



FLOW CDJR OF CHARLOTTESVILLE

APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS

JUNE 30 2023

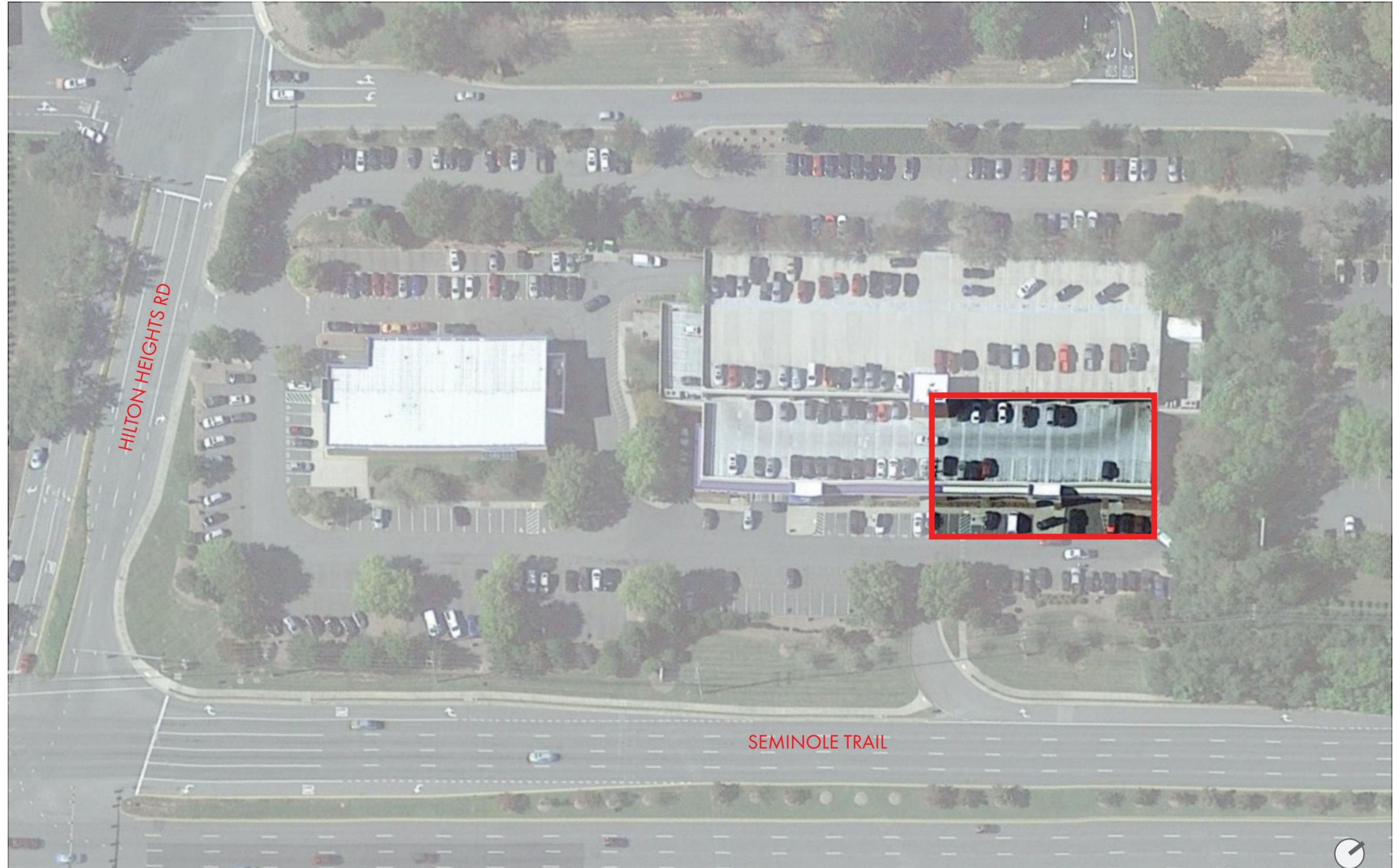
