FLOW HONDA

AT 960 HILTON HEIGHTS RD

UPDATED ARB BOOKLET

PRESENTED BY

DESIGN
DEVELOP

01 | 11 | 2024

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A. Project Introduction:

Flow Automotive expanded its presence in Charlottesville ,VA through the acquisition and development of dealerships such as Audi, BMW, Mercedes Benz, Porsche, Toyota, Subaru, and more. The company is actively working to strengthen its presence within the city, emphasizing a respectful and community-minded approach. This dedication to excellence persists with the proposed renovation of their recently acquired Honda dealership situated at parcel 960-A, 960 Hilton Heights Road, Charlottesville, VA.

Notably, Flow Automotive has a well-established track record of implementing a community-minded approach in Charlottesville. Don Flow, the owner and founder, expresses gratitude for the deep roots the family has established in Charlottesville and the University of Virginia over the last 50 years. The prospect of further expansion in Charlottesville is met with enthusiasm, with a focus on creating a unique customer experience in a community that holds great importance for them.

Eric Flow, the COO and President of Management Services for Flow Automotive, echoes this sentiment, highlighting Charlottesville as his true first home. Having attended UVA, married in Charlottesville, and lived in the city, Eric is excited about the continued growth in Charlottesville.

B. Compatibility with the Surrounding Area and Entrance Corridor

This section of the Route 29 Entrance Corridor features an array of automotive dealerships, service stations, and car washes, including the attached CDJR dealership and the Subaru dealership with an adjoined parking lot. Within a mile of Honda, there are currently five other automotive dealerships. The common characteristics of the contemporary automotive retail model, including scale, building form, and material palette, are consistently observed in this area. Notably, commercial-sized storefronts and distinctive entry features are prevalent in this building type and are well-represented along this section of Route 29.

As one travels along the Route 29 Entrance Corridor, the proposed project integrates into its surroundings and would appear neither disproportionate nor incompatible with the surrounding context.The use is common in this vehicular-oriented corridor, as is the exterior architectural elements and materials. Additional detailing, as outlined below, helps further reinforce the compatibility of the project to the Entrance Corridor Guidelines.

C. Human Scale

The proposed facade features a modern storefront that is approachable and open with maximized glazing and Honda's signature blue frame architectural statement. This new entry becomes a prominent feature, identifying the primary pedestrian entrance while providing direct visual connections to the interior at eye level. Attached to the existing building, this new entry element serves the dual purpose of distinguishing Honda from the neighboring CDJR dealership, facilitating pedestrian entry, and contributing to an approachable and well-proportioned design.

D. Cohesive Whole

Consistent unifying materials and a legible building form help create a cohesive whole, a project that appears both compatible with its adjacent context and able to exist as a standalone project. The large fascia band helps create legibility amongst the various building forms and helps emphasize a cohesive whole.

E. Limiting Blankness

Large, transparent curtain wall glazing allows for direct visual connections to the interior at a pedestrian level. The aforementioned entry element provides enough relief to the curtain wall to functionally mark the pedestrian entry while limiting the blank facade. The varying ACM panel sizes along the front entry element break down the overall size of the element to make it more approachable and add complexity to the facade.

F. Unifying Groups

While the general form and mass of the dealership will remain largely unchanged, a much-needed transformation is underway for the facade and material selections. Flow Honda is departing from its current outdated appearance to one that more accurately reflects the brand's identity and aligns with the prevailing architectural features along this section of the Entrance Corridor. Within this building that is shared with CDJR, Honda's is divided into two primary forms: a smaller volume on the left housing the service drive reception, and a main volume on the right, accommodating the showroom and sales offices. This separation is achieved through the front entry element and variations in materials, that work to establish hierarchy, break down the overall mass, and create a cohesive visual identity. The balance established by the two halves helps contribute to a sense of order and unification.

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%.

F. Mechanical

All mechanical units will be located on the roof and screened from view by the large showroom fascia and associated parapet. All service equipment will be located inside and at the rear of the parcel, screened and not visible from the Entrance Corridor.

L. Landscaping

The landscaping will remain largely unchanged, while minor updates due to construction will be in accordance with the County requirements for large shade trees, medium shade trees, ornamental trees. More information on landscaping and exterior site lighting will be provided in subsequent submissions.



