

Flow Pre-Owned

At 1381 Richmond Rd

ARB PRELIMINARY SUBMISSION

08 | 20 | 2026

PRESENTED BY:



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1. Project Narrative

A. Project Introduction:

Flow Automotive has continued to strengthen its presence in Charlottesville, VA, operating dealerships across the Route 29 and Richmond Road corridors including Toyota, Audi, BMW, Mercedes-Benz, CDJR, Porsche, Subaru, Volkswagen, Mazda, Kia, and Honda. As part of this continued growth, Flow proposes to convert its existing Mercedes-Benz of Charlottesville facility on Richmond Road into an expansion of the adjacent Flow Pre-Owned of Charlottesville dealership.

B. Compatibility with the Surrounding Area and Entrance Corridor

This stretch of Richmond Road is defined almost entirely by automotive dealership uses, including Flow's own Toyota facility immediately adjacent to the site. The existing Mercedes-Benz building is a brick structure with dark standing seam metal gable roofs and stucco gable ends, consistent with the traditional dealership vernacular common along this corridor in prior decades.

The proposed scheme repeats the exact storefront and facade treatment of the adjacent Flow Toyota building at the front of the site, using light gray and white metal wall panel, storefront glazing, and coordinated brand signage, while retaining the existing brick on the side and rear elevations as a grounding material. Together this reads as a single, continuous dealership campus alongside the neighboring Toyota building.

Because the scheme works within the existing building envelope rather than starting from scratch, the proposal minimizes site disturbance while bringing the property in line with the corridor's prevailing dealership character.

C. Human Scale

The entrance in both schemes is defined by a storefront glazing system at the pedestrian level, marked by a projecting black framed vestibule that establishes a clear point of arrival distinct from the surrounding display areas. This entry treatment mirrors the storefront rhythm of the adjacent Toyota building, reinforcing a consistent pedestrian experience across both parcels.

D. Cohesive Whole

The scheme achieves cohesion by directly matching the adjacent Toyota building's material palette and signage at the front, while the retained brick at the sides and rear ties the addition back to the building's existing construction, so the whole building reads as one coherent structure rather than a new front bolted onto an unrelated original.

E. Limiting Blankness

The storefront glazing and projecting entry vestibule break up the front facade at the pedestrian level, avoiding a flat, blank plane at the point of arrival. This renovation extends to the side and rear elevations as well. The existing brick on these elevations is left as is, retaining its texture and coursing as a grounding material beneath the new metal panel and glazing at the front.

F. Unifying Groups

The site consists of a single existing structure with no accessory buildings, so this guideline does not apply. Continuity with the neighboring Flow Toyota facility is instead achieved through the shared material palette and signage treatment described above.

E. Window Glazing

The entrance storefront utilizes a Kawneer Trifab 451UT storefront framing system in anodized aluminum, with insulated vision glazing at pedestrian level openings. Windows will not be highly tinted or highly reflective. Visible light transmittance shall not drop below 40 percent and visible light reflectance shall not exceed 30 percent, consistent with the Guidelines.

F. Mechanical

Existing mechanical equipment remains in place and unchanged as part of this renovation. Units are located on the roof and screened from view by the existing parapet, consistent with the Guidelines' requirement that mechanical equipment be sited to eliminate visibility from the Entrance Corridor. No new mechanical equipment is proposed.

L. Landscaping

Existing landscaping remains in place and unchanged as part of this renovation, in accordance with County requirements for large shade trees, medium shade trees, ornamental trees, and shrubs.

2. Vicinity Map



3. Context Photographs

1 | Flow Toyota of Charlottesville



2 | Flow Volkswagen of Charlottesville



3 | Flow Kia of Charlottesville - Parts



4 | Flow Audi of Charlottesville



5 | Flow Mazda of Charlottesville



6 | Flow Volkswagen of Charlottesville



7 | Flow Mercedes-Benz of Charlottesville (Under Construction)



8 | HoneyCar



9 | Carmax



5 | Flow Pre-Owned, Charlottesville, VA | ARB Submission

4. Building Precedents

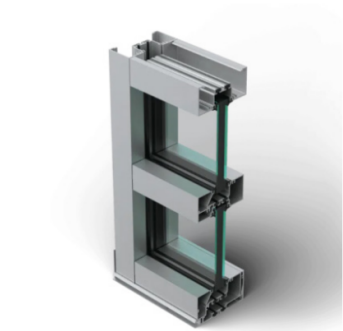


5. Existing Conditions

View from Richmond Rd



7. Exterior Finishes



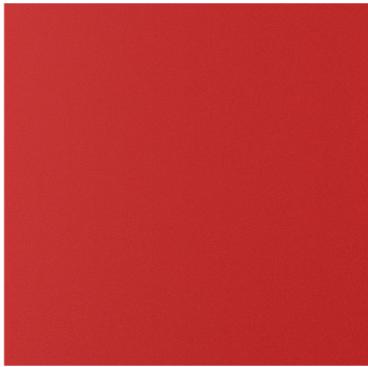
Glazing System:
Anodized Aluminum Storefront
(Kawneer Trifab 451UT or equivalent)



