

ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	ARB-2019-151: 29th Place – Starbucks Building Renovation ARB-2020-47: 29th Place Restaurant with a Drive-thru Window
Review Type	Amendment to an approved Certificate of Appropriateness/Building Permit Review
Parcel Identification	061M00012001C0
Location	1500 Seminole Trail
Zoned	Planned Development Shopping (PDSC), Entrance Corridor (EC)
Owner/Applicant	FR Shoppers World LLC c/o Federal Realty Investment Trust/Bohler (Ryan Yauger)
Magisterial District	Rio
Proposal	To renovate the building previously known as Shoppers World North to accommodate a change in location and to add a drive-through for Starbucks.
Context	The subject property is comprised of an existing commercial building that is associated with the overall 29 th Place commercial development. This portion of Route 29 is largely characterized by commercial development with nearby developments including Charlottesville Fashion Square Mall to the east, 29 th Place to the southwest, and a Jiffy Lube to the north. (Fig. 1)
Visibility	The proposed renovations will be readily visible from the Route 29 Entrance Corridor.
ARB Meeting Date	August 17, 2020
Staff Contact	Khrist Taggart

PROJECT HISTORY

The ARB reviewed ARB-2001-041, a proposal for landscaping changes to this site, and a number of sign applications have been approved for the building. A pre-application conference was held to discuss the proposed drive-thru on June 10, 2019. The ARB provided comments on the proposed landscape and building changes on June 1, 2020.

CHANGES TO THE PROPOSAL

The site layout and architectural design remains much as it was proposed in the initial site plan review and preliminary architectural review in May. Minor changes to the site layout and architectural design include: 1) Landscaping has been revised, trees and shrubs have been added. 2) The color proposed for the vertical wood siding has been revised to Roycroft Pewter and is to extend to the brick column beneath. 3) A walk-up window has been added near the southeast corner of the building.

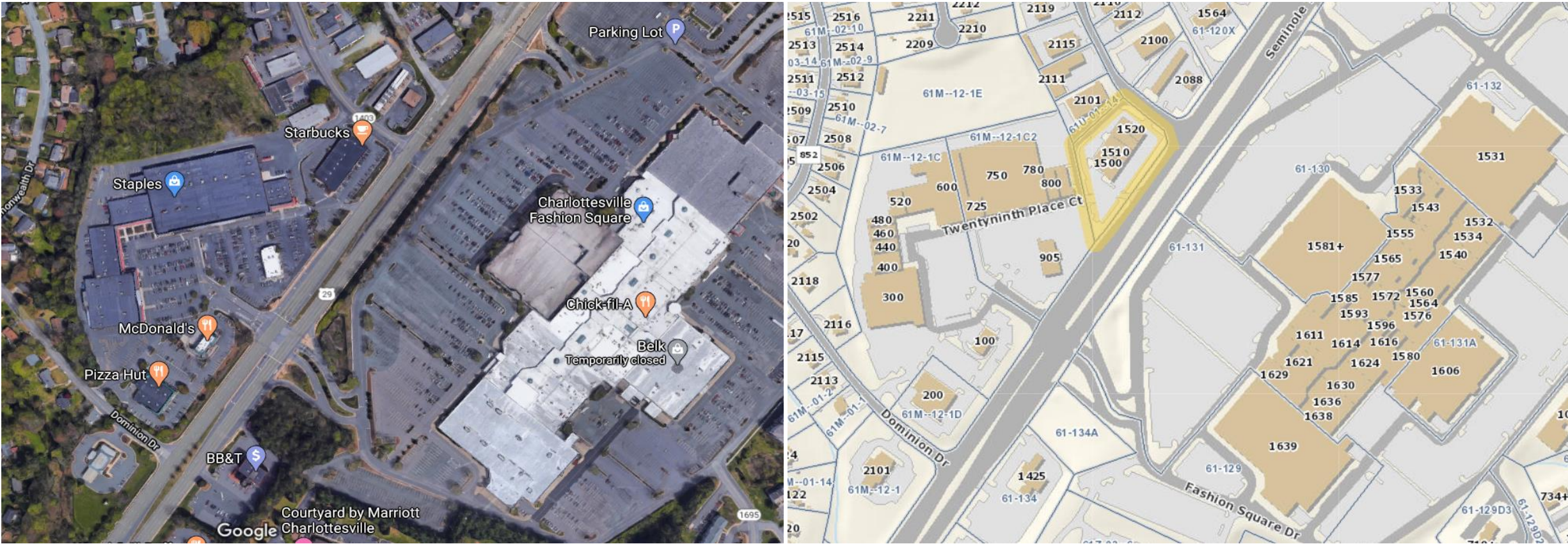


Figure 1: Google Image (left) showing project area along the Rt. 29 Entrance Corridor and County GIS map (right) highlighting subject property.

