Flow Hyundai

Albemarle County, VA

ARB Final Submission

05 | 20 | 2024

PRESENTED BY:

DESIGN
DEVELOP

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DESIGN DEVELOP

A. Project Introduction:

Flow Automotive has continued to strengthen its presence in Charlottesville ,VA by acquiring and developing dealerships such as Audi, BMW, Mercedes Benz, CDJR, Porsche, Toyota, Subaru, Volkswagen, Mazda, Kia and Honda. That tradition of excellence will continue with the new proposed Hyundai dealership, located on parcel 45-68C, 2110 Seminole Trail along the route 29 Albemarle County Entrance Corridor.

Flow Automotive is no stranger to implementing it's community-minded approach to Charlottesville Residents. Don Flow, owner and founder of Flow Automotive, notes “For the last 50 years our family has had roots in Charlottesville and with the University of Virginia. We are grateful and excited for the opportunity to expand in Charlottesville and create a unique customer experience in a community that is so important to us.''

Eric Flow, the COO and president of Management Services for Flow Automotive, echoes the sentiments, stating “For my wife and myself, Charlottesville truly is our first home. We both went to school at UVA, we got married in Charlottesville, and we lived in Charlottesville. We are excited to continue growing in Charlottesville by adding this incredible brand to our organization.''

B. Compatibility with the Surrounding Area and Entrance Corridor

This section of the Route 29 Entrance Corridor has numerous automotive dealerships, service stations, and car washes, including on either adjacent side of the parcel proposed for development (Price Chevrolet to the north and Malloy Ford to the south). Within a half-mile radius of the parcel, there are currently five other automotive dealerships. The scale, building form, and material palette of the modern automotive dealership typology is represented frequently along this section of the Route 29 Entrance Corridor. Metal panel, commercially-scaled storefronts, and signature entry elements are common in this building-type, and represented well here.

Unlike the adjacent Malloy Ford, this proposal endeavors to utilize warm earth tones to minimize the reflectivity and relate more to the surrounding context (i.e. the adjacent Price Chevrolet and the adjacent Wal-Mart, both of which successfully employ tans, browns, and earth tones to minimize the appearance of the large structures).

As one travels along the Route 29 Entrance Corridor, the proposed project would feel neither out of scale nor incompatible with it's 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

A front entry elements becomes a prominent feature while identifying the main pedestrian entrance, breaking up a large expanse of curtain wall glass, and creating a portal element that is appropriate to the Human Scale. The dynamic fascia line steps down for 1/3 of the front and side facade to minimize the scale, limit blankness, and create to a more palatable, approachable scale.

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 elements allow 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 sky pattern on the metal panels break down large areas of ACM metal panels appropriately, and 2" wide x 1" deep reveal lines at 4' O.C. break down the facades on the rear and sides.

F. Unifying Groups

The building is broken down into three main forms - the smaller volume on the left side houses the service drive reception. The main volume in the middle is the showroom and sales offices. The smaller volume on the right side of the building is the new vehicle delivery area and access to the rear service bays. The three volumes help establish hierarchy, break down the mass, and serve as a unifying group. Each volume utilizes a large fascia band elements and a lighter base. The balance established by these smaller volumes helps establish a sense of symmetry, 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

Landscaping shown is in accordance with the County requirements for large shade trees, medium shade trees, ornamental trees, and there is some evergreen trees shown along the retaining walls. More information on landscaping and exterior site lighting will be provided in subsequent submissions.

2. Vicinity Map



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3. Context Photographs

1 | Lowes



2 | Rivanna Plaza



3 | Malloy Ford of Charlottesville



4 | Jim Price Chevrolet



5 | Price Hyundai



6 | Walmart Supercenter



7 | Flow Subaru



8 | Flow Honda



9 | UVA Riverside



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4. Entrance Corridor Automobile Dealerships

