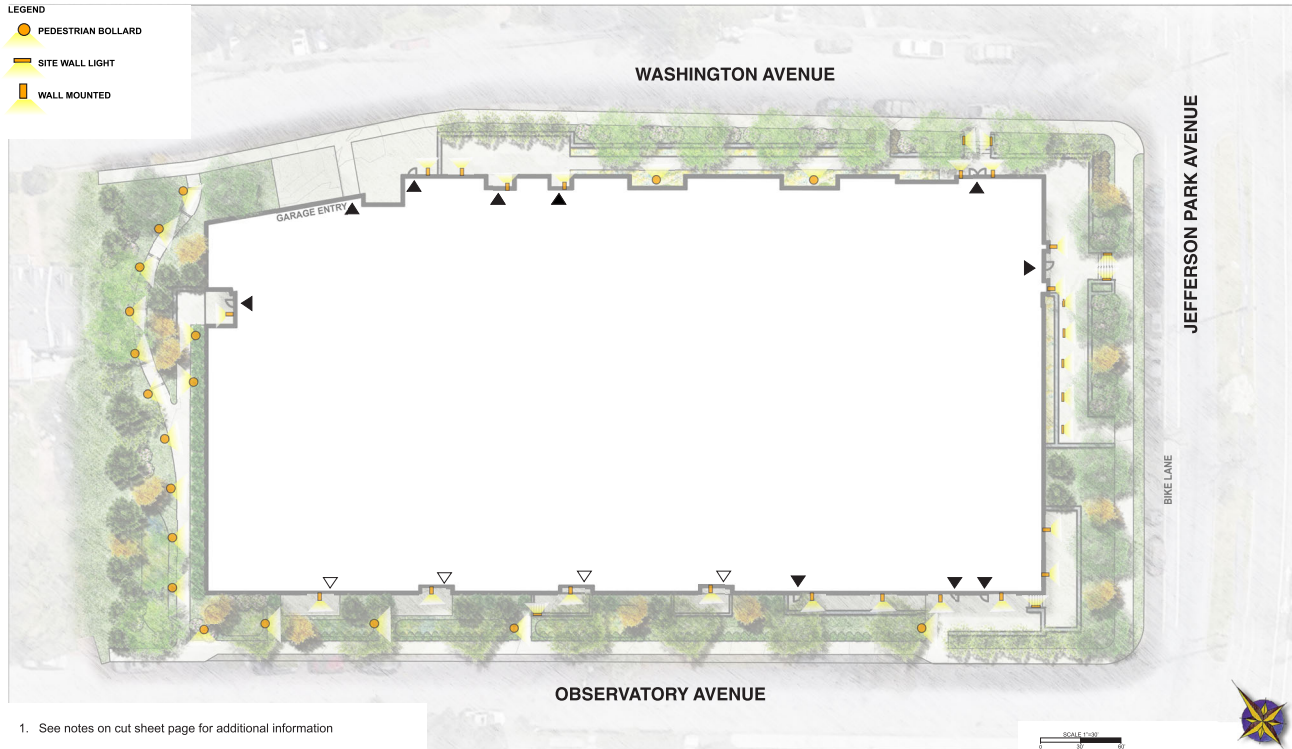
WASHINGTON AVE STREET TREES



Black gum
Nyssa sylvatica

OBSERVATORY AVE. STREET TREES (STORMWATER)

- LEGEND**
- PEDESTRIAN BOLLARD
 - SITE WALL LIGHT
 - WALL MOUNTED



1. See notes on cut sheet page for additional information

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12.20.2022

SITE LIGHTING PLAN

All grades, counts and quantities are approximate and will change as design proceeds.

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ULI-10022 Light Linear PT 1 Single Head Bollard

Construction

Area distribution bollard-mounted projectors. Stylish but technically precise area lighting solutions as part of a large flexible family.

Light Linear PT 10022 is an elegant minimalist bollard that is suitable for both residential and commercial applications. The dual optical head features a range of field of view (FOV) and beam spread options, as well as variations of this for precise light distribution requirements.

Available Options: Type I and Type II distribution optics, as well as variations of this for precise light distribution requirements.

Additional Options (Consult Factory For Pricing):

- Security Bollard
- Light Linear PT 10022

ULI-10022 is a single head bollard that is suitable for both residential and commercial applications. The dual optical head features a range of field of view (FOV) and beam spread options, as well as variations of this for precise light distribution requirements.

Additional Options (Consult Factory For Pricing):

- Security Bollard
- Light Linear PT 10022

ULE-40601 Legend 2 Recessed

Construction

Rectangular recessed wall-mounted projectors. Stylish but technically precise area lighting solutions as part of a large flexible family.

Light Linear ULE-40601 is an elegant minimalist wall-mounted projector that is suitable for both residential and commercial applications. The dual optical head features a range of field of view (FOV) and beam spread options, as well as variations of this for precise light distribution requirements.

Additional Options (Consult Factory For Pricing):

- Security Bollard
- Light Linear ULE-40601

ULI-30012 Light Linear PT 12 Surface

Construction

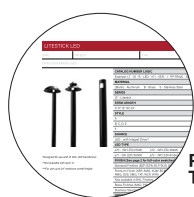
Area distribution wall-mounted projectors. Stylish but technically precise area lighting solutions as part of a large flexible family.

Light Linear ULI-30012 is an elegant minimalist wall-mounted projector that is suitable for both residential and commercial applications. The dual optical head features a range of field of view (FOV) and beam spread options, as well as variations of this for precise light distribution requirements.

Additional Options (Consult Factory For Pricing):

- Security Bollard
- Light Linear ULI-30012

PEDESTRIAN BOLLARD



PLANTING ACCENT OR UPLIGHTING IN TERRACED PLANT BEDS (TBD)

SITE WALL LIGHT



WALL MOUNTED EXTERIOR LIGHT



- Outdoor lighting shall conform to the City of Charlottesville Code of Ordinances Chapter 34 - Zoning Article IX Division 3, Sec. 34-1000 et. seq.
- The selected luminaires and layout may differ from site plan and the the luminaire manufacturers and types listed; cut sheets provided to convey lighting concept only.
- Photometrics to confirm adherence to local lighting requirements and finalize fixture spacing and orientation

