

ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	ARB2021-126: Chipotle
Review Type	Initial Site Development Plan and Preliminary review of an architectural design
Parcel Identification	03200000004300
Location	109 Community Street in the Hollymead Town Center, on the west side of Rt. 29 North, between the Pet Smart and Target stores (See Figure 1.)
Zoned	Planned Development Mixed Commercial (PDMC), Entrance Corridor (EC)
Owner/Applicant	New Market – Hollymead LLC/Kimley Horn (Ryan Perkins)
Magisterial District	Rio
Proposal	To replace a vacant restaurant building with a new structure to house a Chipotle restaurant. (See Attachments 1 and 2.)
Context & Visibility	The site is located within Hollymead Town Center Area B, a shopping center consisting of buildings with coordinated architectural designs. The building sits at the top of a berm as viewed from the Rt. 29 EC. The berm is substantially planted with landscaping. When leaves are on the trees, available views of the existing building are reduced. When leaves are off the trees, the building is clearly visible. (See Figure 2.)
ARB Meeting Date	December 6, 2021
Staff Contact	Margaret Maliszewski

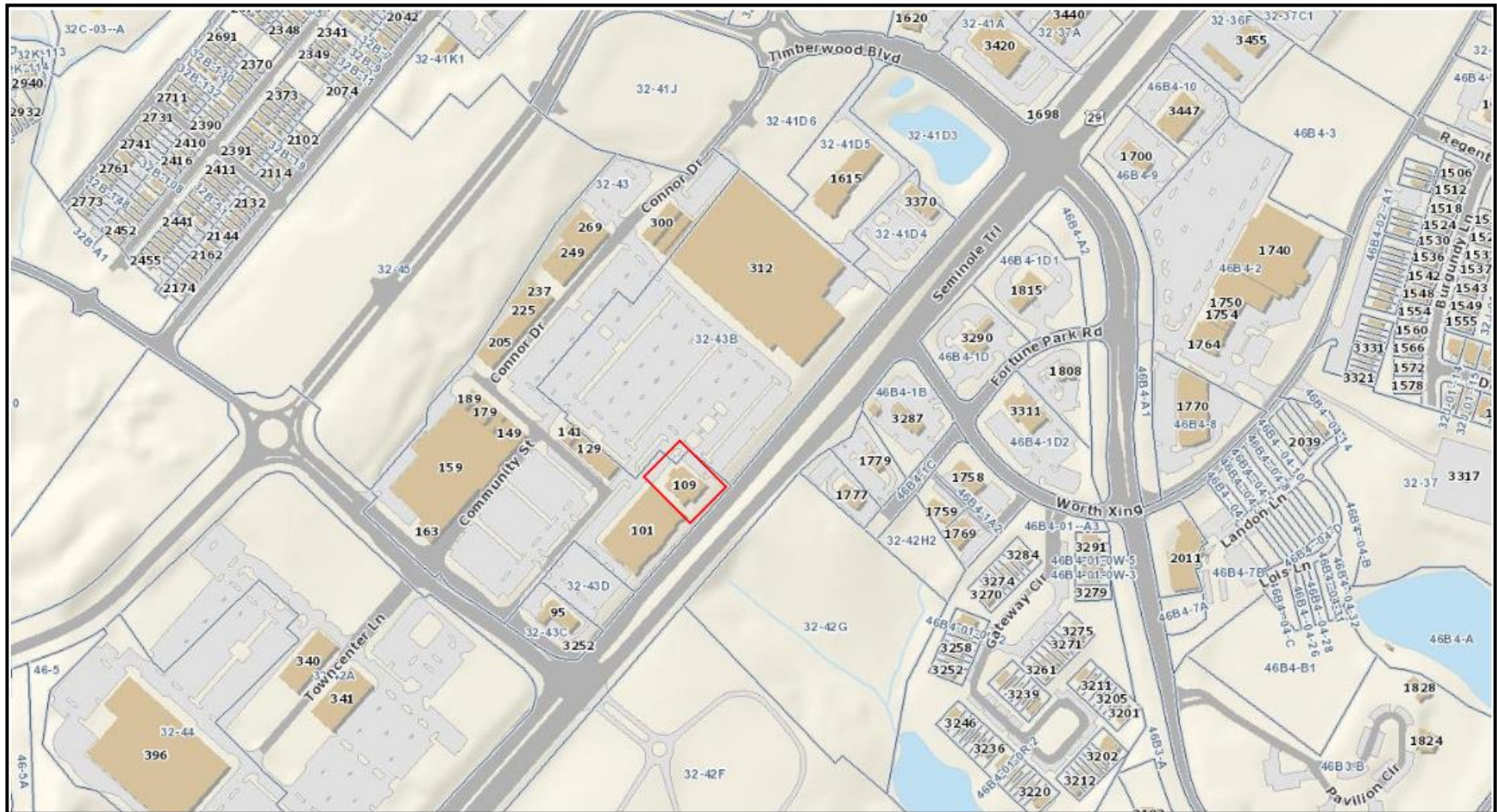


Figure 1: Map showing the location of the proposed development.

