UMANSKY SUBARU

AT 960 HILTON HEIGHTS ROAD

PRESENTED BY

DESIGN
DEVELOP

07 | 26 | 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.

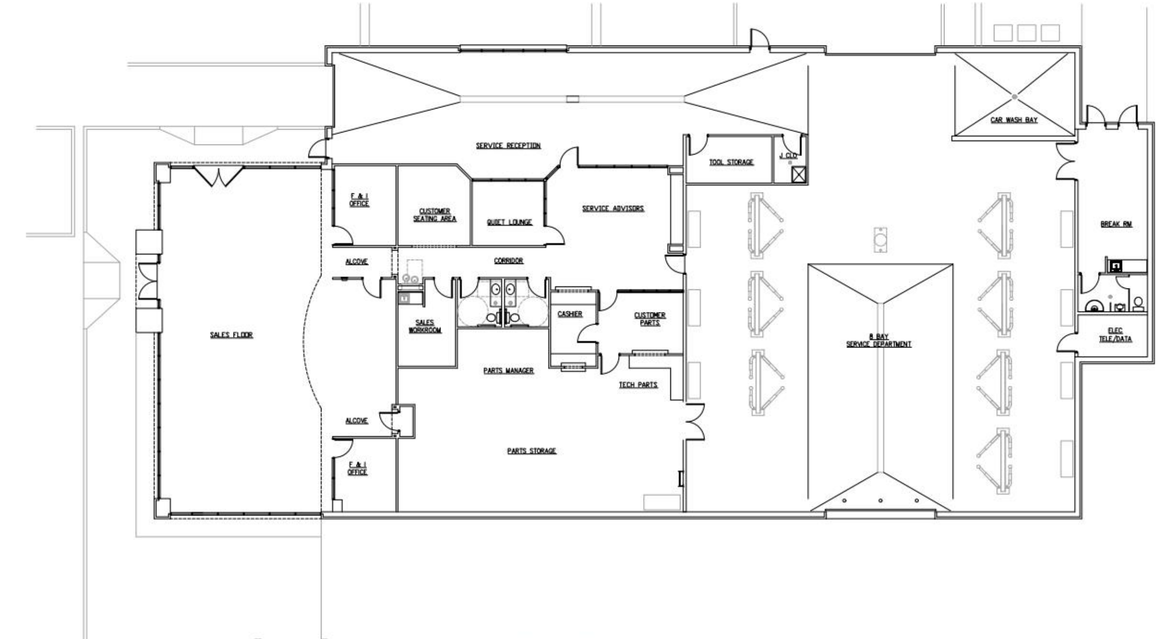
Originally, part of the Brown's Automotive Group, Umansky purchased the Subaru, Honda, and GM/Chrysler facilities in 2017, and the new ownership group brought with them fresh ideas on how to provide automotive retail and service to the Albemarle County location. With more research and pre-purchasing 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.

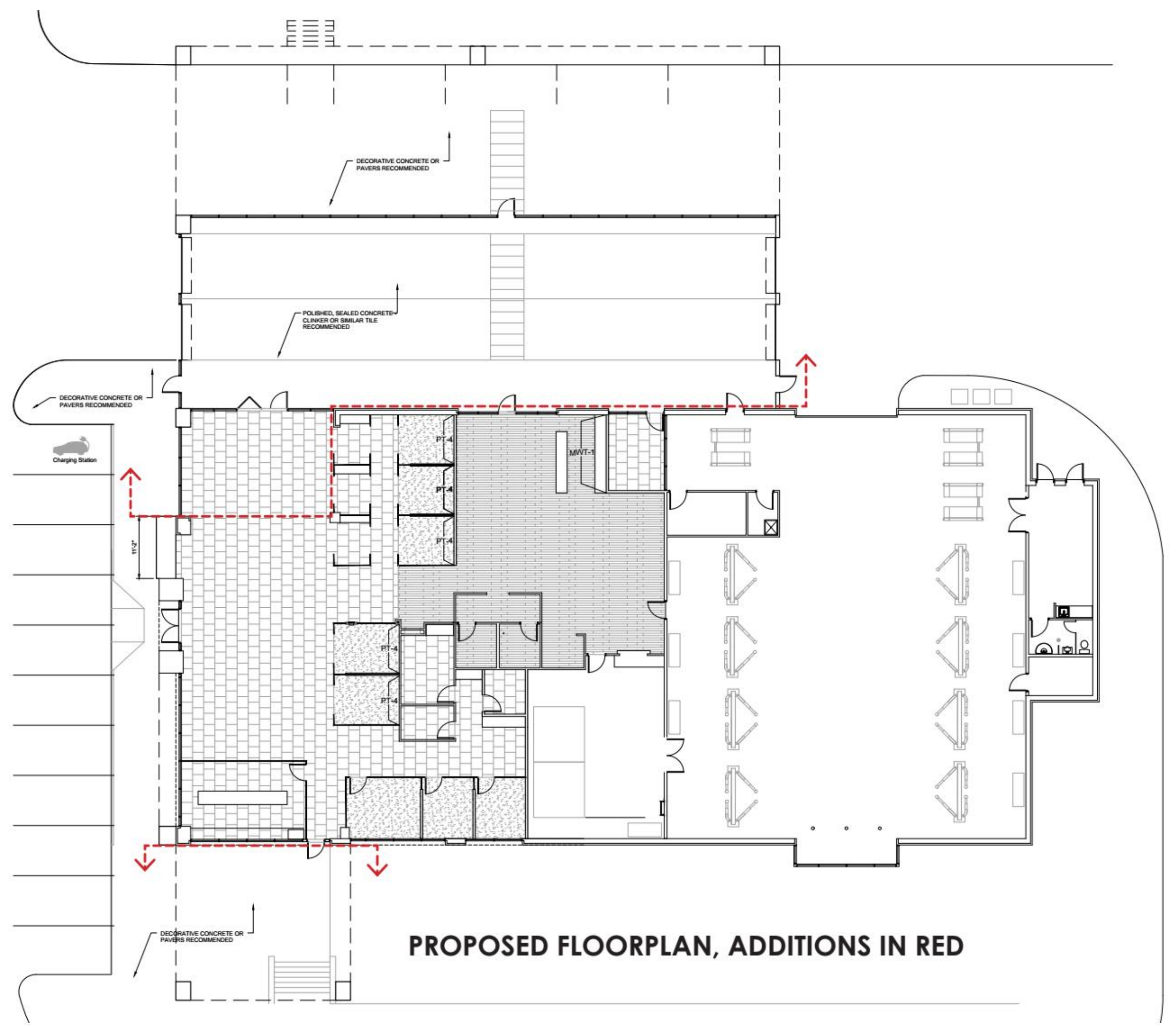
Work Description:
The existing facility is to remain largely as-is, with the introduction of new aluminum composite metal cladding and two new slate "icon" towers on the exterior, to establish hierarchy, break down scale and mark the entrance at a human scale. The existing structure, fenestration, and 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.