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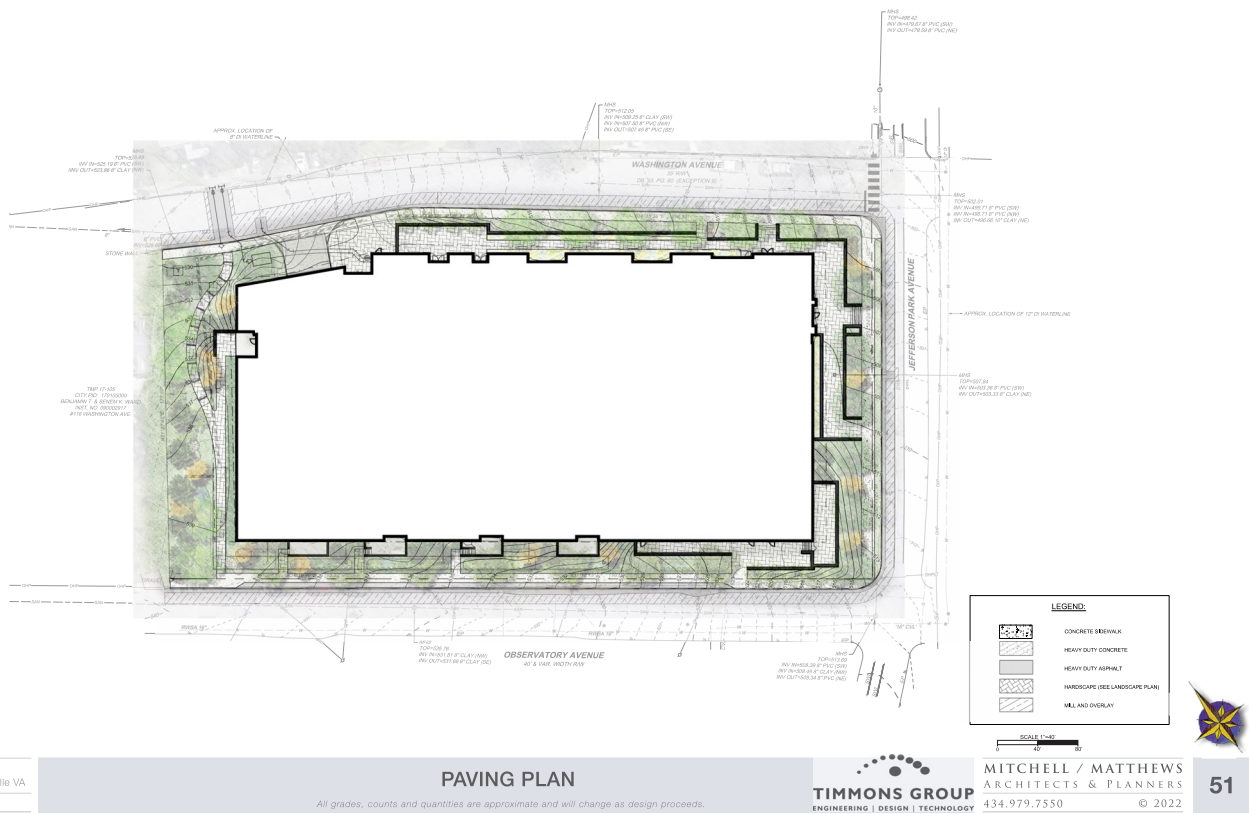
SITE LIGHTING CUT SHEETS

All grades, counts and quantities are approximate and will change as design proceeds.

TIMMONS GROUP
ENGINEERING | DESIGN | TECHNOLOGY

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APPENDIX a **ERB GUIDELINES (DETAILED)**

Full response to all published guidelines

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

Design for a Corridor Vision: New building design should be compatible-- in massing, scale, materials and colors-- with neighboring structures that contribute to the overall quality of the corridor. Site designs should contain some common elements to provide continuity along the corridor. New development should compliment the city's character and respect those qualities that distinguish the city's built environment.

Preserve History: Preserve historic buildings and distinctive architecture from earlier periods. Encourage contemporary design that is respectful of historic building design.

Facilitate Pedestrian Access: Encourage compact, walkable developments. Design pedestrian connections from sidewalk and car to buildings, between buildings and between corridor properties and adjacent residential areas.

Maintain Human Scale in Buildings and Spaces: Consider the impact of building design--especially height, mass, complexity of form, architectural details and exterior spaces-- on the people who will pass by, live, work or shop here. The size, placement of doors, windows, portals and openings define human scale.

Preserve and Enhance Natural Character: Encourage plantings of diverse native species.

Create a Sense of Place: In corridors with substantial pedestrian activity, one goal is to create a sense of place. Building arrangements, uses, natural features and landscaping should contribute, where feasible, to create exterior space where people can interact.

Create an Inviting Public Realm: Design inviting streetscapes and public spaces. Redevelopment of properties should enhance the existing streetscapes and create an engaging public realm.

Mask the Utilitarian: Provide screening from adjacent properties and public view of: parking lots, outdoor storage and loading areas, refuse areas, mechanical and communication equipment and other uses that have adverse impacts. Relegate parking behind buildings.

Respect and Enhance Charlottesville's Character: Architectural transplants from other locales or shallow imitations of Jeffersonian architecture are examples of building designs that are not appropriate.

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Response

Exterior material selections are predominantly brick and stucco, consistent with other buildings along the JPA corridor. The color palette falls in a compatible range. Building massing is varied, not monolithic. The scale evident in fenestration, entrances, site stairs, canopies and porches is appropriate for this district. The landscape design along JPA-- consisting of multiple terraces and plantings-- has the potential to enhance the corridor's character, creating opportunities for pedestrian comfort and interaction in a shaded environment that is a marked improvement over other student housing that fronts this corridor.

There are no historically designated buildings on this site. The property is in an Entrance Corridor, but it does not fall within any of the city's Historic Districts.

The potential pedestrian experience along JPA represents a significant improvement over streetscapes found elsewhere on the corridor. The existing sidewalk will be rebuilt to current city standards with a narrow planted buffer between parked cars and pedestrians. On site, easily accessible plaza spaces adjacent to the sidewalk will give pedestrians a kind of wayside where they can relax and socialize in the shade and beauty of new plantings. At the rear of the property, a paved walk is proposed, available for public use, allowing nearby residents a second, alternative connection between Washington and Observatory Avenues.

The building height is similar to multiple nearby structures along the corridor. Buildings at 1725 JPA, 1815 JPA and 1800 JPA are five to nine stories tall. Mass and form of the proposed building is varied. Multiple walks and terraces provide usable spaces, traversable by visitors and passers-by. Street trees will provide screening, shade and beauty. The dimensions and arrangements of windows, openings and entries are consistent with neighboring apartment buildings.

