



FINAL ARB ACTION MEMO/MINUTES

Date: February 7, 2022

Time: 1:00 PM

Meeting Room: Virtual Meeting

Members:

Chris Henningsen, Chair: Present
Frank Hancock, Vice-Chair: Present
Frank Stoner: Present
Dade Van Der Werf, Chair: Present

Staff:

Margaret Maliszewski
Khris Taggart
Carolyn Shaffer

CALL TO ORDER

Mr. Henningsen called the meeting to order at 1:03 p.m. and established a quorum.

DISCLOSURES

Mr. Hancock disclosed that he would recuse himself from the discussion on ARB-2021-147 TownePlace Initial Site Plan.

PUBLIC COMMENT: None.

CONSENT AGENDA: None.

Regular Review Items

a. ARB-2021-104: 490 Westfield Road and Hookaholic Lounge Sign

Location: 490 Westfield Road at the intersection with Seminole Trail

Proposal: To establish a Comprehensive Sign Plan (CSP) for a multi-tenant building and to install a cloud-style wall sign.

Staff Contact: Khris Taggart

Representative: Brion Draper, Chad Nassif

Khris Taggart gave a PowerPoint presentation summarizing the staff report. Mr. Hancock asked if the Sigora Solar sign was just an example. Staff clarified that it is an application un

der review. Chad Nassif, the applicant, addressed the Board, noting that he is a tenant of the building, had no presentation to make, and submitted the application so he could get his sign approved. ARB members had no questions for the applicant. In discussion, the ARB members noted their agreement with staff's recommendations. Mr. Stoner noted that staff's recommendations were in align with the ordinance and made sense.

Motion: Mr. Hancock moved to approve the comprehensive sign plan for ARB2021-104: 490 Westfield Road with the revisions noted in the staff report.

Mr. Stoner seconded the motion.

The motion was carried by a vote of 4:0.

AND

Motion: Mr. Hancock moved to approve the Hookaholic sign with the following conditions:

1. The sign type must be revised to individual letters, and
2. The sign design must be revised to follow the approved CSP criteria.

Mr. Stoner seconded the motion.

The motion was carried by a vote of 4:0.

SIGN FEATURE	DESIGN CRITERIA
SIGN TYPE	~~Channel letters~~ Channel letters & Cloud Cabinets
LETTER FACE COLOR	~~orange (PMS 021 C), green (PMS 368 C), yellow (PMS 3965 C)~~ orange (PMS 021 C), black, white, green (PMS 368 C), yellow (PMS 3965 C)
TRIM CAP COLOR/RETURN COLOR	~~Bronze~~ Black, White
RACEWAY COLOR	~~To match the color of the wall to which it is attached.~~ 19-1543 TPG Brick Red
SIZE LIMITATIONS	~~Channel Letter Max Height: 22" Channel Letter Max Depth: 5"~~ ~~Channel Letter Max Height: 24" Channel Letter Max Depth: 5" 40~~ ~~Sq. Ft. Max~~ ~~Cloud Cabinet Max Height: 36" Cloud Cabinet Max Depth: 5"~~
LOCATION(S)	~~South Elevation:~~ ~~Top of Building: Centered between the two decorative brick courses, centered above the second-story windows;~~ ~~Above the first-story stone facing and below the second-story windows: Centered above the first-floor entrances~~ ~~East Elevation: Centered between the two decorative brick courses at the top of the building, and centered within the building bays.~~ ~~South side: sign to be positioned centered between windows.~~ ~~East Side: sign to be centered in middle above arches and below extruded brick roof line.~~
MOUNTING DETAILS	~~Raceways or mounted directly to the wall.~~ Attachment methods allowed by state code is Thread alls though the wall with blocking or Lag shields and lags into brick wall.
LOGO/GRAPHICS	~~Graphics must be fully incorporated as an integral part of the overall sign.~~ Graphics must be balanced in size and proportion without overwhelming the

DETAILS	text. ~~1 Logo and Company Name allowed per side of building.~~
ILLUMINATION DETAILS	LED Front-lit channel letters. ~~LED Front-lit channel letters and cloud cabinet only. Single stroke and 1.2 Watt per Module maximum per channel letter.~~



b. ARB2021-147: TownePlace Initial Site Plan

Location: South of Olympia Drive, east of Town and Country Lane

Proposal: To construct a hotel with associated site improvements.