EXISTING FLOORPLAN



PROPOSED FLOORPLAN, ADDITIONS IN RED

A. INTRODUCTION
UMANSKY SUBARU IS A SINGLE STORY, 20,500 SQFT BUILDING TO BE RENOVATED AND ADDED TO FOR BUSINESS OCCUPANCY. THE PROJECT, LOCATED ALONG ROUTE 29 IN ALBEMARLE COUNTY, IS POSITIONED TO ASSIST IN IMPROVING THE AUTOMOTIVE THOROUGHFARE, ESPECIALLY WITHIN THE EXISTING UMANSKY COMPLEX ALONG ROUTE 29.

B. COMPATIBILITY WITH FORMS AND FEATURES OF SIGNIFICANT HISTORIC BUILDINGS
TAKING CUES FROM HISTORIC DESIGN PRINCIPLES SUCH AS RELATING TO ITS CONTEXT, MASSING, AND EMPLOYING REPETITIVE FORMS AS A UNIFYING MOTIF, THE PROPOSED PROJECT AIMS TO CREATE A CONTEMPORARY BUSINESS AND OFFICE ENVIRONMENT. GIVEN THE PROGRAM REQUIREMENTS, THE PROJECT IS REFINED AND SIMPLIFIED IN ITS AESTHETIC, BUT REMAINS APPROPRIATE BY IMPLEMENTING THE IMPORTANT DESIGN PRINCIPLES OF SIGNIFICANT HISTORIC BUILDINGS IN THE REGION.

C. RELATABILITY TO SITE AND SURROUNDING CONTEXT
THE EXISTING SITE OF UMANSKY SUBARU PRESENTS UNIQUE CHALLENGES IN SITE DESIGN AND, DUE TO THE EXISTING BUILDING FOOTPRINT, THE BUILDING SITS FURTHER AWAY FROM THE ROAD WITH THE PARKING LOT LOCATED AROUND THE BUILDING AND RETAINING WALLS LOCATED IN THE BACK. THIS PROVIDES AN OPPORTUNITY FOR THE BUILDING LANDSCAPE TO MORE CLOSELY INTERACT WITH THE ENTRANCE CORRIDOR IN ORDER TO PROMOTE VISUAL ORDER AND TO HELP INTEGRATE THE BUILDING INTO THE EXISTING ENVIRONMENT OF THE CORRIDOR.

D. HUMAN SCALE
THE MASS AND SCALE OF THE PROPOSED FACADES HAVE BEEN THOUGHTFULLY BROKEN DOWN, AND THE PROJECT IS ABLE TO RELATE TO HUMAN SCALE MORE APPROPRIATELY THROUGH PROPORTIONED FENESTRATION AND GLASS/STOREFRONT ENTRY DOORS MARKED WITHRECESSED OPENINGS. THE BUILDING BENEFITS FURTHER FROM EMULATING IT'S NEIGHBORS, REMAINING A SINGLE STORY BUILDING AND KEEPING THE SCALE AT AN APPROACHABLE LEVEL.

