

ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	ARB2022-32: Chipotle Final Site Plan
Review Type	Final Site Development Plan and review of an architectural design
Parcel Identification	03200000004300
Location	109 Community Street in the Hollymead Town Center, on the west side of Rt. 29 North, between the Pet Smart and Target stores. (See Figure 1.)
Zoned	Planned Development Mixed Commercial (PDMC), Entrance Corridor (EC)
Owner/Applicant	New Market – Hollymead LLC/Kimley Horn (Ryan Perkins)
Magisterial District	Rio
Proposal	To replace a vacant restaurant building with a new structure to house a Chipotle restaurant. (See Attachments 1 and 2.)
Context & Visibility	The site is located within Hollymead Town Center Area B, a shopping center whose buildings have coordinated architectural designs. The site is located at the top of a berm as viewed from the Rt. 29 EC. The berm is substantially planted with landscaping. When leaves are on the trees, available views of the existing building are reduced. When leaves are off the trees, the building is clearly visible. Compared to the existing condition, the proposed design would provide more space between the restaurant and the Pet Smart building to the south. (See Figure 2.)
ARB Meeting Date	May 16, 2022
Staff Contact	Margaret Maliszewski

PROJECT HISTORY

The site is currently occupied by a vacant TGI Friday's restaurant. The ARB completed a review of an Initial Site Development Plan for the Chipotle project on December 6, 2021. Comments made at that meeting are included in the analysis section of this report.

