

## ARCHITECTURAL REVIEW BOARD STAFF REPORT

<b>Project #/Name</b>	<b>ARB-2021-08: Pantops Holiday Inn Express and Suites Minor</b>
<b>Review Type</b>	Minor Amendment
<b>Parcel Identification</b>	07800-00-00-058G1
<b>Location</b>	870 Pantops Corner Way
<b>Zoned</b>	Highway Commercial (HC) / Entrance Corridor (EC)
<b>Owner/Applicant</b>	Pantops Partners, LLC / J.W. Enochs Inc., General Contractor (J. Wilson Enochs III)
<b>Magisterial District</b>	Rivanna
<b>Proposal</b>	To relocate mechanical equipment and add screening; to revise site lights and to add feature lighting; to remove the sun-shade.
<b>Context</b>	The hotel is part of the Pantops Corner development, which includes a Wawa convenience store and gas station (both under construction) and a self-storage building.
<b>Visibility</b>	The hotel rises above the nearby buildings and is visible from distances on Rt. 20 and Rt. 250. Topography and other construction limit some views of lower portions of the building.
<b>ARB Meeting Date</b>	March 1, 2021
<b>Staff Contact</b>	Margaret Maliszewski

**PROJECT HISTORY** A Certificate of Appropriateness was issued for the hotel on July 26, 2019. The hotel is under construction. The applicant began to pursue site lighting changes in February 2020, making a formal application submittal in March 2020. The proposal did not meet the EC design guidelines and included some inconsistencies. Revised plans addressing these issues were not submitted. In July 2020 the applicant began pursuing approval for the removal of the sun-shade on the west elevation, based on appearance and safety concerns. Staff did not find the change to be consistent with the EC design guidelines and consulted with the ARB chairperson, who did not support the change. In January 2021 the applicant asked about moving equipment from the roof to the ground on the north side of the building and adding a fence for screening. The applicant stated that the enclosure

would have to be 10’ tall to be seen from Rt. 20. A new application was submitted on January 13, 2021 to address the proposed sun-shade, lighting and equipment changes.

**PROJECT DETAILS** This amendment includes the following proposed changes:

1. Move rooftop equipment to ground level and add vinyl screening fence on the north side of the building.
2. Revising site and building-mounted lighting.
3. Add “brand lighting” consisting of blue-colored wall-mounted lights.
4. Eliminate the sun-shade from the west elevation.

**ANALYSIS**

REF	GUIDELINE	ISSUE	RECOMMENDATION
	GENERAL GUIDELINES		
	<i>Purpose</i>		
1	The goal of the regulation of the design of development within the designated Entrance Corridors is to insure that new development within the corridors reflects the traditional architecture of the area. Therefore, it is the purpose of ARB review and of these Guidelines, that proposed development within the designated Entrance Corridors reflect elements of design characteristic of the significant historical landmarks, buildings, and structures of the Charlottesville and Albemarle area, and to promote orderly and attractive development within these corridors. Applicants should note that replication of historic structures is neither required nor desired.	Some of the proposed lighting and architectural changes do not strengthen the building’s connection to the traditional architecture of the area.	See recommendations below.
2	Visitors to the significant historical sites in the Charlottesville and Albemarle area experience these sites as ensembles of buildings, land, and vegetation. In order to accomplish the integration of buildings, land, and vegetation characteristic of these sites, the Guidelines require attention to four primary factors: compatibility with significant historic sites in the area; the character of the Entrance Corridor; site development and layout; and landscaping.		
	<i>Compatibility with significant historic sites:</i>		
3	New structures and substantial additions to existing structures should respect the traditions of the architecture of historically significant buildings in the Charlottesville and Albemarle area. Photographs of historic buildings in the area, as well as drawings of architectural features, which provide important examples of	Some of the proposed lighting and architectural changes do not strengthen the building’s connection to the traditional architecture of the area.	See recommendations below.

