

**ARCHITECTURAL REVIEW BOARD MINUTES**  
**April 15, 2013**

The Albemarle County Architectural Review Board met on Monday, April 15, 2013, 1:00 p.m., Room 241, Second Floor, County Office Building, Charlottesville, Virginia. Those members present were John Quale, Marcia Joseph, Bruce Wardell, Charles T. Lebo, Vice Chair, and Fred Missel, Chair.

Staff members present were Margaret Maliszewski, Design Planner; Brent Nelson, Planner; and Sharon Taylor, Clerk.

**CALL TO ORDER**

Mr. Missel called the meeting to order at 1:00 p.m. and established a quorum.

**PUBLIC COMMENT**

Mr. Missel invited public comment. There being none, the meeting proceeded.

**DISCLOSURES**

There being no disclosures, the meeting proceeded.

**CONSENT AGENDA**

- a) **ARB-2013-01: Price Hyundai Outdoor Display**
- b) **ARB-2013-26: Fifth Street Station Initial Site Development Plan**

Mr. Missel asked if any member of the ARB like to call up any of the consent agenda items.

Mr. Quale stated that he wanted to pull item (b) ARB-2013-26: Fifth Street Station Initial Site Development Plan from the consent agenda for further discussion and review.

Mr. Missel noted ARB-2013-26 Fifth Street Station had been taken off the consent agenda. He pointed out ARB-2013-01, Price Hyundai Outdoor Display would remain on the consent agenda. He called for a consent agenda vote.

Ms. Joseph noted she had no opposition to Price Hyundai because they are just designating the same parking they had on the last plan as display area and not adding any parking spaces.

**Motion to Approve Consent Agenda:**

**Motion:** Ms. Joseph moved to approve the consent agenda for item (a) ARB-2013-01: Price Hyundai Outdoor Display and forward the recommendations outlined in the memo to the Planning Commission, as follows:

The ARB reaffirms the previous recommendation for the current proposal for expanded display by forwarding the following recommendation to the Planning Commission on the Special Use Permit request:

The ARB has no objection to the request for the Special Use Permit with the following conditions:

1. Vehicles shall not be elevated anywhere on site.
2. Vehicles shall be displayed only in areas indicated for display shown on the plan entitled "Concept Plan for Phase 1 Northtown Center – Jim Price Hyundai" by Dominion Engineering revised 3/15/13. Display parking in the parking lot shall be only in designated striped parking spaces, as identified on this plan.
3. Final site plan approval is subject to ARB approval of the lighting plan (submitted with the site plan). Maximum light levels shall not exceed 30 footcandles.
4. Final site plan approval is subject to ARB approval of the landscape plan (submitted with the site plan). Landscaping shown on the plan may be required to be in excess of the minimum requirements of ARB guidelines and/or the Zoning Ordinance to mitigate visual impacts of the proposed use.

Mr. Lebo seconded the motion.

The motion carried by a vote of 5:0.

## **REGULAR ITEMS**

**ARB-2013-34: Rivanna Plaza Comprehensive Sign Plan** - Comprehensive Sign Review (Tax Map 45, Parcel 109)

**Proposal:** To establish comprehensive sign criteria for wall signs on buildings A & B adjacent to Seminole Trail (Route 29 North).

### **Staff Presentation:**

Mr. Nelson reviewed the proposal for the Comprehensive Sign Plan. The applicant is proposing an internally illuminated channel letter sign type with no limitation to face, trim cap or return color. The applicant's criteria state that the color must be compatible with other existing signs. The applicant is also proposing that small logo boxes or graphics be permitted with no other criteria specified. Staff recommends the following as the primary points of discussion:

1. Proposed sign type and colors
2. Proposed graphic colors
3. Proposed sign locations

It should be noted there are many appropriate options even with limited colors. In the report staff suggested a palette of three colors: red, black or white for text and graphics. Staff also noted that a separate option limiting all text to one single color would provide enough coordination to allow a wide range of graphic colors. One other issue identified was the need for elevation line drawings with the limits of the sign band area called out and labeled for height and width. This is meant to aid future sign makers and staff reviewers in determining appropriate sign sizes that do not overcrowd the sign band.