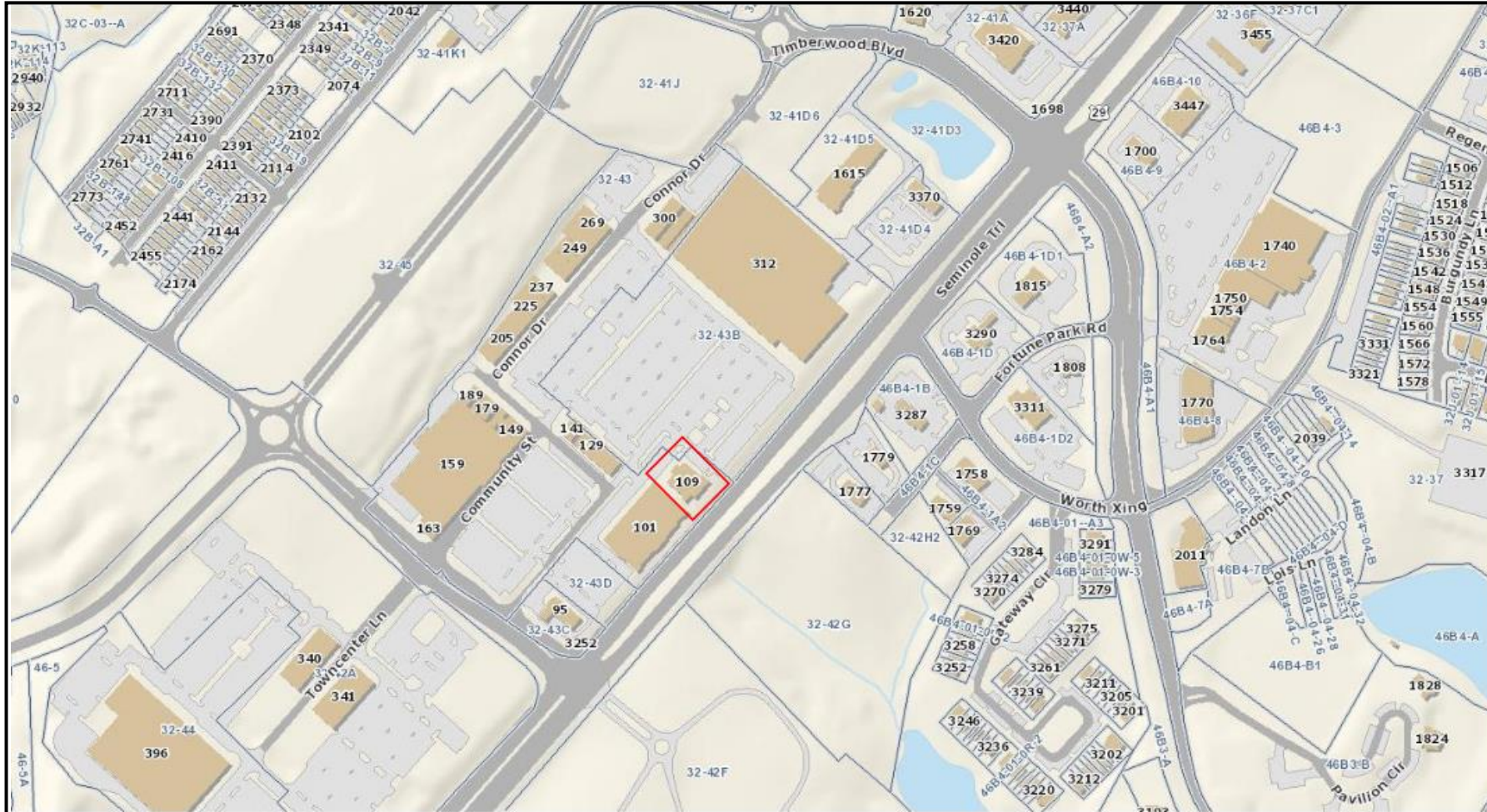


Figure 1: Map showing the location of the proposed development in the Hollymead Town Center.

ANALYSIS

REF	GUIDELINE	COMMENT FROM 12/6/21 ACTION LETTER	CURRENT ISSUE	RECOMMENDATION
	<i>Purpose Compatibility with significant historic sites; Structure design</i>			
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.	Reduce the height of the EIFS band or otherwise revise the building design to provide less of a top-heavy appearance for the upper wall. Provide additional information to clarify the appearance of the metal tubes on the drive-thru window elevation.	<i>NOTE: the directional labels on the architectural elevations are not accurate. The elevation labeled “north” faces Rt. 29; the elevation labeled “west” faces Target; the elevation labeled “east” faces Pet Smart.</i> The height of the EIFS band has been reduced by 2’. This reduction provides for less of a top-heavy appearance at the upper wall area.	Consider lightening the metal tube and metal drive-thru tower colors (possibly with a corresponding change in material) for greater coordination with the colors of the rest of the building and the overall shopping center.
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.		A nighttime view of a Chipotle restaurant with metal tubes, metal drive-thru window tower, and illuminated wall sign has been provided. The tube feature adds texture to the building. In the photo, the tubes are lit from above, but corresponding lighting details were not included in the site plan.	If the metal tubes are to be illuminated, include details on the lighting plan.
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.		In the previous review, staff anticipated that the charcoal-colored metal for the drive-thru window tower would be compatible with the other colors in the shopping center. Although the color is neutral, an internet search of other Chipotle designs (see Fig. 3) suggests that the material and color used for the drive-thru window tower and the tube features can support an overall coordinated design or can emphasize trademark elements and contrasting features. Also, the current elevations now illustrate the tubes in the same dark charcoal color. That color may contrast too sharply with the brick and EIFS colors of the rest of the building and the overall development. A lighter color, and potentially an alternate material, could provide greater coordination.	
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.			
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.			
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.	None.		
10	Buildings should relate to their site and the surrounding context of buildings.			
12	Architecture proposed within the Entrance Corridor should use forms, shapes, scale, and materials to create a cohesive whole.			
11	The overall design of buildings should have human scale. Scale should be integral to the building and site design.	Reduce the height of the EIFS band or otherwise revise the building design to provide less of a top-heavy appearance for the upper wall.	The height of the EIFS band has been reduced by 2'. The reduction provides for less of a top-heavy appearance at the upper wall area.	None.
13	Any appearance of “blankness” resulting from building design should be relieved using design detail or vegetation, or both.			
14	Arcades, colonnades, or other architectural connecting devices should be used to unify groups of buildings within a development.	None.	The proposed building would replace an existing building in a larger development. The existing buildings share a material/color palette and similar detailing to establish unity. The proposed building design would maintain a level of unity by using matching brick, but it also introduces new colors and materials. In the previous review, staff anticipated that the charcoal-colored metal for the drive-thru window tower would be compatible with the other colors in the shopping center. However, the current elevations now	Consider lightening the metal tube and metal drive-thru tower colors (possibly with a corresponding change in material) for greater coordination with the colors of the rest of the building and the overall shopping center.

