

ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	ARB-2019-143: Malloy Ford Outdoor Display and Furniture Store Repurposing
Review Type	Advisory Review for a Special Use Permit and Conceptual Review of a Building Permit
Parcel Identification	045000000068A0, 045000000112B1
Location	2060 Seminole Trail
Zoned	Highway Commercial (HC), Entrance Corridor (EC)
Owner/Applicant	Malloy Properties III LLC C/O Malloy Companies LLC/BRW Architects (David Timmerman) and Valerie Long
Magisterial District	Rio
Proposal	To demolish a portion of the existing building; to establish outdoor sales/storage/display of vehicles in the area previously occupied by the building, and to renovate the exterior of the remaining portion of the building.
Context	The surrounding area is a heavily developed commercial corridor. Automobile dealerships with vehicle display are located nearby, including the Malloy Ford property on the adjacent parcel to the north.
Visibility	The proposed development will be readily visible from the Entrance Corridor.
ARB Meeting Date	January 21, 2020
Staff Contact	Margaret Maliszewski

PROJECT HISTORY

- The ARB reviewed a sign (ARB-1992-13S) for the Better Living Furniture site in 1992.
- The ARB reviewed and approved the Malloy Ford auto dealership on the adjacent parcel to the north in 2016 and 2017 (ARB-2016-53, 16-90, 17-33, 17-128).
- The Special Use Permits for outdoor display (SP-2016-11) and for the body shop use (SP-2018-18) on the adjacent parcel were approved in December 2016.
- Expansion of the Malloy Ford body shop use to the Better Living Furniture site (SP-2018-05) was approved in October 2018.

ANALYSIS

REF	GUIDELINE	ISSUE	RECOMMENDATION
	GENERAL GUIDELINES		
	<i>Purpose; Compatibility with significant historic sites; Compatibility with the character of the Entrance Corridor; Structure design</i>		
1	The goal of the regulation of the design of development within the designated Entrance Corridors is to insure that new development within the corridors reflects the traditional architecture of the area. Therefore, it is the purpose of ARB review and of these Guidelines, that proposed development within the designated Entrance Corridors reflect elements of design characteristic of the significant historical landmarks, buildings, and structures of the Charlottesville and Albemarle area, and to promote orderly and attractive development within these corridors. Applicants should note that replication of historic structures is neither required nor desired.	The applicant proposes a building with painted, blank walls, resulting in the appearance of a blank box. A blank box does not reflect the traditional architecture of the area.	Revise the design of the EC-facing elevation to reflect the traditional architecture of the area.
2	Visitors to the significant historical sites in the Charlottesville and Albemarle area experience these sites as ensembles of buildings, land, and vegetation. In order to accomplish the integration of buildings, land, and vegetation characteristic of these sites, the Guidelines require attention to four primary factors: compatibility with significant historic sites in the area; the character of the Entrance Corridor; site development and layout; and landscaping.	The proposal relies on landscaping to mitigate the negative impacts of the architecture and expansive parking.	See landscape recommendations, below.
3	New structures and substantial additions to existing structures should respect the traditions of the architecture of historically significant buildings in the Charlottesville and Albemarle area. Photographs of historic buildings in the area, as well as drawings of architectural features, which provide important examples of this tradition are contained in Appendix A.	Though the existing structure is typically viewed as dated in appearance, its design does minimally acknowledge the traditional architecture of the area, with brick as the featured building material and the façade divided into a series of repeating bays suggesting an arcade. The proposed renovation would remove these features and would not add anything representative of traditional architecture of the area.	Revise the design of the EC-facing elevation to reflect the traditional architecture of the area.
4	The examples contained in Appendix A should be used as a guide for building design: the standard of compatibility with the area's historic structures is not intended to impose a rigid design solution for new development. Replication of the	Void of architectural features, the proposed renovation is not compatible with the area's historic structures.	Revise the design of the EC-facing elevation to reflect the traditional architecture of the area.

