

FLOW MERCEDES-BENZ

Albemarle County, VA

ARB FINAL SUBMISSION

02 | 17 | 2025

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, on either side and across the street of the parcel.

Within a half-mile radius of the parcel, there are eight 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 along this route.

The Mercedes exterior design brings the philosophy of the customer experience to the forefront. The canopy welcomes customers into a 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 Richmond Rd, the proposed renovation would feel neither out of scale nor incompatible with the surrounding context. The proposed renovation is constrained within the existing building footprint. 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

Positioned off to one side, the entry is designed at a human scale, with a sleek, curved overhang extending outward to provide shade and a sense of shelter. This overhang helps define the entry while creating a comfortable, welcoming transition from the exterior to the interior.

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 establish direct visual connections to the interior at a pedestrian level, reducing opacity and enhancing engagement. The entry design provides enough relief from the curtain wall to clearly define the pedestrian approach while minimizing blank facade areas. A curved design on the facade, composed of ACM panels, introduces dynamic visual interest and subtly guides visitors toward the entrance, reinforcing a sense of arrival and wayfinding.

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 Kia



6 | Flow Hyundai



7 | Flow Subaru



8 | Flow Audi and Porsche

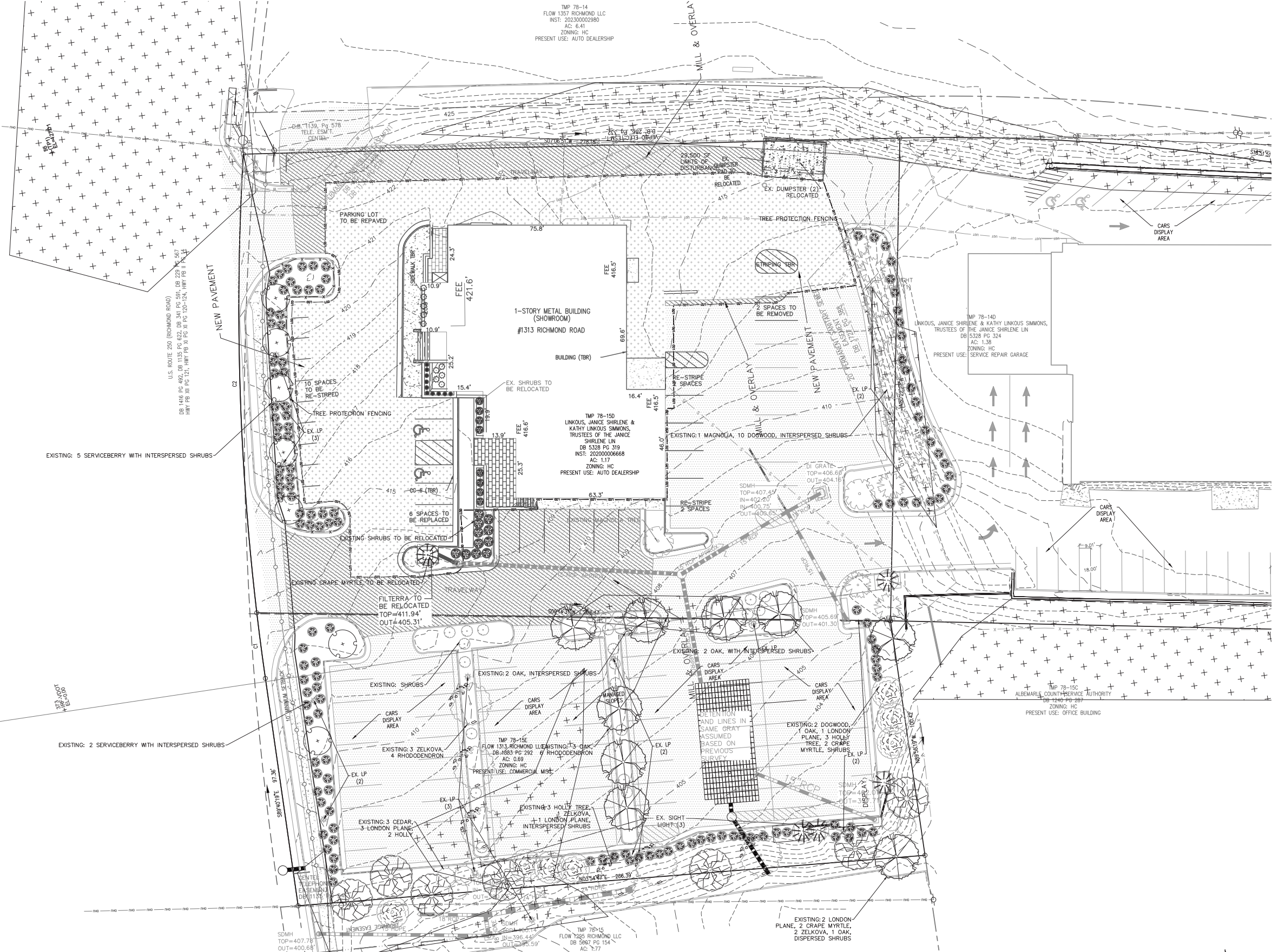


5. Existing Conditions

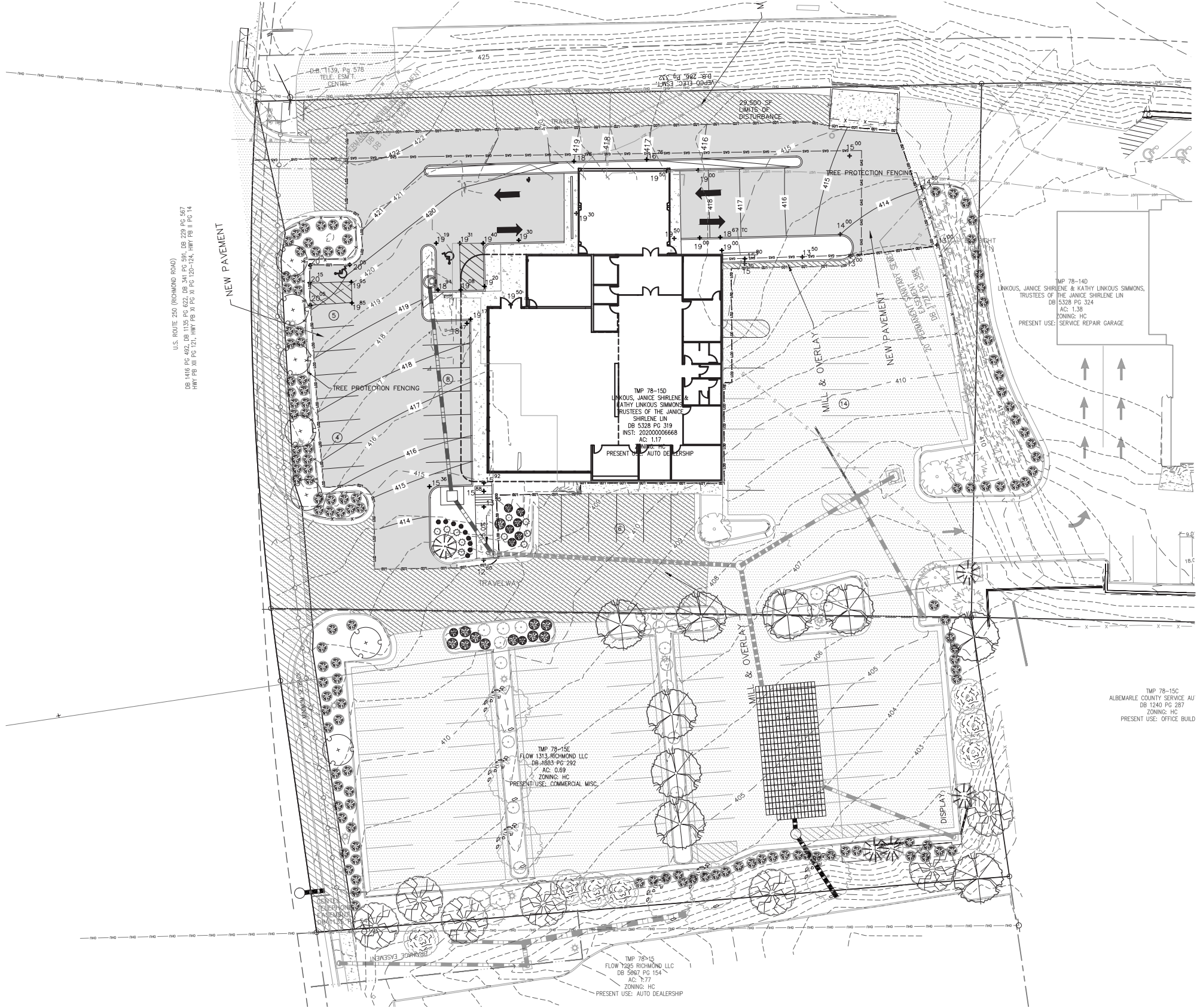
View from Richmond Rd 250



5. Existing Conditions



6. Proposed Site Plan



LANDSCAPE SCHEDULE: EXISTING PLANTS TO REMAIN						
Plant Symbol	Planting Type	Botanical Name	Common Name	Quantity	Concyp SF	Total Concyp SF
	Large Shaded Tree	Quercus palustris	Pin Oak	9	541	4869
	Large Shaded Tree	Zelkova serrata	Japanese Zelkova	6	314	1854
	Large Shaded Tree	Ilex opax	American Holly	7	154	1078
	Large Shaded Tree	Platanus acerifolia	London Planetree	8	479	3532
	Large Shaded Tree	Juniperus virginiana	Eastern Red Cedar	5	154	770
	Ornamental Tree	Cornus florida	Dogwood	12	124	1488
	Ornamental Tree	Amelanchier canadensis	Serviceberry	7	124	868
	Ornamental Tree	Magnolia soulangii	Saucer Magnolia	2	201	402
	Ornamental Tree	Lagerstroemia	Crape Myrtle	4	78	312
	Evergreen Shrub	Rhododendron	Rhododendron	22	18	396
	Evergreen Shrub	Prunus laurocerasus	Schip Laurel	129	20	2580
					TOTAL SF:	18477