E. COHESIVE WHOLE
CONSISTENT UNIFYING MATERIALS AND A LEGIBLE BUILDING FORM CREATE A COHESIVE WHOLE, WHICH IS STRENGTHENED BY THE USE OF DISTINCT ORTHOGONAL MASSES, LIKE THE ICON TOWERS AND CAR PORTS.

F. LIMITING BLANKNESS
JOGS IN THE BUILDING FOOTPRINT ALONGSIDE A CHANGE IN MATERIALS IN THESE PORTIONS AND FACADE PENETRATIONS ARE USED TO REDUCE AREAS OF BLANKNESS ON THE FACADE.

G. UNIFYING GROUPS
THE SOUTHERN AND EASTERN BUILDING FACADES ARE COMPOSED OF TWO MAIN BAYS FLANKED BY TWO RECESSED COVERED STRUCTURES. THESE COVERED STRUCTURES BREAK DOWN THE FACADE AND SERVE TO ELEVATE THE IMPORTANCE OF THE MAIN BAYS.

E. WINDOW GLAZING
WINDOWS WILL NOT BE HIGHLY TINTED OR HIGHLY REFLECTIVE. ALL SPECIFIED WINDOWS AND DOORS SHALL BE A SILVER METALLIC COLOR TO MATCH THE METAL PANELING AND TRIM COLORS. AREAS OF GLAZING WILL BE REQUIRED TO MEET COUNTY ENTRANCE CORRIDOR REQUIREMENTS. THEREFORE, VISIBLE LIGHT TRANSMITTANCE SHALL NOT DROP BELOW 40% AND VISIBLE LIGHT REFLECTANCE SHALL NOT EXCEED 30%.

H. SIGNAGE
ALL SIGNAGE IF ANY WILL BE REQUIRED TO MEET ALBEMARLE COUNTY ZONING REGULATIONS.

I. MECHANICAL
EXISTING MECHANICAL EQUIPMENT TO REMAIN. PREVIOUSLY APPROVED MECHANICAL SCREENING TO REMAIN AND HIDE MECHANICAL UNITS.









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













1 | VIEW FROM HILTON HEIGHTS ROAD



2 | VIEW FROM SEMINOLE TRAIL (NORTHBOUND)



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

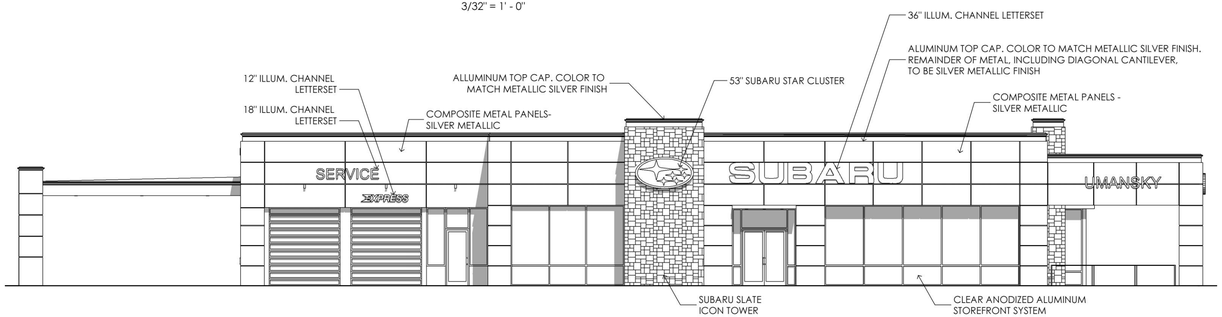


4 | VIEW FROM SEMINOLE TRAIL WHERE VISIBLE (SOUTHBOUND)



EXISTING SOUTH ELEVATION

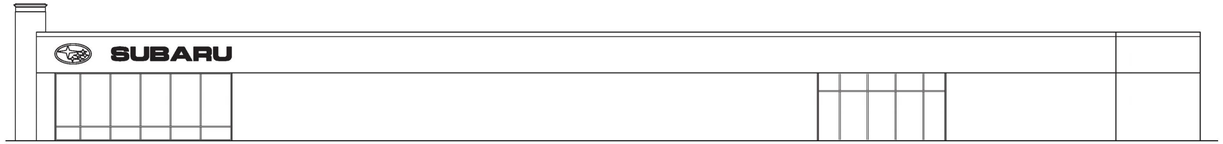
3/32" = 1' - 0"



