ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	**ARB-2020-32: Flow Auto Porsche, Audi, Volkswagen, Mazda**
Review Type	Conceptual Review
Parcel Identification	07800000000600 and 07800000000700
Location	1300 Richmond Road
Zoned	Highway Commercial (HC)/Entrance Corridor (EC)
Owner/Applicant	Flow 1300 Richmond LLC/BRW architects (David Timmerman)
Magisterial District	Rivanna
Proposal	To establish a new auto dealership with renovated and new buildings and parking.
Context	The site is located in the Pantops commercial area, with a number of other auto dealerships in the immediate vicinity. To the immediate west, construction is underway on the Pantops Corner development, including a Holiday Inn Express hotel and a Wawa convenience store and fuel canopy.
Visibility	The existing buildings are readily visible from the Rt. 250 Entrance Corridor from approximately the Virginia National Bank building at the west to the Suntrust Bank and Car Max at the east. The existing used car building is just visible above and between the buildings at 1289, 1311, and 1321 Stony Point Rd., and at the new entrance to the Pantops Corner development on Rt. 20. The proposed buildings will have a similar level of visibility as the existing ones. The construction of the Pantops Holiday Inn Express and the Pantops Corner Self Storage buildings will limit some of this visibility, but will not eliminate visibility.
ARB Meeting Date	May 18, 2020
Staff Contact	Margaret Maliszewski



Map showing a portion of the Pantops commercial area. The current Flow proposal is located on the two parcels (#6 and #7) just west (left) of Town and Country Lane. The existing Flow dealership occupies parcels #15D and #15E on the south side of Rt. 250. Other auto dealerships and showroom/service buildings occupy parcels #5G, 15, and 14 (and additional parcels to the east).

SITE/PROJECT HISTORY

In 1995, the ARB reviewed and approved a proposal to establish sales and display parking on Tax Map 78, Parcel 6 for Brady Bushy Ford with a new sales office, a new building for car washing, a reconfiguration of the parking area, and a renovation of the façade of the existing building. Several signs were reviewed in 2000, 2005, 2009 and 2013. An application to redevelop this site (parcels 6 and 7) was first submitted as ARB-2019-154, but the applicant requested deferral of that application, then submitted the current application (ARB-2020-32) in its place.	
The ARB has completed several reviews of designs for Audi, Porsche, VW and Mazda buildings on other parcels in the Pantops area. In 2016 the ARB reviewed proposals for an Audi showroom on parcel 15E. Additional plans were submitted in 2017 and a Certificate of Appropriateness was issued in 2018, but the project was not constructed.	
The ARB completed a work session for a trademark design Porsche showroom to replace the existing Flow building on the south side of Rt. 250 in early 2019.	
Subsequent conceptual reviews were held in 2019 for side-by-side Audi and Porsche showrooms to replace the existing Flow building. The ARB approved a design with conditions in June 2019.	
The ARB reviewed proposals for Mazda and VW showrooms at the corner of Rts. 20 and 250 in May and August of 2019. That proposal did not move forward.	

ANALYSIS

REF	GUIDELINE	ISSUE	RECOMMENDATION
	GENERAL GUIDELINES		
	Purpose; Compatibility with significant historic sites:		
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 proposed building designs do not reflect the traditional architecture of the area, but they are consistent with some buildings in the immediate vicinity (most of which were originally constructed prior to the establishment of the Entrance Corridors and were subsequently renovated following ARB review and approval). Orderly and attractive development could be promoted with appropriate building scale, improved landscaping, and appropriate lighting levels.	See recommendations, below.
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.		
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.	The proposed buildings are not a strong reflection of the traditions of local significant historic architecture. Materials and some treatments are a nod to local traditions.	
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 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.		
	Structure design		
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.	Parts of the existing buildings would be demolished to make way for additions on the building fronts. The existing conditions and demolition plan (C3) does not note this demolition. The four proposed building designs do not have a close connection to the historic architecture of the County. Each building exhibits a strong contemporary character with non-traditional forms and an emphasis on glass. Each of the designs has been reviewed by the ARB previously (see "Site/Project History" above), but for different locations in the Pantops area. Both the Mazda and VW designs differ from the ones previously reviewed for the Rts. 20/250 corner location. As seen from the street, the building masses read as single volumes broken up only by material and color. The previous designs had service/drop-off elements that were set back from the main showroom, resulting in more appropriate scale, massing, and visual interest. Setting these elements back produces a series of building elements that recalls the treatment of some local historic architecture and that relates to other auto dealerships in the vicinity. This treatment is missing in the current Mazda proposal, and is only minimally present in the VW proposal, as seen in the three stone frames on the front elevation. In the current design, the Mazda double-height glass	Revise the demolition plan to identify the portions of the existing buildings that will be demolished. Consider revising the Mazda and VW designs to break up the building masses, by establishing a series of building elements that are set back from one another. Reduce the top-heavy appearance of the brick-faced front of the Mazda elevation. Revise the drawings to show how the east elevation of the Porsche building will be refinished. Revise the Porsche design to further reduce the building mass and the top-heavy appearance.

		tower is an extension of the main building at the southwest corner. The building is 2’ taller than the previous design and the brick-faced portion of the front is considerably longer. This results in a top-heavy appearance for the brick portion of the front. Building materials are like those previously proposed, except that EIFS is used for a portion of the front Mazda elevation in the current proposal; it was limited to the side elevations previously. The VW proposal uses stone panels and aluminum and glass curtain wall on the front elevation, as it did previously. The Mazda and VW buildings are located approximately 270’ from the street. Although topography partially limits the view directly in front of the site, the buildings will be visible from the corridor (and from a distance on the corridor). Landscaping and cars located between the street and the buildings may minimally mitigate some of the visual impacts, but an impact will remain. The Porsche building is considerably longer than the previous design. It has a curved, metal panel-faced front that extends out over the service drop-off and well beyond the curved glass wall of the showroom. The mass is broken in two by a central glass-faced recessed showroom entrance. The metal portion of the façade is taller than the glass/open area below and has a top-heavy appearance. This effect was mitigated somewhat in the previous design by the reduced length of the façade. Proposed building materials are the same as those previously proposed. The drawings indicate that the existing east elevation is to be “refinished,” but no details are provided. This full east elevation is visible from the street.	Revise the design of the Audi-Porsche hyphen to align with other building elements.

		The current Audi proposal is a revision of the last proposal reviewed by the ARB for the existing Flow location on the south side of Rt. 250. The projecting ACM entrance surround has been deleted. The entrance has been moved closer to the east end of the façade and it now takes the form of a tall recess next to a new brick end element. A small service drop-off canopy is recessed on the west elevation. The overall building is longer than in the previous proposal. Building height is 10" shorter than the previous design; interior ceiling height (with a white ACM fascia visible from the exterior) has been reduced from 19' to 16'. The Audi and Porsche showrooms are separated by a metal-panel-faced hyphen. This darker gray material is the same as was previously proposed, but the hyphen is considerably wider, adjusted to the proportions of the longer building lengths that are currently proposed. The relationship of the Audi building to the Porsche building differs from the previous proposal, in part due to a difference in the topography of the current site compared to the existing Flow site. The Audi building is about 5½' shorter than the Porsche building. Some building elements align across the two structures, but the top of the hyphen corresponds to no particular element.	
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.	The proposed buildings do not relate to adjacent sites – the Guadalajara restaurant to the east or the Wawa gas station and convenience store under construction to the west. They are more like the Flow and Toyota buildings across Rt. 250 to the south.	None.
10	Buildings should relate to their site and the surrounding		