LANDSCAPE SCHEDULE: EXISTING PLANTS TO BE RELOCATED						
Plant Symbol	Planting Type	Botanical Name	Common Name	Quantity	Canopy SF	Total Canopy SF
	Ornamental Tree	Lagerstroemia	Grape Myrtle	1	78	78
	Evergreen Shrubs	Prunus laurocerasus	Ship Laurel	29	15	435
	Evergreen Shrubs	Rhododendron indicum	Satsuki Azalea	10	5	50
					TOTAL:	513

NOTE:

1. LANDSCAPING TO BE RELOCATED:
-1 CRAPE MYRTLE
-39 SHRUBS

1. 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

7. Proposed Revisions

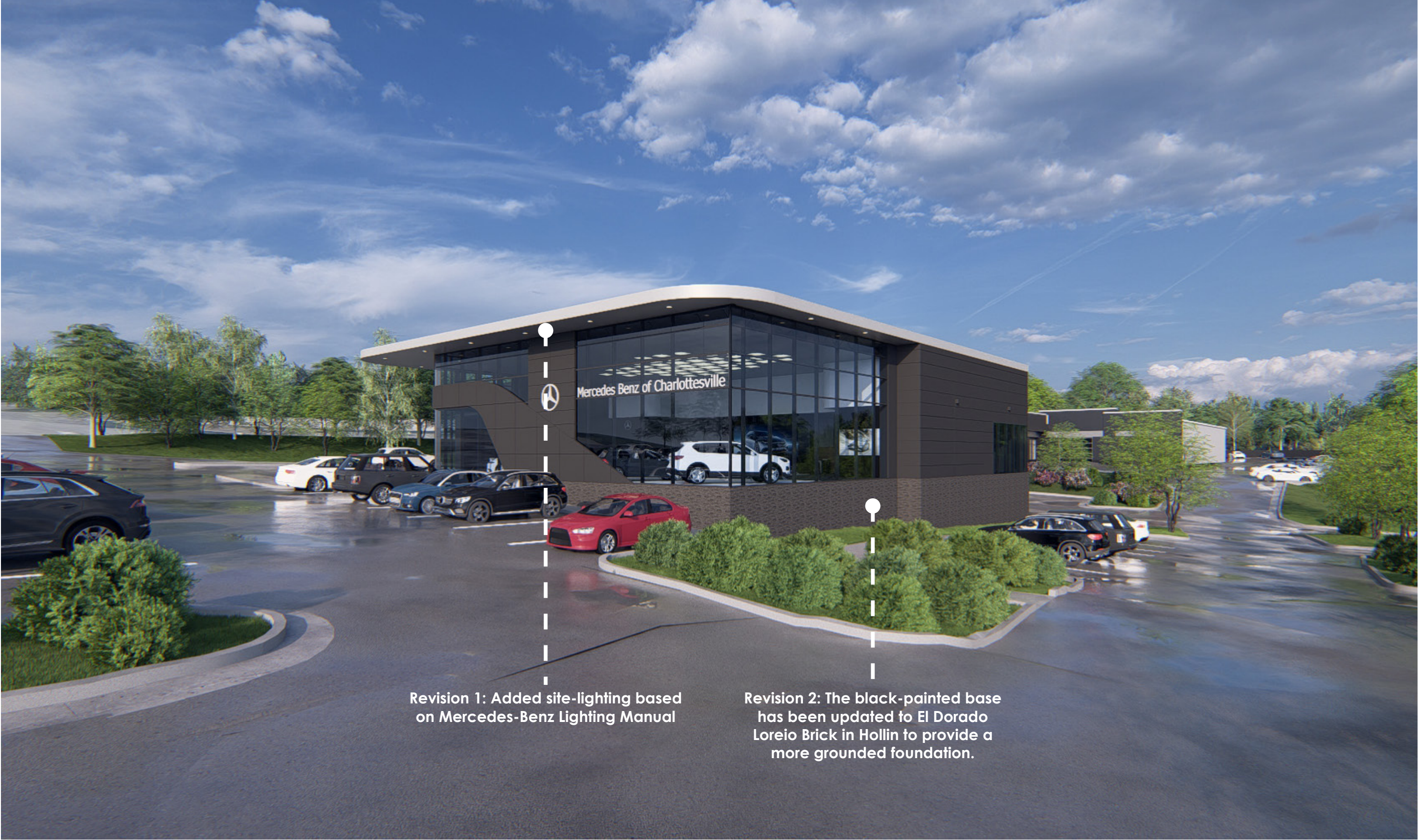
Previous Design



ARB Revisions



7. Proposed Revisions



Revision 1: Added site-lighting based on Mercedes-Benz Lighting Manual

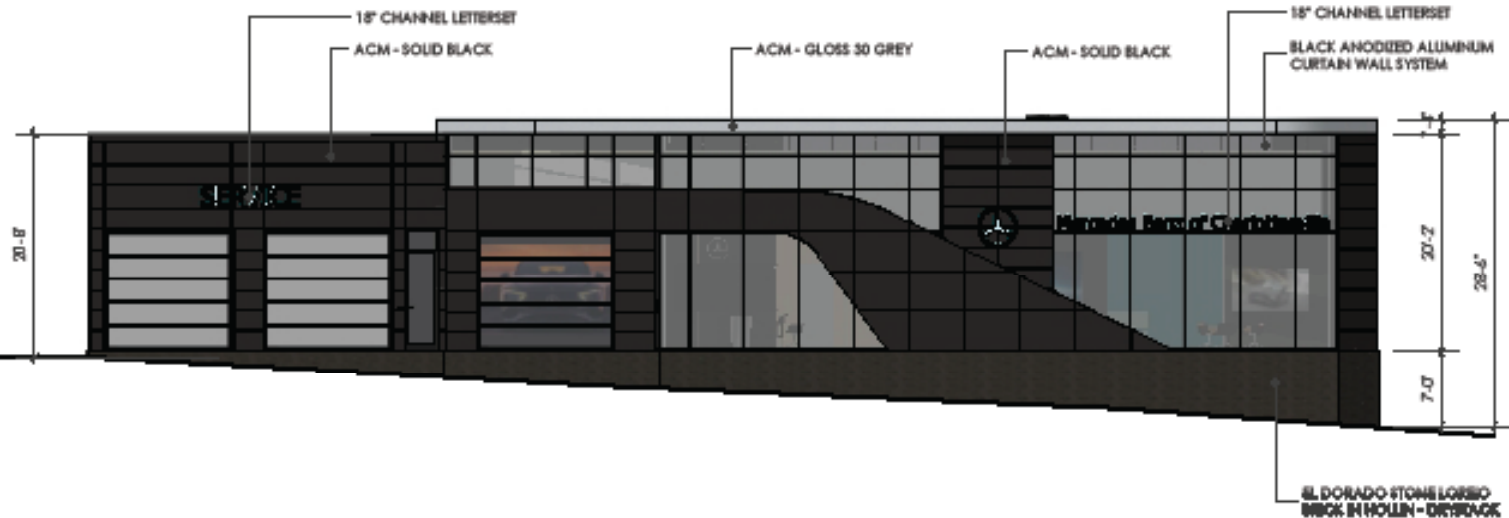
Revision 2: The black-painted base has been updated to El Dorado Loreio Brick in Hollin to provide a more grounded foundation.

7. Proposed Revisions

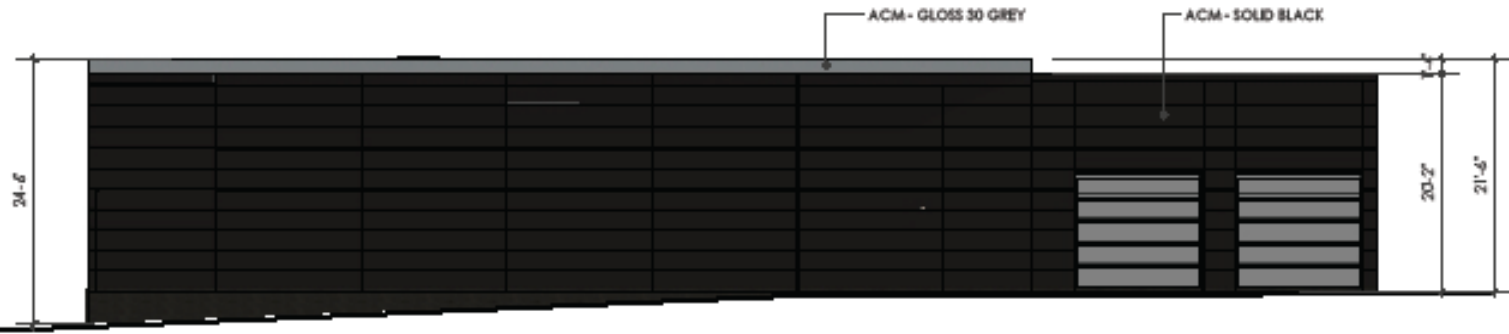


Revision 3: White paint has been changed to SW7668 - March Wind to better match the metal details.