PROPOSED SOUTH ELEVATION

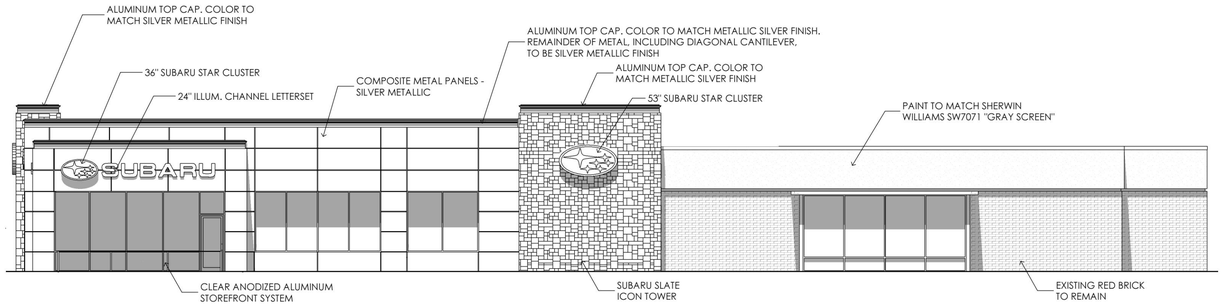
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NOTE: WINDOWS WILL NOT BE HIGHLY TINTED OR HIGHLY REFLECTIVE. AREAS OF GLAZING WILL BE REQUIRED TO MEET COUNTY ENTRANCE CORRIDOR REQUIREMENTS. THEREFORE, STANDARD WINDOW GLASS VISIBLE LIGHT TRANSMITTANCE (VLT) SHALL NOT DROP BELOW 40%. VISIBLE LIGHT REFLECTANCE (VLR) SHALL NOT EXCEED 30%.



EXISTING EAST ELEVATION

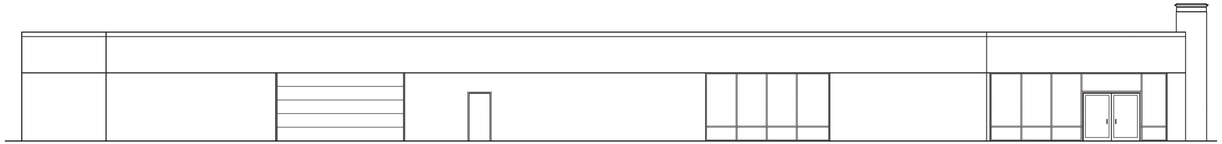
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PROPOSED EAST ELEVATION

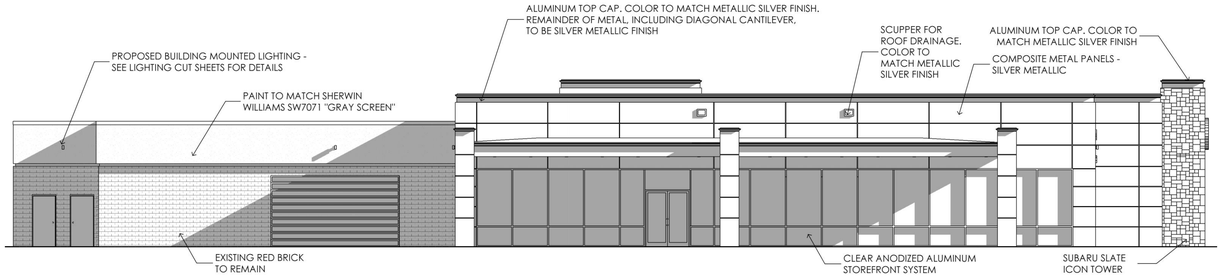
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EXISTING WEST ELEVATION

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PROPOSED WEST ELEVATION

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UMANSKY SUBARU
ALBEMARLE COUNTY, VA