WHITE GLASS: ENTRY PORTAL
Opaque White Spandrel



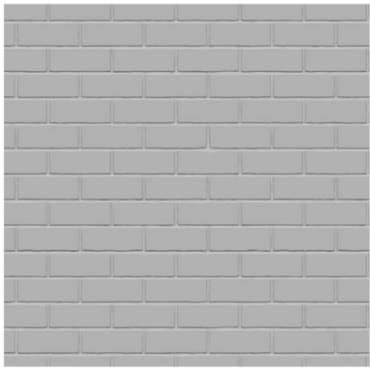
Metal Panel - Panel #1:
ALUCOBOND ACM, Toyota Silver II



Metal Panel - Panel #2:
ALUCOBOND ACM, Toyota Red



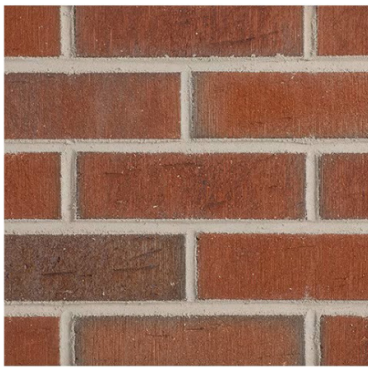
Roof Finish:
Existing dark standing-seam metal roof,
retained



EXISTING BRICK
Paint to Match ACM Panel #1



EXISTING ELEMENTS
Paint to Match ACM Panel #1

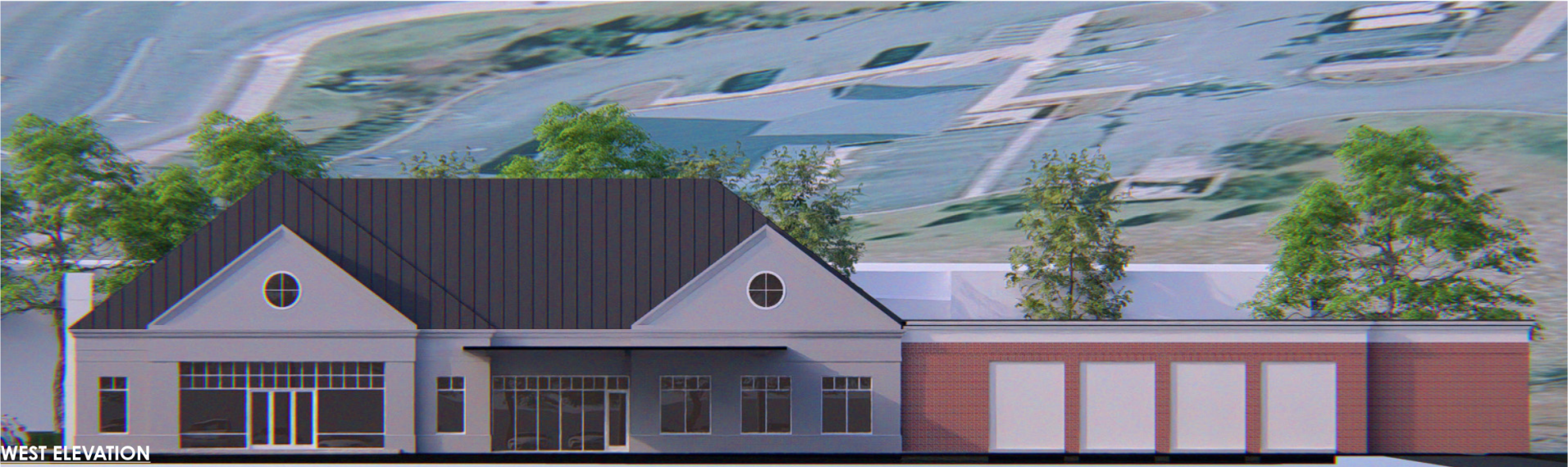


EXISTING BRICK TO REMAIN
AT SERVICE CENTER IN REAR

6. Proposed Elevations - North Elevation



6. Proposed Elevations



8. Proposed Design 1 (Renderings)



8. Proposed Design 1 (Renderings)