	context of buildings.		
11	The overall design of buildings should have human scale. Scale should be integral to the building and site design.	The proposed buildings have a monumental character. Human scale is not an overwhelming characteristic of the buildings, though each design uses material and color changes, breaks in forms, and glass divisions to begin to scale down the buildings. As described above in #9, the Porsche and Mazda designs could alter top-heavy elements, and each building could incorporate more breaks in the building mass to improve scale and connection to local historic architecture.	See #9.
12	Architecture proposed within the Entrance Corridor should use forms, shapes, scale, and materials to create a cohesive whole.	The Audi and Porsche buildings are connected by a hyphen. The Mazda and VW buildings are not connected with each other or Audi/Porsche. The consistent use of geometric forms, neutral colors, and similar sizes is expected to establish a coordinated appearance on site. These features are also consistent with the BMW, Flow and Toyota sites across the street.	None.
14	Arcades, colonnades, or other architectural connecting devices should be used to unify groups of buildings within a development.		
13	Any appearance of "blankness" resulting from building design should be relieved using design detail or vegetation, or both.	The Mazda and Porsche buildings incorporate large wall areas without windows, doors or detailing other than the lines and textures of the building materials (white brick and ACM panels). These parts of the buildings have a top-heavy appearance.	See #9.
15	Trademark buildings and related features should be modified to meet the requirements of the Guidelines.	The proposed buildings are all versions of standard trademark designs that have been adapted to varying degrees to meet site limitations.	
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: *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.*	Glass is an important feature in each building. Window glass notes are provided on the Audi - Porsche front and side elevation drawings, but not on the Mazda or VW drawings. Tinted glass would have a significant impact on the appearance of the buildings.	Provide the standard glass note on the Mazda and VW architectural drawings. Indicate if proposed glass is tinted. Provide samples.
	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	The architectural plans and elevations do not address building-mounted equipment. Rooftop equipment is currently visible on the existing	Show how the design of the new buildings/ additions will screen the

	used on the site.	buildings. New equipment visible from the street is not appropriate. An existing dumpster pad is located off the northeast corner of the existing Ford building. It has limited noticeability from the EC. Another dumpster is proposed behind the VW building, where it will not be visible from the EC.	view of equipment from the street.
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.		
19	Screening devices should be compatible with the design of the buildings and surrounding natural vegetation and may 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.	A detention pond is proposed at the back of the site. It is not expected to be visible from Rt. 250 or Rt. 20. Underground piping is proposed.	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 appears on the cover sheet of the site plan but is also needed on the architectural plans.	Add the standard mechanical equipment note to the architectural plans.
	Lighting		
	General Guidelines		
22	Light should be contained on the site and not spill over onto adjacent properties or streets;	A photometric plan has been provided for the new parking lot pole lights. The new illumination does not create excessive spillover. However, the plan does not address the existing pole lights. Fixtures that contribute to existing excessive spillover cannot be approved.	Provide a revised photometric plan showing combined existing and proposed illumination. If combined existing and proposed spillover exceeds .5 fc at the property line, also provide a photometric plan showing only the existing illumination.
23	Light should be shielded, recessed or flush-mounted to eliminate glare. All fixtures with lamps emitting 3000 lumens or more must be full cutoff fixtures.	The proposed parking lot pole light fixtures are full cutoff.	None.

24	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.	The maximum illumination from the new fixtures is 8.6 fc. Information is not provided for the existing fixtures to remain.	See #22.
25	Light should have the appearance of white light with a warm soft glow; however, a consistent appearance throughout a site or development is required. Consequently, if existing lamps that emit non-white light are to remain, new lamps may be required to match them.	The color temperature is not identified.	Identify on the lighting plan the color temperature of the existing and proposed fixtures. Provide for a warm white appearance consistent throughout the site.
26	Dark brown, dark bronze, or black are appropriate colors for free-standing pole mounted light fixtures in the Entrance Corridors.	Pole and fixture color are not identified.	Identify existing and proposed pole and fixture colors on the lighting plan. Provide for a consistent appearance.
27	The height and scale of freestanding, pole-mounted light fixtures should be compatible with the height and scale of the buildings and the sites they are illuminating, and with the use of the site. Typically, the height of freestanding pole-mounted light fixtures in the Entrance Corridors should not exceed 20 feet, including the base. Fixtures that exceed 20 feet in height will typically require additional screening to achieve an appropriate appearance from the Entrance Corridor.	A note on the plan states that all lights are to be mounted at 20' high.	None.
28	In determining the appropriateness of lighting fixtures for the Entrance Corridors, the individual context of the site will be taken into consideration on a case by case basis.	Existing non-conforming fixtures are proposed to remain. The VW building design is proposed with trough illumination at the interior perimeter of the front wall frame and the Flow "dealer" frame. Though identified as "interior", this illumination will be visible from the exterior as glowing outlines of the various building parts and it is not expected to have an appropriate appearance.	Eliminate the illumination troughs and related fixtures from the VW building design.
29	The following note should be included on the lighting plan: "Each outdoor luminaire equipped with a lamp that	The note does not appear on the plan.	Add the standard lighting note to the plan.

	emits 3,000 or more initial lumens shall be a full cutoff luminaire and shall be arranged or shielded to reflect light away from adjoining residential districts and away from adjacent roads. The spillover of lighting from luminaires onto public roads and property in residential or rural areas zoning districts shall not exceed one half footcandle."		
30-31	*Guidelines for the Use of Decorative Landscape Lighting*	Decorative lights are not addressed in the submittal, but it is anticipated that wall-mounted lights will be proposed.	Provide complete information on building-mounted lights for review.
	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.	Existing trees along parcel 7 are proposed to remain. These trees are located under utility lines and have been regularly trimmed to avoid interference. They meet the spacing requirement, but the tree symbols are difficult to see on the plan. Large trees are proposed to be added along the frontage of parcel 6. They do not meet the spacing requirement and they appear to be located within multiple easements. Ornamental trees are interspersed. There are some existing shrubs along the frontage, and some ground cover. Many of these plants are not in good condition. 	Revise the plans to make existing landscaping and related notes legible. Provide large shade trees 35' on center, and interspersed ornamentals, along the frontage of parcel 6, clear of utilities and easements. Revise the plan to show a consistent row of shrubs along the frontage of parcels 6 and 7. Revise the landscape plan to show how the sloped frontage will be planted to achieve an appropriate appearance.
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.		
32	Landscaping along the frontage of Entrance Corridor streets should include the following: a. Large shade trees should be planted parallel to the 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.		
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.	There are no interior roads.	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.	There are no pedestrian paths, but each building is fronted by a sidewalk.	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. 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.	Note that the parking and grass islands shown on the color aerial perspective drawing are not consistent with the site plan, which shows more parking and less planting area. See #6/39 for information related to parking for sales/storage/display. The cover sheet of the site plan indicates that 246 parking spaces are proposed, requiring 25 interior trees. There are a total 29 existing and proposed trees in and around the parking area (not counting trees adjacent to Rt. 250). Some of these qualify as perimeter trees and some do not meet the size requirement for parking area trees. No new shrubs are proposed but they would be appropriate along the southern parking lot perimeter. The existing site includes a substantial amount of	Revise the landscape plan to show the required perimeter parking lot and interior parking lot tree planting at the required sizes, and shrubs along the southern parking lot perimeter, 24" at planting. Revise the site plan to identify all parking spaces by type (i.e., customer, employee, storage/display, awaiting repair, etc.). Eliminate the new 7-space parking row located

		parking visible from the corridor, most of which is located on parcel 6, between the proposed buildings and the street, and some of which is existing non-conforming along the frontage of parcel 7. Much of the display on parcel 6 was approved with SP-1994-04 and SDP-94-03. Expanded parking is proposed on parcel 6, created by removing existing planting area. Some of this new parking is double-stacked, suggesting that it is to be used for display parking. The spaces are not labeled as to type, but the applicant has indicated that these are not intended for display at this time. (Additional storage/display spaces would require an amendment to the Special Use Permit.) Part of the expanded parking is a row of seven spaces near the entrance to parcel 7. This row would bring the paved parking area closer to the EC and it would reduce planting area along the street. A portion of the island along the new 10-space row in this area gets very narrow - possibly too narrow for trees. (Note that the color aerial perspective rendering does not match the site plan in this area of the site; the expanded parking between the existing parcel 6 parking lot and parcel 7 building are not shown on the color aerial.) Eliminating the 7-space row, providing adequate island width for tree planting, and adding trees along the frontage, at parking perimeters, and interior to the site can help offset visual impacts.	closest to the EC street. Provide adequate width in the planting island along the 10-space row to accommodate large shade trees. Provide landscaping along frontages, perimeters and interior to the site to offset visual impacts.
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.	No planting areas are proposed along the building fronts. The Mazda and VW buildings are not particularly long. The Audi/Porsche building is 250’ long and is approximately 65’ from the right-of-way. The hyphen between the showrooms is recessed. This could provide space for a specimen tree that could help soften the appearance of the building.	Consider adding a tree in the area where the hyphen separates the Audi and Porsche showrooms.