	design of the important historic sites in the area is neither intended nor desired. The Guideline's standard of compatibility can be met through building scale, materials, and forms which may be embodied in architecture which is contemporary as well as traditional. The Guidelines allow individuality in design to accommodate varying tastes as well as special functional requirements.		
5	It is also an important objective of the Guidelines to establish a pattern of compatible architectural characteristics throughout the Entrance Corridor in order to achieve unity and coherence. Building designs should demonstrate sensitivity to other nearby structures within the Entrance Corridor. Where a designated corridor is substantially developed, these Guidelines require striking a careful balance between harmonizing new development with the existing character of the corridor and achieving compatibility with the significant historic sites in the area.	Paint color is the proposed means by which the body shop building would be made to relate to the surrounding context (the Malloy Ford dealership to the north).	Revise the design of the EC-facing elevation to reflect the traditional architecture of the area.
10	Buildings should relate to their site and the surrounding context of buildings.		
12	Architecture proposed within the Entrance Corridor should use forms, shapes, scale, and materials to create a cohesive whole.		
9	Building forms and features, including roofs, windows, doors, materials, colors and textures should be compatible with the forms and features of the significant historic buildings in the area, exemplified by (but not limited to) the buildings described in Appendix A [of the design guidelines]. The standard of compatibility can be met through scale, materials, and forms which may be embodied in architecture which is contemporary as well as traditional. The replication of important historic sites in Albemarle County is not the objective of these guidelines.	The applicant proposes to demolish the front 30,096 sf furniture showroom building, leaving the rear warehouse portion of the building to accommodate body shop operations. The new façade (east elevation) facing the Rt. 29 Entrance Corridor is proposed as a blank wall painted to coordinate with the Malloy Ford auto dealership building on the adjacent property. The material of the facade has not been identified. The north elevation of the warehouse building, which faces the Malloy Ford dealership, would be refinished and painted. The perspective views show a single overhead door at the east end of the north elevation and a small, square opening (window or vent?) high on the wall at	Revise the design of the EC-facing elevation to reflect the traditional architecture of the area.

		the west end.	
11	The overall design of buildings should have human scale. Scale should be integral to the building and site design.	The proposed building presents no fenestration, material changes, architectural elements or detailing to convey scale.	Revise the proposal to reflect human scale integral to the architectural design.
13	Any appearance of “blankness” resulting from building design should be relieved using design detail or vegetation, or both.	The proposed renovation would result in an entirely blank building.	Revise the proposal to incorporate design details that relieve blankness on the EC-facing elevation.
14	Arcades, colonnades, or other architectural connecting devices should be used to unify groups of buildings within a development.	No physical connecting devices are proposed. Given the nature of the proposed use, physically connecting to the building to the north does not appear to be feasible.	None.
15	Trademark buildings and related features should be modified to meet the requirements of the Guidelines.	The proposed renovation would not result in a trademark design.	None.
16	Window glass in the Entrance Corridors should not be highly tinted or highly reflective. Window glass in the Entrance Corridors should meet the following criteria: <i>Visible light transmittance (VLT) shall not drop below 40%. Visible light reflectance (VLR) shall not exceed 30%. Specifications on the proposed window glass should be submitted with the application for final review.</i>	No glass is proposed.	None at this time.
	Accessory structures and equipment		
17	Accessory structures and equipment should be integrated into the overall plan of development and shall, to the extent possible, be compatible with the building designs used on the site.	No accessory structures or equipment are illustrated on the plan. There is existing rooftop equipment that will become more noticeable if the front portion of the building is removed.	Indicate new and existing equipment locations on the plans.
18	The following should be located to eliminate visibility from the Entrance Corridor street. If, after appropriate siting, these features will still have a negative visual impact on the Entrance Corridor street, screening should be provided to eliminate visibility. a. Loading areas, b. Service areas, c. Refuse areas, d. Storage areas, e. Mechanical equipment, f. Above-ground utilities, and g. Chain link fence, barbed wire, razor wire, and similar security fencing devices.	A tractor trailer loading/unloading area is proposed adjacent to the EC street at the center of the parcel’s frontage, in the existing access road. This is the most visible location possible for loading/unloading, but the paved area already exists.	None.
19	Screening devices should be compatible with the design of the buildings and surrounding natural vegetation and may	No screening devices are proposed.	None.