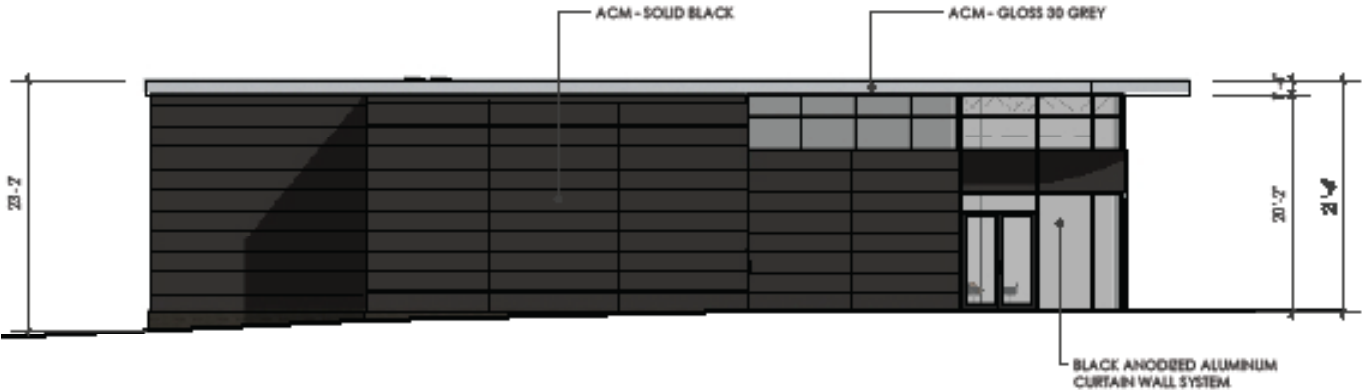
8. Proposed Elevations - Main Showroom



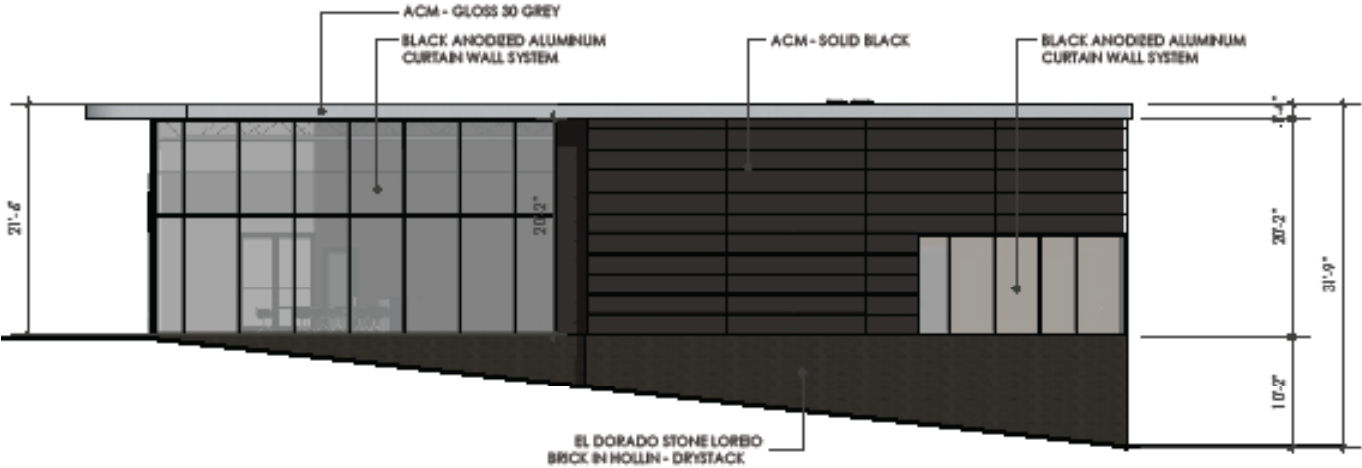
Proposed South Elevation



Proposed North Elevation

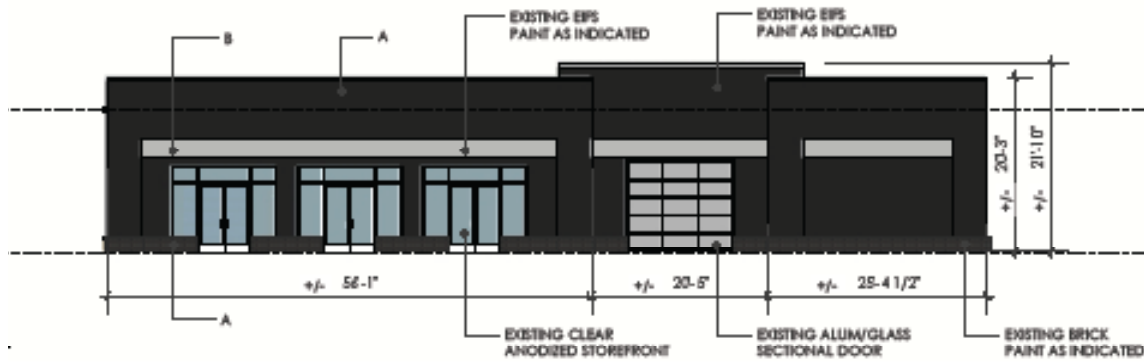


Proposed East Elevation

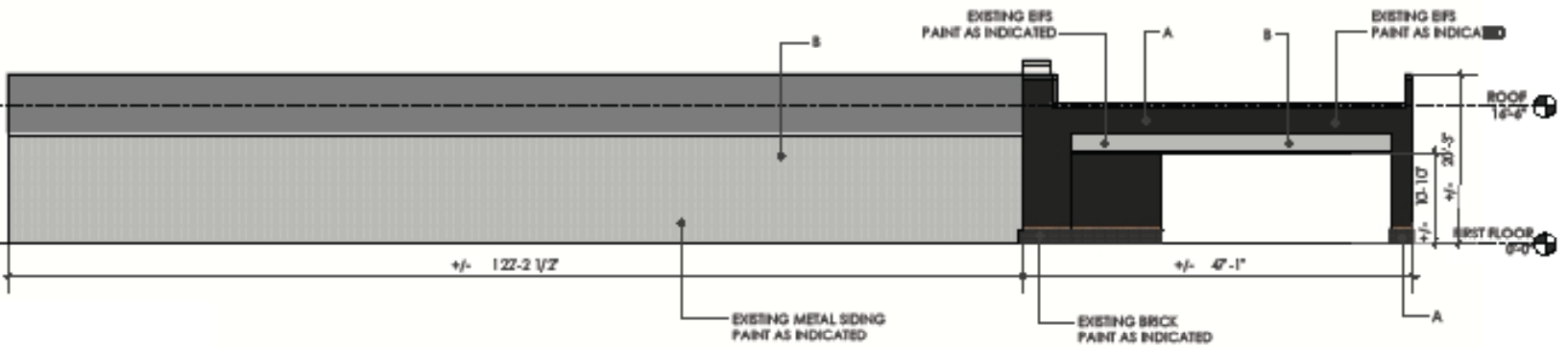


Proposed West Elevation

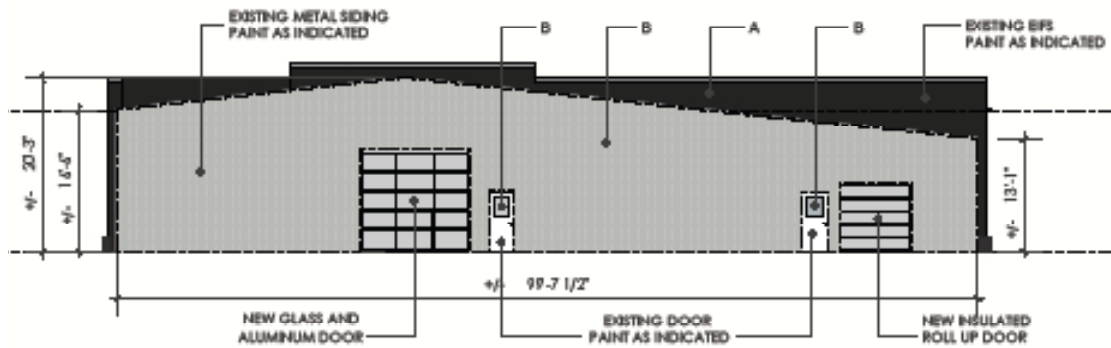
8. Proposed Elevations - Service Building



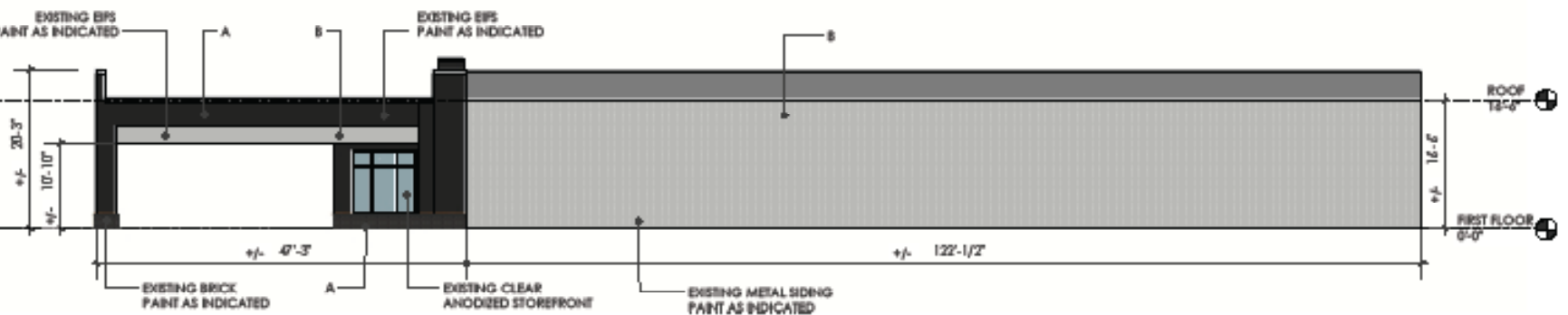
Proposed South Elevation



Proposed East Elevation