SOUTHERN (HILTON HEIGHTS) ELEVATION
16

ARB SUBMISSION
JULY 26TH, 2021





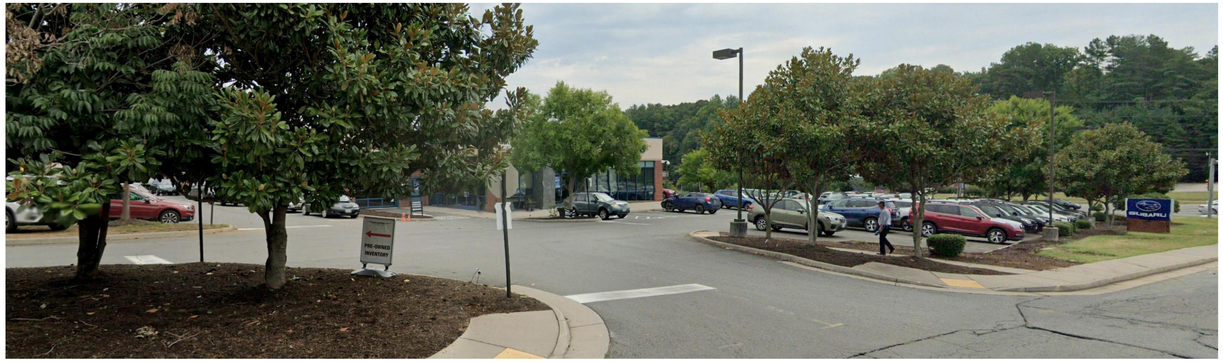
UMANSKY SUBARU
ALBEMARLE COUNTY, VA

APPROACH: SEMINOLE TRAIL
17

ARB SUBMISSION
JULY 26TH, 2021








SERVICE
SUBARU



UMANSKY SUBARU
ALBEMARLE COUNTY, VA

VIEW FROM RIO ROAD ENTRANCE CORRIDOR
20

ARB SUBMISSION
JULY 26TH, 2021



UMANSKY SUBARU
ALBEMARLE COUNTY, VA

INTERIOR DRIVE AISLE PERSPECTIVE
21

ARB SUBMISSION
JULY 26TH, 2021



UMANSKY SUBARU
ALBEMARLE COUNTY, VA

INTERIOR DRIVE AISLE PERSPECTIVE
22

ARB SUBMISSION
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UMANSKY SUBARU
ALBEMARLE COUNTY, VA

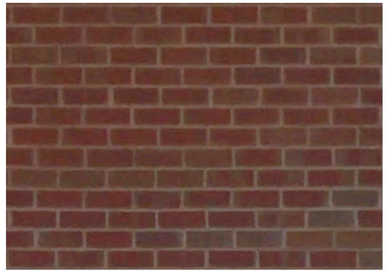
INTERIOR DRIVE AISLE PERSPECTIVE
23

ARB SUBMISSION
JULY 26TH, 2021


SUBARU


SERVICE
EXPRESS
SUBARU





1 | EXISTING BRICK TO REMAIN



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

NOTE: SEE PAGE 32 FOR TYPICAL SHADOW LINE FASCIA DETAIL AND TYPICAL SLATE PATTERN ON ICON TOWER



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



6 | EXTERIOR METAL CAP
SILVER METALLIC PAINT BY SHERWIN WILLIAMS

RESPONSE TO COMMENTS

ARB ACTION ITEM 1: Consider reducing the amount of ACM panel used in the design, increasing the use of warmer colors, and increasing materials with greater texture.

ARB ACTION ITEM 10: Changes to coping and sign colors could help reduce the trademark impact.



RESPONSE TO COMMENTS

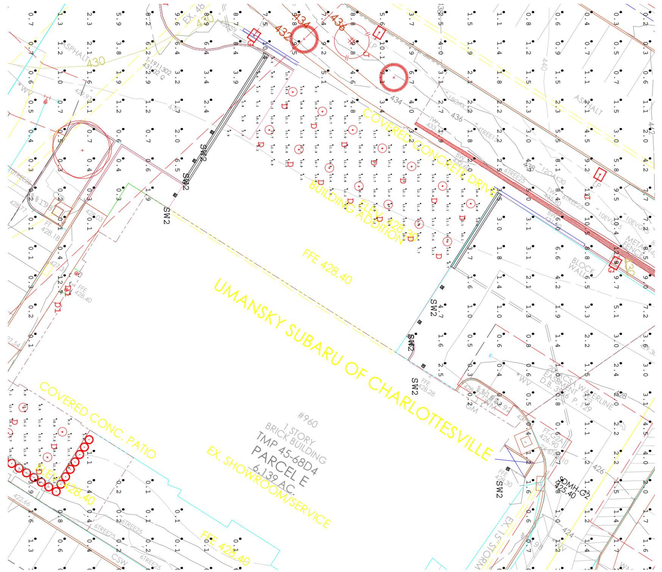
ARB ACTION ITEM 3: Indicate if any roof or ground-mounted equipment is proposed with the renovations to the building. If new equipment is proposed, show the locations and show how that equipment will be screened from the Entrance Corridor.



RESPONSE TO COMMENTS

ARB ACTION ITEM 4: Indicate if any site or building-mounted lighting is proposed with the renovations to the building. If new site lighting is proposed, provide complete details.

NOTE: SEE SUBMITTED LIGHTING PLAN AND CUT SHEETS FOR COMPLETE INFORMATION ABOUT PROPOSED LIGHTING.



RESPONSE TO COMMENTS

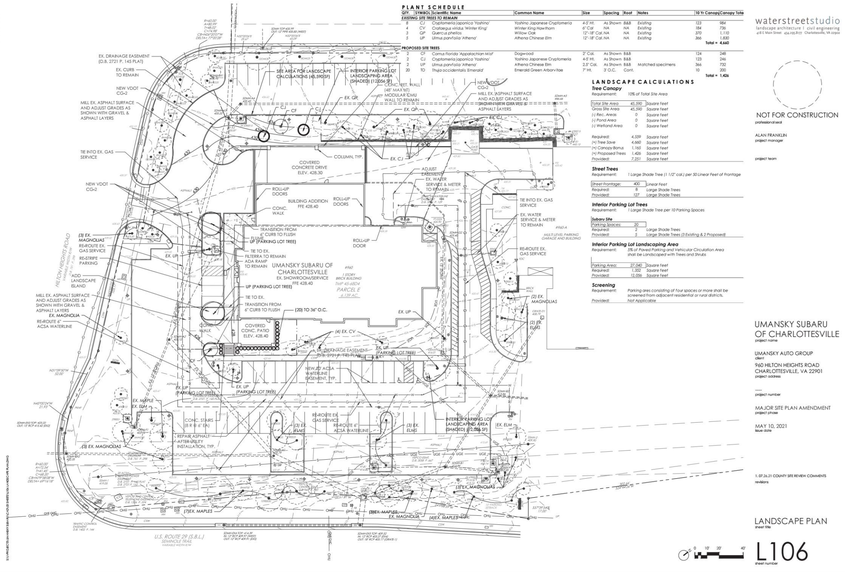
ARB ACTION ITEM 5: Revise the landscape plan to show previously approved landscaping, and further clarify the proposal to identify plants to remain, plants to be removed, and plants to be added.