			also illustrate the metal tube element in the same dark color. The charcoal color contrasts sharply with the brick and EIFS colors of the rest of the building and the overall development. A lighter color, and potentially an alternate material, could provide greater coordination. An internet search of other Chipotle designs indicates that other colors and materials have been used for this feature in other locations.	
15	Trademark buildings and related features should be modified to meet the requirements of the Guidelines.	None.	The metal tube and drive-thru window tower elements appear to be trademark elements, but as viewed from the EC street, the overall building is not expected to look like 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.	Details on window glass have not been provided. Given the location of the glass at the west end of the building, it is not expected to have a significant visual impact on the EC street.	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.	Revise the plans and elevations to show the locations of building- and ground-mounted equipment and to show how it will be screened. Note on the site plan that the extension of the screen wall will match the design of the existing wall. Revise the screen wall elevation to show the existing windows.	The applicant's comment response memo states that no equipment is shown on the plan. If equipment is proposed, the locations must be shown, as well as information confirming that equipment won't be visible from the EC street, to establish conformity with the guidelines. The site plan has been revised to note that the extended brick wall will match the existing design. The applicant's comment response memo states that the architectural elevations have been updated to show the screen wall between the building and the drive-thru approach. However, the existing windows are not shown on the drawing.	Revise the plans and elevations to show the locations of building- and ground-mounted equipment and to show how the equipment will be screened. If there will be no equipment, note this on the plan. Revise the screen wall elevation to show the existing windows.
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	None.	The new development will tie into the existing stormwater system.	None.

	engineered features.			
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 drawings.	The note has been added to sheet CS-101of the site plan, but it does not appear on the architectural plans.	Add the standard mechanical equipment note to the architectural drawings.
	Lighting			
	<i>General Guidelines</i>			
22	Light should be contained on the site and not spill over onto adjacent properties or streets;	Revise the lighting plan using an LLF of 1.0. Ensure that light is contained on the site and does not spill over onto adjacent streets.	The photometric plan has been revised to show an LLF of 1.0 and no excessive spillover.	None.
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.	None.	Proposed light fixtures are full cutoff fixtures.	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.	Revise the lighting plan using an LLF of 1.0.	The photometric plan shows a maximum level of 8.1 fc at the ground.	None.
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.	Revise the color temperature of the light fixtures to 3000K.	The fixture descriptions in the luminaire schedule have been revised to specify lamps with color temperature of 3000K (“WW”).	None.
26	Dark brown, dark bronze, or black are appropriate colors for free-standing pole mounted light fixtures in the Entrance Corridors.	Revise the lighting plan to indicate a bronze finish for light fixtures and poles.	The applicant’s response memo indicates that a bronze finish has been chosen, but the change does not appear on the plans.	Revise the lighting plan to indicate a bronze finish for light fixtures and poles.
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.		A photo of the metal tube feature shows lights that are not on the lighting plan.	Update the lighting plan to include details on the light fixtures proposed above the metal tube wall feature. If no lighting of this type is proposed, include a note stating this on the plan.
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.	None.	A note on CL-501 states that overall fixture height is proposed at 15’.	None.

	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.			
29	The following note should be included on the lighting 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.”	Add the standard lighting note to the plan.	The note appears on CL-101.	None.
30-31	<i>Guidelines for the Use of Decorative Landscape Lighting</i>	None.	No decorative lighting is proposed.	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.	Include a demolition plan in the site plan set. Identify all plants that are proposed to be removed. Revise the plan to clearly indicate that all frontage landscaping approved with previous approvals is to remain.	A demolition plan (CV-102) has been added to the site plan set. It identifies some trees and shrubs to be removed from their locations near the building. It shows no frontage landscaping to be removed.	None.
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.		Sheet CP-101 includes a note stating that frontage landscaping approved with previous approvals is to remain.	None.
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.		Landscaping is in place along the EC frontage. None of it is identified for removal.	None.

	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.	None.	This site includes 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.	None.	The plan includes sidewalk on the west side of the building and the western half of the south side of the building. There is no landscaping along these sidewalks. Existing frontage landscaping is substantial, shrubs are proposed along the eastern end of the south elevation, and a mix of shrubs and ground cover are proposed along the row of parking on the north side of the building. This mitigates the need for additional trees along pedestrian ways in this case.	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.	None.	Ground cover and holly are proposed along the parking row located north of the building. The row of parking spaces to the west of the building has a row of existing trees.	None.
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.	None.	The proposed building is not particularly long and benefits from substantial existing frontage planting.	None.