1 | Flow Toyota



2 | Flow Mazda of Charlottesville



3 | Flow Volkswagen of Charlottesville



4 | Malloy Ford of Charlottesville



5 | Flow Audi and Porsche



6 | Flow Subaru



7 | Flow Audi and Porsche



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5. Existing Conditions

1 | View from Route 29

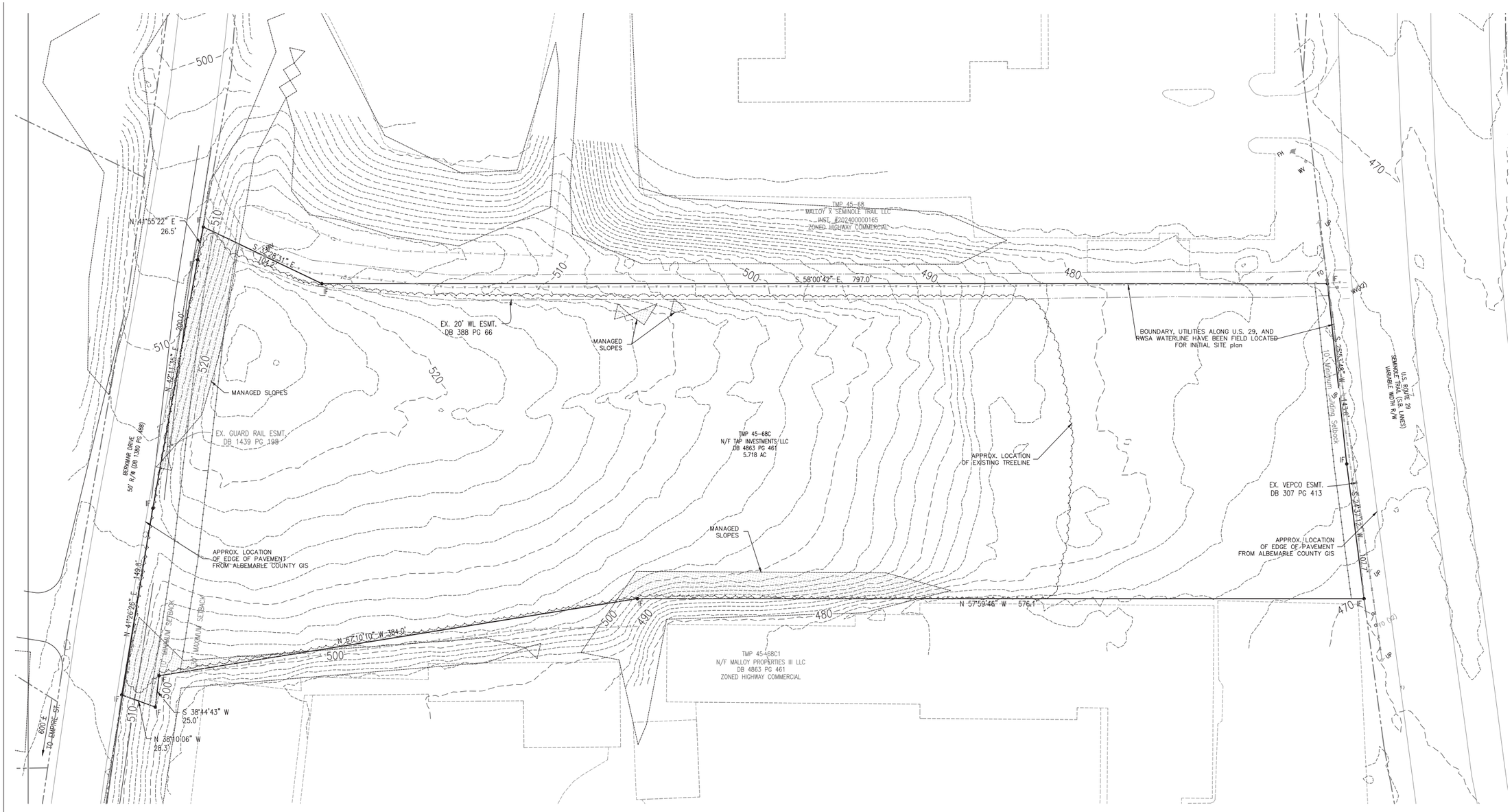






