

UMANSKY SUBARU

AT 960 HILTON HEIGHTS ROAD

PRESENTED BY



DESIGN
DEVELOP

04 | 25 | 2021

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Introduction:

In late 2020, Umansky Auto Group began evaluating their opportunities to improve upon their existing structures, which were nearly 20 years in age. The Subaru facility at 960 Hilton Heights Road provided an important place to begin their renovations and improvements, as the building is forward-facing to the intersection of the Route 29 Entrance Corridor and Hilton Heights Road, and is stand-alone from the other two facilities on the parcel. Because of this unique “outparcel” condition, the proposed renovations can be done sequentially to other planned renovations at the larger building and to the campus as a whole. Thus, this proposal focuses on the Umansky Subaru facility.

Originally, part of the Brown’s Automotive Group, Umansky purchased the Subaru, Honda, and GM/Chrysler facilities in 2017(do we know that those dealerships where there?) , and the new ownership group brought with them fresh ideas on how to provide automotive retail and service to the Albemarle County location. With more research and pre-purchasing being done online, dealers have much less on-site inventory now than they do 10 years ago. Additionally, the automotive service aspect of the industry has changed, focusing on “express” service lanes that allow customers shorter wait times and the rise of the “dealer loaner car” has vastly reduced the number of customers waiting in a lounge.

