

Flow Mercedes

Albemarle County, VA

ARB Preliminary Submission

11 | 18 | 2024

PRESENTED BY:



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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 Mercedes dealership, located on parcel 78-15D,15E, 1313 Richmond Road.

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 US250, known as Richmond Rd, has numerous automotive dealerships, service stations, and car washes, including on either adjacent side and across the street of the parcel. Within a half-mile radius of the parcel, there are currently eight other new-sale automotive dealerships and three used-car dealerships. The scale, building form, and material palette of the modern automotive dealership typology is represented frequently along this section of Richmond Rd. Metal panel, commercially-scaled storefronts, and signature entry elements are common in this building-type, and represented well here.

The Mercedes exterior design brings the philosophy of the customer experience to the forefront. The striking canopy welcomes customers into the modern interior. The internal curved design with screen stages creates a dynamic expression drawing your eyes to the featured vehicles inside to accentuate the customer journey.

As one travels along the Richmond Rd, the proposed renovation would feel neither out of scale nor incompatible with it's context. The proposed renovation is constraint within the existing building footprint and overall scale. 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.

C. Human Scale

A front entry design 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.

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.

E. Limiting Blankness

Large, transparent curtain wall glazing elements allow for direct visual connections to the interior at a pedestrian level. The entry design provides enough relief to the curtain wall to functionally mark the pedestrian entry while limiting the blank facade.

F. Unifying Groups

The building is broken down into three main forms - the main showroom, the smaller volume on the left side houses the service drive reception and the volume in the middle of the two which is the new vehicle delivery area. The three volumes help establish hierarchy, break down the mass, and serve as a unifying group.

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 within the roof structure and not visible. All service equipment will be located inside and at the rear of the parcel, screened and not visible from the Entrance Corridor.

L. Landscaping

Existing landscaping remains and additional landscaping is in accordance with the County requirements for large shade trees, medium shade trees, ornamental trees, and shrubs.