FLOW KIA
ALBEMARLE COUNTY, VA

VICINITY MAP
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1 | LOWES



2 | RIVANNA PLAZA



3 | MALLOY FORD



4 | JIM PRICE CHEVROLET



5 | PRICE HYUNDAI



6| WALMART SUPERCENTER



7 | FLOW SUBARU



8| FLOW HONDA



9| FLOW CDJR



1 | FLOW TOYOTA OF CHARLOTTESVILLE



2 | FLOW MAZDA OF CHARLOTTESVILLE



3 | FLOW VOLKSWAGEN OF CHARLOTTESVILLE



4 | MALLOY FORD OF CHARLOTTESVILLE





5| FLOW SUBARU OF CHARLOTTESVILLE



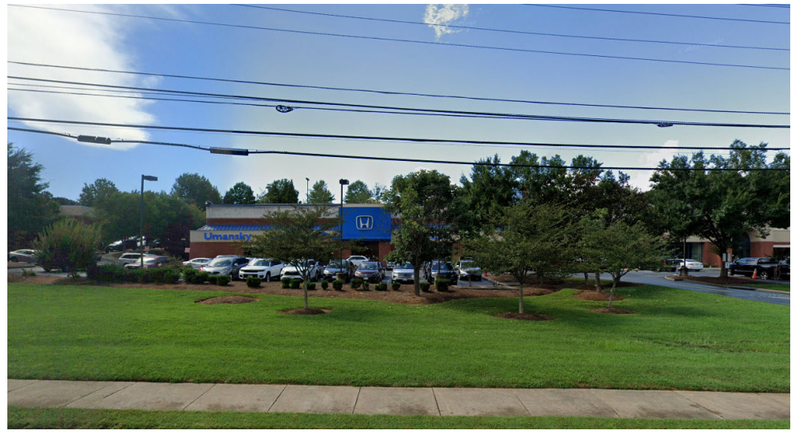
6 | AUDI OF CHARLOTTESVILLE



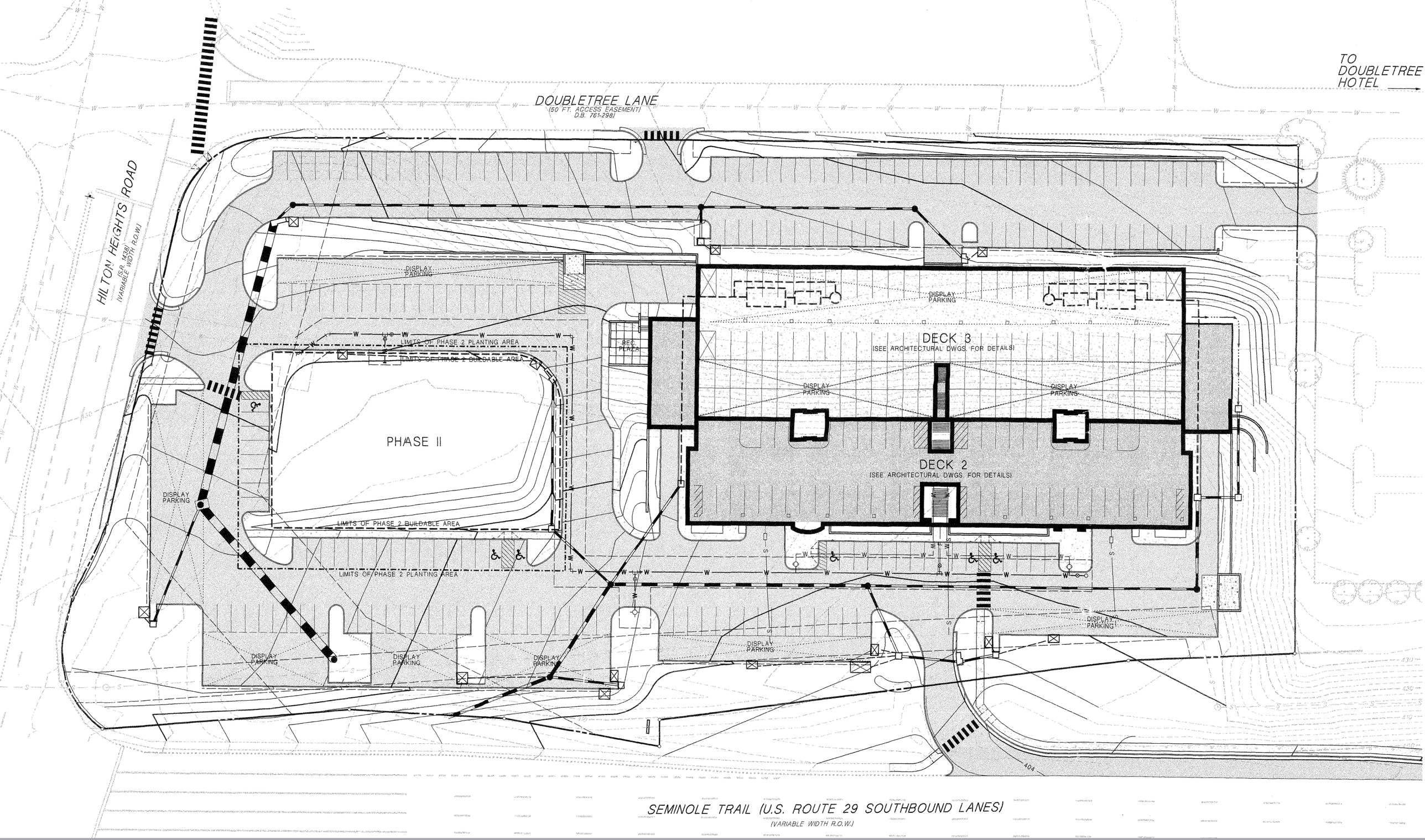
7 | PORSCHE OF CHARLOTTESVILLE











FLOW KIA
ALBEMARLE COUNTY, VA

SITE PLAN
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HONDA
The Power of Dreams
Dealer


HONDA


BLUE STAGE
Pylon
HONDA
HONDA
Dealer


HONDA


HONDA
AutoNation



1. EXISTING BLUE SSM ROOF

2. EXISTING BRICK AND EIFS TO BE PAINTED BM OC-61(WHITE DIAMOND)

3. EXISTING TRIM TO BE PAINTED TO MATCH PMS 285 C (HONDA BLUE)

4. BLUE ALUMINUM COMPOSITE MATERIAL PANELS

5. WHITE ALUMINUM COMPOSITE MATERIAL PANEL

6. INTERNALLY ILLUMINATED ACRYLIC SIGN, LIGHT TO MATCH PMS 285 C (HONDA BLUE)

7. CLEAR ANODIZED ALUMINUM STOREFRONT CURTAIN WALL SYSTEM