Proposed North Elevation



Proposed West Elevation

A - BLACK EXTERIOR PAINT
MATTHEWS PAINT - MP84638 SATIN
LOW VOC 923 - BLACK 60% SHEEN

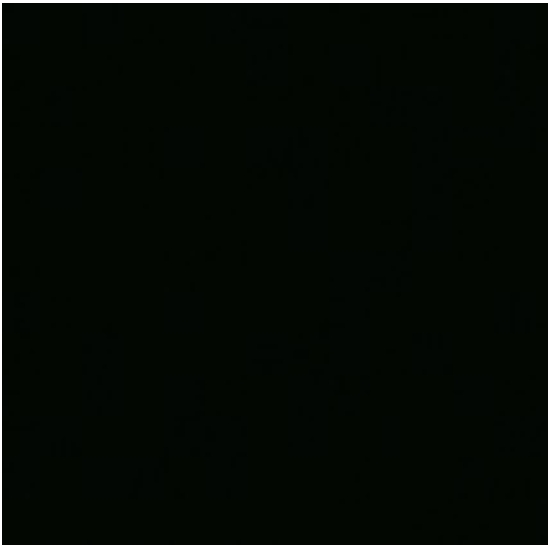
B - GRAY EXTERIOR PAINT
SHERWIN WILLIAMS - SW7648
MARCH WIND

9. Exterior Finishes



Curtain Wall System:
Kawneer Anodized Aluminum
Curtain Wall System in **Black #29**

Glass shall have a Visible Light
Transmittance (VLT) of no less
than 40% and a Visible Light
Reflectance (VLR) not exceeding
30%.