2. Vicinity Map



3. Context Photographs

1 | Honeycar & Mercedes Benz



2 | Flow Toyota



3 | Flow BMW



4 | Flow BMW Service



5 | Wawa



6 | Flow Mazda



7 | Flow Porsche & Audi



8 | Flow Kia



9 | Carmax



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

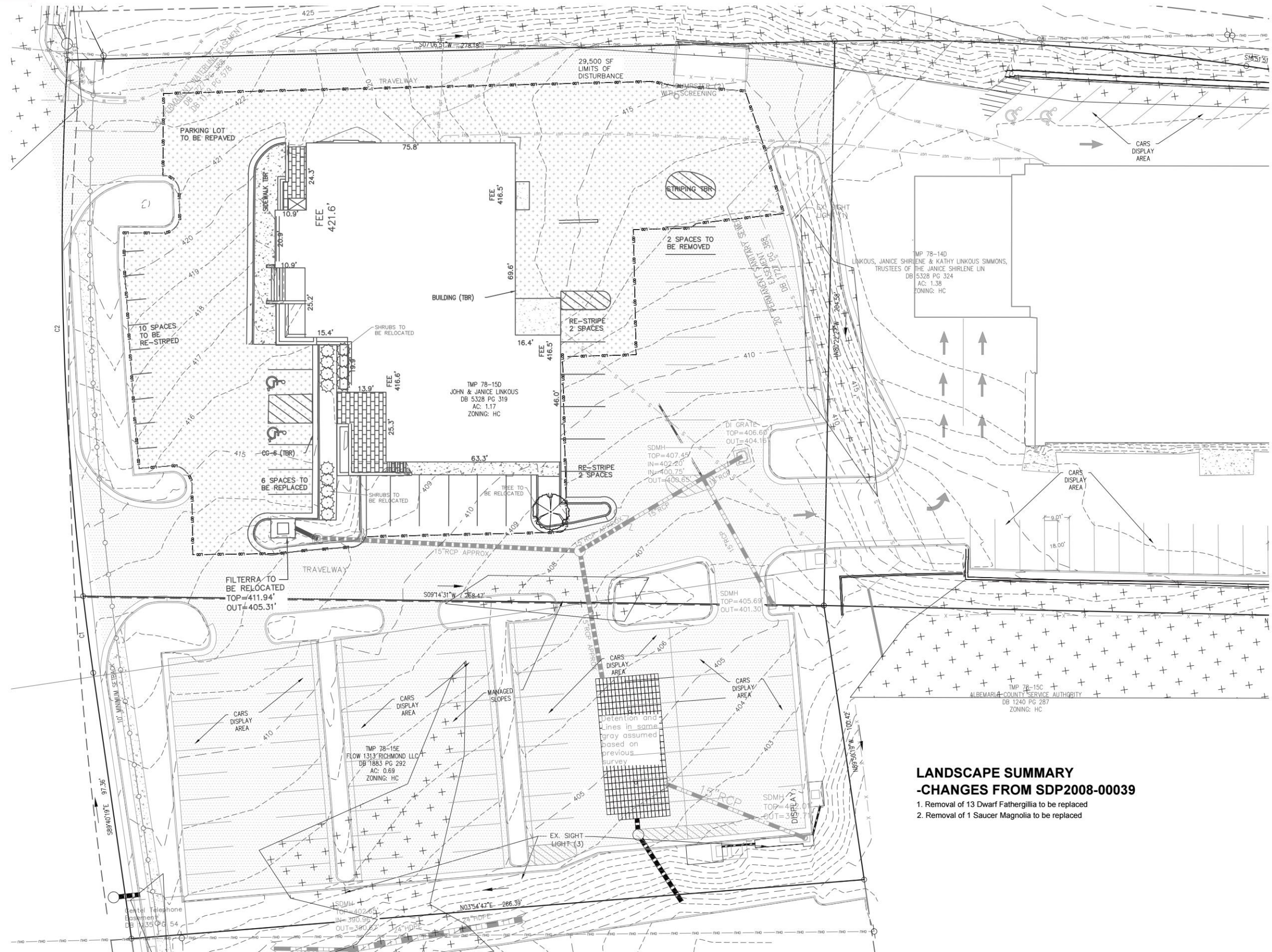


5. Existing Conditions

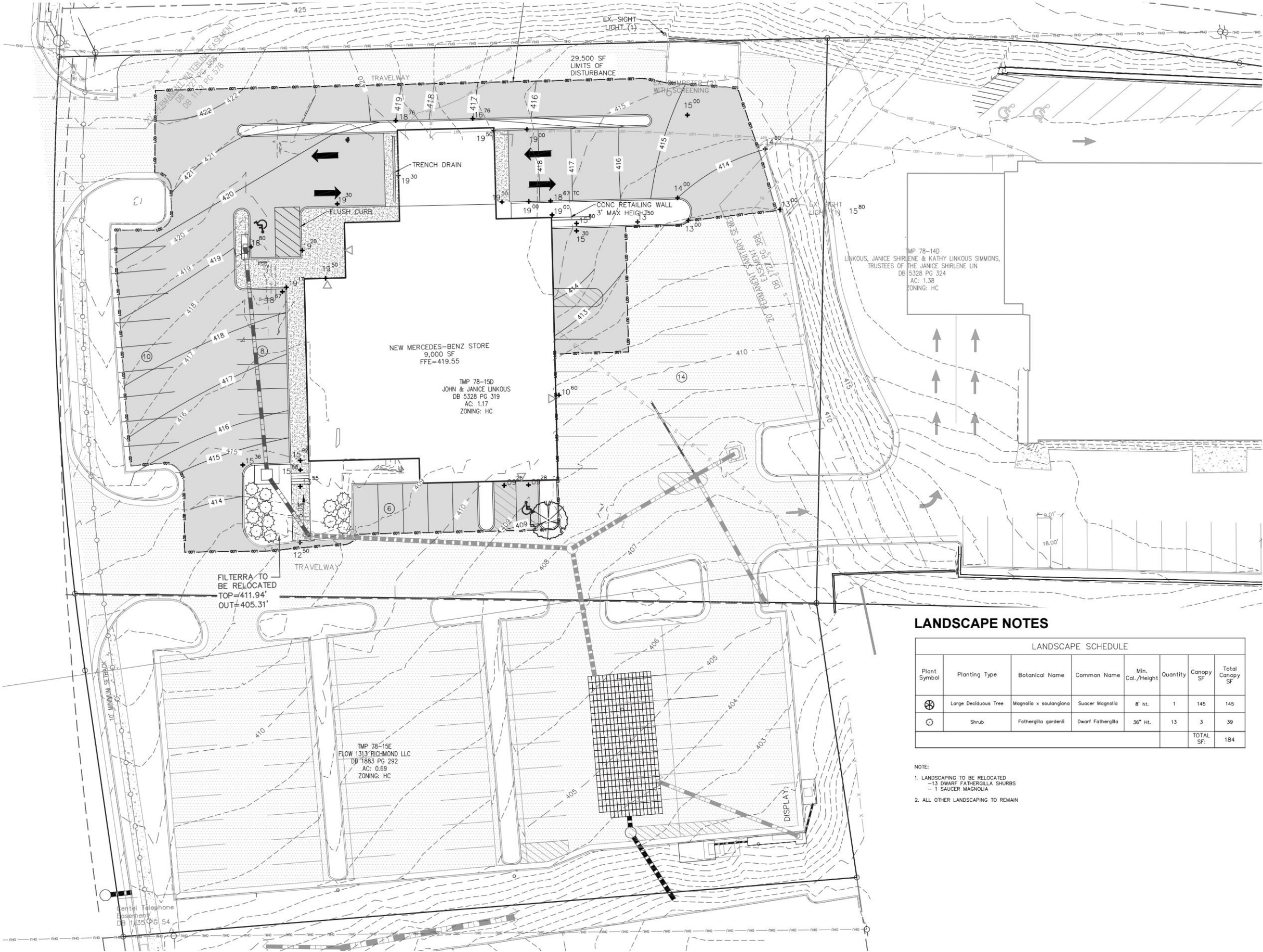
View from Richmond Rd 250



5. Existing Conditions



6. Proposed Site Plan



7. Nationwide Mercedes Design