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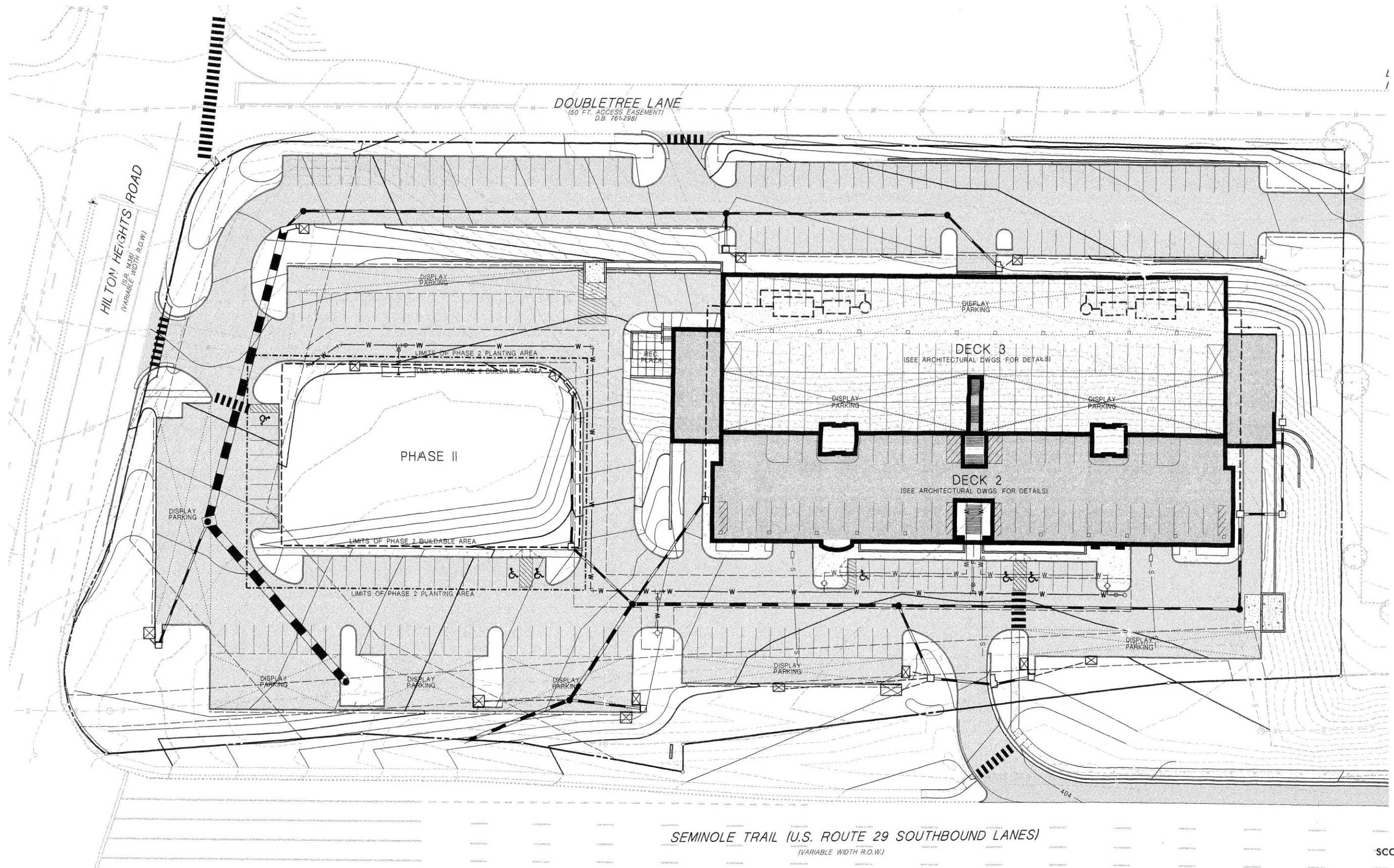
https://brw-architects.com