	Shrubs should measure at least 24 inches in height.		
37	Plant species: a. Plant species required should be as approved by the Staff based upon but not limited to the *Generic Landscape Plan Recommended Species List* and *Native Plants for Virginia Landscapes (Appendix D)*.	Proposed plants are on the various lists.	None.
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 note appears on the plan.	None.
	Site Development and layout		
	Development pattern		
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 of the site, or the Entrance Corridor.	The existing and proposed buildings are oriented parallel to the EC. The Audi addition brings the building closer to the street. Revisions to the parking area would eliminate a large grass island that currently establishes an edge along the travelway from the central site entrance. There is wooded area at the back of the site, some of which will be removed for expanded parking area and travelway, and a new connection to the property to the west. Traveling west on Rt. 250 through Pantops, a view of the mountains is available. The proposed development will be visible to westbound traffic beginning at the Suntrust Bank and CarMax at the east, with the mountains as a backdrop. Landscaping can help offset visual impacts of the proposed development.	See #35.
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 *Albemarle County Zoning Ordinance* 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.		
	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.	Grading is proposed to establish additional parking on parcel 6 behind the proposed Mazda and VW buildings. Retaining walls 6' and 13' high are proposed. This parking is not expected to be visible from Rt. 250. The Pantops Corner development is expected to screen the Flow site from Rt. 20. (The Ford used cars building is currently visible from Rt. 20.)	None.
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.	Grading could occur within the drip lines of trees to remain on parcel 6. Tree protection fencing will be needed.	Revise the site plan to show tree lines to remain and tree protection fencing.
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.	Much of the site is already developed. A detention pond is proposed at the north end of the site. It is not expected to be visible from the street.	None.
	SIGNS	Because the development consists of multiple buildings, a Comprehensive Sign Plan must be reviewed and approved with the Final Site Plan submittal.	Note that a Comprehensive Sign Plan must be reviewed and approved with the Final Site Plan submittal.

SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. The architectural designs; compatibility with local historic architecture, compatibility with the character of the corridor
2. The massing of the Mazda and VW designs
3. The illumination of the VW building design
4. The Porsche design; its mass and top-heavy appearance
5. Landscaping and lighting appropriate to sales/storage/display parking

Staff offers the following comments on the conceptual proposal:

1. Revise the demolition plan to identify the portions of the existing buildings that will be demolished.
2. Consider revising the Mazda and VW designs to break up the building masses, by establishing a series of building elements that are set back from one another.
3. Reduce the top-heavy appearance of the brick-faced front of the Mazda elevation.
4. Revise the drawings to show how the east elevation of the Porsche building will be refinished.
5. Revise the Porsche design to further reduce the building mass and the top-heavy appearance.
6. Revise the design of the Audi-Porsche hyphen to align with other building elements.
7. Provide the standard glass note on the Mazda and VW architectural drawings: *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.*
8. Indicate if proposed window glass is tinted. Provide samples.
9. Show how the design of the new buildings/additions will screen the view of equipment from the street.
10. Add the standard mechanical equipment note to the architectural plans: *Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.*
11. Provide a revised photometric plan showing combined existing and proposed illumination. If combined existing and proposed spillover exceeds .5 fc at the property line, also provide a photometric plan showing only the existing illumination.
12. Identify on the lighting plan the color temperature of the existing and proposed fixtures. Provide for a warm white appearance (2000K-3000K) consistent throughout the site.

13. Identify existing and proposed pole and fixture colors on the lighting plan. Provide for a consistent appearance.
14. Eliminate the illumination troughs and related fixtures from the VW building design.
15. Add the standard lighting note to the plan: *Each outdoor luminaire equipped with a lamp that emits 3,000 or more initial lumens shall be a full cutoff luminaire and shall be arranged or shielded to reflect light away from adjoining residential districts and away from adjacent roads. The spillover of lighting from luminaires onto public roads and property in residential or rural areas zoning districts shall not exceed one half footcandle.*
16. Provide complete information on building-mounted lights for review.
17. Revise the plans to make existing landscaping and related notes legible.
18. Provide large shade trees 35' on center, and interspersed ornamentals, along the frontage of parcel 6, clear of utilities and easements.
19. Revise the plan to show a consistent row of shrubs along the frontage of parcels 6 and 7.
20. Revise the landscape plan to show how the sloped frontage will be planted to achieve an appropriate appearance.
21. Revise the landscape plan to show the required perimeter parking lot and interior parking lot tree planting at the required sizes, and shrubs along the southern parking lot perimeter, 24" at planting.
22. Revise the site plan to identify all parking spaces by type (i.e., customer, employee, storage/display, awaiting repair, etc.).
23. Eliminate the new 7-space parking row located closest to the EC street.
24. Provide adequate width in the planting island along the 10-space row to accommodate large shade trees.
25. Provide landscaping along frontages, perimeters and interior to the site to offset visual impacts.
26. Consider adding a tree in the area where the hyphen separates the Audi and Porsche showrooms.
27. Revise the site plan to show tree lines to remain and tree protection fencing.
28. Note that a Comprehensive Sign Plan must be reviewed and approved with the Final Site Plan submittal.
29. Note that additional storage/display spaces requires an amendment to the Special Use Permit.

ATTACHMENTS

Attachment A: Applicant's submittal

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

Sheet #	Drawing Name	Drawing Date/Revision Date
-	ARB Concept Review Submission: Aerial perspective renderings, New direction, Existing site plan, New site plan.	February 24, 2020
	Audi & Porsche Showroom Renovation & Expansion: Existing and new front perspective, Project narrative, Existing plan, New plan, New front perspective, Audi Porsche front building elevation, Audi-Porsche front and side perspectives, Existing and New perspectives looking west from Rt. 250, Existing and New perspective views looking East from Rt. 250; Audi-Porsche side elevations, Elements of entry corridor guidelines.	
	Mazda & Volkswagen Showroom Renovation & New Construction: Existing & new perspective looking northwest from Rt. 250, Project narrative, Existing & new front perspective looking north from Rt. 250, New perspective looking northwest from Rt. 250, Mazda perspectives looking west and east, existing perspective looking west, Mazda and VW front building elevations, New perspective looking west, Elements of entry corridor guidelines.	
Site Plan		2/21/2020
C1	Cover	
C2	Site Overview	
C3	Existing Conditions & Demolition	
C4	Site Plan	
C5	Grading & Utilities	
C6	Landscaping Plan	
C7	Lighting Plan	
C8	Sight Distance	
C9	Site Details	



FLOW AUTOMOTIVE OF CHARLOTTESVILLE

Audi - Porsche - Volkswagen - Mazda

ARB Concept Review Submission

February 24, 2020



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

ARIAL PERSPECTIVE RENDERING OF PROPOSAL

FLOW AUTOMOTIVE DEALERSHIPS DEVELOPMENT

ARB Submittal

February 24, 2020

A New Site and new Direction for Flow Dealerships

Earlier this fall, Flow Companies was presented the opportunity to acquire the Old Malloy Ford property as a substitute for its current properties across Richmond Road. This document introduces all four of ithe previously reviewed dealerships on this completely new site.

Throughout 2019, Flow Automotive, Inc. has been extremely appreciative of the Albemarle ARB in its guidance for the development of both the new Audi /Porsche dealerships on 1313 Richmond Road (ARB-2019-55) and the VW /Mazda dealeships on 1289 Stoneypoint Road (ARB-2019-47). While having spent a good deal of time this year working diligently to find the best design solutions for both locations, we always faced serious limitations on these sites making each less than ideal for efficient operations. Thus, with the opportunity of acquiring the old Malloy Ford site - across the street from their current Audi/ Porsche complex - the decision was made to switch gears and pursue this change of direction. This new address - 1300 Richmond Road - is comprised of 2 adjacent lots - the old dealership and Service Building on the east side (TMP 7800-7) and the the Pre-owned building and majority of parking on the west side (TMP7800-6.)