The landscape plan proposes a variety of native plantings in a variety of sizes-- from smaller shrubs to large trees.

In addition to the multiple terraced areas along JPA, several of the apartments fronting Observatory Avenue have porches and walks connected to the sidewalk. Not only will these benefit the scale of the project, they provide outside spaces from which tenants can easily see and communicate with other students and city residents as they move to and fro. In its current state the site makes little contribution to the street wall. It lacks architectural presence on the corridor. Very few buildings front the street to contribute to a sense of place. The proposed development will engage the street corners and contribute to the existing street wall-- one defined by variation more than uniformity.

A generous array of plaza spaces and planting beds will create a comfortable, shaded environment along the public realm, creating a kind of expanded sidewalk with places to sit, rest, eat and talk. At the corner of Jefferson Park and Observatory Avenues, a corner space is proposed with the potential to serve future commercial use, connected to an outside terrace convenient to passers-by.

All on-site parking is concealed under the building. Access to the basement parking is located on Washington Avenue, over 200 feet away from JPA. Storage areas, refuse areas and mechanical equipment will all be concealed within the building or on rooftops behind parapets.

By and large, traditional materials are proposed, but the building's architecture does not rely on historic references deployed superficially or romantically. It does not indulge vernacular details associated with places outside Charlottesville.

ERB REVIEW CRITERIA

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(reference Charlottesville's **Entrance Corridor Design Guidelines**)

II. Streetscape Guidelines Plantings & Open Space

Use street trees to provide shade, a sense of enclosure and to define edges.

Include appropriately scaled trees, shrubs and other plantings to provide beauty as well as shade within a pedestrian gathering place and as screening for parking, utilities and service areas.

Use hardy native species that require minimal maintenance. Avoid over-used species.

Use larger species where appropriate to space and function.

Expand use of **seasonal color** in plantings.

Use plantings to promote **visual order** and help integrate buildings into the corridor.

Refer to the **Tree Planting and Preservation BMP Manual** in the Charlottesville Standards and Design Manual.

II. Streetscape Guidelines Pedestrian Routes

Where feasible, **provide unbroken pedestrian routes** between developments. Place paths in a logical pattern where people will want to walk. Separate sidewalks from the curb by a five feet wide landscape buffer if possible.

Within developments, **identify a complete pedestrian pathway system** linking all buildings, parking and green spaces. Ensure this network connects to public pedestrian pathways.

Response

Many street trees are proposed along Jefferson Park, Observatory and Washington Avenues. In the site's current condition, street trees are uncommon.

A varied selection of plantings-- from large trees to medium trees to shrubs-- will benefit the environment around the building, encouraging people to gather and socialize within the color, comfort and shelter of the landscape. In addition to street trees, multiple planting beds-- as buffers along JPA, in transitional spaces between sidewalks and entrance terraces/porches, and along the building edge-- will host smaller plantings. The combination of plantings will enhance a sense of scale around the building, emphasizing the edges of and enclosing outdoor space.

Most planting selections come from the Charlottesville Tree Packet of recommended species. Over-used species-- Bradford Pear and Crepe Myrtle, for example-- are not proposed.

Certain species-- London Planetree, Honeylocust and Kentucky Coffeetree, among them-- will attain significant height when mature. They are proposed along the streets, where in time they will provide abundant shade and an ever-changing screen of the upper stories of the new building.

Multiple species-- blackgum, ? and ? among them-- will provide potentially great colors in fall and spring.

In time, the varied scale of plantings will create a layered environment from which the building emerges, avoiding abrupt or stark transitions.

Yes.

The continuity of sidewalks will be significantly improved with this project. Currently sidewalks along both Observatory and Washington Avenues are discontinuous on both sides, with stretches of more than 200 feet without sidewalks at all. Where there are sidewalks currently, they are frequently crossed by parking drives and aprons. After this project is complete, the sidewalks will continue, without break, along all three street edges. Only one vehicular drive-- at the Washington Ave. entry to the parking deck-- will cross the new sidewalks. At JPA, a landscape buffer is proposed. Because of utility limitations it will be three feet wide, sufficient for smaller plantings. To compensate, we propose a sufficiently wide planting bed for larger street trees to be located on the building side of the sidewalk.

All building entries, porches and plazas are connected to public pathways, often in multiple locations. At the rear of the property, there is currently a surface parking lot with few trees. For years this lot has served an informal, but illicit, function as a pedestrian connection between Washington and Observatory Avenues. With this project, a new pedestrian path behind the building-- and open to public use-- will replace the parking lot. The new path will enjoy screening and shade from a wide planted buffer along the north property boundary.

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ERB REVIEW CRITERIA *continued*

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(reference Charlottesville's **Entrance Corridor Design Guidelines**)

II. Streetscape Guidelines Pedestrian Routes, cont.

Add designated pedestrian pathways through larger parking lots.

Provide crosswalks at intersections, between major pedestrian destinations and in front of building entrances that link to parking.

Design crosswalks to highlight their visibility by slightly raising them, making them wider, constructing them of materials other than asphalt and using bulb-out corners than reduce their length.

Provide breaks in large building masses to allow pedestrians to pass through, particularly through shopping centers.

Avoid excessive curb cuts for vehicular access across pedestrian ways. Where curb cuts are necessary, mark them with a change in materials, color, texture or grade.

Design sidewalks appropriately for the site and the expected amount of foot travel.

Use brick or patterned concrete or a combination of these materials that relates to the existing architectural vocabulary of the corridor.

Avoid concrete curbing poured in continuous strips.

Avoid excessive variation in sidewalk and curb material.

Response

No visible surface parking lots are proposed in this project.

A crosswalk will be provided where the Washington Ave. sidewalk intersects with the vehicular drive accessing the parking levels.

At the entrance to the under-building parking, the crosswalk will not be paved in asphalt, and it will be wider than the sidewalk.

The concealed parking levels do not permit accessible passage across the full site within the building's perimeter. However, at the rear of the property, not far from JPA, a public pathway is proposed that crosses the entire property. Currently, it's unusual for people to walk between Observatory and Washington Avenues except at the rear parking lot and at JPA. Connections at these locations will be retained and improved.

The project requires only a single curb cut, marked with a change in material, at the entry to the under-building parking on Washington Ave. This is a significant reduction to existing curb cut conditions. Currently, there are at least eight curb cuts or driveway crossings located along Observatory and Washington Avenues accessing this site.

In this largely residential district, a seven foot wide sidewalk is proposed along Jefferson Park Ave.