	consist of: a. Walls, b. Plantings, and c. Fencing.		
20	Surface runoff structures and detention ponds should be designed to fit into the natural topography to avoid the need for screening. When visible from the Entrance Corridor street, these features must be fully integrated into the landscape. They should not have the appearance of engineered features.	The conceptual stormwater plan shows stormwater from the site connecting into the existing system that serves the adjacent parcel to the north.	None.
21	The following note should be added to the site plan and the architectural plan: “Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.”	The note will be needed on the site and architectural plans.	Add the standard equipment note to the site and architectural plans.
22-31	Lighting Light levels exceeding 30 footcandles are not appropriate for display lots in the Entrance Corridors. Lower light levels will apply to most other uses in the Entrance Corridors.	Proposed lighting was not included in this submittal. The ARB has consistently worked to minimize the visual impacts of parking lots by limiting illumination at the ground to 30 footcandles for display lots in the Entrance Corridors, and 20 fc for other uses, and by limiting pole light height to 20’ maximum. Maximum illumination in the adjacent display lot is 22.8 fc. Maintaining consistency with this maximum would provide for coordinated appearances.	Maximum light levels must not exceed 22.8 fc at the ground in the display lot and 20 fc in all other locations. Maximum height of new pole lights (including bases and fixtures), must not exceed 20’.
	Landscaping		
7	The requirements of the Guidelines regarding landscaping are intended to reflect the landscaping characteristic of many of the area’s significant historic sites which is characterized by large shade trees and lawns. Landscaping should promote visual order within the Entrance Corridor and help to integrate buildings into the existing environment of the corridor.	Two long islands front the subject parcels; they define the existing access road and provide separation from Rt. 29. They include neither existing nor proposed landscaping. Located in the right-of-way, planting in these islands would require VDOT approval.	The minimum depth of the planting island adjacent to the easternmost parking row must be 10’. The depth must be increased as necessary to avoid damage to trees from tractor-trailer movements. The planting island must contain, at a minimum, 4 large shade trees, 2½” caliper at planting, with interspersed ornamentals, and a row of shrubs, 30” high at planting. Trees and shrubs must be
8	Continuity within the Entrance Corridor should be obtained by planting different types of plant materials that share similar characteristics. Such common elements allow for more flexibility in the design of structures because common landscape features will help to harmonize the appearance of development as seen from the street upon which the Corridor is centered.	The applicant’s project description explains that the tractor trailer loading area requires the frontage planting to be located further back from the street than is typical. The street trees that are proposed are shown interior to the parking lot, not in the island that borders the easternmost (closest to the EC) parking row.	
32	Landscaping along the frontage of Entrance Corridor streets should include the following: a. Large shade trees should be planted parallel to the	The Places29 Master Plan recommends a “Landscaped Development” frontage	

Entrance Corridor Street. Such trees should be at least 3½ inches caliper (measured 6 inches above the ground) and should be of a plant species common to the area. Such trees should be located at least every 35 feet on center.

b. Flowering ornamental trees of a species common to the area should be interspersed among the trees required by the preceding paragraph. The ornamental trees need not alternate one for one with the large shade trees. They may be planted among the large shade trees in a less regular spacing pattern.

c. In situations where appropriate, a three or four board fence or low stone wall, typical of the area, should align the frontage of the Entrance Corridor street.

d. An area of sufficient width to accommodate the foregoing plantings and fencing should be reserved parallel to the Entrance Corridor street, and exclusive of road right-of-way and utility easements.

treatment for this area. This includes a planting strip with trees between the street and sidewalk and additional landscaping in the form of a landscaped buffer (a variety of trees and shrubs to help reduce auto-dominance) between the back of the sidewalk and the parking area.

added in the existing island adjacent to Rt. 29.

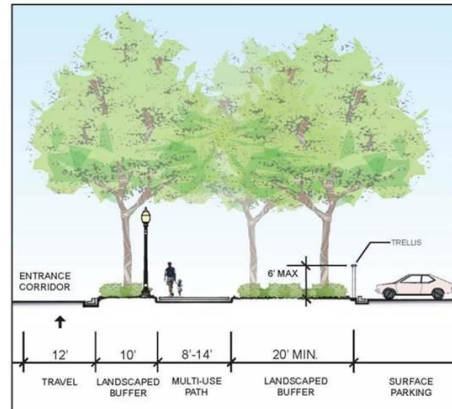
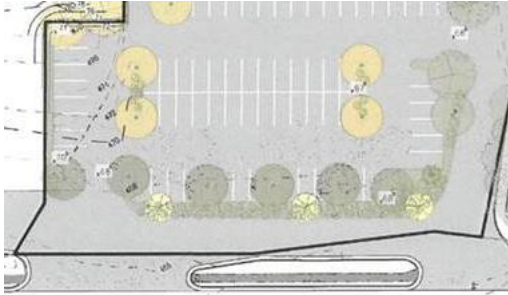


Figure 7.7. An illustration of surface parking with a landscape buffer. 1 center of the wider buffer might be replaced with a low hedge.