Staff recommends approval of the Certificate of Appropriateness with the conditions as outlined in the staff report.

**Applicant Presentation:**

Marcie Rengifo, with Hightech Signs, and Mark Green, representing the owner, were present to speak for the request.

Mark Green, Manager of Rivanna Plaza LLC, said they were generally okay with staff's recommendations. He noted there were two options in the staff recommendation. With respect to the letter face color they have options 1 and 2. They would select option 2 and have the letter face colors be white. In the logo graphic details there are options 1 and 2 that correspond. Option 2 allows no limit to the graphic colors as long as they are limited to 3 and would correspond with the white faces. The only change they would request is not to have a limit on the logo box colors. Their intention is to allow tenants the opportunity to have regional or national logos or graphics associated with their brand displayed without a discussion as to whether they are a color of yellow, green or whatever that is appropriate. That is their only comment with respect to staff recommendation.

**Board Discussion:**

The ARB discussed the proposal with staff and the applicant concerning the issues raised by staff in the report and provided comments included in the following summary.

- If they approve option 2, “contributing to a coordinated appearance” would be a subjective decision that would be made by staff unless staff decided to bring it to the ARB.
- Concern was expressed about the white and black being two of the three colors. The ARB agreed to the suggestion that the total number of colors be limited to 3 plus black and white.
- The suggestion was made and agreed upon to remove the wording “contribute to a coordinated appearance” since no objective mechanism could be found to make it easy for staff.
- Trim cap color should be one color.
- The concept is if the letter face color is limited to white and they have a graphic with letters, that the graphic would necessarily be small because there is a requirement that it be coordinated in size with the rest of the sign. Therefore, they could have more flexibility in the colors available for the graphic that goes with those white letters because the white letters are going to coordinate everything. The size is going to mitigate some of those impacts and the additional colors.

**Motion:** Mr. Lebo moved for approval of ARB-2013-34: Rivanna Plaza Comprehensive Sign Plan as outlined in the table in the staff report and as amended during the meeting as follows, and with the conditions listed in the staff report, as amended during the meeting.

<b>SIGN FEATURE</b>	<b>APPROVED CRITERIA</b>
<b>SIGN TYPE</b>	Channel letter
<b>LETTER FACE COLOR</b>	White

<b>TRIM CAP/RETURN COLOR</b>	Bronze
<b>RACEWAY COLOR</b>	To match the color of the wall to which the sign is attached
<b>LOCATIONS</b>	Centered horizontally and vertically in the approved sign band areas as shown on the approved elevation drawings
<b>LOGO GRAPHICS DETAILS</b>	No limit to graphic colors as long as total number is limited to three, plus black and white
<b>ILLUMINATION DETAILS</b>	Signs may be internally illuminated
<b>LETTER TYPE FONT</b>	Unlimited

Mr. Quale seconded the motion.

The motion carried by a vote of 5:0.

## **DISCUSSION OF CONSENT AGENDA ITEM**

### **a) ARB-2013-26: Fifth Street Station Initial Site Development Plan**

**ARB-2013-26 Fifth Street Station – Initial Site Development Plan** (Tax Map/Parcels 076M10000002A0, 076M10000002B0, 076M10000004A0, 077000000011E0)

**Proposal:** To construct a shopping center with 470,000 sf of buildings and associated site improvements on approximately 66 acres.

#### **Staff Presentation:**

Margaret Maliszewski summarized the staff report noting the primary points of discussion as follows:

1. Anticipated visibility of the proposed development/buildings/landscaping
2. Extent of retaining walls used; retaining wall height
3. Building massing and scale
4. Building orientation
5. Planting along the I64 side of the site
6. Advice to applicants for future ARB submittals/reviews: information to clarify visibility; building design; blankness; trademark design; site and building illumination; tower design; planting character and quantity; trees in/around/along parking areas, pedestrian ways, interior roads; EC planting along Avon Street

Staff noted that the applicant is working on site sections to clarify this issue of visibility, and that this is the review of an initial site development plan.