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PROPOSED ELEVATION

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ACM-1 Aluminum Composite Metal
Color: HNB Blue

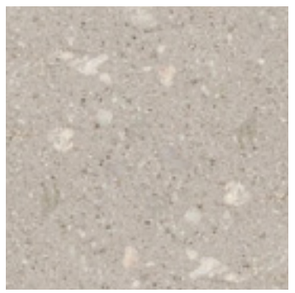
ACM-2 Aluminum Composite Metal
Color: HWH White



CO-1 Concrete
Color: U49 Deep Charcoal



CO-2 Concrete
Color: U18 Gull Gray



CO-4 Concrete
Color: Porcelain #1813



CO-5 Concrete
Color: P31 Gray Linen



PC-1 Powdercoat
Color: RAL 5015

PC-2 Powdercoat
Color: RAL 9016

P-1 Paint
Color: Benjamin Moore OC-61 White Diamond



TRIM-2 Trim
Custom Color to Match PMS 285 C (Honda Blue)


BLUE ROOF TO REMAIN
BLUE ENTRY ELEMENT AND CANOPY REMOVED
Flow
Flow Honda
Flow Honda
HONDA


BLUE ROOF TO REMAIN
BLUE ENTRY ELEMENT AND CANOPY REMOVED
Service
FLOW
NEW TRIM BANDS
NEW ENTRY ELEMENT


BLUE ENTRY ELEMENT AND CANOPY TO BE REMOVED
HONDA
Flow Honda
OF CHARLOTTESVILLE
SERVICE ENTRANCE


BLUE ENTRY ELEMENT AND CANOPY TO BE REMOVED
FLOW
FLOW
FLOW
HONDA
NEW ENTRY ELEMENT


HONDA
CHRYSLER


HONDA


Flow
DO NOT
ENTER


Service



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ALBEMARLE COUNTY, VA

PROPOSED DESIGN
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PROPOSED DESIGN
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