Staff Contact: Margaret Maliszewski

Representative: Hitesh M. Patel

Mr. Hancock recused himself from the discussion. Margaret Maliszewski gave a PowerPoint presentation summarizing the staff report. Mr. Stoner asked for clarification on the color of the grilles. Staff showed the color elevations that included the windows and grilles.

Neil Bhatt, architect, explained that the hotel design has changed to a more contemporary look. He noted that the butterfly roofs are a signature branding element that they want to keep; other elements have already been removed. He noted that stone is used at the ends of the building, which are the most visible from the street. Hitesh Patel, applicant, stated that he is familiar with the design review process, having completed several projects in Williamsburg.

Mr. Van Der Werf suggested that there should be an effort to reduce the amount of EIFS used on the building. He acknowledged the contemporary aspect of the butterfly roof form and suggested that the roof edge could be expressed as a horizontal and act as a cornice. He said that a rendered elevation could help clarify the appearance of the grille color. Mr. Stoner asked for clarification on how the equipment screening was not consistent with previous practice. Ms. Maliszewski clarified that the building is typically used for screening via the parapet. Added screens are much less typical. He said the visual impact of the building will be modest given the location, and the amount of stone is appropriate. He shared the concern about the amount of EIFS, but it is not a major concern due to the limited visibility. Mr. Henningsen agreed with the comments already made. He felt there would be less impact on the viewshed due to the location and topography. He thought

it would be better to get the equipment behind a parapet. He was fine with the site plan, massing, location and siting.

Motion: Mr. Stoner moved to forward the recommendations outlined in the staff report for ARB2021-147: TownePlace Initial Site Plan to the Agent for the Site Review Committee, amended as follows:

- Regarding requirements to satisfy the design guidelines as per § 18-30.6.4c(2), (3) and (5) and recommended conditions of initial plan approval:
 - Prior to Initial Plan approval the following items shall be resolved to the satisfaction of the ARB: None.
- Regarding recommendations on the plan as it relates to the guidelines: None.
- Regarding conditions to be satisfied prior to issuance of a grading permit: None.
- Regarding the final site plan submittal:

A Certificate of Appropriateness is required prior to final site plan approval. The following items and all items on the ARB Final Site Plan Checklist must be addressed:

 1. Clarify whether the angled roofs shown over the eastern and western wings of the building in the perspective images are proposed. Revise the drawings to show consistent roof treatments across all drawings.
 2. Confirm that the wall area under the butterfly roofs will not be lit.
 3. Provide on the plans the proposed specs for window glass. Show that VLT is not below 40% and VLR does not exceed 30%.
 4. Reconsider the proposed color scheme for the building for greater compatibility with the existing character of the corridor.
 5. Revise the roof plan to show the location of the roof screens. Consider providing a site section clarifying the visibility of the equipment and screens.
 6. Provide an illustration more accurately showing the the color of the grill panels.
 7. Add the standard mechanical equipment note to the architectural plans: Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.”
 8. Revise the photometric plan using an LLF of 1.0 and limit spillover to a maximum of .5 fc.
 9. Revise the lighting plan to include complete information on building-mounted light fixtures.
 10. Revise the luminaire schedule to specify a 3000K color temperature for the site lights.
 11. Revise the luminaire schedule to specify dark bronze as the finish for the site lights.
 12. Note on the plan that the 20’ mounting height for the site lights includes any proposed base.
 13. 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.”
 14. Add one large tree along Town and Country Lane.
 15. Revise the plant schedule to show the planting size of the trees along Town and Country Lane as 2½” caliper at planting.
 16. Provide medium trees, 2½” caliper at planting, along the sidewalks located southeast of the hotel.