Flow finds many advantages with this new site that we hope may also be seen as a boon to the County and EC. First and foremost, this project would reutilize a major portion of the existing Malloy site. In keeping the large Service building, Body Shop as well as re-purposing the Pre-Owned Building, this redevelopment is a sustainable option in its preservation and re-use of existing resources. Further, the replacement of the existing old showroom along Richmond Road with the new Porsche / Audi complex will result in a much needed renovation of the rambling, outdated structure. The resulting project will be a fresh, clean design; bringing about a much improved condition along a very visible stretch of the Entrance Corridor. The Board will likely recognize the design's similarities with the previous project across the street that was 'conditionally approved' by the ARB this summer

There was much discussion about the limitations of the previous VW / Mazda corner site: the large electrical easment, difficult access and a long narrow lot were all features creating problems for future planning. While we felt the previous design 'made the most' of a difficult situation (and again we thank the ARB for helping sculpt those solutions), ultimately these compromises were leading to an inefficient site with crowded operations. Ultimately, a car dealership may not bethe best fit for such a prominent locaton in the E.C. On the other hand, 1300 Richmond Road provides ample space - and not to mention, already developed space - for operations of all 4 dealerships combined. Further, we've found through a lengthy vetting process that a majority of the existing site's facilities can be re-used; which again is perhaps a more sustainable solution.



Finally, vehicular drop-off was always a problem at the 1313 Richmond Road site. Due to limited space, this activity has had to occur on Richmond Road. At the new site, with the additional Road being built for the adjacent Wawa developmentt, proposed vehicular drop-off will occur in the rear of the site via the new Road off of Stonypoint.

With the previous Porsche / Audi project having gained conditional ARB approval and VW/ Mazda also having undergone multuiple reviews, we understant a good deal of effort has been put forth on these projects to date. As a result, we know this change of direction might come as a surprise to the Board. We respectfully ask again for the ARB guidance in finding the best possible solution for both the dealerships in their relation with the Entrance Corridor.

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com



scale : 1" = 80'-0"

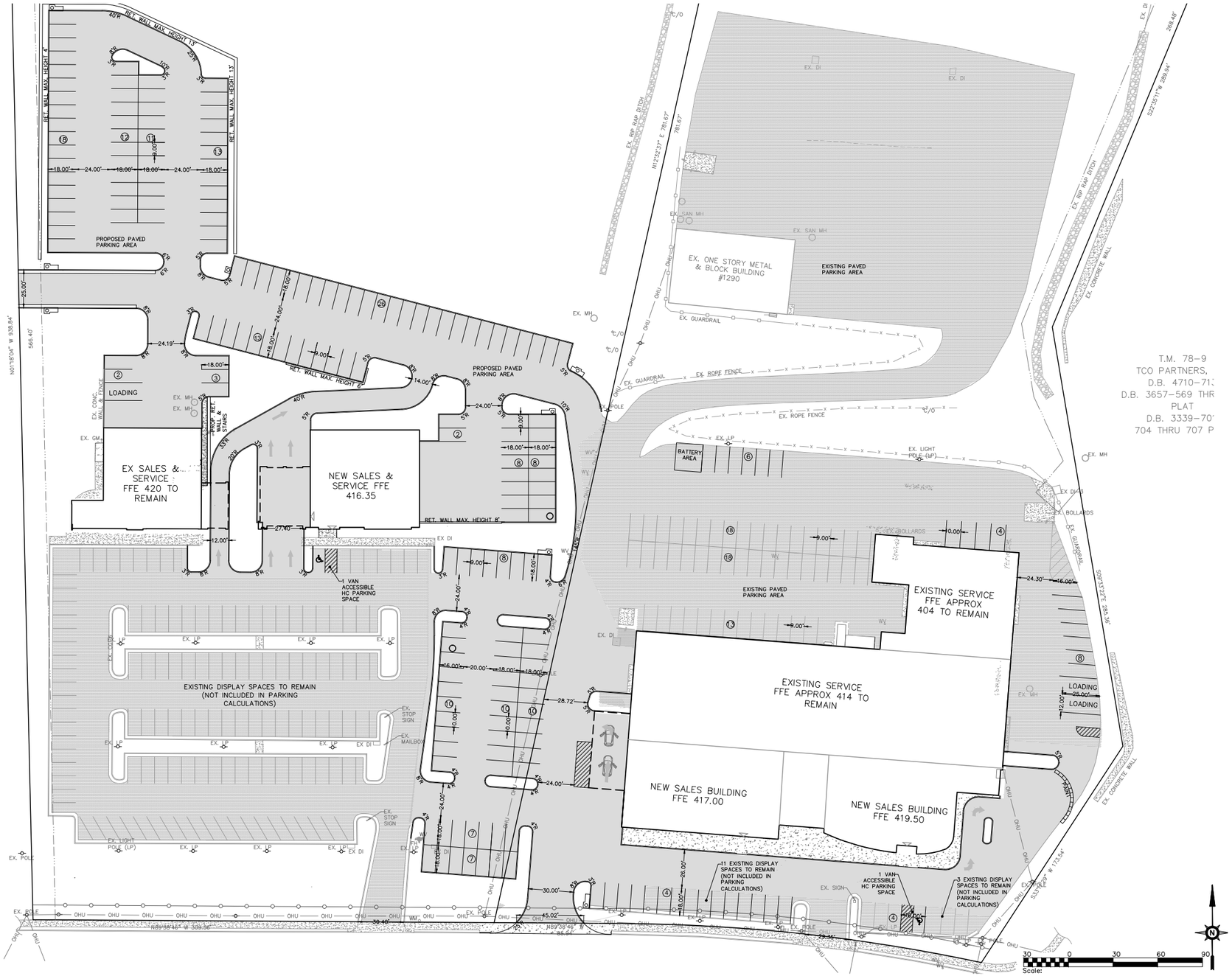
BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

EXISTING SITE PLAN

FLOW AUTOMOTIVE DEALERSHIPS DEVELOPMENT

ARB Submittal

February 24, 2020



T.M. 78-9
TCO PARTNERS,
D.B. 4710-71
D.B. 3657-569 THR
PLAT
D.B. 3339-70
704 THRU 707 P

T.M. 78-5A
STOPS CORNER, LC
D.B. 4358-684,
688 PLAT

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

NEW SITE PLAN

FLOW AUTOMOTIVE DEALERSHIPS DEVELOPMENT

ARB Submittal
February 24, 2020







AUDI & PORSCHE OF CHARLOTTESVILLE

SHOWROOM RENOVATION & EXPANSION

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com





EXISTING AND NEW - FRONT PERSPECTIVE

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

The project on the site's East side (Parcel 7800-7) is a new addition expansion of the existing Ford complex transforming the old empty Ford dealership into a new Flow Audi and Porsche Showroom as well as a renovation of the existing Service Building. While the Service Building block in the rear (not visible fro the EC) will remain, the entire front of the old Ford complex - including showroom and offices - will be demolished and replaced with a new updated complex; and a design that should be familiar to the ARB. As with the previously approved project reviewed earlier this year, this new design is a dealership hybrid - marrying Audi on the west side with a Porsche Showroom on the east.

The Audi portion of the building picks up from where it left off from the previously ARB approved but unbuilt design planned for the lot across the street. The new proposal for the existing building's west (Audi) side is similar in size and scale to the previous design and it employs a ground to roof curtain wall running across the front facade - a major feature that can be seen as both contemporary but also maintaining time honored classical elements. The vehicular drive-thru is represented as a minor massing in relation to the main showroom; thus helping to break down the scale of the overall facade. In composition, one can point to the buildings unadorned glass box as conveying the beauty of simple, whole geometry. Further, architectural elements - such as the repetition of the glass and its repetitive slender vertical framework - evoke a strength of repetition and subtle rhythm one finds in more classical buildings. The Audi Entry is an elegant recess within the front facade. With a reduced palette of materials, a general design theme is an uncluttered minimalism; an idea drawn from classical precedents.

Porsche's curved facade is well suited to the new site in how it's form suitably addresses the corner of Town and Country Road. You will note in the perspective renderings that this portion of the facade is couched within the landscape as it is downhill by @ 10-15' from the corner of Richmond Road with Town & Country. One might argue Porsche's form and massing is a better fit at this new location vs. the previous site.