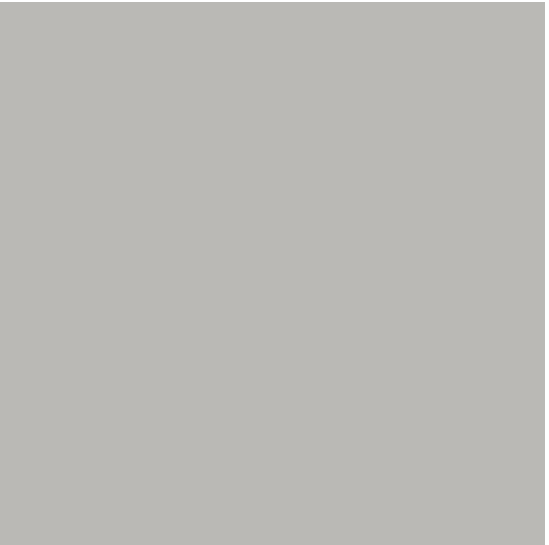
Exterior Accent Finish:
ACM Apolic in Solid Black



Roof Canopy Finish:
ACM Apolic in Silver

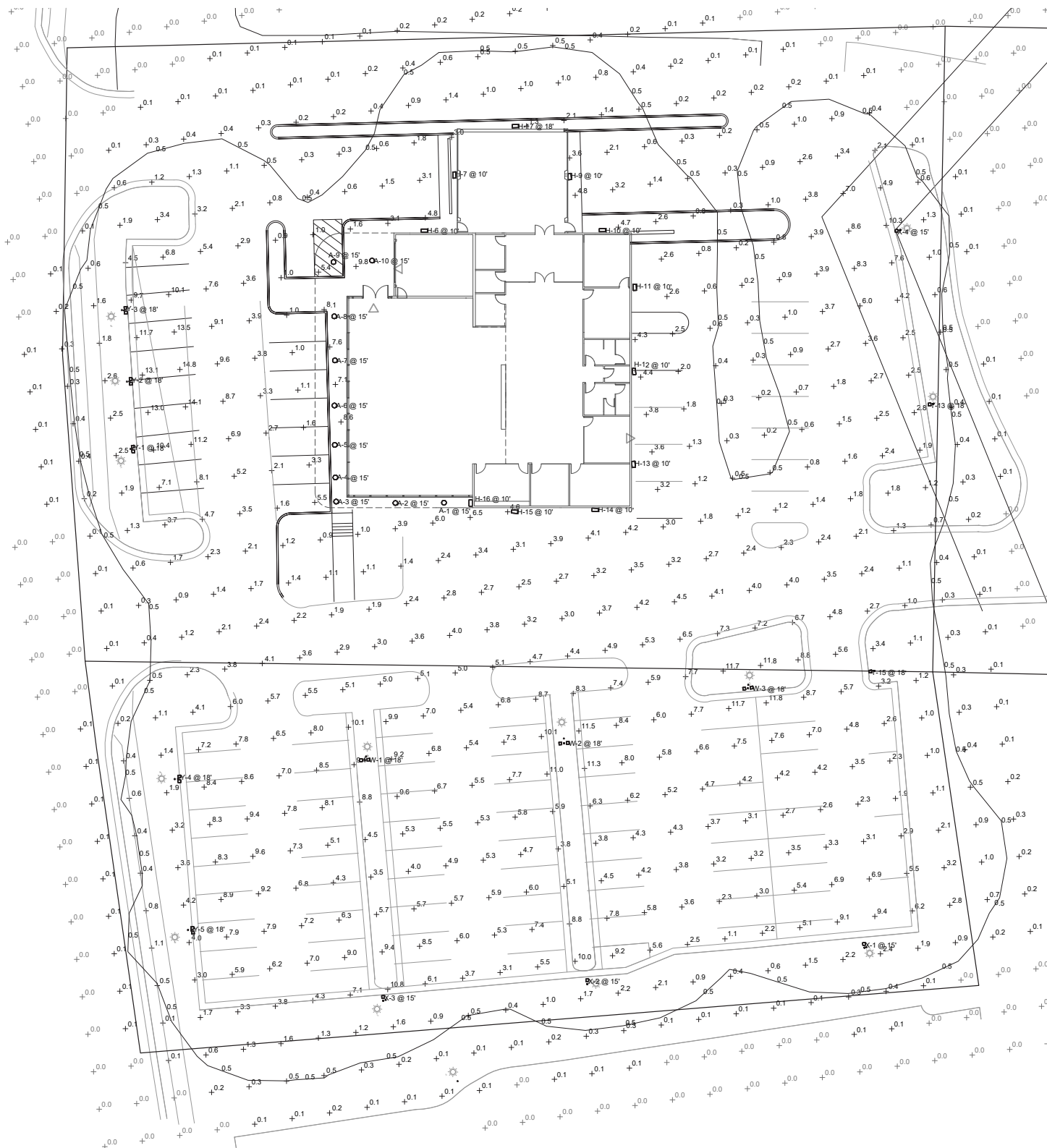


Base Finish:
El Dorado Loreio Brick in Hollin



Paint Accents:
SW7668 - March Wind

10. Exterior Lighting



Lighting Schedule: Existing Fixtures to Remain										
Symbol	Label	Quantity	Manufacturer	Catalog Number	Description	Filename	Number of Lamps	Lumens Per Lamp	Light Loss Factor	Wattage
	T	2	LSI INDUSTRIES, INC.	MRM-LED-07L-SIL-FT-30-70 CRI-IH	Outdoor LED Area Light	MRM-LED-07L-SIL-FT-30-70CRI-IH.ies	1	Absolute	1.00	48
	W	3	LSI INDUSTRIES, INC.	MRM-LED-18L-SIL-5W-30-70 CRI	Outdoor LED Area Light	MRM-LED-18L-SIL-5W-30-70CRI.ies	1	730	1.00	10.82
	X	4	LSI INDUSTRIES, INC.	MRM-LED-18L-SIL-FT-30-70 CRI-IH	Outdoor LED Area Light	MRM-LED-18L-SIL-FT-30-70CRI-IH.ies	1	4384	1.00	28.0
	Y	5	LSI INDUSTRIES, INC.	MRM-LED-09L-SIL-FT-30-70 CRI-IH	Outdoor LED Area Light	MRM-LED-09L-SIL-FT-30-70CRI-IH.ies	1	7321	1.00	51.0

NOTE: The exact fixtures installed per SDP2008-00039 have been discontinued and as such their ies files are not available. The fixtures shown above are similar to what currently exists - they emit comparable amounts of light to the ones previously approved.

Symbol	Label	Quantity	Manufacturer	Catalog Number	Description	Filename	Number of Lamps	Lumens Per Lamp	Light Loss Factor	Wattage
	A	10	LOTS LED LIGHTS	LD8R-30K	REGRESSED DEEP LED 8 INCH ROUND RECESSED TRIM	LD8R-30K.IES	1	1587	1.00	17.9
	H	11	GARDCO	GBS-A02-830-T3M	Geoform Wall Sconce - block 20 LED's 3000K CCT TYPE T3M OPTIC 80CRI	GBS-A02-830-T3M.ies	1	Absolute	1.00	16.9

LIGHTING NOTES:

1. 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.
2. "A" fixtures shall be mounted at a height of 15 and have a CCT of 3000K.
3. "H" fixtures shall be mounted at a height of 10', have a CCT of 3000K, and a black finish.

CALCULATIONS
AVERAGE: 2.5 fc
MAXIMUM: 14.8 fc
MINIMUM: 0.0 fc

Regressed Deep LED 3 Inch Round Recessed Trim

By Lotus LED Lights

Regressed Deep LED 3 Inch Round Recessed Trim

By Lotus LED Lights

Product Options

Trim Finish: Black,
Reflector Finish: Black,
Color Temperature: 3000K

Details

No housing needed
Fast & Easy To Install
No Junction Box Needed
LifeSpan: 50000 hours
Air Tight
Size: 8 inches

Dimensions

Cut-out: 3.5" x 3.5"

Fixture: Height 3.5", Diameter 9", Weight 5.5Lbs

Lighting

Lamp Type	LED Bulb-In
Total Lumens	1550
Total Watts	18.00
Volts	120
CRI	90
Equivalent	No
Halogen, CFL or LED Bulb Can Be Used	

Notes:

Prepared
by:

Prepared for:
Project:
Room:
Placement:
Approval:

Additional Details

Product URL:

<https://www.lumens.com/regressed-deep-led-3-inch-round-recessed-trim-by-lotus-led-lights-LOT1927612.html>

Rating: UL Listed Wet

ITEM#: LOT1927612



GARDCO

Geoform

Wall Mount

G8S LED wall sconce