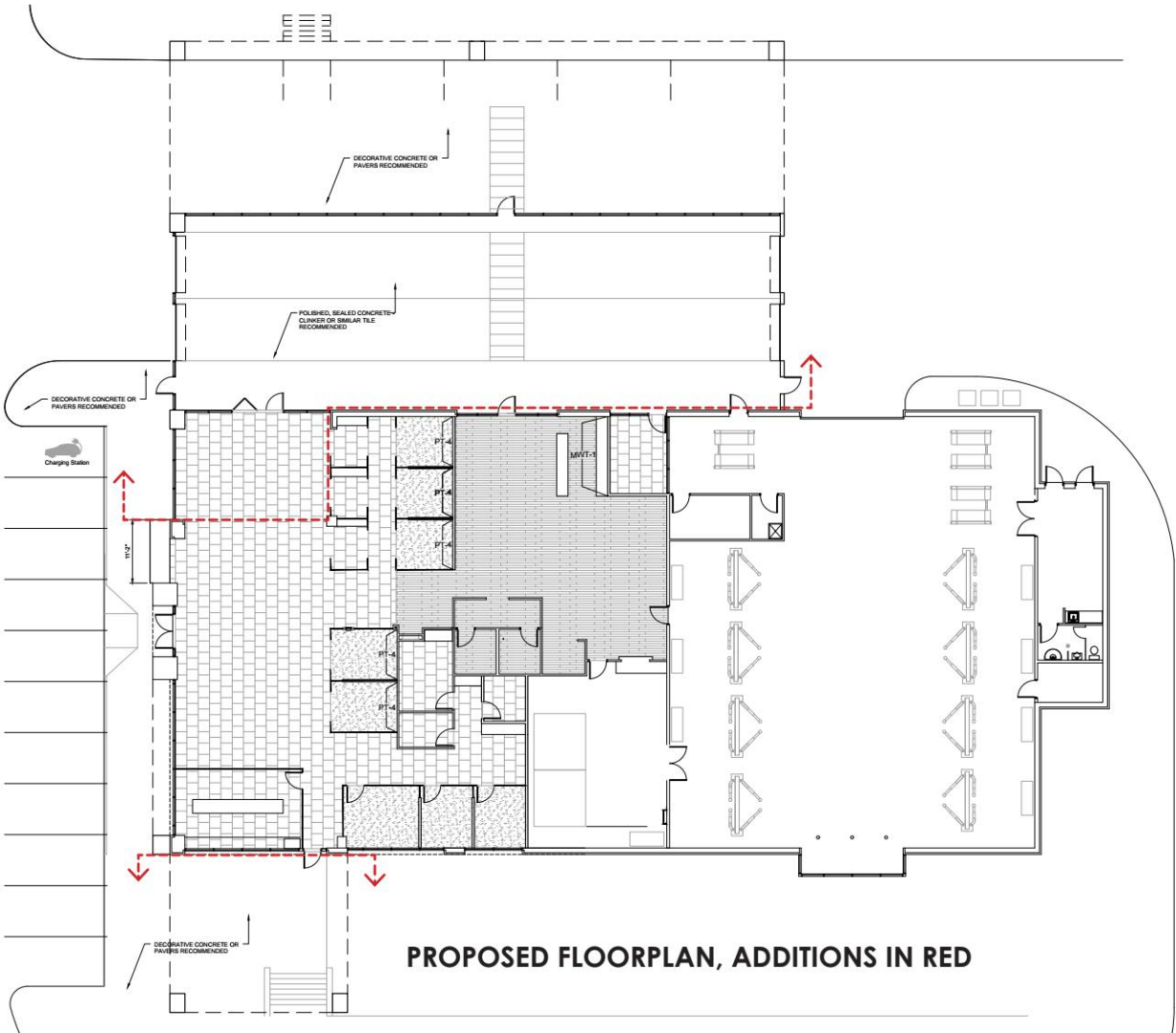
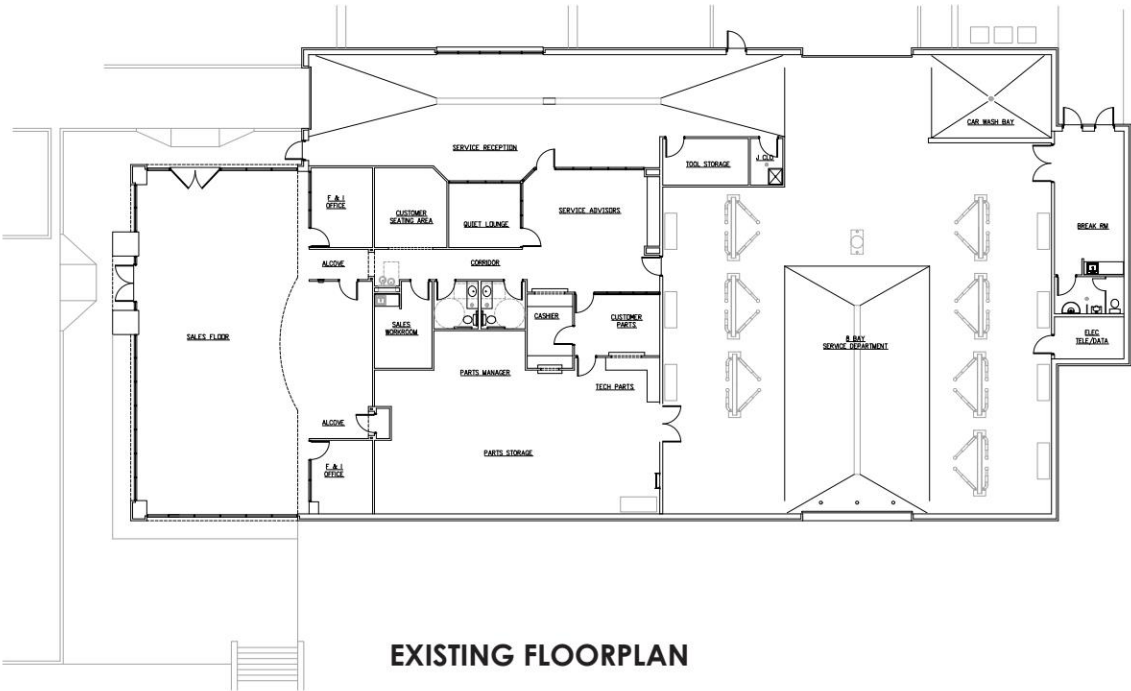
These changes to the way automotive retail has evolved have made on-site parking and on-site car storage much less a priority, instead allowing Umansky Auto Group to focus their energy onto the interaction between customer and service staff. Proposed improvements to the facility introduce a new covered and conditioned drop-off area, and a covered customer pick-up area, allowing for more customers to be serviced throughout the day without long wait times through internal queueing. The proposed additions match the proposed renovations to the existing facility in scale, aesthetics, and appropriateness, allowing a dated structure to be brought up to what a modern, efficient, and high-quality automotive service facility should represent.