17. Provide large shade trees, 2½" caliper at planting, along the 12-space parking row located southeast of the hotel entrance.
18. Increase the planting size of the interior parking lot trees to 2½" caliper at planting.
19. Provide a tree or trees at the east end of the south elevation to mitigate the blank wall in that area.
20. Add the standard plant health note to the 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."

Mr. Van Der Werf seconded the motion.

The motion was carried by a vote of 3:0. (Hancock recused)

c. ARB2021-117: Overlook Hotel

Location: The south side of Rt. 250' west of the Hansen Rd./Rt. 250 intersection

Proposal: To construct a four-story hotel in addition to associated site improvements.

Staff Contact: Khris Taggart

Representative: Kevin Schafer

Mr. Hancock returned to the meeting.

Khris Taggart gave a PowerPoint presentation summarizing the staff report. ARB member had no questions for staff. Kevin Schafer, studio director with Design Develop, summarized the revisions to the proposal using illustrations from the application. Mr. Van Der Werf asked if the gable roof form was still needed. Mr. Schafer said he had studied it and found that it was still needed for hierarchy and anchoring. Mr. Stoner said that the proposal was a vast improvement over the previous design. He asked about the material for the canopies. Mr. Schafer said brake metal was under consideration and coordination with the building cornice was intended. All ARB members noted the improvement in the design and thanked the applicant for being responsive.

Motion: Mr. Van Der Werf moved to forward the recommendations outlined in the ARB2021-117: Overlook Hotel Initial Site Plan to the Agent for the Site Review Committee, as follows:

- Regarding requirements to satisfy the design guidelines as per § 18-30.6.4c(2), (3) and (5) and recommended conditions of initial plan approval:
 - Prior to Initial Plan approval the following items shall be resolved to the satisfaction of the ARB:
 - The ARB recommends approval of the Initial Plan with the assumption that the development issues arising from the tree conservation and landscaping easements on the subject property are resolved.
- Regarding recommendations on the plan as it relates to the guidelines: None.
- Regarding conditions to be satisfied prior to issuance of a grading permit:
 - 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.

- Regarding the final site plan submittal:
A Certificate of Appropriateness is required prior to final site plan approval. The following items and all items on the ARB Final Site Plan Checklist must be addressed:
 1. Provide samples for all material and colors with the final site plan submittal.
 2. Revise the architectural drawings to include a note regarding the flush mounting of the PTAC units.
 3. Revise the landscape plan to provide additional evergreen trees along the base of the retaining walls visible from the EC to achieve a more appropriate appearance.
 4. Revise the site plan to include a detail that shows the retaining walls will support the proposed perimeter parking area trees.
 5. Indicate retaining wall color(s) on the plan. A physical sample may be necessary for review.
 6. Revise the plan to include a detail for a decorative guard rail for the retaining walls.
 7. Please note separate sign applications are required for all proposed signs. Provide with the sign applications physical samples of the colors proposed for the signs.
 8. Provide a detail for the porch on the EC side of the building.

Mr. Stoner seconded the motion.

The motion was carried by a vote of 4:0.

WORK SESSIONS: None.

OTHER BUSINESS

a. Minutes Approval: January 18, 2022

Motion: Mr. Van Der Werf moved for approval of the minutes from the January 18, 2022 ARB meeting with the time of adjournment corrected.

Mr. Hancock seconded the motion.

The motion was carried by a vote of 4:0.

b. Next ARB Meeting: Monday, March 7, 2022, 1:00 PM – VIRTUAL MEETING

ADJOURNMENT

The meeting was adjourned at 2:10 p.m. to the next Virtual ARB meeting on Monday, March 7, 2022 at 1:00 p.m.