PROJECT HISTORY

The site is currently occupied by a vacant TGI Friday's restaurant. A Certificate of Appropriateness was issued for this portion of the Hollymead Town Center development (Building G) on December 13, 2004 (ARB-2004-88). The approved materials and colors of the existing building are consistent with those used throughout the shopping center.

ANALYSIS

Gray highlight = means the guideline can't be reviewed at initial site plan stage, but recommendations can be provided for final

Yellow highlight = means the guideline can only be reviewed for location/configuration at the initial plan stage

Regular text = means the guideline can be reviewed at initial plan stage, can be made a condition of initial plan approval, and can be the basis for denial

REF	GUIDELINE	ISSUE	RECOMMENDATION
	<i>Purpose Compatibility with significant historic sites; Structure design</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.	<p><i>NOTE: the directional labels on the architectural elevations are not accurate. The elevation labeled "north" faces Rt. 29; the elevation labeled "west" faces Target; the elevation labeled "east" faces Pet Smart.</i></p> <p>The proposed building design is composed of a brick wall topped by a tall EIFS band, storefront at the west end of the building, and accents including metal panels at the drive thru-window and metal tubes on that elevation. The design is a contemporary one that does not have a strong connection to the historic architecture of the area.</p>	<p>Reduce the height of the EIFS band and/or add detailing to reduce the top-heavy appearance of the building.</p> <p>Provide additional information to clarify the appearance of the metal tubes on the drive-thru window elevation.</p>
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.	<p>The height of the EIFS band results in an over-scaled, top-heavy appearance for the building. An alternate design and/or additional detailing to reduce that top-heavy character would be appropriate. The metal tubes are an unusual feature; it isn't entirely clear what they will look like.</p>	
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 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		

	<p>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.</p>		
9	<p>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.</p>		
5	<p>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.</p>	<p>The building is under 20’ tall and is smaller than the existing building. The overall form and size are expected to support a unified development.</p> <p>The design incorporates the brick color that is used elsewhere in the shopping center, which helps relate the building to the surrounding context, but it adds a color called “fog” for the EIFS band at the top of the wall. The PPG web site describes “fog” as a “light, warm, cloudy gray with a pearly undertone.” The metal added at the drive-thru window is a charcoal color. The grey and charcoal colors are expected to be compatible with the other approved colors in the shopping center.</p>	None.
10	<p>Buildings should relate to their site and the surrounding context of buildings.</p>		
12	<p>Architecture proposed within the Entrance Corridor should use forms, shapes, scale, and materials to create a cohesive whole.</p>	<p>The proposed design incorporates less detailing</p>	

		than the original buildings in the shopping center, adds metal elements not used elsewhere in the center (drive-thru window feature and aluminum tubes), and has a sign band that appears taller and incorporates fewer elements to relieve the expanse of wall area than other buildings in the center. Overall, these differences are not expected to appear non-cohesive as viewed from the EC street.	
11	The overall design of buildings should have human scale. Scale should be integral to the building and site design.	The overall size of the building, the use of brick and an accent band near the base, and the divided storefront windows help establish a human scale. A reduced height for the EIFS band would provide a more comfortable, less top-heavy appearance.	Reduce the height of the EIFS band or otherwise revise the building design to provide less of a top-heavy appearance for the upper wall.
13	Any appearance of “blankness” resulting from building design should be relieved using design detail or vegetation, or both.	The height of the EIFS band and its lack of detailing results in a blank appearance.	
14	Arcades, colonnades, or other architectural connecting devices should be used to unify groups of buildings within a development.	The proposed building would replace an existing building in a larger development. The existing buildings share a material/color palette and similar detailing to establish unity. The proposed building design would maintain a level of unity by using matching brick, but it also introduces new colors and materials. Overall, these differences are not expected to appear non-cohesive as viewed from the EC street.	None.
15	Trademark buildings and related features should be modified to meet the requirements of the Guidelines.	From the EC street, the proposed building does is not expected to look like a trademark design.	None.
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>	Details on window glass have not been provided. Given the location of the glass at the west end of the building, it is not expected to have a significant visual impact on the EC street.	None.
	Accessory structures and equipment		
17	Accessory structures and equipment should be integrated	The proposed design retains the screen wall that	Revise the plans and