Currently, there is little precedent in this corridor for brick or patterned concrete walks... however, we propose brick and stone for numerous low site walls contiguous to walks and plazas.

We will.

We will.

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

II. Streetscape Guidelines Bicycle Routes

Provide for bicycle traffic along major corridors and between major destinations, with particular emphasis on connecting residential areas to schools, recreation areas and commercial centers.

Provide new bike paths to connect to planned or existing municipal paths or paths of adjoining developments.

Provide facilities to store or lock bicycles at appropriate sites.

Develop an easily identifiable graphic system of signs and road markings to designate bicycle routes and crossings.

II. Streetscape Guidelines Lighting

Use full cutoff luminaires in accordance with city lighting requirements to provide better lighting and prevent unwanted glare.

Where appropriate, **replace modern cobra-head type lamps and poles** with painted metal, traditionally designed fixtures that have a base, shaft and luminaire.

Consider using a different but compatible style of fixture for each of the corridors.

Light pedestrian areas with appropriately scaled poles.

Provide pedestrian lighting at transit stops and along paths to parking lots and other destinations.

Provide lighting of intersections in high traffic areas.

Include any lighting upgrades as a part of an overall streetscape plan for each corridor.

Response

Currently there is a dedicated bike lane along JPA adjacent to the site. This will remain.

NA

Indoor, secure storage for up to XX bicycles will be provided on site.

NA

Full cutoff luminaires will be used.

NA

NA

NA

NA

NA

NA

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

II. Streetscape Guidelines

Street Furniture

Develop and use a common palette of colors, materials and design.

Coordinate street furniture along corridors. While they need not match, they should be compatible and not clash.

Place benches at key locations such as transit stops. Use traditional designs constructed of wood and/or painted metal.

Avoid placing too many elements on narrow sidewalks.

II. Streetscape Guidelines

Public Signs

Develop a system of public way finding and informational signs to reflect the character of Charlottesville to be used on all corridors.

Coordinate the colors and design of signs within a corridor.

Keep signs to the minimum number and size necessary for the use.

Scale and place signs for both automobile traffic and pedestrians.

Avoid placing signposts in locations where they can interfere with the opening of vehicle doors.

Consider using decorative color banners within a specific corridor.

II. Streetscape Guidelines

Public Art & Monuments

Response

The furniture materials, colors and design will be coherent.

There is little presence or continuity of street furniture along JPA now. We do not anticipate furniture choices for this project to clash.

No transit stops are currently located along the site's JPA boundary, but built-in benches and tables are planned to be included on the front entry plaza. These are very close and convenient to the sidewalk. They will allow a place to wait, rest and meet with friends. If a transit stop is placed here in the future, the project's benches have the potential to create alternative waiting areas close-by and within sight of it.

NA

NA

The color scheme and design of signs will be consistent and coherent.

The number of signs will not be excessive.

NA

NA

NA

No public art or sculpture is being replaced by or proposed within this development, so none of the criteria in this section is applicable.

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ERB REVIEW CRITERIA *continued*

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(reference Charlottesville's **Entrance Corridor Design Guidelines**)

II. Streetscape Guidelines

Utilities & Comm. Equip.

Locate and screen utilities to limit their visibility from the street and from nearby development.

Place existing and proposed utilities underground.

Consider integrating cellular communication towers into building design so as to appear visually unobtrusive.

III. Site Guidelines

Connectivity Between Entrance Corridor area & neighborhoods

Maintain or provide a strong sense of community by providing pedestrian and vehicular links from a corridor site to nearby neighborhoods, parks, schools and other public destinations.

Use common streetscape elements, materials and designs to visually link the corridor areas and neighborhoods.

Provide continuous pedestrian routes along corridors where feasible.

Site grading should promote connectivity with adjacent sites.

Response

Power and communication cables will remain above ground and suspended from utility poles, but transformers and meters will be located out of view from JPA.

Utilities will not be buried, as is typical of almost all other buildings along this corridor.

NA

Pedestrian connections to the neighborhoods on Observatory and Washington Avenues are enhanced by improved continuous sidewalks that are minimally interrupted by vehicular crossings.

Materials typical of the surrounding neighborhoods-- brick, stone, concrete-- will be used in walks and site walls.

Pedestrians routes along the corridor will be enhanced and expanded.

Site grading will not affect adjacent sites.

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ERB REVIEW CRITERIA *continued*

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(reference Charlottesville's **Entrance Corridor Design Guidelines**)

III. Site Guidelines **Connectivity Between & Within Sites**

Create a complete pedestrian pathway system within a site and between adjacent sites, linking all buildings, parking areas and green spaces. Ensure that this network connects to any nearby public pedestrian pathway.

Design pedestrian and vehicular circulation to maximize the quality and safety of the pedestrian experience through:

"shared space" approaches that slow vehicle speeds and enhance pedestrian experience;

designated, separate sidewalks with planted areas through large parking lots;

crosswalks at points of vehicular access routes and in front of building entrances;

crosswalk designs that highlight their visibility by slightly raising them, making them wider, by constructing them of materials other than asphalt and by using bulb-out corners that reduce their length.

Ensure the new paving materials are compatible with area character. Scored concrete with broom finishes, colored, exposed aggregate concrete and brick or unit pavers are examples of appropriate applications. Avoid large expanses of bright white or gray concrete surfaces.

Provide passageways within large building masses to allow pedestrians to pass through, particularly through shopping centers.

Response

All building entries, porches and plazas are connected to public pathways, often in multiple locations. At the rear of the property, there is currently a surface parking lot with few trees. For years this lot has served an informal, but illicit, function as a pedestrian connection between Washington and Observatory Avenues. With this project, a new pedestrian path behind the building-- and open to public use-- will replace the parking lot. The new path will enjoy screening and shade from a wide planted buffer along the north property boundary.

At the entrance to the under-building parking, the crosswalk will not be paved in asphalt, and it will be wider than the sidewalk. The change in materials and wider dimension will call attention to pedestrians where the garage entry/exit crosses the sidewalk at Washington Ave.

At the entry plaza, associated walks and the corner terrace at the intersection of Jefferson Park and Washington Avenues, paving materials will be scored concrete in a buff stain. The walks leading to the Observatory Ave. porches will be paved in brick.

The concealed parking levels do not permit accessible passage across the full site within the building's perimeter. However, at the rear of the property, not far from JPA, a public pathway is proposed that crosses the entire property. Currently, it's unusual for people to walk between Observatory and Washington Avenues except at the rear parking lot and at JPA. Connections at these locations will be retained and improved.