EXTERIOR RENOVATION



AERIAL VIEW - EXISTING

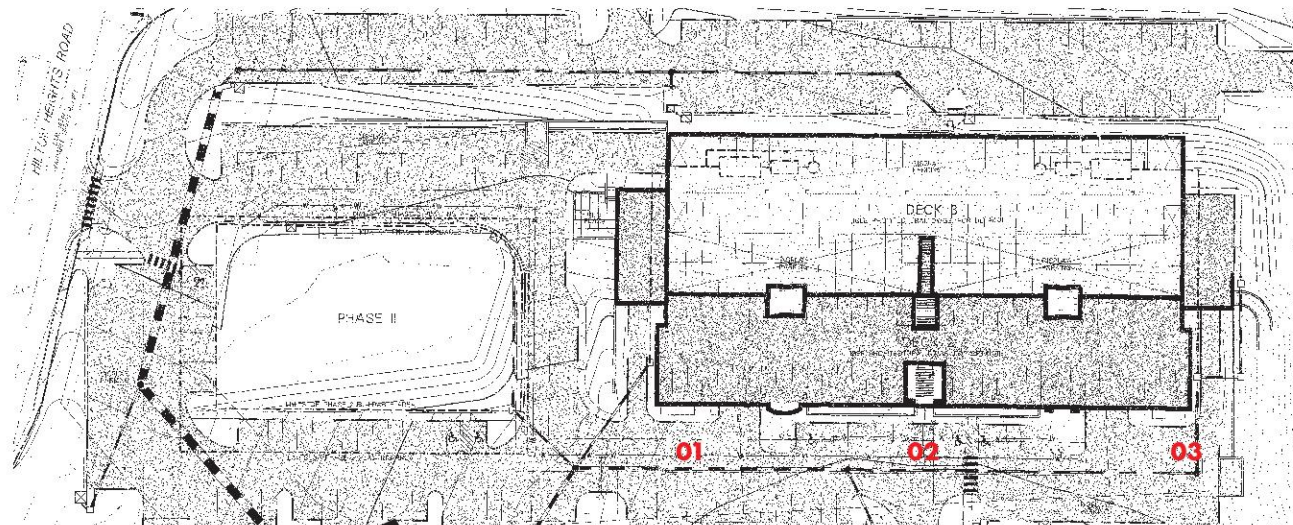
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scale : 1" = 60'

SITE DIAGRAM

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SITE CONTEXT DIAGRAM

04



SITE CONTEXT AERIAL VIEW



01 VIEW-FROM SOUTH HONDA SIDE



02 VIEW-FROM EAST STREET VIEW



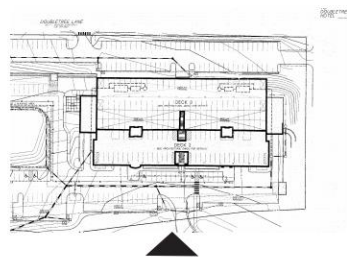
03 VIEW-FROM NORTH SIDE

EXISTING CONTEXT

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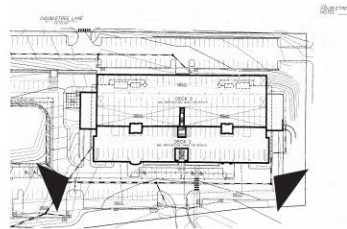
04 VIEW-FROM EAST OVER STREET - WHOLE BUILDING