The Porsche addition keeps the same material palette planned for across the street; which were revised per the previous ARB process commentary. These materials are compatible to Audi. The metal canopy complements the anodized glass frame of the Audi glass wall front and forms a suitable contrast to the transparency of the glass.

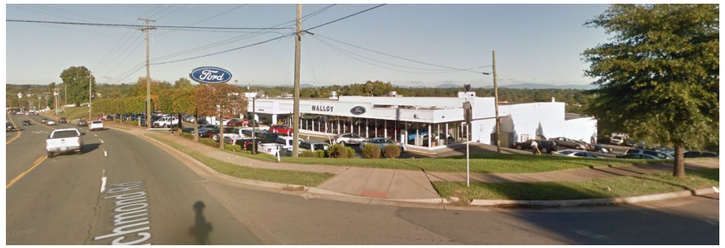
An entire front facade make-over, this project is a major upgrade over the exisiting out-dated dealership. Pehaps, just as important, from a sustainability perspective, the re-use of this site / building saves resources; and a general goal is to maintain large portions of the site without major disturbance.

On a building scale, the new showrooms are an improvement in that they will add a crisp, fresh design to the corridor and provide quality spaces filled with plenty of natural light on the interior. While the new exterior designs maintain some of the characteristics of each corporate identity, the overriding intent is to create a cohesive building and one that is in keeping with the local character and Entrance Corridor Guidelines.

After last year's February 4, 2019 work session and April 15th 2019 Concept Meeting with the ARB for the previous project, both dealerships made a number of design changes to address the Board's comments. We have maintained these revised architectural elements in this proposal. These design features include the following: 1. minimizing the drive-thru location which thereby reduces the overall canopy size - (in this new project the drive-thru is now an exterior lane under the metal canopy.) 2. reducing the metal canopy volume and overall building height by removing its top 4'-0" panel, 3. revised the Porsche storefont glass widths to a 4'-0 module for consistency to the Audi design as well as 4. modifying the vertical connections of the curtain wall frame in the Porsche central glass entry - changing from butt joints to anodized frame - to again tie into the Audi framework and create more overall design consistency and 5. the columns were enlarged in order create a more solid connection to the ground.

Again, an important issue in this program is not just looking at either side or dealership in isolation but rather designing a building that works as a whole; and stands on its own merit to be a positive addition to the Entrance Corridor. In this way, a design goal is finding ways creating compositional unity. We are finding this unity in materiality, overall massing as well in more focused architectural detail. We are proposing a brick siding for the new building sides; one that takes the place of each corporate standards materials of cement paneling and black corrugated metal. Regarding the more general building composition, roof heights were modified to reflect the sloping grade. On the detail level, more minor architectural elements were brought into alignment; such as the Porsche banding pattern with various featires pf Audi's facade. Also, defining the 4'-0" glass width lends to this idea of consistency - maintaining a shared module of the field of glass that ties the two sides together.

While a separation is requested by both dealerships to avoid blending of branding identities, the central block - a simple recessed wall of minimal dark gray metal paneling - provides an architectural element that marries the two styles while creating a pause for transition.







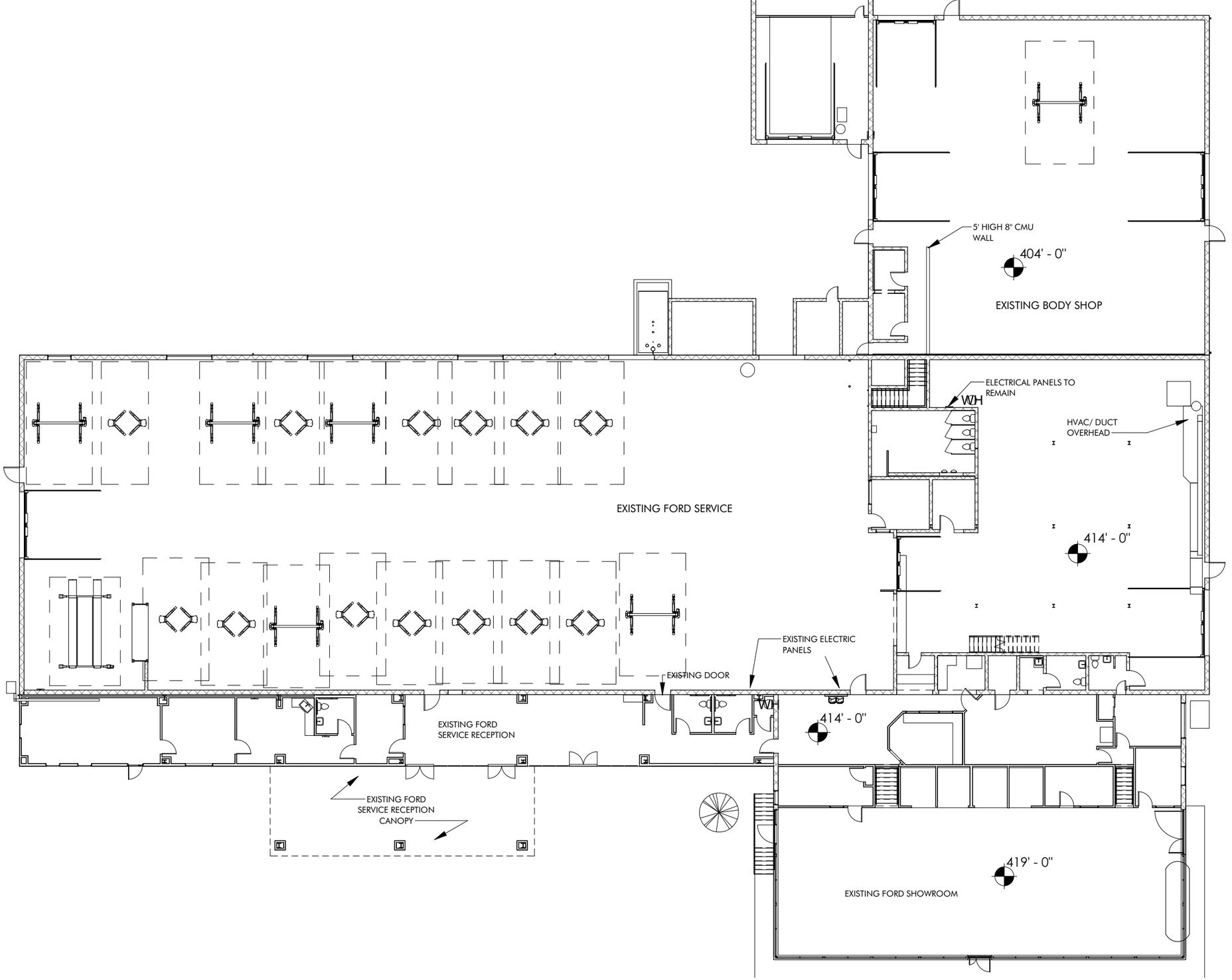


PROJECT NARRATIVE

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020



scale : 3/64" = 1'-0"