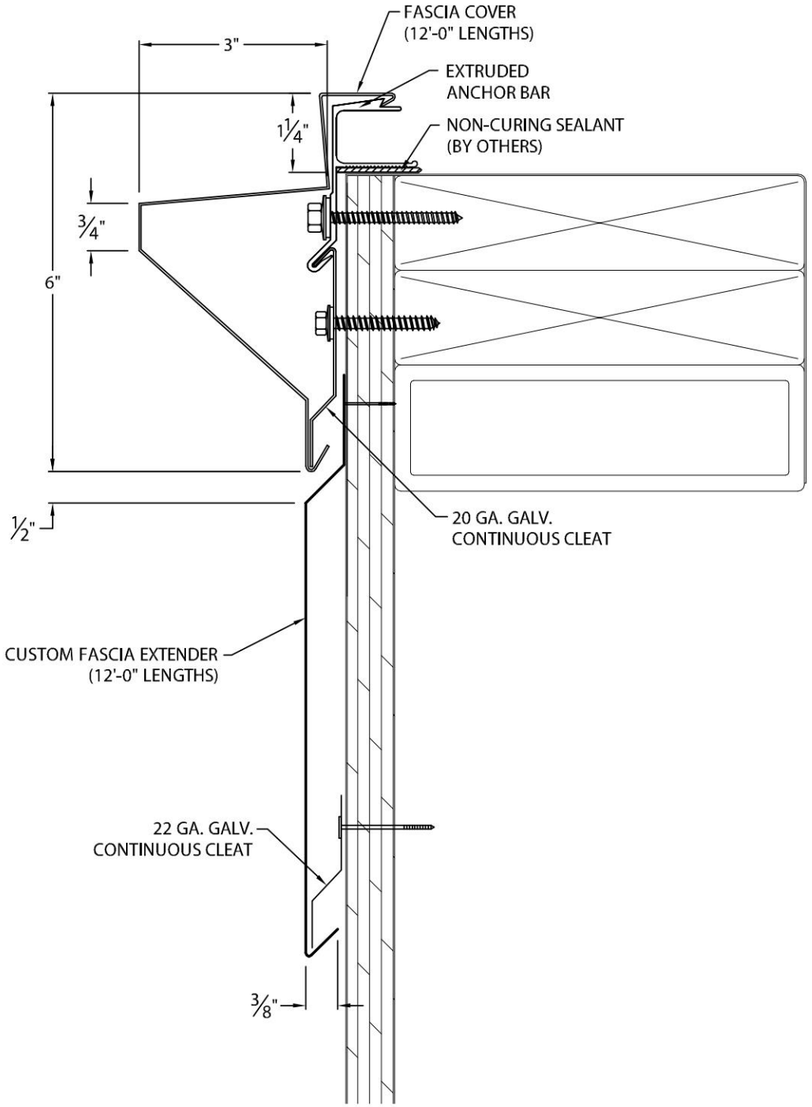
ARB ACTION ITEM 6: Revise the landscape plan to show the correct quantity of shade trees along the parking area adjacent to Hilton Heights Road.

ARB ACTION ITEM 7: Revise the landscape plan to show all approved landscaping along the eastern end of the building.

ARB ACTION ITEM 8: Revise the landscape plan to include plant species.

NOTE: SEE SUBMITTED LANDSCAPE PACKAGE FOR COMPLETE INFORMATION ABOUT PREVIOUSLY APPROVED LANDSCAPING, EXISTING TREES, PROPOSED TREES, AND PLANT SPECIES