Work Description:

The existing facility is to remain largely as-is, with the introduction of new aluminum composite metal cladding and two new slate “icon” towers on the exterior, to establish hierarchy, break down scale and mark the entrance at a human scale. The existing structure, fenestration, and scale are all maintained, though the extension of the existing parapet does provide a small increase in height at the new metal panels. A new addition to the rear (west side) of the facility is tastefully concealed by the existing building. and is in keeping with the design language established by the renovation to the existing structure.

A new front portico is introduced to provide relief to a very long existing Route 29 - facing facade. This portico is also functional, serving as a delivery area for newly purchased cars and SUVs. The Route 29 facade is further broken down by the introduction of a new slate signage tower that more allows the existing structure to more appropriately address the entrance corridor.

Existing landscaping is extensive and is to remain. The existing structure is largely hidden from the Route 29 Entrance Corridor due to this existing established landscaping. Minor re-grading at the front portico will provide opportunities for more planting beds to conceal a small 24” retaining wall. New interior trees can be found along the Hilton Heights facing facade, further concealing the new addition to the rear from the Route 29 corridor.







UMANSKY CAMPUS AERIAL



1 | UMANSKY HONDA



2 | UMANSKY CHRYSLER DODGE JEEP RAM



3 | UVA RIVERSIDE



4 | PRICE HYUNDAI



5 | JIM PRICE CHEVROLET



6 | MALLOY FORD OF CHARLOTTESVILLE



1 | UMANSKY TOYOTA



2 | FLOW MAZDA OF CHARLOTTESVILLE



3 | FLOW VOLKSWAGEN OF CHARLOTTESVILLE



4 | MALLOY FORD OF CHARLOTTESVILLE



5 | FLOW AUDI PORSCHE

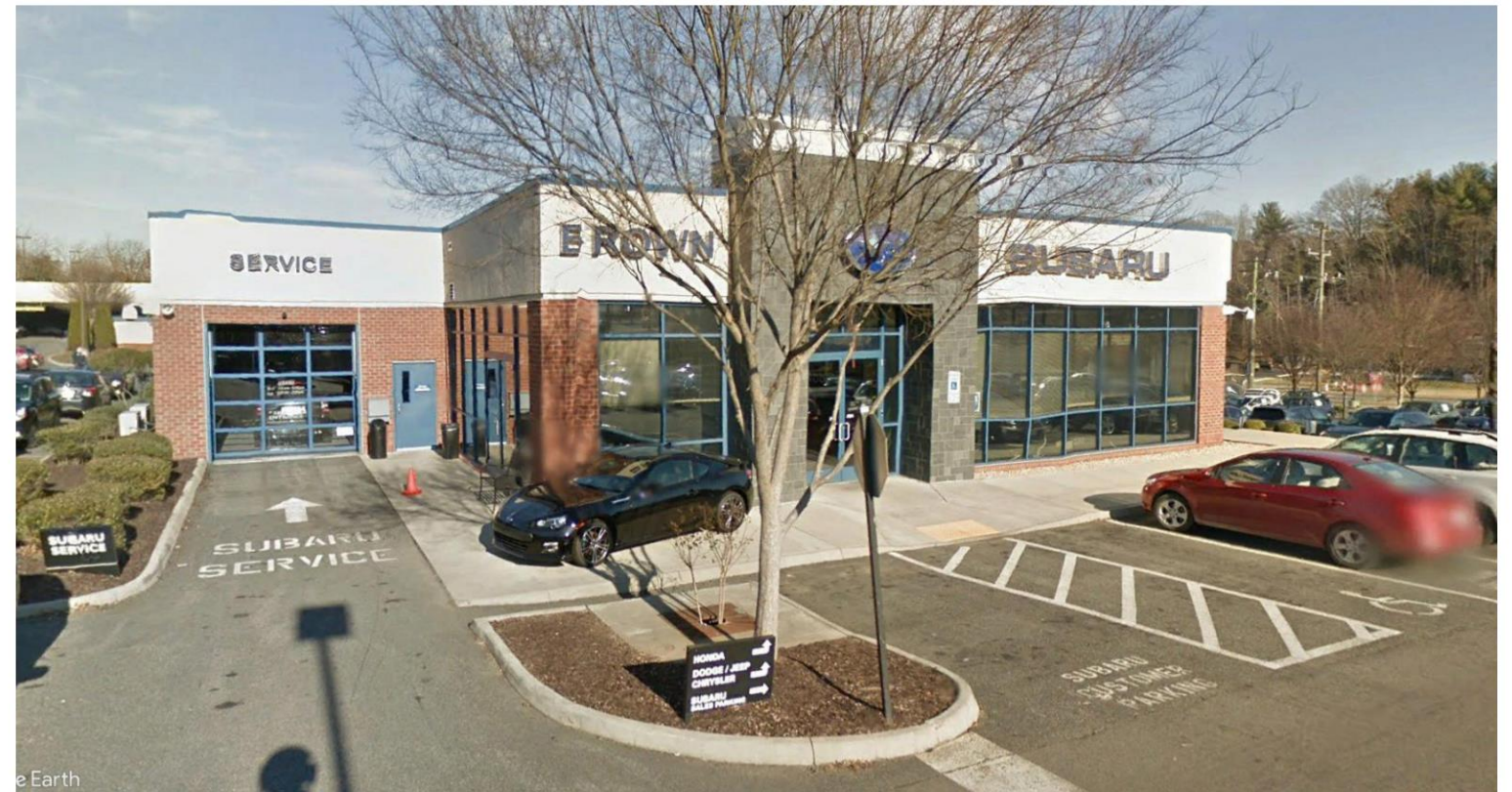
6 | BMW OF CHARLOTTESVILLE



7 | BMW OF CHARLOTTESVILLE



8 | FLOW "DEALERSHIP" CAMPUS - INDIVIDUAL BRAND IDENTITY WHILE BEING COHESIVE



DOES THE EXISTING ENTRANCE CORRIDOR FACADE MEET COUNTY DESIGN GUIDELINES?



Google Earth



1 | VIEW FROM HILTON HEIGHTS ROAD



2 | VIEW FROM SEMINOLE TRAIL (NORTHBOUND)



3 | VIEW FROM INTERSECTION OF HILTON HEIGHTS ROAD AND SEMINOLE TRAIL



4 | VIEW FROM SEMINOLE TRAIL WHERE VISIBLE (SOUTHBOUND)



UNIVERSITY OF VIRGINIA RIVERSIDE HEALTHCARE



ALBEMARLE HIGH SCHOOL (SRI 59)



MALLOY FORD



REGAL CINEMA, STONEFIELD (SRI 51)