There are some inconsistencies between the Places29 diagram and the existing condition (primarily, the existence of the access road)



but it is clear that the intent of the Places29 requirement is for parking areas to be well-screened. Expanding the new planting island along the parking to a minimum width of 10' (but preferably more), placing shade trees in that planting island, and adding trees and shrubs in the existing island adjacent to the

		sidewalk (with VDOT approval) would come closer to meeting the intent of the Places29 plan and would begin to offset some of the visual impacts of the increased parking area located close to the corridor. 	
33	Landscaping along interior roads: a. Large trees should be planted parallel to all interior roads. Such trees should be at least 2½ inches caliper (measured six inches above the ground) and should be of a plant species common to the area. Such trees should be located at least every 40 feet on center.	Trees are proposed along the south side of the travelway adjacent to the Malloy showroom site at the required size and spacing.	None.
34	Landscaping along interior pedestrian ways: a. Medium trees should be planted parallel to all interior pedestrian ways. Such trees should be at least 2½ inches caliper (measured six inches above the ground) and should be of a species common to the area. Such trees should be located at least every 25 feet on center.	A sidewalk extends 150' along the EC-facing side of the building, and beyond for a total length of 195'. Trees are shown along the building at 25' on center.	None.
35	Landscaping of parking areas: a. Large trees should align the perimeter of parking areas, located 40 feet on center. Trees should be planted in the interior of parking areas at the rate of one tree for every 10 parking spaces provided and should be evenly distributed throughout the interior of the parking area. b. Trees required by the preceding paragraph should measure 2½ inches caliper (measured six inches above the ground); should be evenly spaced; and should be of a species common to the area. Such trees should be planted in planters or medians sufficiently large to maintain the health of the tree and shall be protected by curbing.	12 interior parking lot trees are required; 11 are shown. One perimeter tree and shrubs are missing from the south side of the southernmost parking row. The minimum size requirement for parking lot shrubs on the adjacent parcel was 30". Maintaining that requirement on the subject parcel would be appropriate. The proposal adds a significant area of paved parking to the site. Adding interior trees in the	A row of shrubs and one large shade tree, 2½" caliper at planting, must be added along the south side of the southernmost parking row. Interior parking lot trees must be added in the double- and triple- parking rows.

	c. Shrubs should be provided as necessary to minimize the parking area's impact on Entrance Corridor streets. Shrubs should measure 24 inches in height.	double and triple parking rows would further mitigate the "sea of parking" effect.	Shrubs provided at the perimeter of parking areas must be a minimum of 30" high at planting.
36	Landscaping of buildings and other structures: a. Trees or other vegetation should be planted along the front of long buildings as necessary to soften the appearance of exterior walls. The spacing, size, and type of such trees or vegetation should be determined by the length, height, and blankness of such walls. b. Shrubs should be used to integrate the site, buildings, and other structures; dumpsters, accessory buildings and structures; "drive thru" windows; service areas; and signs. Shrubs should measure at least 24 inches in height.	A row of 6 medium trees, 2½" caliper at planting, are proposed along the building elevation that faces the EC street. Shrubs are also shown in the planting bed. A row of trees will surely screen a portion of the blank wall; however, the intent of this guideline is to use landscaping to enhance the appearance of an appropriately designed building, not to screen an inappropriate design.	See architectural recommendations.
37	Plant species: a. Plant species required should be as approved by the Staff based upon but not limited to the <i>Generic Landscape Plan Recommended Species List</i> and <i>Native Plants for Virginia Landscapes (Appendix D)</i> .	Plant species are not identified in the concept plan.	None at this time.
38	Plant health: The following note should be added to the landscape plan: "All site plantings of trees and shrubs shall be allowed to reach, and be maintained at, mature height; the topping of trees is prohibited. Shrubs and trees shall be pruned minimally and only to support the overall health of the plant."	The plant health note will be needed on the site plan.	Add the standard plant health note to the site plan.
	<i>Site Development and layout; Development pattern</i>		
6	Site development should be sensitive to the existing natural landscape and should contribute to the creation of an organized development plan. This may be accomplished, to the extent practical, by preserving the trees and rolling terrain typical of the area; planting new trees along streets and pedestrian ways and choosing species that reflect native forest elements; insuring that any grading will blend into the surrounding topography thereby creating a continuous landscape; preserving, to the extent practical, existing significant river and stream valleys which may be located on the site and integrating these features into the design of surrounding development; and limiting the building mass and height to a scale that does not overpower the natural settings	The site has already been developed; little natural landscape remains. New trees are proposed. The height of the existing building is already limited. The paved parking area will be the primary focus of the site. The proposed layout is generally organized and coordinated with the adjacent site. The building that will remain is oriented parallel to the EC, but it is approximately 225' from the property line. A building located closer to the street, with parking behind,	Consider locating the building closer to the street and putting a majority of the parking behind the building. Vehicles must be displayed or stored only in areas indicated for display or storage on the Concept Plan. Vehicles for display must