	this tradition are contained in Appendix A.		
4	The examples contained in Appendix A should be used as a guide for building design: the standard of compatibility with the area's historic structures is not intended to impose a rigid design solution for new development. Replication of the design of the important historic sites in the area is neither intended nor desired. The Guideline's standard of compatibility can be met through building scale, materials, and forms which may be embodied in architecture which is contemporary as well as traditional. The Guidelines allow individuality in design to accommodate varying tastes as well as special functional requirements.		
	<b><i>Compatibility with the character of the Entrance Corridor</i></b>		
5	It is also an important objective of the Guidelines to establish a pattern of compatible architectural characteristics throughout the Entrance Corridor in order to achieve unity and coherence. Building designs should demonstrate sensitivity to other nearby structures within the Entrance Corridor. Where a designated corridor is substantially developed, these Guidelines require striking a careful balance between harmonizing new development with the existing character of the corridor and achieving compatibility with the significant historic sites in the area.	The sun-shade on the west elevation provided a visual connection to the Rt. 250-facing elevation. Without the sun-shade, the building appears less cohesive.	See recommendations, below.
	<b>SPECIFIC GUIDELINES</b>		
	<b><i>Compatibility with significant historic sites</i></b>		
	<b>Structure design</b>		
9	Building forms and features, including roofs, windows, doors, materials, colors and textures should be compatible with the forms and features of the significant historic buildings in the area, exemplified by (but not limited to) the buildings described in Appendix A [of the design guidelines]. The standard of compatibility can be met through scale, materials, and forms which may be embodied in architecture which is contemporary as well as traditional. The replication of important historic sites in Albemarle County is not the objective of these guidelines.	The sun-shade on the west elevation helped to break up the building mass, it added an element of human scale, and it established a tie to the front elevation. Without it, the elevation appears more blank and less finished. Alternate features or detailing could substitute for the sun-shade and establish a cohesive overall design; for example, individual canopies over the ground story windows in a material/color consistent with the front canopy. (See Figures 1a – 1c.)	Provide alternate architectural elements to substitute for the sun-shade on the west elevation.
10	Buildings should relate to their site and the surrounding context of buildings.		
11	The overall design of buildings should have human scale. Scale should be integral to the building and site design.		
12	Architecture proposed within the Entrance Corridor should use		

	forms, shapes, scale, and materials to create a cohesive whole.		
13	Any appearance of “blankness” resulting from building design should be relieved using design detail or vegetation, or both.		
14	Arcades, colonnades, or other architectural connecting devices should be used to unify groups of buildings within a development.	Removing the sun-shade results in a less unified overall appearance.	
15	Trademark buildings and related features should be modified to meet the requirements of the Guidelines.	The overall design is a version of a trademark design, modified to address local context.	See lighting recommendations.
16	Window glass in the Entrance Corridors should not be highly tinted or highly reflective. Window glass in the Entrance Corridors should meet the following criteria: <i>Visible light transmittance (VLT) shall not drop below 40%. Visible light reflectance (VLR) shall not exceed 30%. Specifications on the proposed window glass should be submitted with the application for final review.</i>	No change to window glass is proposed.	None.
	<b>Accessory structures and equipment</b>		
17	Accessory structures and equipment should be integrated into the overall plan of development and shall, to the extent possible, be compatible with the building designs used on the site.	The proposal includes a relocation of equipment from the roof to the Rt. 20 side of the building. Equipment would be grouped in two locations and screened with vinyl fence. A plan of the equipment layout is provided, but it does not indicate equipment height, and fence color is not specified. Prior to making the application, the applicant indicated that the screen would have to be 10’ tall to be seen from the Rt. 20 EC.	Indicate on the plan the equipment height, the screen height and a screen color that blends with the building.
18	The following should be located to eliminate visibility from the Entrance Corridor street. If, after appropriate siting, these features will still have a negative visual impact on the Entrance Corridor street, screening should be provided to eliminate visibility. a. Loading areas, b. Service areas, c. Refuse areas, d. Storage areas, e. Mechanical equipment, f. Above-ground utilities, and g. Chain link fence, barbed wire, razor wire, and similar security fencing devices.		A site plan amendment is required for the equipment and screening.
19	Screening devices should be compatible with the design of the buildings and surrounding natural vegetation and may consist of: a. Walls, b. Plantings, and c. Fencing.	Vinyl would not typically be considered an appropriate fence material in the EC, but if the fence won’t be visible from the street, or will be minimally visible, the material is less important. Equipment in the eastern location won’t be visible from the street due to topography and wooded area. Equipment in the western location will have minimal visibility at most. A fence height that fully screens the equipment and a fence color that	