Staff recommends the ARB forward the comments as outlined in the staff report to the Agent regarding the recommendations that are specific to the initial site plan and others that are related more to architecture or other items that are not available for review with the initial plan.

However, staff took the opportunity to provide those comments more as a heads up for potential issues that would be coming forward in the future with additional applications and reviews.

Regarding the recommendations on the initial site plan, the staff report does identify 7 items that would need revision to satisfy the guidelines. These are issues that are dealing with massing, scale, building orientation, location of service areas and equipment, retaining walls and planting areas. Those are all issues that are tied to specific design guidelines and they all fall within the scope and review outlined in the ordinance for the initial site plan review.

Staff met with the applicant and various representatives on the project a couple of weeks ago. They discussed the possibility of proceeding from today with a series of work sessions. The first one recommended was to address the visibility issue with site sections and then begin to address the architecture of the Wegman's building. Staff encouraged the applicant to bring some of this information today, which possibly could be reviewed today and be a time savings for later on.

If the ARB's comments for the initial plan are different, they need to specify the guideline that is deficient and ordinance section that applies. There are some other planners from Community Development present to help with the discussion if needed.

#### **Applicant Presentation:**

Valerie Long, attorney with Williams Mullen, represented the applicant for Fifth Street Station. Other individual team members present include Daniel Hines, Civil Engineer with Boeler Engineering, and three representatives of S. J. Collins Enterprises which is one of the developers of the property that includes Steve Collins, Jeff Garrison, and Rob French, architect. The plan is consistent with the conceptual site plan shown to the Board of Supervisors and Planning Commission during review of the rezoning. She referred to the approved application plan approved by the Board, which defines the central area, the development areas, and the location of buildings. Within that area there are two sections essentially Building Area A and Building Area B. The building limitations and other guidelines regulate the development within those areas. It is a challenging site with Moore's Creek running around three sides.

Daniel Hines, Civil Engineer with Boeler Engineering, discussed the project.

#### **Board Discussion:**

The ARB discussed with staff and the applicant the issues raised by staff in the report and provided the following comments and concerns:

- Questioned the amount of parking for the area of the building
- Visibility questioned from I64 and Fifth Street and the property line in relationship to the line of sight – supplement with adequate vegetation. Concerns expressed about review of sight lines for tenants
- Show existing and proposed grades and how vegetation will sit on top of the berm.
- Site constraints – Stream boundary
- Scale needs to be appropriate.
- Need continuous review along the street not just where berm is
- It would be helpful for applicant to create 3-D model of configuration

- Make vegetation clearer with existing grade – rough analysis of tree height
- The ARB reviewed the plan to determine the city/county line. Need to show property lines so know where vegetation is on and off site
- In future make graphically more distinct
- Is rock bed visible from I-64? Need to see the grading and development from I-64 as you move along I-64 and Avon Street (assume winter view).

Mr. Lebo left the meeting at 2:20 p.m.

Mr. Quale left the meeting at 3:13 p.m.

**Motion:** Mr. Wardell moved to forward the recommendations outlined by staff to the agent for the Site Review Committee, with revisions, as follows:

Regarding requirements to satisfy the design guidelines as per 30.6.4(2), (3) and (5):

1. Revise the massing of the Wegman's and Major Tenant A buildings to reflect the traditional architecture of the area. Break up the mass into components whose scale reflects that of the traditional architecture of the area.
2. Revise the Wegman's and Major Tenant A buildings to reduce the visual effect from the Entrance Corridors.
3. Revise the massing of Wegman's and Major Tenant A buildings to a scale that does not overpower the natural setting.
4. Eliminate the visual effect of the loading/service/refuse areas from the Entrance Corridors.
5. Revise the interface between the site layout and the existing surrounding topography which is visible from the Entrance Corridors to better transition between the proposed shopping terrace and the existing grades, using a combination of planting, material, terracing, and other strategies to more effectively correspond to the guidelines.
6. Revise the plan to show consistent and adequate planting area free of utilities and easements along the I64 side of the site, to a width sufficient to mitigate visual impact from the Entrance Corridor.
7. Provide planting area for trees along Bent Creek Parkway from Avon Street at least to the intersection of Bent Creek Parkway with the first turnoff for the Major Tenant A building, consistent with the approved landfill work plan.