ANALYSIS

REF	GUIDELINE	ACTIONS 6/1/2020	ISSUE 8/17/20	RECOMMENDATION 8/17/20
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 ensure 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	Revise the renovation design to incorporate architectural details, forms and colors that establish a cohesive appearance for the existing building and compatibility with the surrounding site. Consider the form and material for clear column support for the existing brick	The color of the vertical wood siding that is to cover portions of the façade has been revised to <i>Roycroft Pewter</i> , a gray tone that is softer and lighter than the previously proposed black. The color renderings show the gray color to be compatible with the brick of the existing	Provide a physical sample of the color proposed for the vertical siding for review.

	corridors. Applicants should note that replication of historic structures is neither required nor desired.	and the proposed siding elements. Consider a lighter alternative color for the siding.	building and the color appears to be better coordinated with the surrounding site. The color extends to the brick columns, which are to be painted, to establish clear connection between the two. The color also better coordinates with the lighter wood siding proposed for the drive-through window addition. However, a physical sample of the color proposed is needed for review to confirm coordination. The siding is now illustrated with a frame or trim around it, which provides more of a finished appearance. The façade has been revised to show a walk-up window near the southeast corner of the building. The window is minimal in nature and has little impact on the overall design.	
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.			
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.			
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.			
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.			
12	Architecture proposed within the Entrance Corridor should use forms, shapes, scale, and materials to create a cohesive whole.			
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.	None.	The existing building design and proposed renovations have elements of human scale.	None.
13	Any appearance of “blankness” resulting from building design should be relieved using design detail or vegetation, or both.	Revise the landscape plan to add back the two previously approved trees along the north end of the building.	The landscape plan has been revised to show two White Flowering Dogwoods along the north end of the building.	None.
14	Arcades, colonnades, or other architectural connecting devices should be used to unify groups of buildings within a development.	None.	There is an existing colonnade that extends across the façade and the individual suites.	None.
15	Trademark buildings and related features should be modified to meet the requirements of the Guidelines.	None.	The new material choices may be current standards for Starbucks, but with the existing building the renovation proposal does not appear to create 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>	None.	The window glass is existing and window tint does not appear to be proposed.	None.
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.	None.	There are no accessory structures proposed, but a drive-up window structure is proposed to be added on the south elevation. The design and the materials proposed in the drive-up window structure are minimalistic and compatible with the existing building. Several drive-through related items (menu board, canopy, etc.) are also proposed, but they are located on the west side of the building and are not expected to be visible from the EC.	None.

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.	Provide a roof plan and elevations that show proposed roof-mounted mechanical equipment and how that equipment will be screened from the EC.	A roof plan has been provided that shows two proposed roof-mounted mechanical units. One is aligned with an existing row of equipment and the other is to be closer to the southwest corner of the building. The applicant has indicated that the proposed mechanical equipment will not be visible from the EC. However, if the new equipment is as tall as existing equipment, then there is potential visibility from vantage points further north on the EC. As illustrated, it appears that new equipment will be visible. Information showing how visibility of new equipment will be eliminated is needed prior to approval of this application.	None.
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.	None.	There are no new stormwater features 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.”	Add the standard mechanical equipment note to the site and architectural plans.	The standard mechanical equipment note has been added to the architectural drawings but not the site plan.	Add the standard mechanical equipment note to the site plan.
22-29	Lighting	Indicate if any site or building-mounted lighting is proposed with the renovations to the site. If new lighting is proposed, provide complete details.	There is no new lighting proposed for this site.	None.
30-31	Guidelines for the Use of Decorative Landscape Lighting	None.	There is no decorative lighting proposed for this site.	None.
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.	Revise the plans to accurately show the existing landscaping conditions. Revise the landscape plan to show the correct quantity of shade trees along the EC that will not exceed the height of the existing overhead lines.	The landscape plan has been revised to better reflect the existing landscape conditions. However, along the EC frontage, it is difficult to judge the appropriateness of proposed tree locations because existing trees do not appear to be shown with accurate canopy	Revise the landscape plan to accurately show the existing tree canopy sizes for better coordination with new tree locations. Add trees along the frontage to