Gardco Geoform block small LED wall sconce features a compact geometric design that will complement a range of architectural styles. Geoform is available with two light engines: precision plus optics which feature type 2, 3, and 4 distributions, as well as light effects optics which offer wall wash, spot, and pencil beam distributions. Geoform with light effects may be inverted for a wet location/ultra light option. A diffuse lens is also available for over doorway applications. Emergency battery backup option provides path-of-egress illumination and multiple control options further enhance energy savings.

Ordering guide

LEDs	Configuration	Color temperature	Distribution	Voltage	Dimming Controls	Electrical	Options	Finish
G8S - G8S Block Small								
A01	1,800 lumens	830	BC0R1	120V T2M type 2	028 100V	None	None	Textured
A02	1,800 lumens	830	BC0R2	120V T2M type 3	028 200V	None	None	Black
A03	2,300 lumens	440	BC0R3	120V T2M type 4	140 140V	None	Emergency Battery Pack (E-07C)	White
A04	2,300 lumens	440	BC0R4	120V T2M type 4	077 277V	0EA1	Single Preset	Black
A05	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A06	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A07	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A08	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A09	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A10	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A11	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A12	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A13	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A14	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A15	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A16	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A17	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A18	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A19	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A20	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A21	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A22	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A23	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A24	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A25	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A26	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A27	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A28	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A29	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A30	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A31	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A32	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A33	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A34	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black
A35	4,000 lumens	160	700R	120V T4M type 4	077 277V	0EA1	Single Preset	Black

10. Exterior Lighting



11. Proposed Design



11. Proposed Design



11. Proposed Design



11. Proposed Design