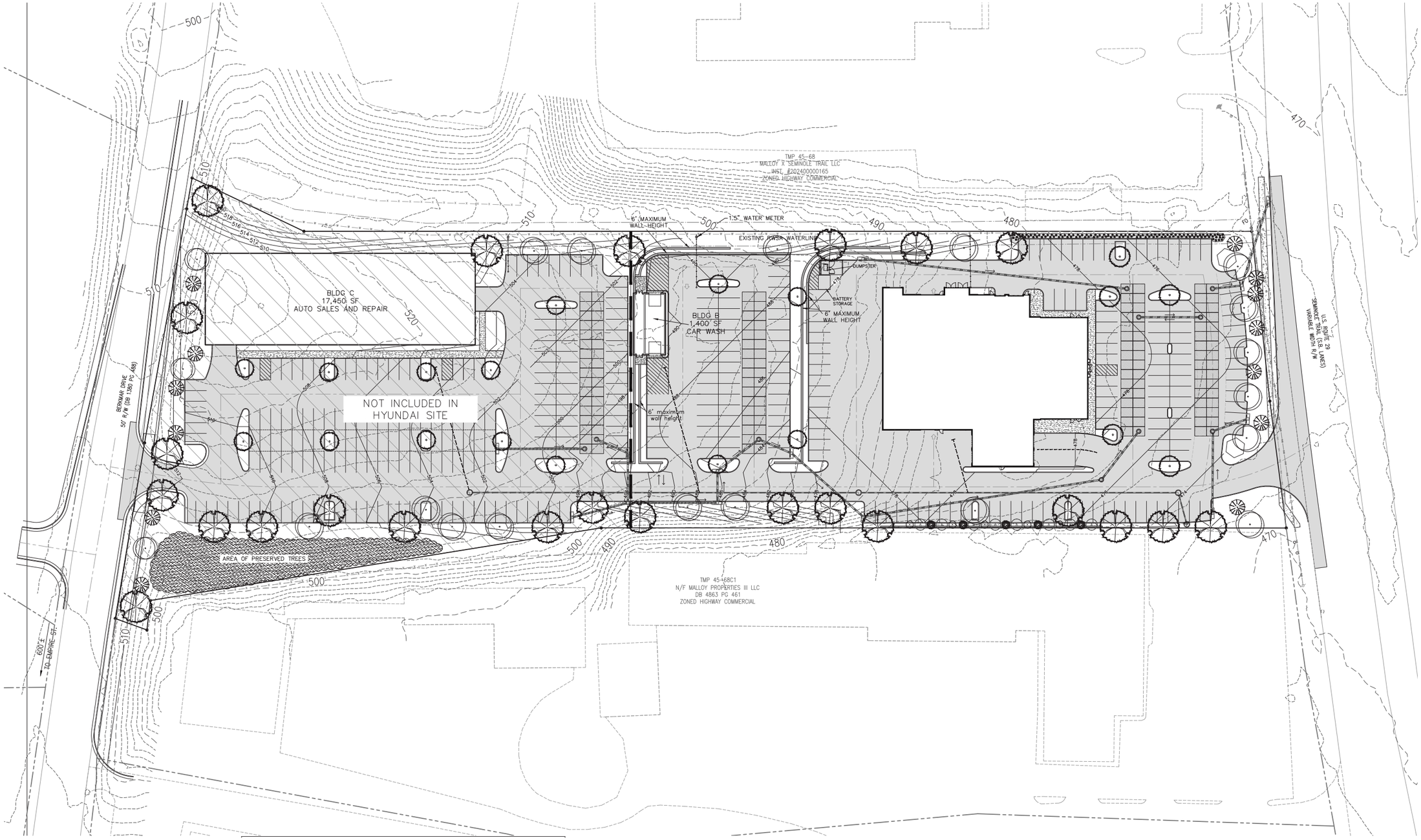


5. EXISTING CONDITIONS



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6. PROPOSED SITE PLAN



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7. DESIGN REVISIONS



Revision 1: Decreased depth of overhang from 8' to 3' to reduce top-heavy appearance of fascia.