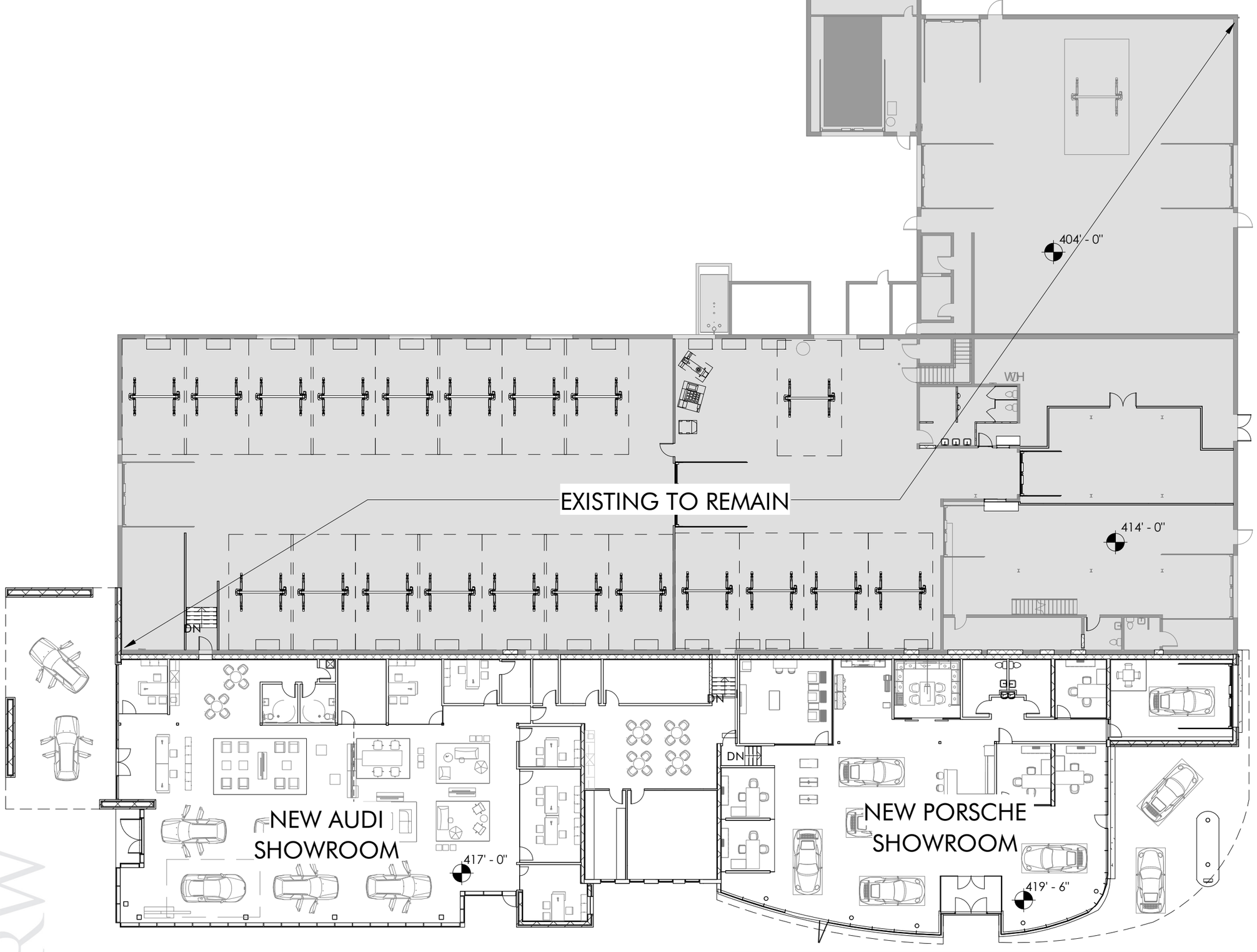
EXISTING PLAN

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com



scale : 3/64" = 1'-0"

NEW PLAN

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com



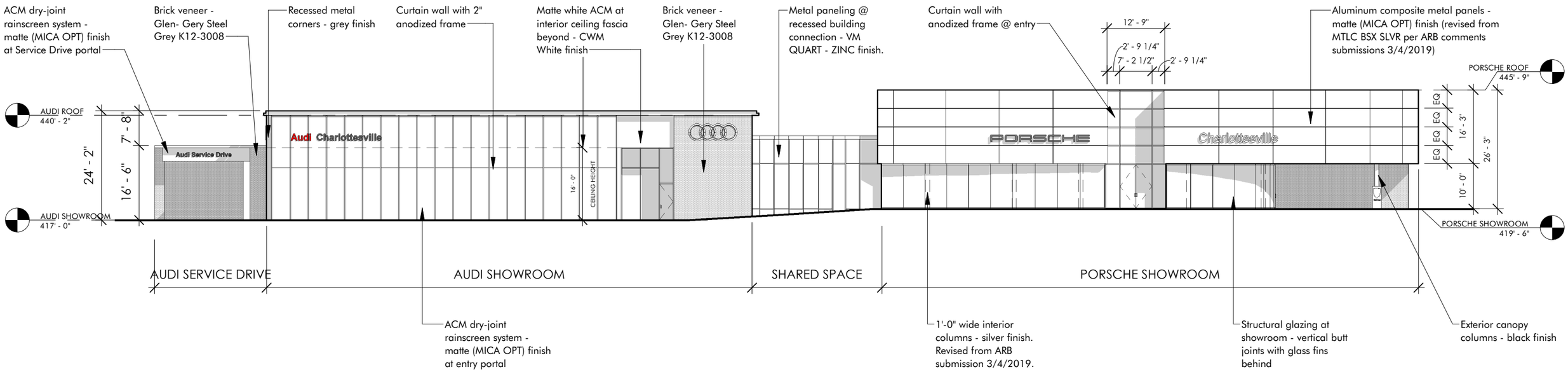
BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

NEW - FRONT PERSPECTIVE

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020



NOTE:

1. VISIBLE LIGHT TRANSMITTANCE (VLT) SHALL NOT DROP BELOW 40%. VISIBLE LIGHT REFLECTANCE (VLR) SHALL NOT EXCEED 30%.

2. VISIBILITY OF ALL MECHANICAL EQUIPMENT FROM THE ENTRANCE CORRIDOR SHALL BE ELIMINATED.

scale : 3/64" = 1'-0"

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

AUDI- PORSCHE FRONT BUILDING ELEVATION

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020





AUDI- PORSCHE FRONT PERSPECTIVES

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com





AUDI - PORSCHE SIDE PERSPECTIVES

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

EXISTING - PERSPECTIVE - LOOKING WEST FROM RT.250

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

NEW - PERSPECTIVE - LOOKING WEST FROM RT.250

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020



EXISTING - PERSPECTIVE - LOOKING EAST FROM RT.250

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

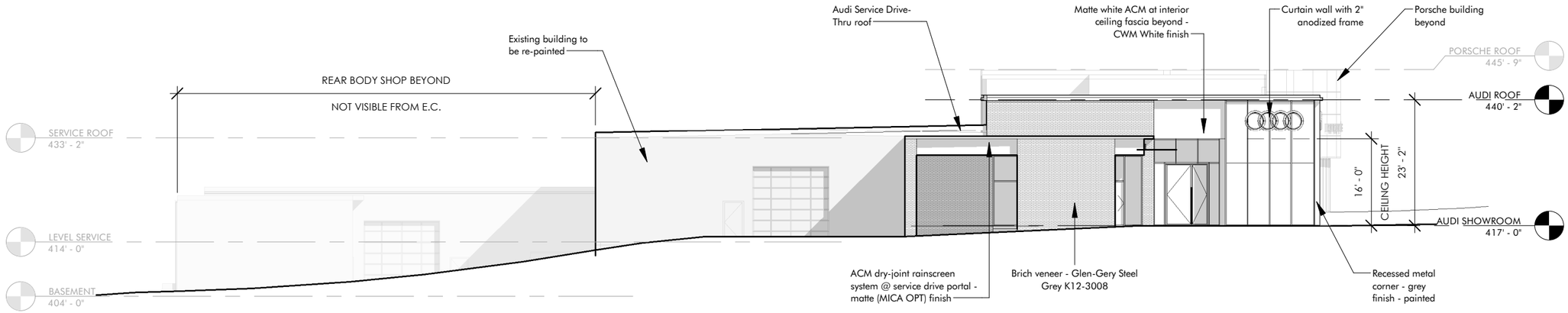
NEW - PERSPECTIVE - LOOKING EAST FROM RT.250