		<p>blends with the building would ensure an appropriate appearance. (See Figure 2.)</p> <p>The equipment and screening change must also be addressed with a site plan amendment.</p>	
20	<p>Surface runoff structures and detention ponds should be designed to fit into the natural topography to avoid the need for screening. When visible from the Entrance Corridor street, these features must be fully integrated into the landscape. They should not have the appearance of engineered features.</p>	No changes proposed.	None.
21	<p>The following note should be added to the site plan and the architectural plan: "Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated."</p>	The note does not appear in the submittal.	Include the standard equipment note on the site plan amendment plan.
	<b>Lighting</b>		
	<i>General Guidelines</i>		
22	<p>Light should be contained on the site and not spill over onto adjacent properties or streets;</p>	It is anticipated that spillover meets ordinance requirements, but both the printed and pdf versions of the photometric plan are not fully legible.	Provide a legible photometric plan for review.
23	<p>Light should be shielded, recessed or flush-mounted to eliminate glare. All fixtures with lamps emitting 3000 lumens or more must be full cutoff fixtures.</p>	<p>Photographic images of three of the proposed site and wall down-light fixtures are included with the lighting plan but cut sheets have not been provided.</p> <p>Some, if not all, of the proposed blue-colored lights are up-lights (so they are not full cutoff fixtures). The total lumen output for the fixtures is not indicated.</p> <p>The blue-colored lights are not included on the lighting plan.</p>	<p>See #28, 30-31.</p> <p>Provide cut sheets in the site plan for all proposed fixtures.</p> <p>Indicate the total lumens emitted by the fixtures with the blue-colored lamps.</p>
24	<p>Light levels exceeding 30 footcandles are not appropriate for display lots in the Entrance Corridors. Lower light levels will apply to most other uses in the Entrance Corridors.</p>	The luminaire schedule indicates that the maximum footcandles is 19.0. However, the light loss factor has not been noted.	Revise the lighting plan to note the light loss factor (LLF) used to calculate the photometrics. To meet

			county requirements, the LLF must equal 1.0. Revise the photometrics as necessary.
25	Light should have the appearance of white light with a warm soft glow; however, a consistent appearance throughout a site or development is required. Consequently, if existing lamps that emit non-white light are to remain, new lamps may be required to match them.	The site and standard wall fixtures have color temperatures of 5000K, which is not a warm soft light.  The fixtures emitting blue-colored light do not meet this guideline.	Revise the lighting plan to show lamps with a color temperature between 2000K and 3000K.
26	Dark brown, dark bronze, or black are appropriate colors for free-standing pole mounted light fixtures in the Entrance Corridors.	Pole color hasn't been indicated.	Revise the lighting plan to note the color of the light fixtures and poles. Bronze or black would coordinate with nearby developments.
27	The height and scale of freestanding, pole-mounted light fixtures should be compatible with the height and scale of the buildings and the sites they are illuminating, and with the use of the site. Typically, the height of freestanding pole-mounted light fixtures in the Entrance Corridors should not exceed 20 feet, including the base. Fixtures that exceed 20 feet in height will typically require additional screening to achieve an appropriate appearance from the Entrance Corridor.	Down lights (emitting white light) are proposed to be installed at 28' and 45' high. Wall fixtures in the ECs are typically mounted much closer to the ground to focus light on sidewalks for safety and to limit the illumination of the building itself.	Revise wall fixture mounting heights to lower, pedestrian scale heights.
29	The following note should be included on the lighting plan: "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."	The note does not appear on the plan.	Add the standard lighting note to the plan.
28	In determining the appropriateness of lighting fixtures for the Entrance Corridors, the individual context of the site will be taken into consideration on a case by case basis.	The hotel has a prominent location in the Pantops Corner development. Its elevated position makes it visible from a distance on Rt. 20 north of the site. The hotel is visible from the Rt. 20/250 intersection, and there is a clear view of the hotel available from	Eliminate the blue lights from the proposal.
	<i>Guidelines for the Use of Decorative Landscape Lighting</i>		Eliminate illumination of the building for purposes other than safety and
30	light used for decorative effect shall: a. be compatible with the character of the Entrance Corridor.		