8. Proposed Design / Existing Conditions



8. Proposed Design



8. Proposed Design / Existing Conditions



8. Proposed Design



8. Proposed Design / Existing Conditions



8. Proposed Design



8. Proposed Design



8. Proposed Design



8. Proposed Design



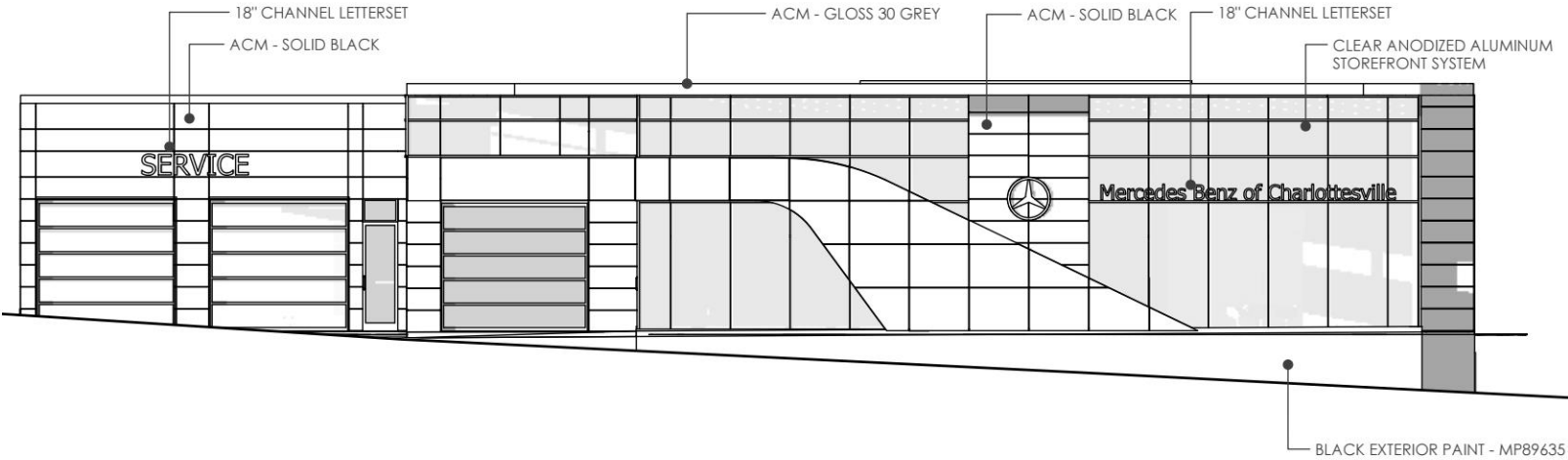
8. Proposed Design



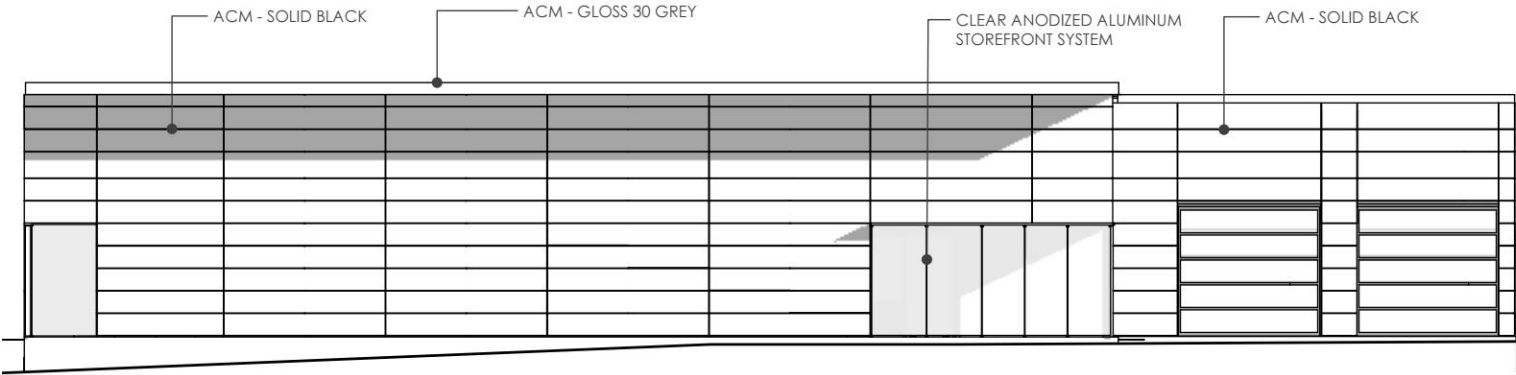
8. Proposed Design



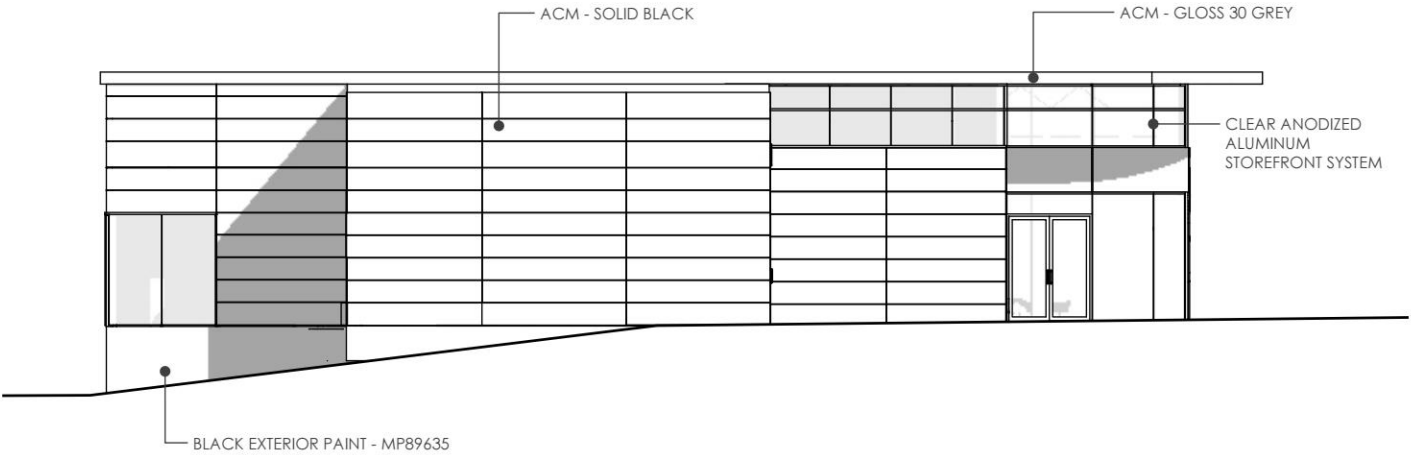
9. Proposed Elevations



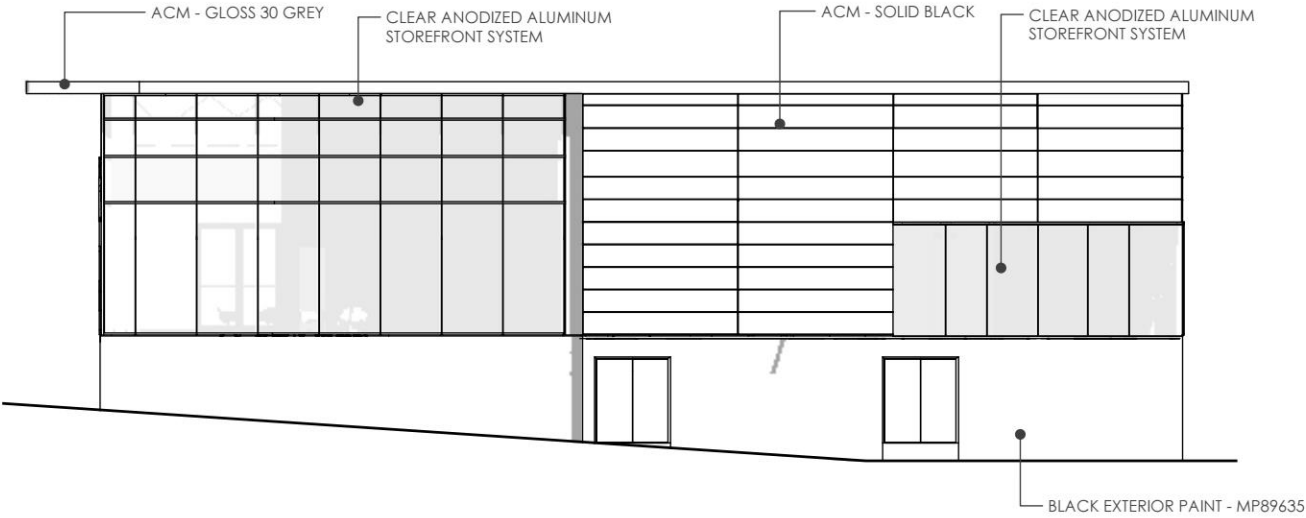
Proposed South Elevation