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

III. Site Guidelines **Building Placement**

Orient the facade of new buildings to front on the corridor.

Limit setbacks of new buildings according to the zoning of the particular corridor.

Limit setbacks at major intersections so that the architecture can help define the area.

Use compact building arrangements to reduce the feeling of seas of parking, encourage pedestrian activity and define space.

Strive for contiguous building arrangement along the street face and avoid large breaks between buildings in identified development sites.

Ensure that larger developments orient their design to any adjoining neighborhoods and side streets.

Orient service areas to limit their impact on the development and any neighboring areas.

Each side of a corner building that faces a street should be considered a facade for design purposes.

Response

The main building entry and entry plaza front Jefferson Park Avenue.

The front yard is between 20 and 30' deep, which is consistent with multiple other similar buildings along the corridor.

While the intersections may not be regarded as major, they are not insignificant. The architecture-- both in the street-level terracing and prominent entry areas-- serves to define the corners.

No exposed, surface parking is proposed. The building is not sited too far from rights-of-way, but enough to allow expanded pedestrian spaces and ample plantings.

We seek a balance in the building arrangement. While the base of the building is contiguous along JPA, the residential wings above step back independently of one another-- one offset from the other-- to introduce varied massing and temper the impression of formality that a more symmetrical form might impose.

The introduction of brick facades along Washington and Observatory Avenues creates the impression of independent attached dwellings-- not unlike townhouses-- fronting on the side streets and their associated neighborhoods. Porches at multiple ground level apartments along Observatory reinforce this perception.

The building will be serviced largely at the entrance to the under-building parking on Washington Ave. This will help minimize the presence of service vehicles like trash trucks along the JPA corridor.

Building corners, especially at Washington Ave., turn to face side streets with prominent entry points and fenestration.

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

III. Site Guidelines

Parking

Reduce the scale of parking lots...

Reduce the visibility of residential garages by:

Not allowing a garage to become the primary architectural feature when a development is viewed from the street;

Placing garages behind the building setback, preferably facing to the side or rear of attached housing;

Placing garages and parking in the rear with alley access.

Accommodate pedestrian needs within parking areas by:

Providing clear pedestrian paths and crossings from parking spaces to main entrances and to the street;

Planning parking so that it least interferes with appropriate pedestrian access and connections to adjoining developments;

Construct parking lots that reinforce the existing street wall of buildings and the grid system of rectangular blocks.

The number and width of curb cuts should be the minimum necessary for effective on- and off-site traffic circulation.

Design any detached parking structure to be architecturally compatible with its setting...

Bicycle parking facilities should be provided within areas where significant bicycle traffic is anticipated. They should be located in designated areas close to buildings and pedestrian paths.

Response

NA (This project does not include surface parking lots.)

The garage entry is on the project's east side yard, over 200 feet from the JPA corridor.

The entry drive to the garage is not in the front yard.

Because of grading concerns and to prevent vehicle access from conflicting with rear yard pedestrian use and planted screening, we elected not to access the garage from the rear yard.

Ways from parking spaces to building entrances will be clearly marked.

Primary building entrances are connected directly to public sidewalks, away from subterranean parking.

NA

Only one curb cut for vehicular access is proposed. This will be on Washington Avenue, over 200 feet up from the corridor.

NA (No detached parking structure is proposed.)

Bike storage will be located securely inside the building, convenient to an exterior entry along Washington Avenue with continuous sidewalk access to JPA.

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(reference Charlottesville's **Entrance Corridor Design Guidelines**)

III. Site Guidelines

Plantings & Open Spaces

Provide landscaping within parking areas by...

The majority of open space should be located at the perimeter of the site where it is visible, and it should be of sufficient width and depth to provide adequate contrast to any adjoining site parking. Planting zones should be consolidated into areas large enough to give natural character to a site rather than randomly distributed in small and narrow open spaces that do not match the context and scale of the project.

Planted areas should be located along the site boundaries, within parking areas, along drainage or stormwater management areas, around buildings and at building entries.

The existing topography should be preserved intact as much as possible to minimize disruptions in drainage.

Different scales of plantings (trees, shrubs, flowers) should be incorporated into site design to the extent possible and such features as mature woods and riparian areas should be retained.

Use species appropriate for site conditions including available sunlight, water and root and canopy space.

Use trees, shrubs and other landscaping features to provide screens for service areas, parking and utilities.

Use large specimen street trees along pedestrian routes to provide shade and to define edges.

In the core of larger commercial and office centers, street trees and more formal urban plantings organized around public open spaces are recommended.

Consider using **landscaping areas that also provide storm water treatment** such as rain gardens.

Response

NA (This project does not include parking lots outside of the building under open sky.)

Most open space is located along the perimeter. Planting zones vary. Some are linear and narrow, creating an edge along walks. Others are more spacious, allowing generous green areas suitable for larger tree species. Planting zones are designed deliberately to help define and shade public sidewalks. At the rear of the site, a broad swath of mixed plantings will provide a buffer between this project and smaller scaled neighboring houses to its north.

Plantings are proposed in all of these locations (with the exception of parking areas, because all parking is under the building).

Outside the building perimeter, significant regrading is not proposed.

A variety of plantings of different sizes and colors are proposed.

Selected species are appropriate for site conditions.

Plantings will be used to screen utilities where necessary.

Large trees, selected from Charlottesville's Tree Packet of recommended species, are proposed along all sidewalks.

NA

Planted Bioretention is planned along parts of Observatory and Jefferson Park Avenues.

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ERB REVIEW CRITERIA, CONTINUED

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(reference Charlottesville's **Entrance Corridor Design Guidelines**)

III. Site Guidelines Plantings & Open Spaces, cont.

Refer to the **Tree Planting and Preservation BMP Manual** in the Charlottesville Standards and Design Manual

Encourage **day lighting of streams** where appropriate.

III. Site Guidelines Lighting

Use cutoff luminaries in accordance with city lighting requirements to provide better lighting and prevent unwanted glare. Lighting should at all times be designed to prevent light pollution in the form of light transmission laterally beyond site boundaries or upward to the sky.

Coordinate the lighting plan with the landscape plan to ensure pedestrian areas are well-lit and that any conflict between trees and light fixtures is avoided.

Lighting should provide for appropriate and desirable nighttime illumination for all uses on and related to the site to promote a safe environment.

Light pedestrian areas with appropriately scaled poles and luminaries. Their heights are typically ten to fourteen feet.