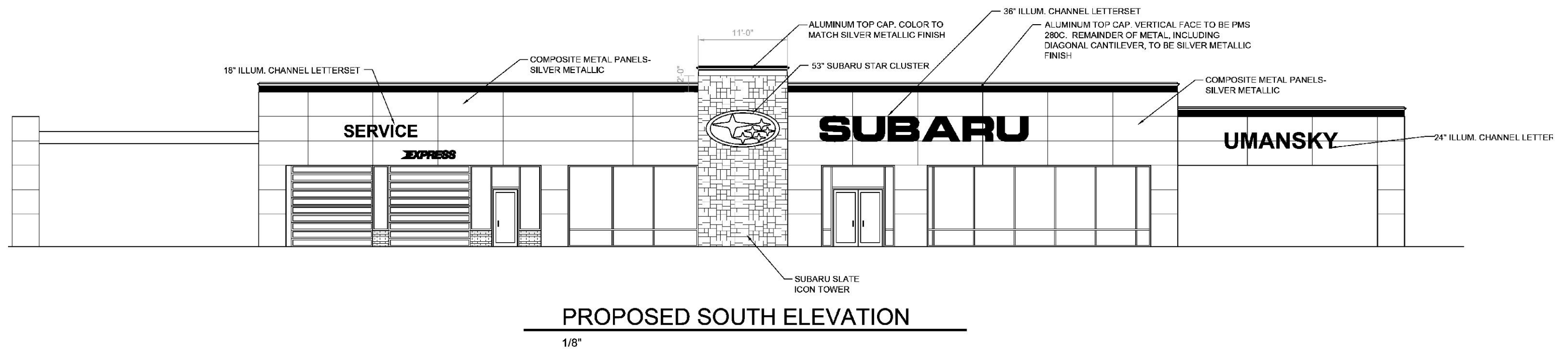
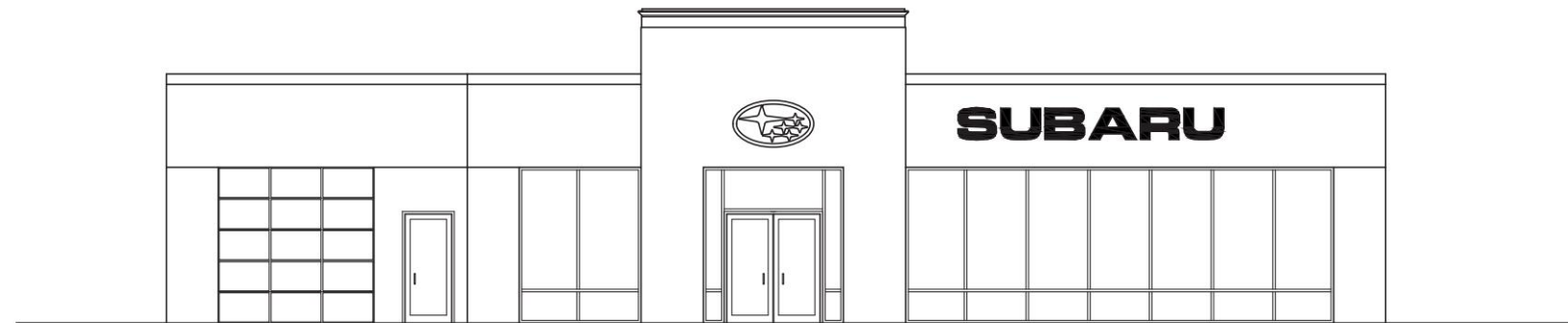
GROPEN, INC. (SRI 58)

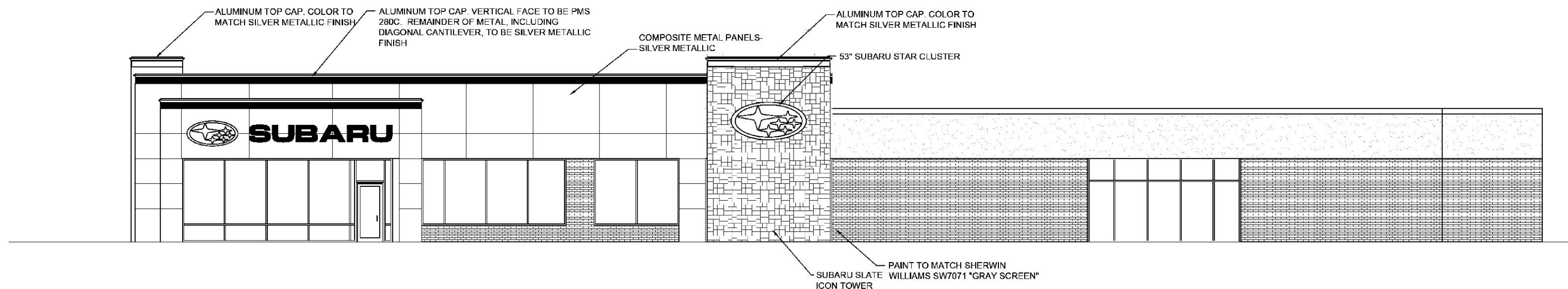
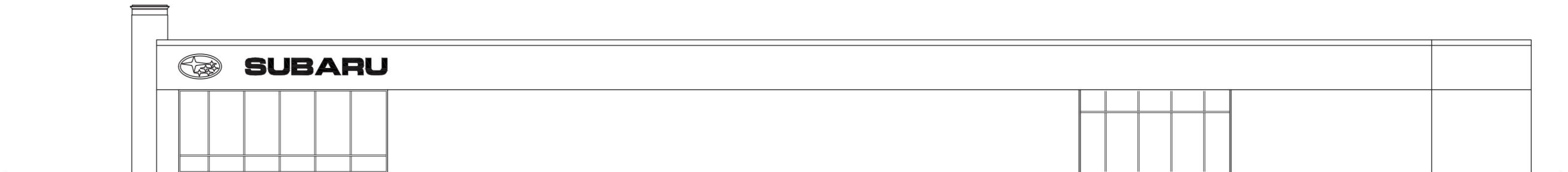


ALDI, INC.