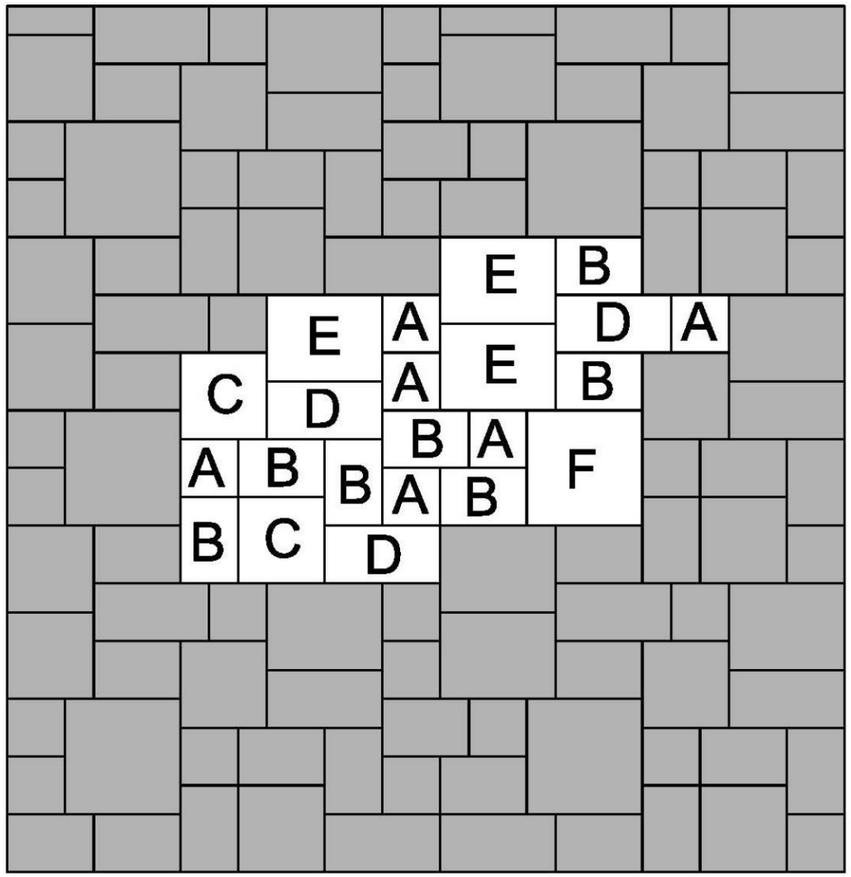


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DATE: 06/08/12	SHT.#___ OF ___
DRN BY: JJC	
CKD BY: SAK	DWG# 11510-15717 A

TYPICAL SHADOW LINE FASCIA DETAIL



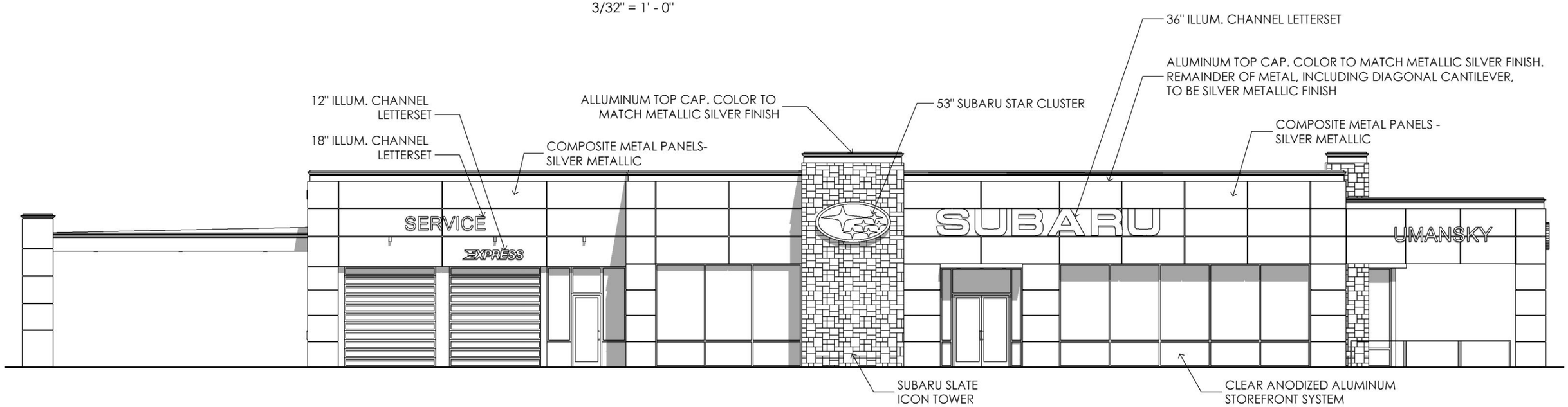
A. 6 @ 6-inch by 6-inch units
B. 7 @ 6-inch by 9-inch units
C. 2 @ 9-inch by 9-inch units
D. 3 @ 6-inch by 12-inch units
E. 3 @ 9-inch by 12-inch units
F. 1 @ 12-inch by 12-inch units

TYPICAL SLATE PATTERN FOR ICON TOWERS



EXISTING SOUTH ELEVATION

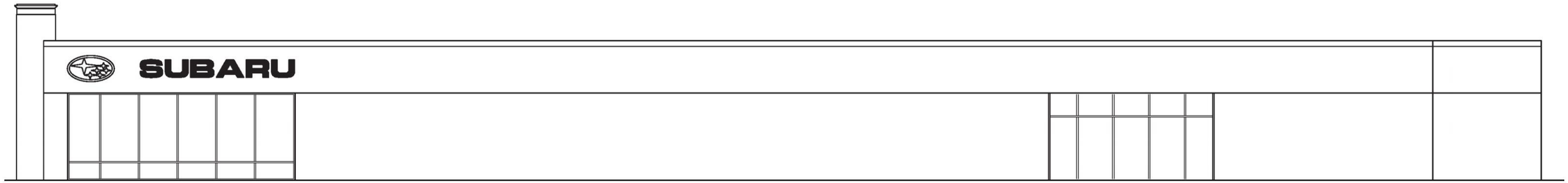
3/32" = 1' - 0"