Avoid using building accent lighting that is too bright and draws too much attention to the building. Reasonable levels of accent lighting to accentuate architectural character may be appropriate in individual instances when it is shielded and is not aimed towards neighboring properties, sidewalks, pathways, driveways or public right-of-ways in such a manner as to distract travel.

Gasoline station/convenience store aprons and canopies should utilize full shielded lighting fixtures...

Response

We have.

NA

All relevant lighting will follow the city's cutoff luminary requirements.

Lighting is being coordinated with the landscape design.

LED lighting at levels and temperatures recommended by BAR guidelines will be specified. Most exterior lighting will be motion-activated.

Most lighting of pedestrian areas will not be mounted on poles. Those lights that are will not be mounted above appropriate heights.

Accent lighting will be subtle and used only around building signs.

NA

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

III. Site Guidelines Walls and Fences

Choose high quality materials and designs using materials such as brick, stone, metal and wood. Avoid untreated wood, vinyl, chain-link fences, wire fences or concrete block walls. Consider materials used elsewhere on the property or structures within the site.

Use a scale and level of ornateness of the design of any new walls and fences that relate to the scale and ornateness of the building within the site. Use simpler designs on smaller lots.

Avoid exceeding the average height of other fences and walls of surrounding properties.

Fences should be set back from the street right-of-way to allow a clear area for utilities and landscaping.

When walls or fences stretch longer than 50 feet, use designs with texture and modulation to provide a regular rhythm without being monotonous.

Use paint or opaque stains on pressure treated or unpainted wood fences.

Fence stringers (the structural framing of the fence) should be located facing the interior of the subject lot, with the finished side facing out away from the subject property.

Fence at intersections or driveways should comply with city requirements for site distance (see Article IX, Division 7 of the Zoning Ordinance for detailed site triangle requirements.)

Response

Site walls will be built out of quality, durable materials.

In detailing and scale, the site walls will be compatible with the building.

Site walls will typically be low-- in many cases, seat wall height-- especially along the JPA corridor.

NA -- no fences proposed

The brick wall around the upper terrace at Jefferson Park and Observatory Avenues is punctuated by recesses that keep the wall face from being too monotonous. Where other site walls stretch more than fifty feet without interruption, these are typically low, seat-height walls where modulation is of negligible value.

NA

NA

NA

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

III. Site Guidelines

Signs

Place signs so that they do not obstruct architectural elements and details that define the design of the building.

Respect the design and visibility of signs for adjacent businesses.

Use colors and appropriate materials that complement the materials and color scheme of the building, including accent and trim colors.

Use a minimal number of colors per sign where possible. Avoid jarring or overly bright color schemes.

Exterior illumination of signs shall comply with the city's outdoor lighting requirements. Exterior neon is discouraged.

Illumination of any sign shall not be directed toward any residential area or adjacent street.

Consider using a comprehensive signage plan for larger developments.

Encourage the use of monument signs with accent landscaping at the base along corridors.

Internally lit signs should use an opaque background so only letters are lit.

Flashing lights are prohibited.

Response

Signs will not obscure architecture. They will be well integrated.

Signs on the subject property will not obscure or clash with signs on properties elsewhere.

Sign materials and design will enhance building materials and design.

Signs will not have a busy color palette. Bold colors may be selected in special cases, but we believe these are potentially interesting choices.

Sign lighting will adopt the city's BAR's recommendations for exterior lighting.

Sign lighting will be discreet and indirect, not shining outward toward the property edges.

Signs will be compatible with one another.

Large signs may be used along the corridor with or without associated landscaping.

Sign lighting will be indirect, illuminating only the text/numbers.

None proposed.

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

III. Site Guidelines

Utilities, Comm. Equip. & Service Areas

Locate utilities to minimize their visual impact from the street and adjoining developments.

Screen and landscape dumpsters with wood board or solid barrier wall when multiple sides of the a building are highly visible.

Place utilities underground if possible or located behind buildings.

Screen service areas and loading docks that are visible from streets or adjoining development with berms, landscaping, structures or fences.

Site noise generating features away from neighboring properties, especially residences.

Screen rooftop communications and mechanical equipment.

Response

Utilities will be away from or screened from the JPA Corridor.

NA. (Trash dumpsters/bins will be stored in the building, out of sight.)

NA

NA

The pool deck-- the only potential generator of noise-- is located at the already busy and active JPA thoroughfare rather than facing the houses on the quieter side avenues.

Rooftop equipment will typically be screened behind parapet walls.

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

IV. Building Guidelines Architectural Compatibility

Charlottesville seeks new construction that reflects its unique character, history and cultural diversity. Architectural transplants from other locales or shallow imitations of historic architectural styles, for example, are neither appropriate nor desirable.

A distinctive identity for each corridor should be created through a combination of materials, forms and features that create a coordinated and inviting mix of buildings and spaces.

Encourage a diversity of architectural materials, forms and styles that respect the traditions of architecture in the Charlottesville area, including gable or hipped roof forms, standing seam metal roofing, brick and wood siding.

New developments should strive to implement the intended vision rather than repeat existing inappropriate development patterns.

New development should respect existing historic buildings and excellent examples from the recent past.

Existing development should be upgraded as opportunities arise.

Response

The building's architecture does not rely on historic references deployed superficially or romantically. It does not indulge vernacular details associated with places outside Charlottesville.

Exterior material selections are predominantly brick and stucco, consistent with other buildings along the JPA corridor. The color palette falls in a compatible range. Building massing is varied, not monolithic. The scale evident in fenestration, entrances, site stairs, canopies and porches is appropriate for this district. The landscape design along JPA-- consisting of multiple terraces and plantings-- has the potential to enhance the corridor's character, creating opportunities for pedestrian comfort and interaction in a shaded environment that is a marked improvement over other student housing that fronts this corridor.

Exterior material selections are predominantly brick and stucco, consistent with area traditions. The flat roof with parapets is common among the city's larger apartment buildings, including older ones (see 300 Fourth St SE, the Altamont Circle Apts, 39 University Circle, the Preston Court Apts, etc...)

Currently there are multiple examples of buildings along JPA that do not present engaging facades along the corridor (1909, 1905, 1801, 1721, 1719, 1715, 1713, 1709 and 1712 JPA, among them). On these properties, surface parking is prominent and visible in the front yards. Pedestrian walks are negligible and typically connect front doors not to public sidewalks but to asphalt parking. Street trees are uncommon, in many cases nonexistent. Trash cans are visible throughout the week. These properties do little to contribute to a sense of a street edge. Architectural character is often indistinct. The proposed project will not perpetuate any of these patterns. It represents a design that aspires to a better vision for this Corridor.