Revision 2: Ground the building by introducing new bronze vertical supports on either side of the canopy

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8. PROPOSED DESIGN



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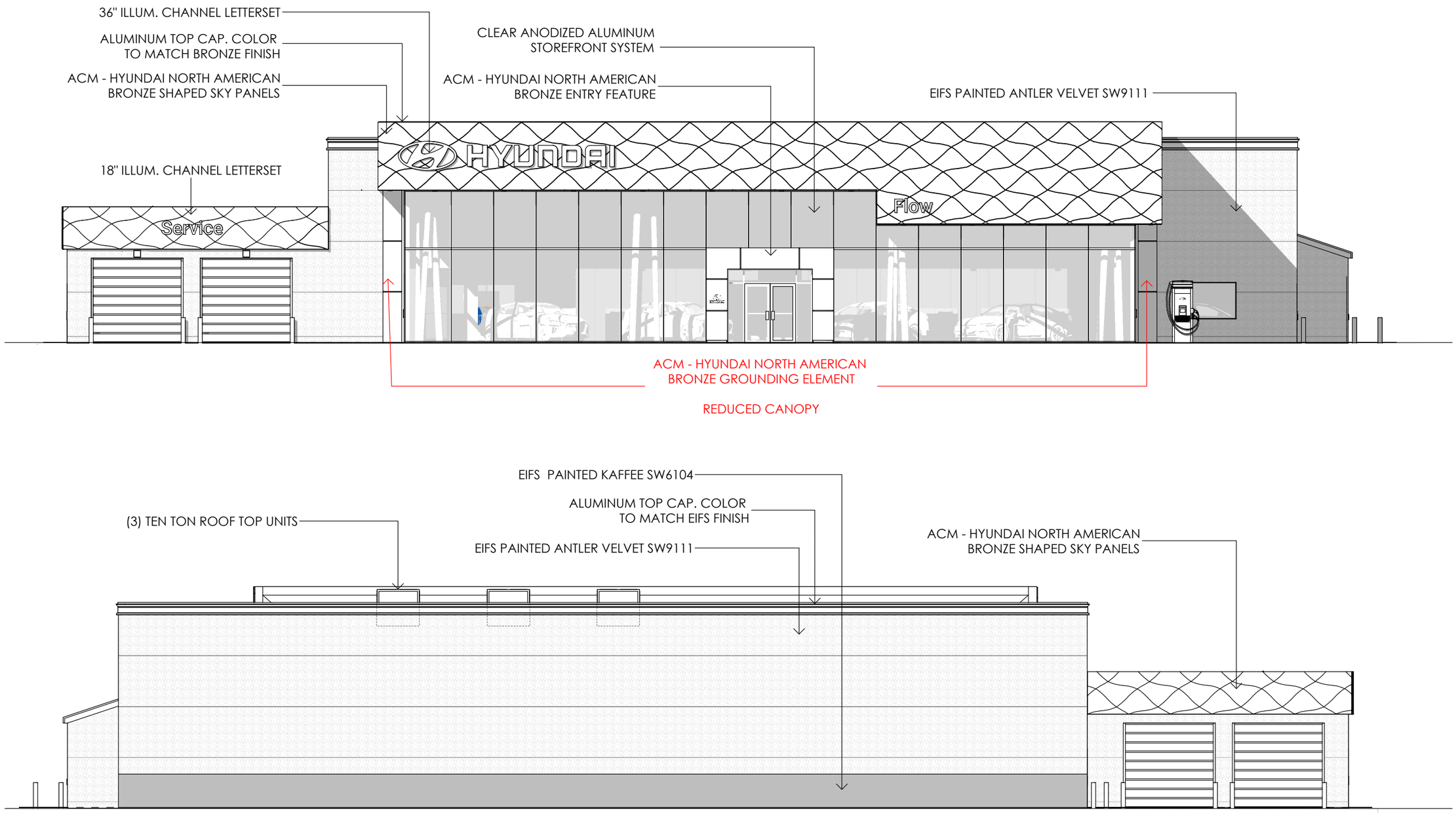