Proposed North Elevation

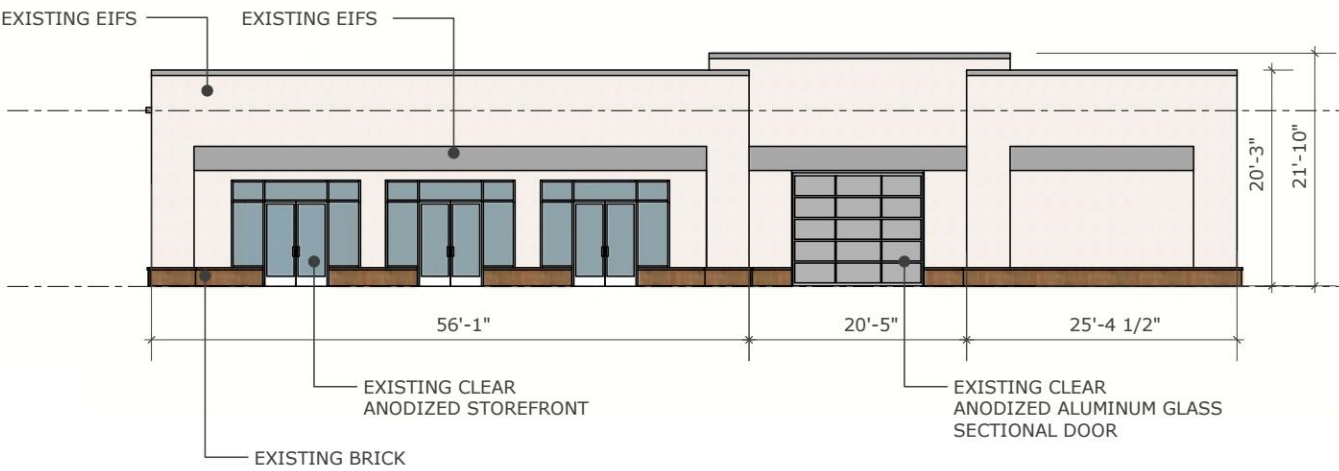


Proposed East Elevation

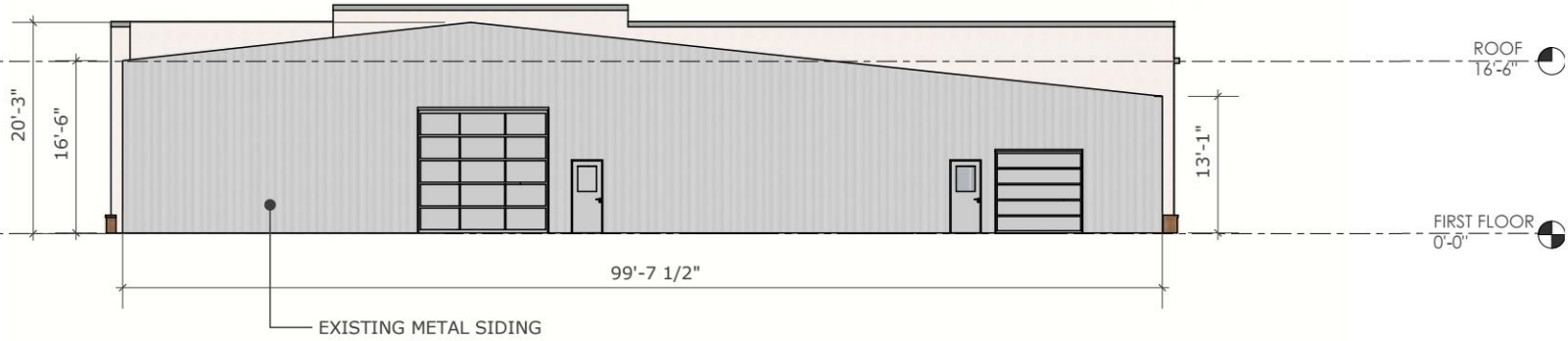


Proposed West Elevation

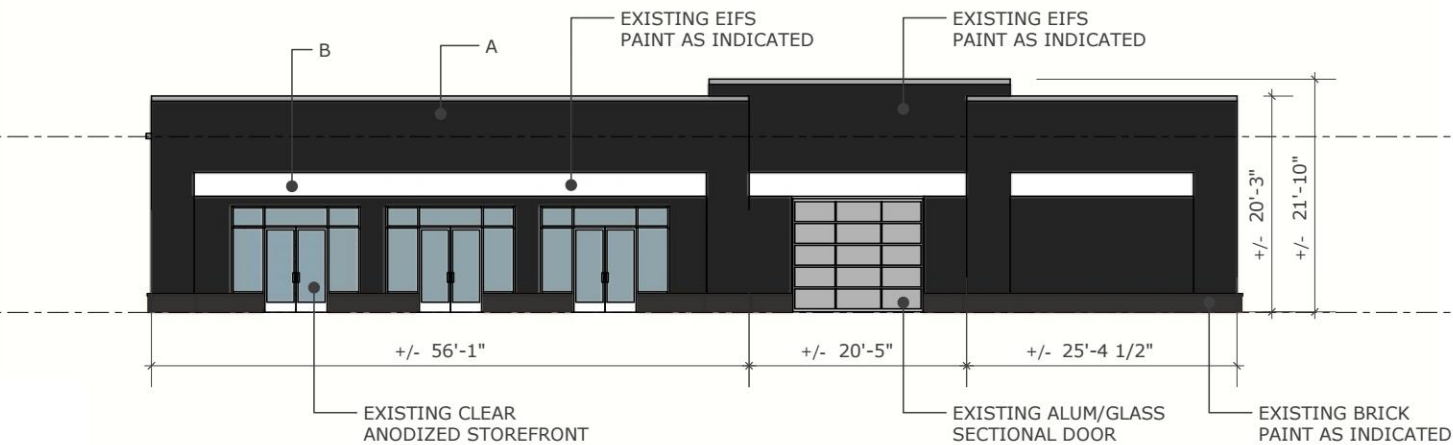
10. Proposed Elevations - Service Building