EXISTING SIDE SHOWROOM



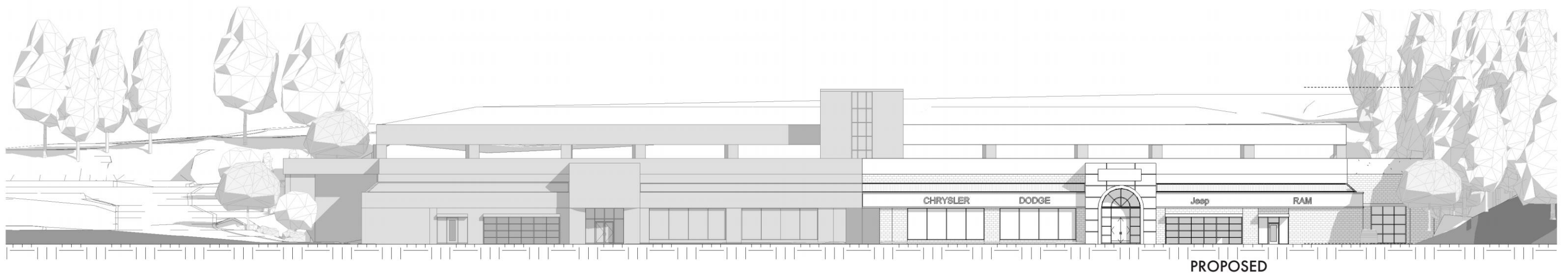
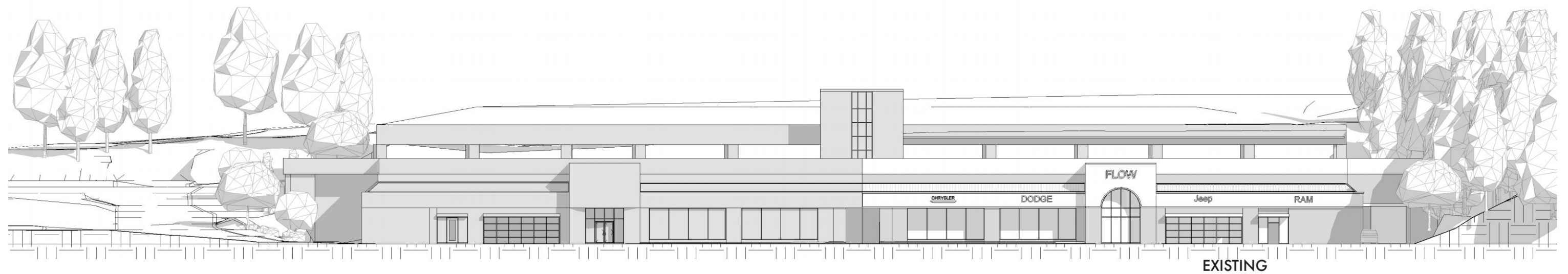
PROPOSING SIDE SHOWROOM



EXISTING CONTEXT

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scale : 1/32" = 1'-0"

MAIN ELEVATION - SHOWROOM

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FLOW CHRYSLER DODGE JEEP RAM SHOWROOM EXTERIOR MODIFICATIONS

The Chrysler Honda building was an innovative approach to an auto dealership structure when it was first proposed along the west side of 29 South approaching Charlottesville from the north. It was important for the building to both associate itself with the materials, colors and textures of the local region while also representing the state-of-the-art identity of the vehicles for sale by their dealership and manufacturer.

This application represents no significant modifications to the form of the existing building. The major modifications are:

- the proposal to refinish the existing EIFS to a grey Benjamin Moore Pelican Grey color.
- The existing brick veneer will also be painted Benjamin Moore Pelican Grey.
- The existing blue storefront framing system will be finished as a clear anodized storefront frame.

This approach also intends to limit the specific branding elements of the building to new metallic finish materials at the barrel-vaulted front entrance.

- The side and front walls of the entrance volume will be clad with Alpolic BSX Metallic Silver paneling (submitted with the application).
- The barrel vault opening will be framed with a border of Alpolic HPA High Polished Aluminum (submitted with the application).

The proposed painted brick color creates a new finish for the building which is consistent with a variety of buildings along this section of the Entrance Corridor shown in our context exhibit.

The other element submitted for review is the intention of the manufacturer to have a Jeep Wrangler displayed on a podium of synthetic rocks mimicking driving over the adventurous terrain the potential purchaser may be imagining as they begin their shopping experience. The manufacturer’s intention is to locate this display element in a highly visible location accentuated by display lighting.



Site Plan

This application proposes no changes to the existing site plan, layout, materials, landscape planting or lighting configurations throughout the site with the exception of the proposed new vehicle/synthetic rock display and supportive lighting.

Existing Buildings

Changes to the existing buildings are limited to:

- Painting the existing brick veneer to match Benjamin Moore Pelican Grey (sample is submitted with the application)
- Re-finishing the barrel vaulted entrance frame in

Site Grading

All site grading will remain unchanged.

Existing Buildings

Changes to the existing buildings are limited to:

- Re-furbished synthetic stucco facia and other surface locations
- Painted brick
- New clear anodized aluminum finish on storefront system
- New cladding and trim on entrance pavilion

Context

The relationship of these buildings to the surrounding context along the Entrance Corridor will be unchanged.

Compatibility with the character of the Entrance Corridor

The new painted brick and refurbished synthetic stucco will be similar in color to numerous buildings along this section of the Entrance Corridor, a selection of which are shown in our building context exhibit.