	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.			
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> .	None.	New plants proposed for the site are limited to Shamrock Inkberry Holly, Hameln Fountain Grass, and Mount Vernon English Laurel (a new addition since the last review). The Laurel is specified at 24” high at planting, but internet sources indicate that this is a mature height for the plant.	Revise the landscape plan to specify a more practical planting size for the Mount Vernon English Laurel.
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.”	Add the standard plant health note to the plan.	The note has been added to sheet CP-101.	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.	None.	The plan appears generally organized. The building is oriented parallel to the EC, though the rear elevation faces the EC. The development fits within the established parking lot and travelways. The site has already been developed; no open spaces remain. No natural features remain, though the frontage landscaping has significant positive visual impact. The proposed building would not impact any existing views or vistas.	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. 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.			
	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.	None.	The site has already been graded. Minimal grading is proposed. It is not expected to change the basic relationship of the site to surrounding conditions.	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.	Revise the plan to clearly indicate that all frontage landscaping approved with previous approvals is to remain.	Grading does not appear to conflict with drip lines of trees to remain. Tree protection fencing is shown along the south side of the site, around individual trees on the north side, and at the northeast corner, but it is not shown continuously across the EC frontage. Sheet CP-101 includes a note stating that frontage landscaping approved with previous approvals is to remain.	Continue the tree protection fencing along the EC street side of the property.
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.	Maintain grading outside the driplines of trees to remain. Show tree protection fencing on, and coordinated throughout,		
43	Preservation areas should be protected from storage or movement of heavy equipment within this area.	the grading, landscaping, and erosion and sediment control		

		plans.		
44	Natural drainage patterns (or to the extent required, new drainage patterns) should be incorporated into the finished site to the extent possible.	None.	No new above-ground stormwater facilities are proposed.	None.
	SIGNS	Wall signs visible from the EC street must meet the design criteria outlined in the approved Comprehensive Sign Plan for the Hollymead Town Center Area B. Individual letters with red faces are required for proposed wall signs.	<i>NOTE: the directional labels on the architectural elevations are not accurate. The elevation labeled “north” faces Rt. 29; the elevation labeled “west” faces Target; the elevation labeled “east” faces Pet Smart.</i> The applicant’s response memo states that the north and west elevations have no signs and that other walls are not visible from the EC street. Assuming the Rt. 29 Entrance Corridor runs north-south, the elevation drawings show wall signs on the west and south elevations. The west elevation faces into the shopping center and won’t be visible from the EC street, and therefore does not require ARB approval. The sign on the south elevation will have some visibility for viewers in northbound vehicles on the EC and for pedestrians. There will be more space between the new building and the adjacent Pet Smart building than there currently is (opening up the view), and visibility increases in the fall and winter months when the leaves have fallen from the trees. The illustrated sign type is not consistent with the approved Comprehensive Sign Plan for this shopping center.	Separate applications are required for wall and freestanding signs. For the wall sign application, revise the design of the sign shown on the long side elevation (facing the Pet Smart building) to meet the design criteria of the approved Comprehensive Sign Plan - individual letters with red (Pantone 187) faces.



Figure 2: 2020 Pictometry image of the vacant TGI Friday's building.



Figure 3: Internet search results showing various designs for drive-thru window towers for Chipotle restaurant buildings.

SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. Material and color of the metal tube and drive-thru window elements
2. The wall sign type

Staff recommends approval with the following conditions:

1. Consider lightening the metal tube and metal drive-thru tower colors (possibly with a corresponding change in material) for greater coordination with the colors of the rest of the building and the overall shopping center.
2. If the metal tubes are to be illuminated, include details on the lighting plan.
3. Revise the plans and elevations to show the locations of building- and ground-mounted equipment and to show how the equipment will be screened. If there will be no equipment, note this on the plan.
4. Revise the screen wall elevation to show the existing windows.
5. Add the standard mechanical equipment note to the architectural drawings: “Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.”
6. Revise the lighting plan to indicate a bronze finish for light fixtures and poles.
7. Update the lighting plan to include details on the light fixtures proposed above the metal tube wall feature. If no lighting of this type is proposed, include a note stating this on the plan.
8. Revise the landscape plan to specify a more practical planting size for the Mount Vernon English Laurel.
9. Continue the tree protection fencing along the EC street side of the property.
10. Separate applications are required for wall and freestanding signs. For the wall sign application, revise the design of the sign shown on the long side elevation to meet the design criteria of the approved Comprehensive Sign Plan - individual letters with red (Pantone 187) faces.

ATTACHMENTS

Attach. 1: ARB2022-32: [Chipotle Site Plan](#)

Attach. 2: ARB2022-32: [Chipotle Architectural Drawings](#)