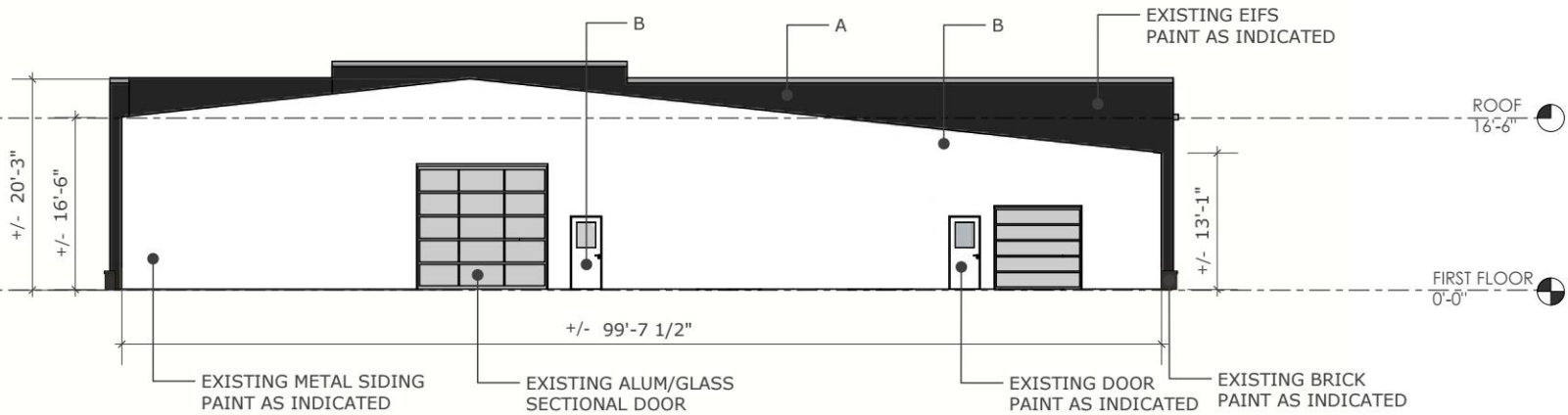
Existing South Elevation



Existing North Elevation



Proposed South Elevation

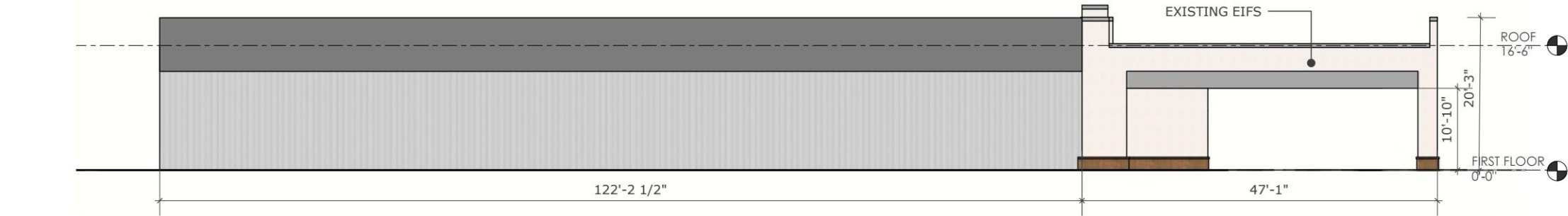


Proposed North Elevation

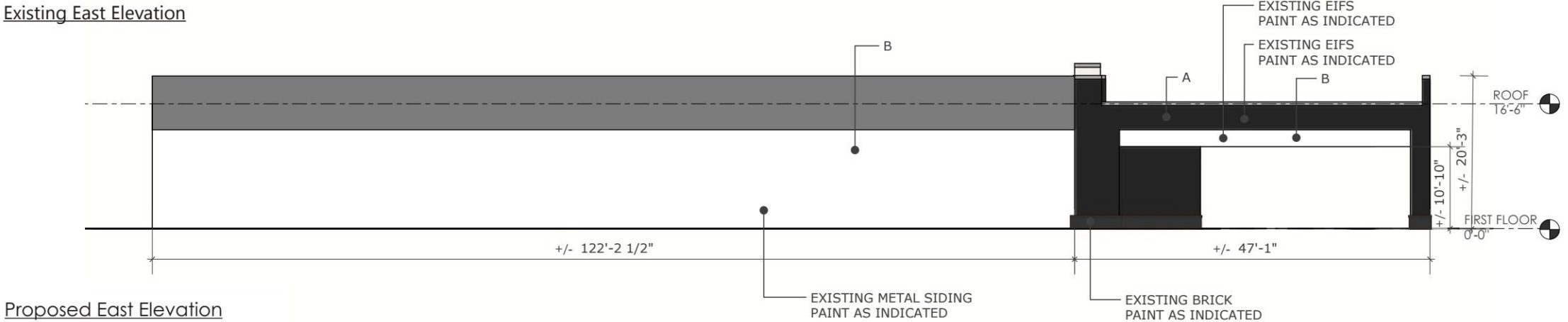
A - BLACK EXTERIOR PAINT
MATTHEWS PAINT - MP89635 SATIN
LOW VOC 923 - BLACK 60% SHEEN