Site Development

Unchanged

Landscaping

Unchanged

**Compatibility with Significant Historic Sites:
Structure**

9. Building forms and features will remain unchanged:
10. Unchanged.
11. Unchanged.
12. Painted brick and stucco color are consistent with context
13. Unchanged.
14. Unchanged.
15. CDJR is using the existing buildings within the Entrance Corridor making modifications to color only and limiting the elements of the typical CDJR Trademark buildings.
16. Window glass will be unchanged.

Accessory Structures and Equipment

Existing Mechanical Equipment will be unchanged.

Lighting

Existing exterior and landscape lighting will remain unchanged with the exception of the accent lighting for the mountaintop Jeep Experience display.

Signs

Sign applications will be submitted separately and will meet Albemarle County ARB sign guidelines.

Landscaping

All landscaping will remain unchanged.

Site Development and Layout:

Site Development Pattern

All site development patterns will remain unchanged.

Site Grading

All site grading will remain unchanged

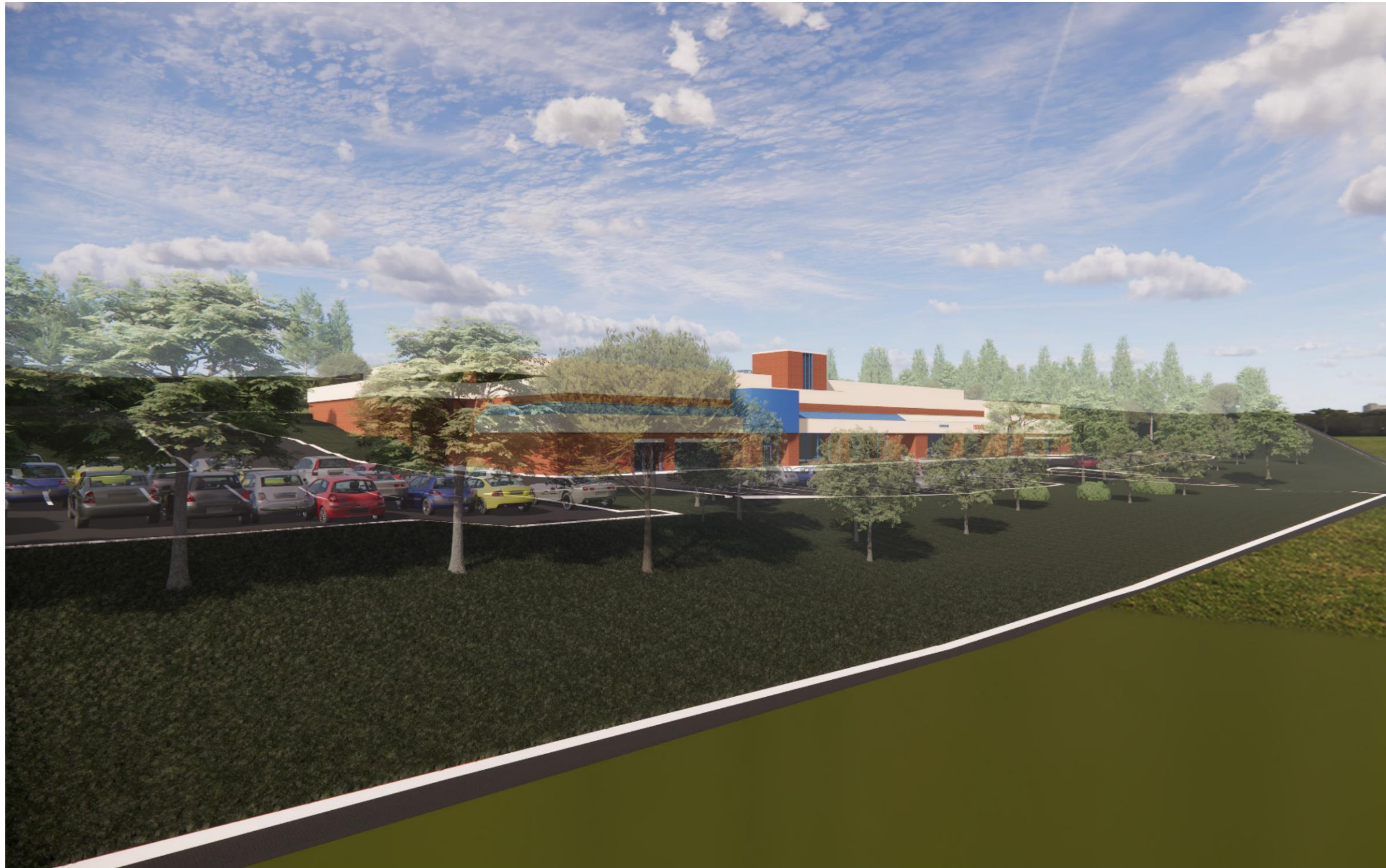
PROJECT NARRATIVE

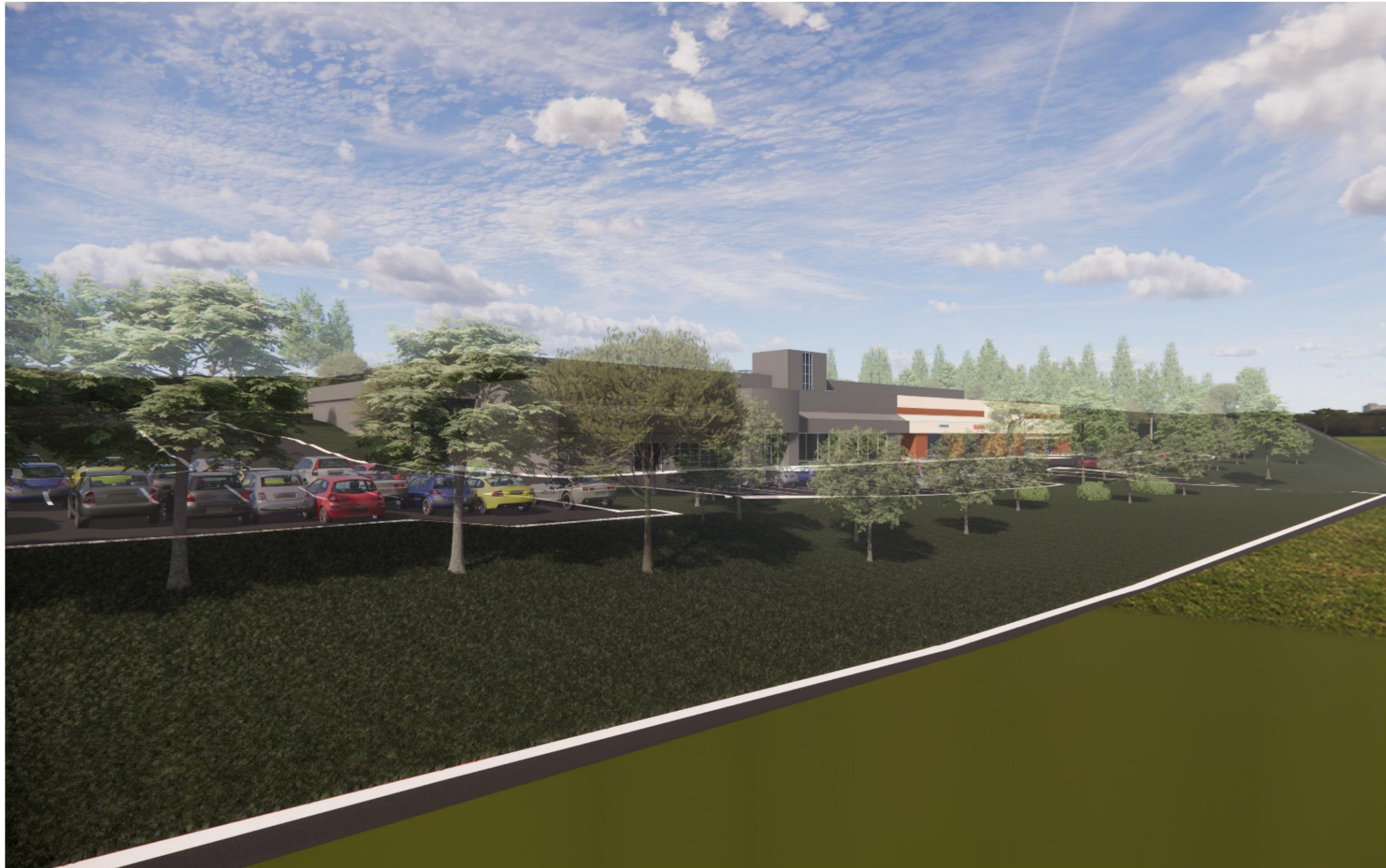
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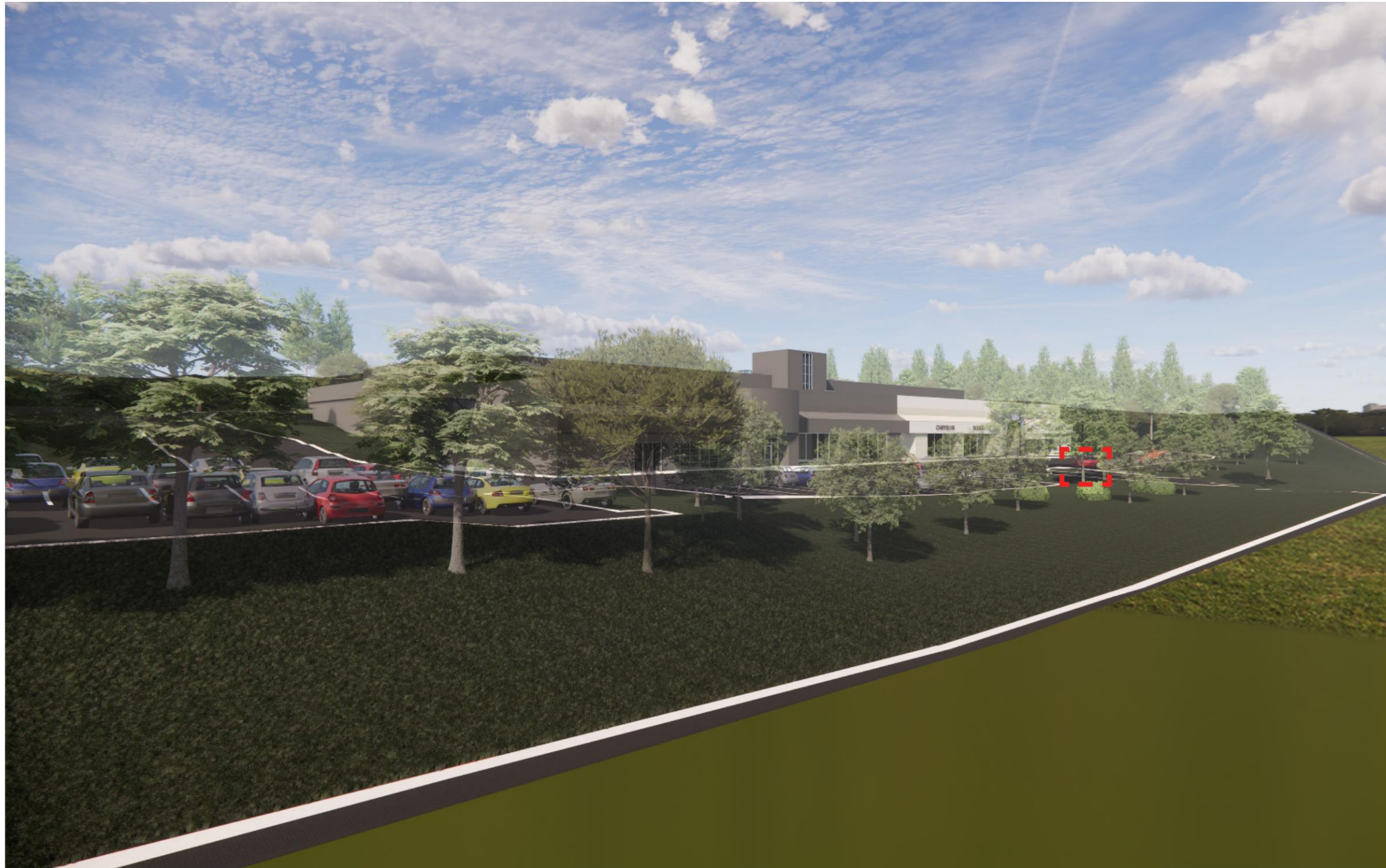






















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