PROPOSED SOUTH ELEVATION

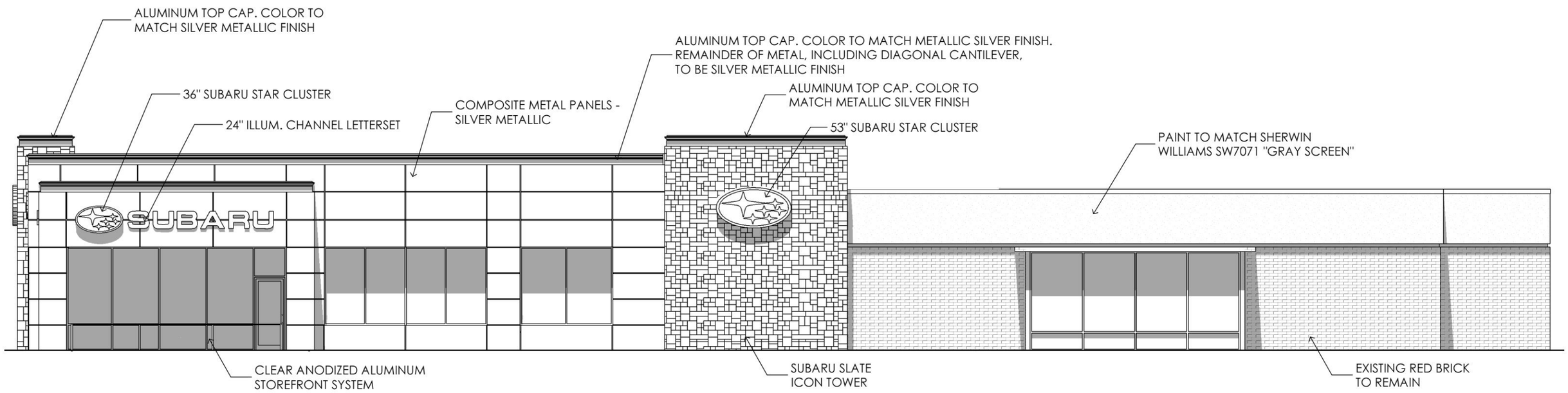
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EXISTING EAST ELEVATION

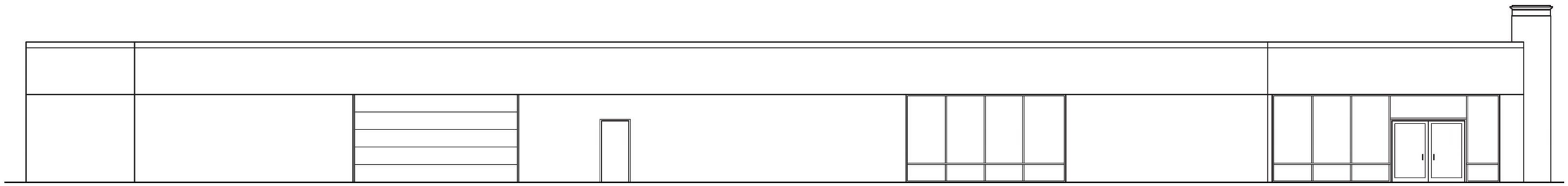
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PROPOSED EAST ELEVATION

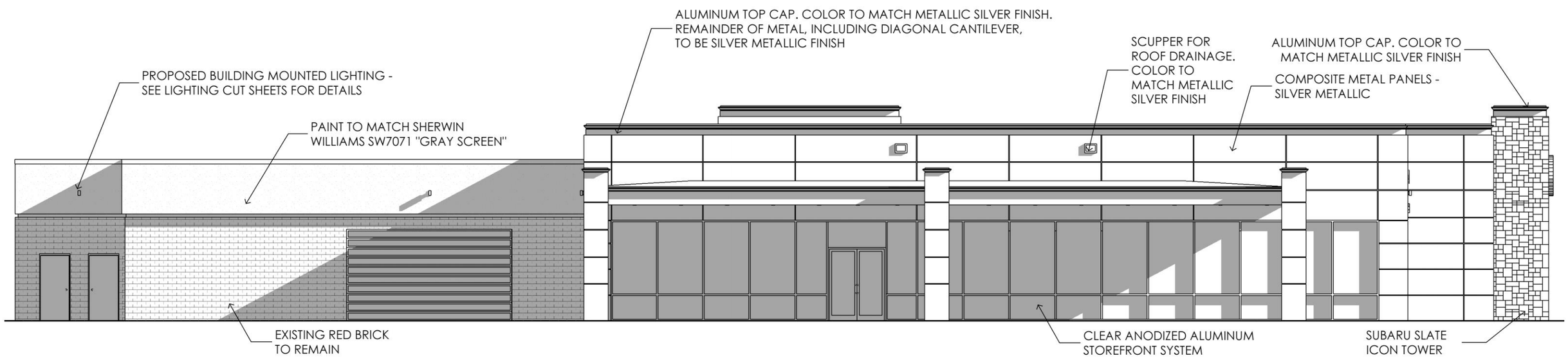
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