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

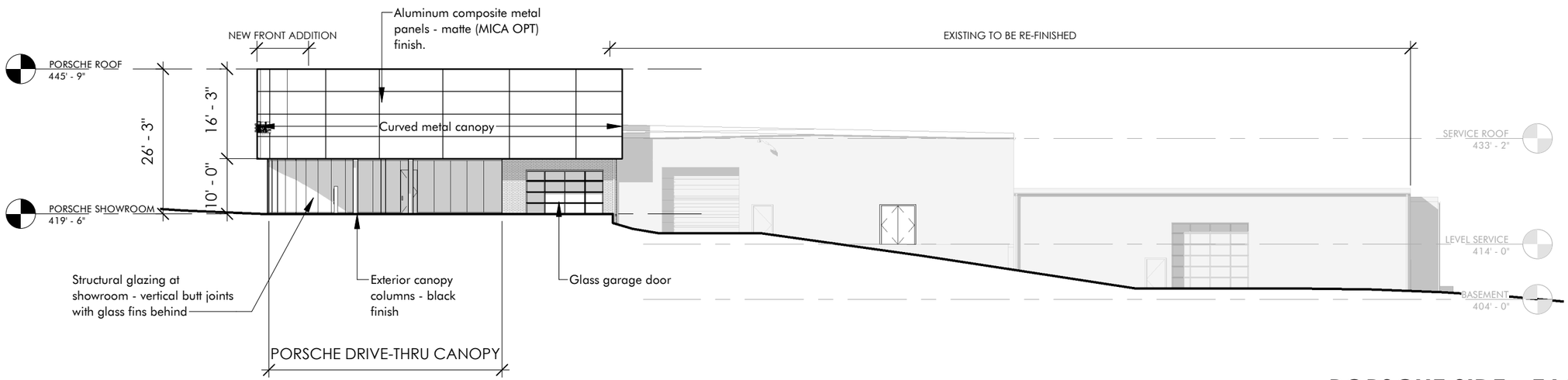
February 24, 2020

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com



AUDI SIDE - WEST ELEVATION

scale : 3/64" = 1'-0"



PORSCHE SIDE - EAST ELEVATION

scale : 3/64" = 1'-0"

NOTE:

1. VISIBLE LIGHT TRANSMITTANCE (VLT) SHALL NOT DROP BELOW 40%. VISIBLE LIGHT REFLECTANCE (VLR) SHALL NOT EXCEED 30%.

2. VISIBILITY OF ALL MECHANICAL EQUIPMENT FROM THE ENTRANCE CORRIDOR SHALL BE ELIMINATED.

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

AUDI - PORSCHE SIDE ELEVATIONS

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

February 24, 2020



Old Mazda



Goodwill Store



Future Wawa Development



Proposed FLOW Mazda - VW beyond



BMW of Charlottesville across



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

ELEMENTS OF ENTRY CORRIDOR GUIDELINES

FLOW AUDI PORSCHE AUTOMOTIVE RENOVATION AND EXPANSION

ARB Submittal

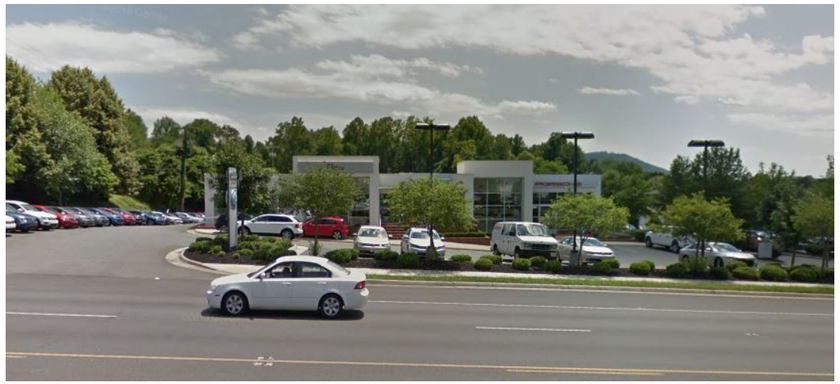
February 24, 2020



Proposed FLOW Audi Porsche



Guadalajara Restaurant



Old Audi Porsche across



Brown Toyota across



In developing a new identity for this site, both Audi and Porsche look to create a building that responds to the guidelines for the Entrance Corridor. While using modern design and materials, the intent is for taking cues from the scale, texture and detail of the surrounding Entrance Corridor and the historic precedents of the larger community.

Compatibility with the Character of the Entrance Corridor

The size and scale of this building compares appropriately with the size and scale of buildings on both sides of the Entrance Corridor. It would fall into the moderate to large range in comparison to other buildings in the area and will be the same scale as the existing building.

The Entrance Corridor along US 250 east of Charlottesville at Pantops represent a diversity of architectural approaches to design and scale. A good portion of the development along ths stretch includes a number of buildings using different materials and a variety of architectural styles. The Union Bank and UVA Credit Union buildings use painted white brick, the Montessori school is a more contemporary design which use scale, material and texture to accomplish their appropriateness within the district. Toyota has used modern materials to modify its trademark building to break down the scale of the building down into section that reflect the historic scale of much more traditional buildings of the region.

Form, Shape, Scale, and Material Creating a Cohesive Whole

This renovation / addition breaks down the scale of long facade and create variations on the facade. The Design narrative goes into more detail regarding how the materiality and detailing help create a more cohesive whole.

Buildings should relate to their site and surrounding context

The different sides of the new design step down with the natural topography; which help it relate more appropriately to the site. Porsche's rounded eastern corner relate to its corner condition.

Buildings should have a human scale

Both Dealerships provide a strong sense of entry and scaling mechanisms that deal with human scale in that they allow people to relate to the scale of the complexes in a personal way.

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

ELEMENTS OF ENTRY CORRIDOR GUIDELINES






MAZDA & VOLKSWAGEN OF CHARLOTTESVILLE

SHOWROOM RENOVATION & NEW CONSTRUCTION

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com





EXISTING & NEW - PERSPECTIVE - LOOKING NORTH WEST FROM RT.250

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

The project on the west side of the old Ford property (Parcel 7800-6) includes both a new Mazda and VW Dealership. Mazda would occupy what is currently the old Pre-owned building. While renovating the existing structure, scope of work would also include 2 new small additions -one on either side of the buildng - as well as a completely new facade across the building front. The VW will be a completely new building next to Mazda.

The new Mazda will provide all the amenities of a full-service dealership: an up-to-date showroom with waiting areas and offices, a vehicular drop off station as well as a new Service Bay Garage in the existing garage below. Related to the E.C. review, the new Showroom/Service Center will provide a much-needed upgrade from the existing dated structure. We see this project as an opportunity to enhance the character of the site by improving the Site Plan with better organization and improved county recommended landscaping. And from an architectural standpoint, the project replaces the existing with a new building that is more appropriate for its prominent location.

The current Mazda design standard is a contemporary style. Subdued with a simple combination of light and dark metal paneling, the exterior façade shows enough variety to create and maintain interest but not overly flamboyant so as to overwhelm the rest of the character on the 250 corridor. Large storefront windows are added to the façade which rounds out the material palette and provides a healthy amount of daylighting for the interior. Mazda's main design feature – referred to as 'the jewel box' – is a 2 story room enclosed in a glass frame that encourages one's gaze on the outside into the interior environment. This 'jewel box' appears an appropriate answer for an addition to the existing building. In contrast with the rest of the white front exterior, it helps break down the scale of the building. Its prominent but well proportioned oversized glass wall is oriented toward a wonderful view and enhances the importance of its location. Further, the interior wall of the jewel box is lined with a wood plank tile which forms a warm contrast to the exterior and materially ties into the local vernacular.

As with the previous 2019 design, this building's facade has traded the corporate branded white metal panels in exchange for white brick; which we see as a material much more in keeping with the local character and material vernacular.

The new VW complex will provide the same full-service amenities as Mazda. As with Mazda, this particular site layout is advantageous in allowing for efficient daily operations and a plus for the Entrance Corridor in the way it limits the visual noise of constant visible moving vehicular traffic on site.

The VW location was mainly informed by the re-use of the existing pre-owned building. Given the need for their proximity in creating an efficient site - congregating massing, drive-thru bays and drive thru aisles - the new VW facade is placed alongside the Mazda complex. In this way, there is an efficiency of scale created on the site as well as the potential for re-using the already developed parking in the front of the buildings.

The VW building also picks up from where we left off on the prior design for the previous site per the 2019 ARB review process. Again, a buff colored stone paneling has replaced the original VW white metal panel; a standard in the companies branding material palette. Also, the white frame is broken down into smaller frames ;which help both break down scale of compostion as well as lend a human scale.

Given all four dealerships adjacency and location on an important corner of the Entrance Corridor; the county recommended studying them together given the impact they will ultimately have in the area. We look forward to working with the county in providing the best possible design solutions.









BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

PROJECT NARRATIVE

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020





BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

EXISTING & NEW - FRONT PERSPECTIVE - LOOKING NORTH FROM RT.250

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

NEW - PERSPECTIVE - LOOKING NORTH WEST FROM RT.250

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

MAZDA - PERSPECTIVE - LOOKING WEST

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

MAZDA - PERSPECTIVE - LOOKING EAST

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020



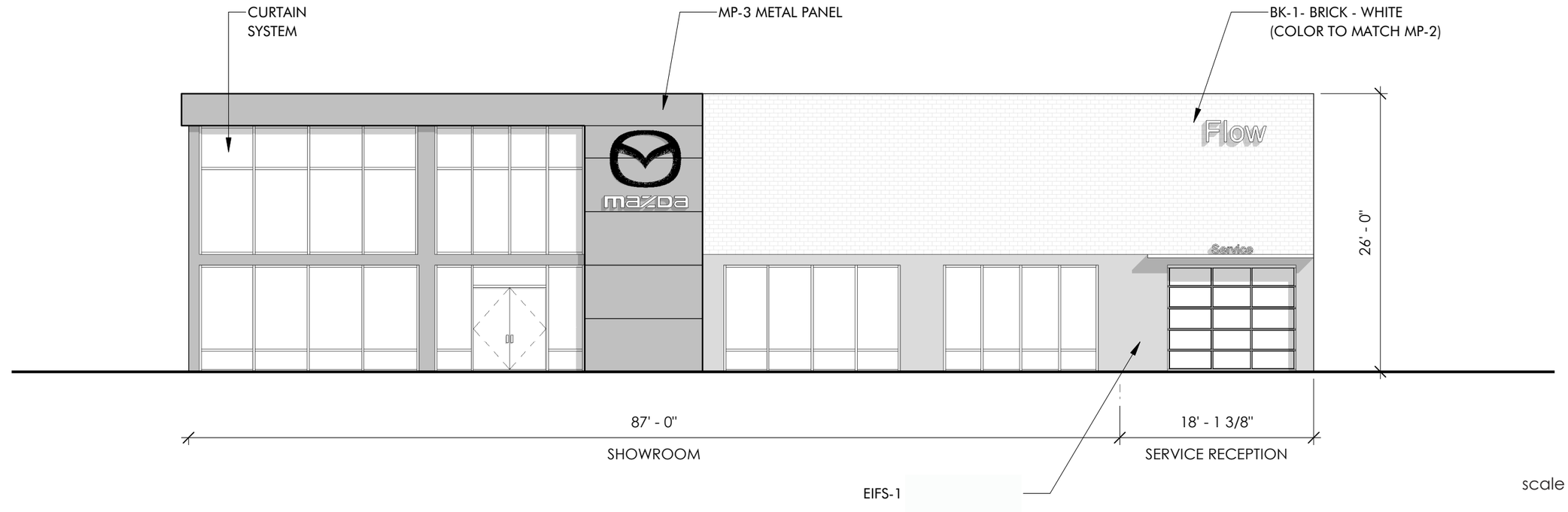
BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

EXISTING - PERSPECTIVE - LOOKING WEST

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020



scale : 3/32" = 1'-0"

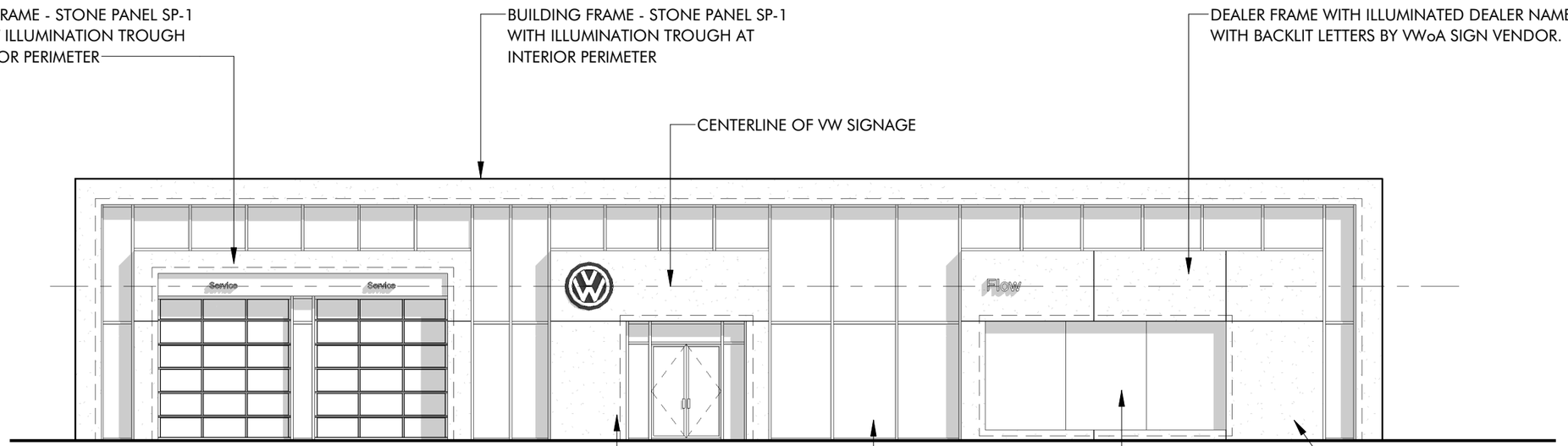
BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

MAZDA FRONT BUILDING ELEVATION

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020



scale : 3/32" = 1'-0"

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

VW FRONT BUILDING ELEVATION

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

NEW - PERSPECTIVE - LOOKING WEST

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

February 24, 2020



Old Mazda



Goodwill Store



Future Wawa Development



Proposed FLOW Mazda - VW beyond



BMW of Charlottesville across



BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com

ELEMENTS OF ENTRY CORRIDOR GUIDELINES

FLOW MAZDA - VOLKSWAGEN AUTOMOTIVE RENOVATION AND NEW CONSTRUCTION

ARB Submittal

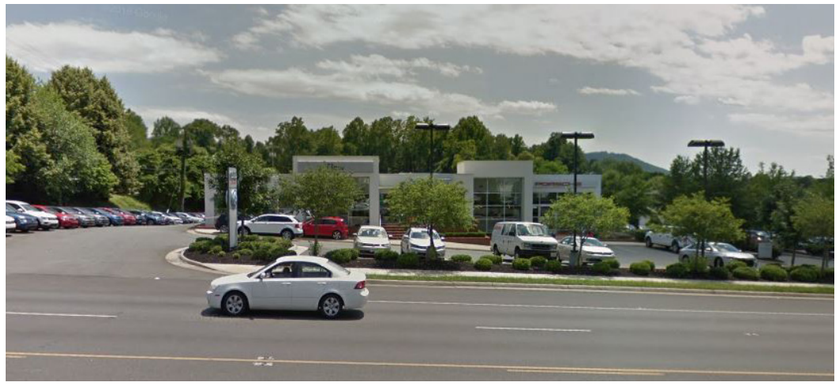
February 24, 2020



Proposed FLOW Audi Porsche



Guadalajara Restaurant



Old Audi Porsche across



Brown Toyota across



In developing a new identity for this site, both VW and Mazda look to create a building that responds to the guidelines for the Entrance Corridor. While using modern design and materials, the intent is for taking cues from the scale, texture and detail of the surrounding Entrance Corridor and the historic precedents of the larger community.

Compatibility with the Character of the Entrance Corridor

The size and scale of this building compares appropriately with the size and scale of buildings on both sides of the Entrance Corridor. Clearly, the Pre-owned converted into Mazda complex maintains the scale and generally improves the exisitng condition. The VW complex is similarly sized and would be considered a moderate sized building along this corridor; certainly within bounds of the surrounding context. Also both building designs fit within the variations found on both sides of the street and one might argue that they bring a high level of detail vs many other commercial ventures.

Form, Shape, Scale, and Material Creating a Cohesive Whole

Both buildings break down the scale of long facade by introducing a variations of architectural features.

Buildings should relate to their site and surrounding context

VW is scaled and located to relate the existing pre-owned building. A priority in this development is for a sustainable re-use of the existing resources.

Buildings should have a human scale

Both Dealerships provide a strong sense of entry and scaling mechanisms that deal with human scale in that they allow people to relate to the scale of the complexes in a personal way.

BRW ARCHITECTS
112 fourth street NE
charlottesville virginia 22902
434.971.7160
www.brw-architects.com