B - WHITE EXTERIOR PAINT
MATTHEWS PAINT - SATIN LOW VOC
WHITE GLOSS

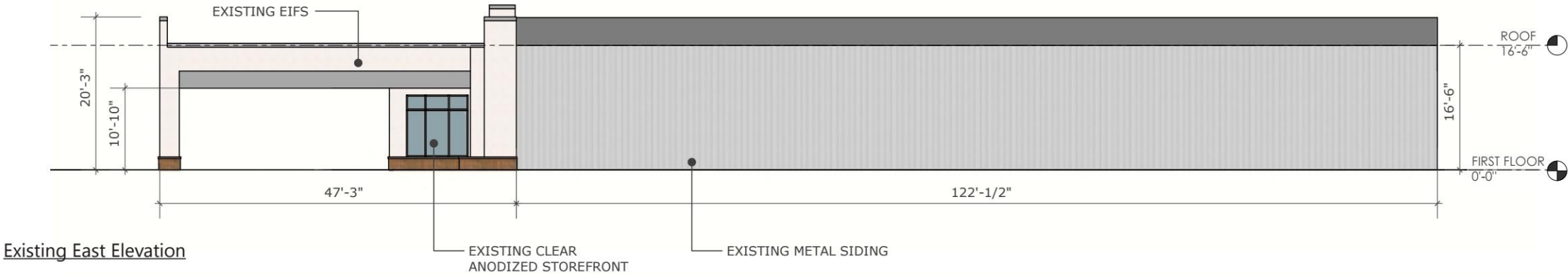
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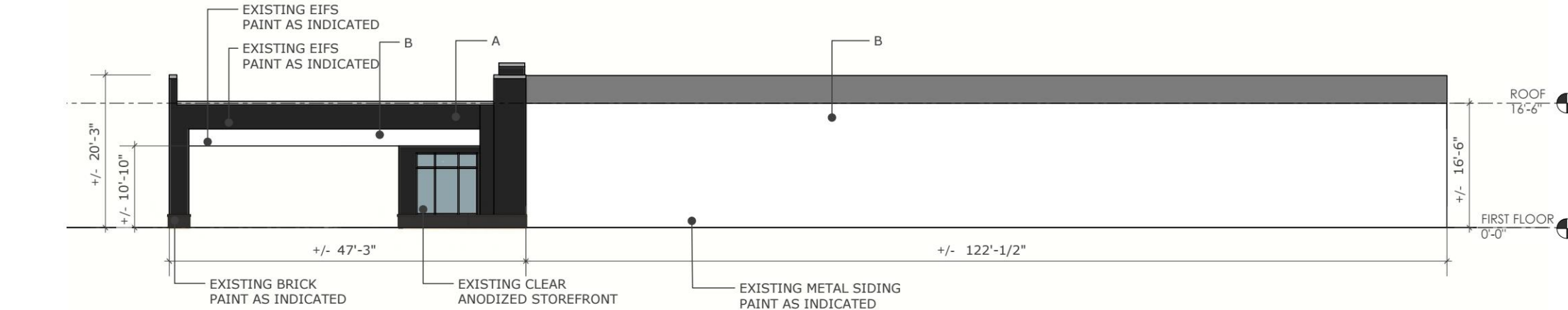
Existing East Elevation



Proposed East Elevation



Existing East Elevation



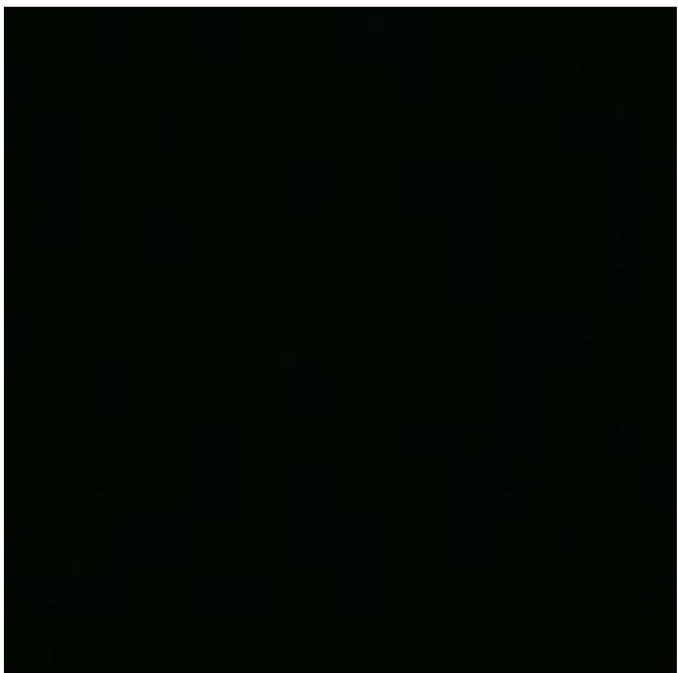
Proposed East Elevation

	A - BLACK EXTERIOR PAINT MATTHEWS PAINT - MP89635 SATIN LOW VOC 923 - BLACK 60% SHEEN
	B - WHITE EXTERIOR PAINT MATTHEWS PAINT - SATIN LOW VOC WHITE GLOSS

11. Exterior Finishes



Storefront System:
Anodized Aluminum Storefront



Exterior Accent Finish:
ACM Apolic in Solid Black



Roof Canopy Finish:
ACM Alucabond in Gloss 30