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.	Revise the landscaping plan to show interspersed ornamental trees along the EC.	sizes. The addition of plants (Knockout Rose and ornamental grass) to fill in the closed site entrance is a positive feature, but some plants are shown in the right-of-way, and the overall frontage planting still has an uncoordinated appearance.	achieve consistent spacing, approximately 35' on center, including north of the site entrance that is to be closed. Provide more than one species of tree to meet the requirements for shade and ornamentals.
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.	Revise the landscape plan to accurately show the existing landscaping conditions. Revise the proposed landscaping, if necessary, to coordinate with the existing landscaping.	The landscape plan has been revised to show (6) Forest Pansy Redbud trees along the frontage. However, the spacing exceeds 35' in some places and the trees are ornamentals – not the required large shade trees. The smaller species may be acceptable in this case due to potential conflicts with existing overhead lines located approximately 10' away. Maintaining a mix of trees along the frontage would support a coordinate appearance along the larger corridor.	
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> .			
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.	Revise the landscape plan to show two trees to the west and two trees to the east of the site entrance from Berkmar Drive.	The landscape plan has been revised to show a total of four Forest Pansy trees east and west of the site entrance from Berkmar Drive.	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.	None.	The proposal includes a change to the striped crosswalk located south of the building, but it provides no opportunities for planting.	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.	Revise the landscape plan to show shrubs and ornamental trees along the perimeter of the parking area located south of the drive-through. Revise the landscape plan to show shrubs in the gaps along the parking area that fronts the EC.	The landscape plan has been revised to show 3 Japanese Snowbell trees in the planting area south of the drive-through lane. Shrubs are shown north of the drive-through lane at the patio and south of the drive-thru lane and window. An existing sanitary sewer easement runs through the planting area, so additional trees are not possible, but shrubs can typically be planted in these easements without conflict, and they would be appropriate to offset the impacts of the drive-thru lane and parking.	Revise the landscape plan to show additional shrubs in the planting area between the drive-through lane and the 7-space parking area.
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.	Provide additional landscaping, such as shrubs, to integrate the drive-through window and the queuing travelway into the overall site.	Trees have been added along the queuing travelway north of the building helping to integrate the drive-through and the queuing lane into the site.	
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.”	None.	The note is present on the landscape plan.	None.
Development pattern				
Site Development and layout				
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.	None.	The site has been previously developed, and the existing grading is not being significantly altered.	None.
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.	None.	The existing building is to remain parallel to the EC and the proposed alterations to the existing on-site circulation patterns remain organized.	See landscape recommendations.

	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.		The existing site entrance on Route 29 would be closed with this proposal and a planting strip and sidewalk would be added to connect with the existing sidewalk along Route 29. The site has been previously developed. Existing trees near the southeast corner of the building are proposed to be removed to accommodate a portion of the drive-through travelway and an outdoor dining area. Views are not expected to be negatively impacted.	
	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 landforms 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.	None.	The existing topography is not being significantly altered. The proposed drive-through requires minimal grading.	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.	Show areas designated for preservation on the site plan. Maintain grading outside the driplines of trees to remain. Show tree protection fencing on and coordinated throughout the grading, landscaping, and erosion and sediment control plans.	The plans have been revised to show areas designated for preservation and tree protection fencing is coordinated throughout the plans.	None.
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.	None.	The site has been previously graded. Drainage patterns are not changing.	None.

SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. The revised architectural design: the gray color of the siding, the detailing of the siding, the treatment of the columns.
2. Visibility of rooftop equipment; appropriate screening.
3. Landscaping along the EC: Tree size and spacing.
4. Landscaping at the drive-through.

Staff recommends approval with the following revisions:

1. Provide a physical sample of the color proposed for the vertical siding for review.
2. Add the standard mechanical equipment note to the site plan.
3. Revise the landscape plan to accurately show the existing tree canopy sizes for better coordination with new tree locations. Add trees along the frontage to achieve consistent spacing, approximately 35' on center, including north of the site entrance that is to be closed. Provide more than one species of tree to meet the requirements for shade and ornamentals.
4. Revise the landscape plan to show additional shrubs in the planting area between the drive-through lane and the 7-space parking area.

ATTACHMENT

1. [29th Place Drive-thru Site Plan and Architectural Drawings](#)

TABLE A

This report is based on the following submittal items:

Sheet #	Drawing Name	Drawing Date/Revision Date
C-100	Cover Sheet	6/18/2020
C-101	General Notes	6/18/2020
C-102	General Notes and Legend	6/18/2020
C-202	Existing Conditions and Demolition Plan	6/18/2020
C-301	Site Plan	6/18/2020
C-302	Sight Distance Profiles	6/18/2020
C-401	Grading Plan	6/18/2020
C-501	Utility Plan	6/18/2020
C-601	Landscape Plan	6/18/2020
C-602	Landscape Notes and Details	6/18/2020
C801	Construction Details	6/18/2020
C802	Construction Details	6/18/2020
C-803	Maintenance of Traffic Plan	6/18/2020
ARB-A-101	Floor Plan	3/16/2020
ARB-A-102	Roof Plan	6/23/2020
ARB-A-201	Elevations	6/23/2020
Proposed Elevations – Building N		7/27/2020
Existing Conditions – Elevation		
Rendering of Walkup Window		
Starbucks Floor Plan		
Page 1	Existing Overall Plan	6/24/2020
Page 2	Proposed Overall Plan	6/24/2020
Page 3	Enlarged Overall Plan	6/24/2020
Page 4	Proposed Overall Plan with Existing Overlay (Red)	6/24/2020