	<p>Compatibility of exterior lighting and lighting fixtures is assessed in terms of design, use, size, scale, color, and brightness.</p> <p>b. impact only the immediate site. The effect of the illumination should not be discernible from distances along the Entrance Corridor.</p>	<p>Rt. 250 along Pantops Corner Way.</p> <p>The decorative lighting is meant to illuminate the building and identify the brand of the hotel. The blue light would be visible from both Entrance Corridors.</p>	<p>security.</p>
31	<p>Where used for decorative effect, outdoor light fixtures shall:</p> <p>a. be equipped with automatic timing devices and shall be extinguished between the hours of 11:00 p.m. and dawn.</p> <p>b. be shielded and focused to eliminate glare. Glare control shall be achieved primarily through the use of such means as cutoff fixtures, shields and baffles, and appropriate application of mounting height, wattage, aiming angle, fixture placement, etc.</p> <p>c. be cutoff luminaires, aimed so as not to project their output beyond the objects intended to be illuminated; or non-cutoff luminaires, equipped with glare shields, visors, barn doors, and/or other similar shielding accessories as required to meet the following criteria: Light distribution from all lighting installations shall be cut-off at all angles beyond those required to restrict direct illumination to within the perimeter of the landscape feature being illuminated.</p> <p>d. never exceed 3,000 lumens. Further restrictions on lumens may be imposed by the ARB.</p> <p>e. not be modified to reflect seasonal colors.</p> <p>f. be of a number that is compatible with the scale of the object and the development to be illuminated, such that the light emitted will not over-illuminate or overpower the site, as determined by the ARB.</p>	<p>Colored lighting of this type has not been previously approved in the ECs. The blue color is not a seasonal color, but it is a brand color. As proposed, the colored light acts as signage. It is anticipated that the blue light will be the prominent visual feature of the building at night. In the ECs, the intended focus is on historically compatible architecture enhanced with appropriate landscaping - not on illuminated commercial development. (See Figures 3 and 4.)</p> <p>The plans do not indicate that timing devices are proposed. The fixtures include non-cutoff up-lights aimed at the building, but glare is not expected due to the focused aim. The amount of lumens emitted by the fixtures has not been indicated.</p>	
<b>7-8, 32-38</b>	<b>Landscaping</b>	No landscaping changes are proposed.	None.
6, 39	<b>Development pattern</b>	No changes to the site layout are proposed.	
40-44	<b>Site Grading</b>	No changes to grading or drainage are proposed.	

## SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. The appropriateness of removing the sun-shade; the need for replacement architectural elements
2. The appropriateness of locating the mechanical equipment on the ground; the anticipated visibility of the equipment; the appropriateness of vinyl fencing for screening the equipment
3. The appropriateness of the blue-colored brand lighting
4. The appropriate mounting height for exterior wall lights

Staff offers the following comments on the proposal:

1. Provide alternate architectural elements to substitute for the sun-shade on the west elevation.
2. Indicate on the plan the equipment height, the screen height and a screen color that blends with the building.
3. Include the standard equipment note on the site plan amendment plan: "Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated."
4. Provide a legible photometric plan for review.
5. Provide cut sheets in the site plan for all proposed fixtures.
6. Indicate the total lumens emitted by the fixtures with the blue-colored lamps.
7. Revise the lighting plan to note the light loss factor (LLF) used to calculate the photometrics. To meet county requirements, the LLF must equal 1.0. Revise the photometrics as necessary.
8. Revise the lighting plan to show lamps with a color temperature between 2000K and 3000K.
9. Revise the lighting plan to note the color of the light fixtures and poles. Bronze or black would coordinate with nearby developments.
10. Revise wall fixture mounting heights to lower, pedestrian scale heights.
11. Add the standard lighting note to the plan: "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."
12. Eliminate the blue lights from the proposal.
13. Eliminate illumination of the building for purposes other than safety and security.
14. Note that a site plan amendment is required for the equipment and screening.