8. PROPOSED DESIGN



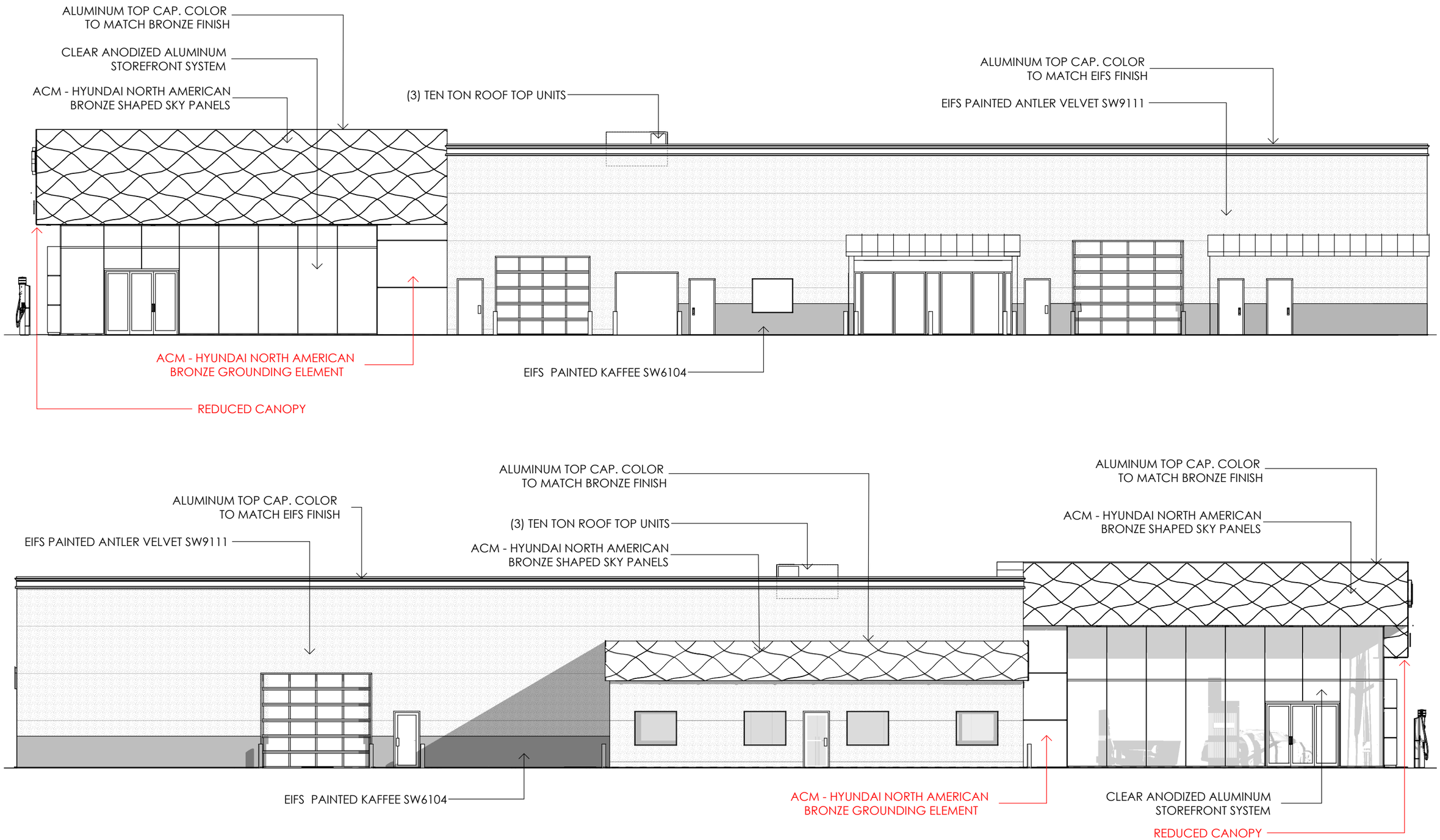
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9. PROPOSED ELEVATIONS



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10. EXTERIOR FINISHES



ACM - Hyundai North American Bronze
Shaped Sky Panels/Flat Panels



Anodized Aluminum Storefront



Sherwin Williams Paint
Antler Velvet SW 9111



Sherwin Williams Paint
Kaffee SW 6104

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11. PROPOSED BATTERY STORAGE AND DUMPSTER ENCLOSURE



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