No buildings on the property are historically designated.

NA

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

IV. Building Guidelines Building Mass, Scale & Height

Break up the front of a large building by dividing it into individual bays, 25 - 40 feet wide.

Use variation in materials, textures, patterns, colors and details to break down mass and scale of the building.

Avoid an unmodulated mass.

Use stepped-back height.

Use varied wall surfaces.

Use varied heights with regular width.

Use building mass appropriate to the site. Place buildings of greatest footprint, massing and height in the core of commercial or office developments where the impact on adjacent uses is the least. Follow setback requirements for upper story according to zoning classification of the corridor.

When making transitions to lower density areas, modulate the mass of the building to relate to smaller buildings. Heights can be greater if the mass is modulated and other scale techniques are adopted. Reduce height near lower density areas.

Use massing reduction techniques of articulated base, watertables, string courses, material changes, patterns and fenestration to reduce the apparent height of the building. Floor-to-floor heights of a building can have an impact on the mass of a building. For instance... when actual or implied floor-to-floor heights exceed 15-20 feet on the exterior, a building may begin to read as more massive than human-scaled.

Create human-scaled spaces defined by either buildings or landscape features that provide more friendly, inviting spaces.

Response

Along the side avenues, brick facades at three stories above the base stories are less than 30 feet wide and are intended to create the impression of individual dwellings attached to one another, not unlike townhouses.

Material, textures and colors are varied. Brick veneer is used both to establish a building base and to emphasize smaller scale building faces within the longer facades, an effort to differentiate volumes within the mass.

Perspective views reveal modulated massing.

Stepbacks occur frequently at upper stories.

Wall surfaces do not extend for long stretches in the same plane. Facades are distinguished by projections and interrupted by recesses at regular intervals.

Parapet walls are taller over some locations, creating both variation in wall heights and places to screen mechanical equipment.

NA (This is not an office or commercial development.)

Because the grade rises from JPA to the rear of the site, the lower parking levels of the building can be submerged. This results in fewer stories above grade at the rear half of the site, where the proposed building is closer to the smaller scale houses along Observatory Avenue. The foremost brick faces here are limited to three stories. The two stories above are faced in darker, desaturated, muted colors, ones intended to help these upper levels withdraw into the background.

Multiple massing reduction techniques are employed. Floor-to-floor heights are typically 11', appropriate for a multi-family building.

Spaces along the streets, those pedestrians are most likely to encounter, benefit from plantings, site walls, terraces and porches that support human-scaled environments. On the building, windows, doors and canopies will further enhance this sense of scale.

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

IV. Building Guidelines

Facade Organization & Storefronts

Orient primary entrances on a building facade to the street or corridor.

Use a hierarchy of entry design on any complex, if the building has more than one orientation and focus on the main entry on the street/corner facade.

Secondary entrances may be created to allow convenient access from adjacent buildings, sidewalks, parking, bicycle paths and transit stops..

Orient at least part of public elevations of shopping complexes to any adjoining neighborhoods.

Provide attractive facade treatments on any elevation that is visible from streets/corridors or from any primary elevations of adjoining developments and avoid use of unadorned blank walls.

Consider using the traditional three-part facade of a cornice, a pattern of upper story windows and a storefront with articulated base when designing a new building or renovating an existing structure.

Use a regular pattern of solids and voids for openings that relate to more traditional building design in the corridor.

Use a proportion of openings (vertical or horizontal) that is generally consistent with the context of the building. Traditional design openings are typically vertically proportioned.

Strive for designs and materials that reflect the architectural traditions of the region.

Storefronts or large display windows should be used at street level.

Response

The primary entrance faces on the corridor, close to the corner of JPA and Washington Ave.

The inclusion of an entry plaza + site stair aligned with the main entrance creates a visible arrival sequence, complimented by beautiful native plantings.

Secondary entrances are located at both side avenues, close to their intersections with JPA, promoting convenience and helpful redundancy.

NA

Primary elevation facades utilize materials, fenestration and masonry detailing that create a robust level of relief and adornment.

While it has a masonry base, the proposed building does not present a three-part hierarchy in the most obvious, traditional form. This building does not prioritize the historical horizontal subdivisions that were more common in previous eras. Instead, we intend the use of material and facade transitions to create a richer juxtaposition, emphasizing both vertical and horizontal proportions, often overlapping the two.

NA

The windows, doors and storefront typically adopt vertical proportions in keeping with traditional buildings.

Typically, material choices are appropriate for the region.

Storefronts are used at the two main street-level entries at the corner of Washington Ave and JPA. At the corner of Observatory Ave. and JPA, we also call for storefronts that offer visibility into amenity space (that may be converted to commercial space at a future time).

2005 JPA
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ERB REVIEW CRITERIA *continued*

All grades, counts and quantities are approximate and will change as design proceeds.

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(reference Charlottesville's **Entrance Corridor Design Guidelines**)

IV. Building Guidelines

Materials and Textures

Use material changes to help reduce mass and provide visual interest.

Choose materials that offer texture and avoid monotonous surfaces. For example, use wood or brick or stone or new synthetic materials that approximate the look and dimension of these materials.

Use quality materials consistently on all visible sides of commercial, office and multi-family residential buildings.

In Charlottesville **common building materials are brick, wood or stucco walls and standing-seam metal roofs.** Stone is more commonly used for site walls than building walls.

Avoid the use of building materials with long-term maintenance problems such as EIFS (Exterior Insulation and Finish System) or vinyl siding. Sustainable, utilitarian building materials such as concrete block, metal siding or cementitious panels may be appropriate in contemporary designs.

IV. Building Guidelines

Colors

A coordinated palette of colors should be created for each development. This palette should be compatible with adjacent developments.

Set the color theme by choosing the color for the material with the most area. If there is more roof than wall area, roof color will be the most important color choice and will set the tone for the rest of the colors.

Limit the number of color choices. Generally there is a wall color, trim color, accent color and roof color.

Use natural tints of materials such as reds, browns, tans, grays and greens as primary colors. Save bright accent colors for awnings and signs on commercial buildings.

Response

Materials changes are used deliberately to reduce the impression of massiveness.

The proposed brick and synthetic stucco will provide a range of textures and avoid monotony.

Materials will be durable.

Building walls will be faced in stucco or brick. Some stone is proposed on site walls only.

Synthetic stucco is proposed as an exterior finish on some walls. Synthetic stucco problems on past projects typically resulted from poor application practices that allowed moisture to get trapped in the wall envelope. Modern application standards using a proven drainage system, such as the inclusion of a full mesh layer-- one that does not have to be conscientiously oriented to be functional-- under the insulated stucco panels, will be adopted for this project.