## ATTACHMENTS

**Attach. 1:** ARB2021-08: [Holiday Inn Express Plans](#)





Figure 1a: Approved west elevation with sun-shade.



Figure 1b: Proposed west elevation – sun-shade removed.



Figure 1c: View of west elevation under construction (February 2021).

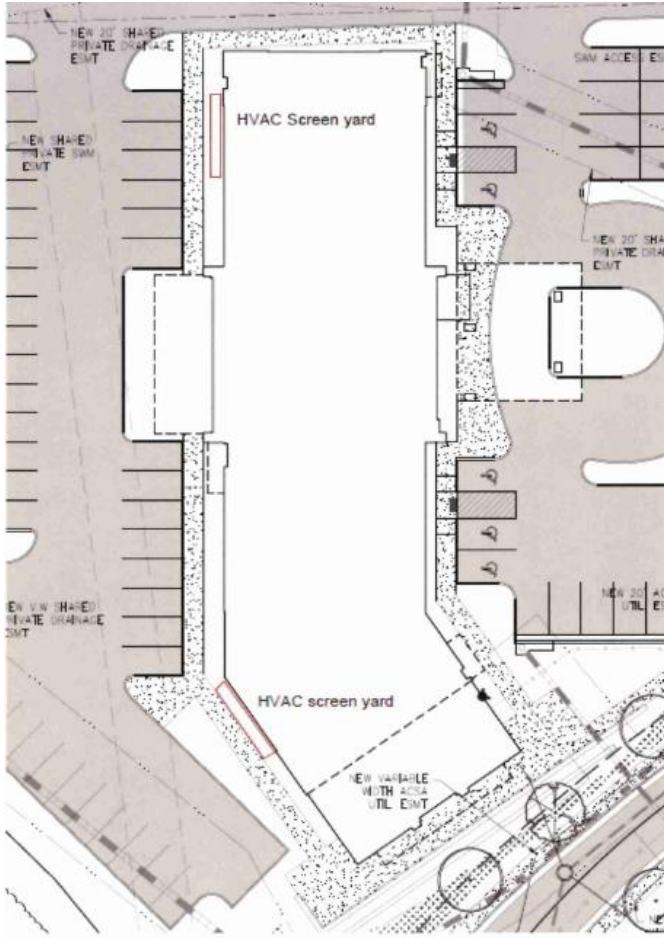


Figure 2: Left: Hotel plan with proposed HVAC screen yards; Right: View of hotel under construction from Rt. 20 across Pantops Corner Way, facing east.



Figure 3: Top left: Hotel under construction; view from Rt. 250. Top right: Hotel under construction; elevation facing Rt. 250; Bottom left: Photo of Staunton hotel with blue brand lighting; Bottom right: Image from Holiday Inn Express Brand Guide.



Figure 4: Left: Hotel from Rt. 20 facing south; Right: Photo of Staunton hotel with blue brand lighting.

**TABLE A**

This report is based on the following submittal items:

<b>Sheet #</b>	<b>Drawing Name</b>	<b>Drawing Date/Revision Date</b>
A-106A, B	Building Views	Dec. 4, 2020
-	HVAC Screen Yard plans (2), Fence cut sheets	-
1, 2 and 3 of 3	Photometric plan, diagrams, luminaire schedule	1/11/2021
-	Photos of blue “brand lighting” on south (3) and north (3) elevations of Staunton, VA hotel	-
-	Photos of Pantops hotel under construction from Rt. 250 (2) and Rt. 20 (2)	-
	Project descriptions (3)	