Regarding recommended conditions of initial site plan approval:

1. Approval of a Certificate of Appropriateness is required prior to final site plan approval.

Regarding conditions to be satisfied prior to issuance of a grading permit:

1. Provide a conservation plan checklist. Show all the checklist items on the plan.

Ms. Joseph seconded the motion.

The motion carried by a vote of 3:0. (Quale and Lebo absent)

In consensus, the ARB provided the following comments for future ARB submittals/reviews:

1. Provide adequate visible representation such as site sections animations digital models of existing topography and proposed development to clarify the degree of visibility of the development from the Entrance Corridors, the visibility of the Major Tenant A loading areas from the EC, and to show how equipment, particularly rooftop equipment, will be made invisible from the Entrance Corridors. Consider flying balloons at proposed building corners to further clarify visibility.
2. Break down the massing of the Wegman's and Major Tenant A buildings with form, color and architectural detailing to reflect the traditional architecture of the area and to reflect human scale.
3. Reduce the amount of blank wall on the Entrance Corridor.
4. Where visible from the Entrance Corridors, provide a tower design whose form, materials and color respect the traditions of local historic buildings.
5. Incorporate forms, features, materials and colors to make the Wegman's and Major Tenant A buildings compatible with the historic buildings in the area. Incorporate building relief.
6. Revise trademark designs to meet the Entrance Corridor guidelines.
7. Planting area on the I64 side of the site shall accommodate a mix of deciduous and evergreen trees sufficient to soften the appearance of the long elevations of the Wegman's and Major Tenant A buildings, to integrate the buildings into the Entrance Corridor, and to mitigate any visibility of loading, service and refuse areas that remains after appropriate siting.
8. Design site and building lighting to minimize noticeability and impacts of the lighting.
9. Provide the standard Entrance Corridor planting along Avon Street, consistent with the approved landfill work plan.
10. Include parcel 77-11E on the cover sheet.
11. Provide Bent Creek Parkway trees at a minimum of 2½" caliper spaced 40' on center, consistent with the approved landfill work plan.
12. Provide medium trees along all interior pedestrian ways at a minimum of 2½" caliper, spaced 25' on center.
13. Provide perimeter parking lot trees at 40' on center.
14. Maximize planting of trees on site. Minimize the impact of lighting perhaps by limiting the height of parking lot and roadway lighting to 20'.
15. Terrace the wall at the Major Tenant A building into segments no more than 6' tall. Plant the terraces.
16. Provide retaining wall details for review. Identify materials and colors; provide samples.
17. Round contours with a 10' minimum radius where they meet the adjacent condition.
18. Add the following notes to the plan:
  - 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 be pruned minimally and only to support the overall health of the plant.
  - 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.
  - Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.

## **OTHER BUSINESS**

**Stonefield: Building C1-3 Rooftop Equipment Screens**

After a brief staff presentation on the status of the screening of rooftop equipment at building C1-3 in the Stonefield development, the ARB indicated that the screen needs articulation to tie it into the design of the building.

**Stonefield: Transformer landscaping**

After a brief staff presentation on the status of the transformer landscaping at Trader Joe's, the ARB stated that a note on the approved plan reads, "Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated" and that condition is not being met with the current planting.

**ADJOURNMENT**

The meeting was adjourned at 3:55 p.m. to the next ARB meeting on Monday, May 6, 2013 in Room 241, Second Floor, County Office Building at 1:00 p.m.

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Fred Missel, Chairman

(Recorded and transcribed by Sharon C. Taylor, Clerk to Planning Commission & Planning Boards)