	of the site, or the Entrance Corridor.	would be more appropriate. The applicant was not amenable to this recommendation.	be parked in striped parking spaces.
39	The relationship of buildings and other structures to the Entrance Corridor street and to other development within the corridor should be as follows: a. An organized pattern of roads, service lanes, bike paths, and pedestrian walks should guide the layout of the site. b. In general, buildings fronting the Entrance Corridor street should be parallel to the street. Building groupings should be arranged to parallel the Entrance Corridor street. c. Provisions should be made for connections to adjacent pedestrian and vehicular circulation systems. d. Open spaces should be tied into surrounding areas to provide continuity within the Entrance Corridor. e. If significant natural features exist on the site (including creek valleys, steep slopes, significant trees or rock outcroppings), to the extent practical, then such natural features should be reflected in the site layout. If the provisions of Section 32.5.2.n of the <i>Albemarle County Zoning Ordinance</i> apply, then improvements required by that section should be located so as to maximize the use of existing features in screening such improvements from Entrance Corridor streets. f. The placement of structures on the site should respect existing views and vistas on and around the site.	In addition to landscaping, there are a few standard practices related to the display of vehicles that can help reduce visual impacts. These include parking only in striped parking spaces and elimination of elevated parking. A sidewalk exists along Rt. 29.	Vehicles must not be elevated anywhere outside of a building on site.
	Site Grading		
40	Site grading should maintain the basic relationship of the site to surrounding conditions by limiting the use of retaining walls and by shaping the terrain through the use of smooth, rounded land forms that blend with the existing terrain. Steep cut or fill sections are generally unacceptable. Proposed contours on the grading plan shall be rounded with a ten foot minimum radius where they meet the adjacent condition. Final grading should achieve a natural, rather than engineered, appearance. Retaining walls 6 feet in height and taller, when necessary, shall be terraced and planted to blend with the landscape.	The site has already been developed, so minimal grading is required to establish the parking lot. A small amount of grading is proposed on the adjacent parcel (also owned by Malloy Properties) to accommodate parking in an expanded paved area. Contours are not rounded. A boundary line adjustment is proposed to accommodate this expansion. There is wooded area on the adjacent lot. Some of the trees extend down into the area of proposed grading. Tree protection will be needed.	Show tree protection on the site plan. On the site plan, round contours with a ten-foot minimum radius where they meet the adjacent condition.
41	No grading, trenching, or tunneling should occur within the drip line of any trees or other existing features designated for preservation in the final Certificate of Appropriateness.		

	Adequate tree protection fencing should be shown on, and coordinated throughout, the grading, landscaping and erosion and sediment control plans.		
42	Areas designated for preservation in the final Certificate of Appropriateness should be clearly delineated and protected on the site prior to any grading activity on the site. This protection should remain in place until completion of the development of the site.		
43	Preservation areas should be protected from storage or movement of heavy equipment within this area.		
44	Natural drainage patterns (or to the extent required, new drainage patterns) should be incorporated into the finished site to the extent possible.	The existing development will have altered any natural drainage patterns on site.	None.

SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. The removal of a building to establish a parking lot adjacent to the EC
2. The proposed landscaping of the parking lot
3. The blank EC-facing building elevation

Staff offers the following recommendations on the proposal:

Regarding the request for the Special Use Permit:

Staff recommends that the ARB forward the following recommendation to the Planning Commission:

The ARB has no objection to the proposed outdoors sales, storage and display with the following conditions:

1. Vehicles must be displayed or stored only in areas indicated for display or storage on the Concept Plan.
2. Vehicles for display must be parked in striped parking spaces.
3. Vehicles must not be elevated anywhere outside of a building on site.
4. Maximum light levels must not exceed 22.8 fc at the ground in the display lot and 20 fc in all other locations.
5. Maximum height of new pole lights (including bases and fixtures), must not exceed 20'.
6. The site must be landscaped in general accord with the Concept Plan, except that:
 - a. The minimum depth of the planting island adjacent to the easternmost parking row must be 10'. The depth must be increased as necessary to avoid damage to trees from tractor-trailer movements.
 - b. The planting island adjacent to the easternmost parking row must contain a minimum of 4 large shade trees, 2½" caliper at planting, interspersed ornamentals, and a row of shrubs.
 - c. Trees and shrubs must be added in the existing island adjacent to Rt. 29.
 - d. Interior parking lot trees must be added in the double- and triple-parking rows.
 - e. Shrubs provided at the perimeter of the display area must be a minimum of 30" high at planting.

- f. A row of shrubs and one large shade tree, 2½” caliper at planting, must be added along the south side of the southernmost parking row.
- g. The ARB may require landscaping that is in excess of its design guidelines, Albemarle County Code § 18-32.7.9, or both, in order to mitigate the visual impacts of the proposed use on the Entrance Corridor.

Recommended changes to the proposed building renovation:

1. Revise the design of the EC-facing elevation to reflect the traditional architecture of the area.
2. Revise the proposal to reflect human scale integral to the architectural design.
3. Revise the proposal to incorporate design details that relieve blankness on the EC-facing elevation.
4. Indicate new and existing equipment locations on the plans.
5. Add the standard equipment note to the site and architectural plans. “Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.”

Recommended changes to the site plan:

1. Indicate new and existing equipment locations on the plans.
2. Add the standard equipment note to the site and architectural plans. “Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.”
3. Add a row of shrubs and one large shade tree, 2½” caliper at planting, along the south side of the southernmost parking row.
4. Add the standard plant health note to the site plan. “All site plantings of trees and shrubs shall be allowed to reach, and be maintained at, mature height; the topping of trees is prohibited. Shrubs and trees shall be pruned minimally and only to support the overall health of the plant.”
5. Show tree protection on the site plan.
6. On the site plan, round contours with a ten-foot minimum radius where they meet the adjacent condition.

ACTIONS

Motion for the Special Use Permit

If there is no objection to the request for the Special Use Permit:

Move to forward the following recommendation to the Planning Commission:

The ARB has no objection to the proposed outdoors sales, storage and display with the conditions listed in the staff report.

If there is an objection to the request for the Special Use Permit:

Move to forward the following recommendation to the Planning Commission:

The ARB does not support the proposed use because *(State the objection and the EC Design Guideline(s) that is(are) not being met.)*

Action on the Architectural and Site Design

The ARB offers the comments on the site and architectural designs, as listed in the staff report, to be addressed in the next submittal.

TABLE A This report is based on the following submittal items:

Sheet #	Drawing Name	Drawing Date
1	Special Use Permit Concept Plan Cover & Context Map	18 Nov 2019
2	Approved SP2018-05	
3	Demo & Boundary Line Adjustment	
4	Concept Plan	
5	Landscape Details	
6	Circulation	
7	Circulation – Trucks	
8	Conceptual Section	
-	Architectural Submittal: Project Narrative, Existing Site Photos, Demo Plan, Proposed Floor Plan, Existing Site Photo, Entrance View on North Rt. 29, Existing Site Photo Looking Northeast, Entrance View on South Rt. 29, Looking South from Rt. 29, Northeast Corner Perspective, Aerial View NW, Aerial View SW, Elements of Entry Corridor Guidelines (2)	25 Nov 2019