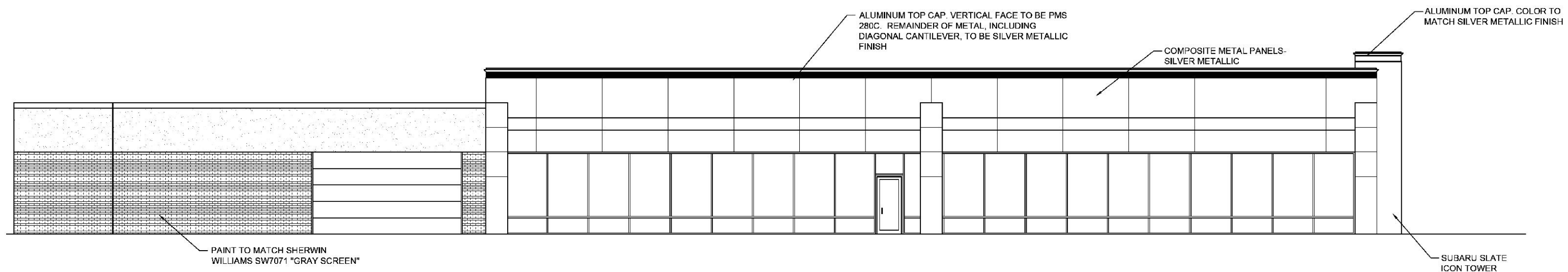
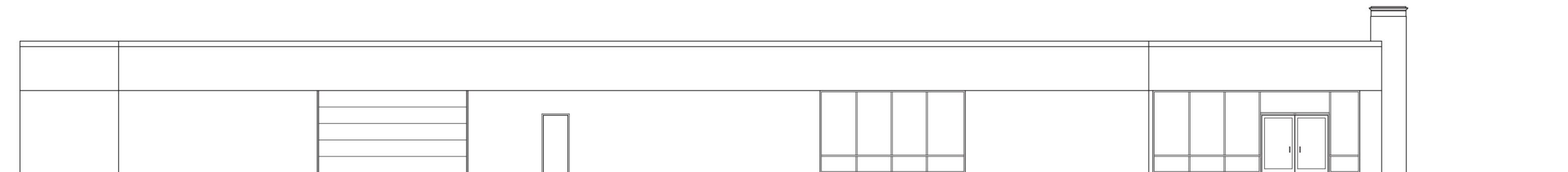
PROPOSED ALDI METAL PANELS (53)





PROPOSED EAST ELEVATION

1/8"



PROPOSED WEST ELEVATION

1/8"



UMANSKY SUBARU
ALBEMARLE COUNTY, VA

EASTERN (RT. 29) ELEVATION
17

ARB PRELIMINARY SUBMISSION
APRIL 25TH, 2021

























1 | EXISTING BRICK
PAINTED SHERWIN WILLIAMS "GRAY SCREEN"
PRO-INDUSTRIAL ZERO



2 | NEW ALUMINUM COMPOSITE PANEL
MITSUBISHI ALPOLIC "SILVER METALLIC"



3 | EXTERIOR TRIM / EIFS
PAINTED SHERWIN WILLIAMS "SOFTWARE"
PRO-INDUSTRIAL ZERO



4 | NEW ANODIZED ALUMINUM STOREFRONT



5 | NEW SLATE FOR ICON TOWER
BOSTIK "SHADOW H195" OR MAPEI "PEARL GRAY" MORTAR



6 | EXTERIOR METAL CAP
SILVER METALLIC PAINT BY SHERWIN WILLIAMS