The colors will be complimentary. Red brick is common along the Corridor. Dark stucco colors are intended to make upper story walls visually recede into the background, leaving the brick facades more prominent. Other than the brick color, the palette is muted and modern. White windows, storefront and trim is proposed only in the brick facade along the JPA base and at the corner entry, setting these locations apart. Dark windows are used elsewhere. We think the dark window and stucco colors will also create a nice backdrop to the brighter color range seasonally present on the perimeter site plantings. On the courtyard at the third level, vivid color is proposed on courtyard facing pavilions. These are remote enough, they are only partially visible from the Corridor and only from certain angles. They add an unexpected lining-- only occasionally glimpsed-- to an otherwise staid exterior.

The brick facades cover the most exterior area. The stucco colors are coordinated to look good with the brick.

While there are several wall colors, the proposed massing warrants it. The variation in colors and materials are intended to mitigate the building massing.

Primary colors will have natural tints. Vivid color is proposed only on facades within the courtyard, turned inward. Rarely visible from the street, they will create a distinctive and vibrant interior environment.

2005 JPA
Charlottesville VA
12.20.2022

ERB REVIEW CRITERIA *continued*

All grades, counts and quantities are approximate and will change as design proceeds.

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(reference Charlottesville's **Entrance Corridor Design Guidelines**)

IV. Building Guidelines

Colors

Use natural tints of materials such as reds, browns, tans, grays and greens as primary colors. Save bright accent colors for awnings and signs on commercial buildings.

Use color variation to break up the mass of the building and provide visual interest.

Do not use strong color that has the effect of turning the entire building into a sign.

IV. Building Guidelines

Details

Use articulated elements such as cornices, belt courses, water tables, bay divisions, variations in wall plane and roof features to create designs of interest.

Include human-scaled elements such as columns, pilasters and cornice, in particular at street level and on facades with a pedestrian focus.

Avoid large expanses of blank walls that are visible from the public right of way or neighboring developments.

Avoid oversized decorative elements.

Avoid decorative elements that do not relate to the architecture but serve to turn the whole building into a sign.

Response

Primary colors will have natural tints. Vivid color is proposed only on facades within the courtyard, turned inward. Rarely visible from the street, they will create a distinctive and vibrant interior environment.

See perspective drawings.

We do not.

A building base, bay divisions, variations in wall plane, masonry detailing and coping projections at tops of walls are among the elements used to create architectural articulation.

Canopies and fenestration contribute to human scale.

Typically vertical planes, materials and colors vary often enough that large blank expanses do not result.

No big decorative elements are proposed.

No such elements are proposed

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

IV. Building Guidelines

Roof Forms & Materials

Use roof forms that complement the building design and contribute to human scale. Avoid tall roof areas that overwhelm the height of the building's wall. Common Charlottesville roof forms include hipped, gable, flat and gambrel.

If a shed roof or flat roof design is used, add a parapet wall to screen the roof.

Avoid a visible monolithic expanse of roof on large-scale buildings. Break the roof mass with elements such as gables, dormers or parapets. Scale these features to the scale of the building.

Consider using a special roof feature on buildings located at a gateway, a prominent corner, or highlight entry bays on larger structures.

Steeper forms are associated with more traditional design and can be appropriate when the development adjoins nearby neighborhoods.

On roofs that visible such as gable, hipped or shed design, use quality materials such as metal or textured asphalt shingles

Any equipment located on a roof should be screened from public view.

IV. Building Guidelines

Awnings

Encourage the use of awnings at the storefront level to shield displays and entry and to add visual interest.

Coordinate the choice of colors as a part of the overall color scheme. Solid colors, wide stripes and narrow stripes should be considered as appropriate.

Awning forms may be angled or curved.

Response

Roofs and their materials are not visible from the ground. They are flat roofs, common for and appropriate to multi-family buildings in Charlottesville.

Some roofs have parapets.

Roof surfaces are not visible from the Corridor.

Canopies are used to help distinguish prominent corners and their entries.

NA

NA

It will be.

Canopies are proposed for these purposes.

Canopy colors are coordinated with associated storefronts.

NA

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

IV. Building Guidelines

Awnings

Use of a canopy as an illuminated sign is not appropriate

Awning materials should be appropriate to the overall design of the building. Traditional cloth fabric, standing seam metal or newer rigid materials may be considered.

IV. Building Guidelines

Appurtenances

Building service, loading and utility areas should not be visible from public streets, adjacent developments or from access drives within large developments. Such service areas should be located behind the main structure in the least visible location possible.

Mechanical equipment on roofs or sides of buildings should not be visible from the street.

When mechanical equipment vents, meters, satellite dishes and similar equipment is ground mounted, screening should include either an opaque fence or wall made of the same material as the building or an evergreen hedge that screens objectionable views.

Items such as roof ladders, railings, roll-up doors and service doors, should be located on building elevations that are the least visible from public streets/corridors, adjacent developments or from access drives within large developments. Their colors should be coordinated among all of these elements and with the rest of the building.

In some cases appurtenances may be integrated into the building design if such integration enhances the compatibility of the overall design with the corridor vision.

IV. Building Guidelines

Additions & Corridor Conversions

Response

NA

Canopies would be painted or powder coated metal.

Service, loading and utility areas will be located out of sight in the parking deck or screened by a wall near the entry drive into the parking level.

Rooftop equipment will be screened behind parapet walls.

NA

None of these are located in visible locations.

NA

NA

(reference Charlottesville's **Entrance Corridor Design Guidelines**)

IV. Building Guidelines

Franchise Designs

Response

NA

IV. Building Guidelines

Gas Station Canopies

NA

IV. Building Guidelines

Civic & Institutional Buildings

NA

IV. Building Guidelines

Multi-Family Buildings

Follow other guidelines in this chapter as applicable to the overall design of such buildings in such issues as massing and building footprint, scale, complexity of form, height and width, materials, textures and colors, roof forms and materials, etc...

Give consideration to placing the first floor retail storefronts in multi-family buildings if they face along a commercial corridor or face a pedestrian-oriented street within the downtown.

Avoid creating street front facades that are dominated by garage doors.

Ensure that the designs of such buildings are consistent with any adjoining neighborhoods and the zoning ordinance.

Other applicable chapter guidelines are addressed in previous pages.

NA

No garage doors are proposed on the front facade.

They are consistent.

APPENDIX b CORRIDOR CONTEXT