	into the overall plan of development and shall, to the extent possible, be compatible with the building designs used on the site.	fronts the EC street, and extends it to wrap around a new dumpster location. The architectural plans show that the new wall would use materials to match those of the existing wall. The original wall screened a loading area. With the proposed site layout, the wall would screen the dumpster, a portion of the drive-thru lanes, some drive-thru signage/equipment, and most of the rear elevation of the building.	elevations to show the locations of building- and ground-mounted equipment and to show how it will be screened.
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.	The existing wall contains a bay of windows backed by painted concrete block. (See Figure 2.) Those windows do not appear in the elevation drawings. They add a level of detail to the screening wall and relieve blankness.	Note on the site plan that the extension of the screen wall will match the design of the existing wall.
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.	The submittal does not address building-mounted equipment. Presumably, the parapet will screen roof-mounted equipment, but this isn't clear from the plans.	Revise the screen wall elevation to show the existing windows.
20	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.	No new above-ground stormwater facilities are proposed.	None.
21	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."	The note does not appear on the plans.	Add the standard mechanical equipment note to the site and architectural drawings.
	Lighting		
	<i>General Guidelines</i>		
22	Light should be contained on the site and not spill over onto adjacent properties or streets;	The photometric plan shows no excessive spillover, but the plan was calculated using a light loss factor (LLF) of .95. An LLF of 1.0 is needed to meet County requirements, and this would tend to increase light levels somewhat.	Revise the lighting plan using an LLF of 1.0. Ensure that light is contained on the site and does not spill over onto adjacent streets.

23	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.	Proposed light fixtures are full cutoff fixtures.	None.
24	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.	The photometric plan shows a maximum level of 7.5 fc at the ground. However, the plan was calculated using a light loss factor (LLF) of .95. An LLF of 1.0 is needed to meet County requirements, and this would tend to increase light levels somewhat.	Revise the lighting plan using an LLF of 1.0.
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 light fixtures are proposed with LED lamps with a color temperature of 4000K. 3000K would provide a warm white light.	Revise the color temperature of the light fixtures to 3000K.
26	Dark brown, dark bronze, or black are appropriate colors for free-standing pole mounted light fixtures in the Entrance Corridors.	The color of the fixtures has not been specified. Poles are proposed with a platinum silver finish. Existing poles and fixtures in the center are bronze. Consistent colors would provide more unity across the site.	Revise the lighting plan to indicate a bronze finish for light fixtures and poles.
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.		
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.	15' poles are proposed.	None.
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.

30-31	<i>Guidelines for the Use of Decorative Landscape Lighting</i>	No such lighting is proposed.	None.
	Landscaping		
7	The requirements of the Guidelines regarding landscaping are intended to reflect the landscaping characteristic of many of the area's significant historic sites which is characterized by large shade trees and lawns. Landscaping should promote visual order within the Entrance Corridor and help to integrate buildings into the existing environment of the corridor.	Landscaping is in place along the EC frontage. The proposed plan does not accurately show the previously approved planting and it does not show plants to be removed.	Include a demolition plan in the site plan set. Identify all plants that are proposed to be removed. Revise the plan to clearly indicate that all frontage landscaping approved with previous approvals is to remain.
8	Continuity within the Entrance Corridor should be obtained by planting different types of plant materials that share similar characteristics. Such common elements allow for more flexibility in the design of structures because common landscape features will help to harmonize the appearance of development as seen from the street upon which the Corridor is centered.		
32	Landscaping along the frontage of Entrance Corridor streets should include the following: a. Large shade trees should be planted parallel to the Entrance Corridor Street. Such trees should be at least 3½ inches caliper (measured 6 inches above the ground) and should be of a plant species common to the area. Such trees should be located at least every 35 feet on center. b. Flowering ornamental trees of a species common to the area should be interspersed among the trees required by the preceding paragraph. The ornamental trees need not alternate one for one with the large shade trees. They may be planted among the large shade trees in a less regular spacing pattern. c. In situations where appropriate, a three or four board fence or low stone wall, typical of the area, should align the frontage of the Entrance Corridor street. d. An area of sufficient width to accommodate the foregoing plantings and fencing should be reserved parallel to the Entrance Corridor street, and exclusive of road right-of-way and utility easements.		
33	Landscaping along interior roads: a. Large trees should be planted parallel to all interior	This site includes no interior roads.	None.

	roads. Such trees should be at least 2½ inches caliper (measured six inches above the ground) and should be of a plant species common to the area. Such trees should be located at least every 40 feet on center.		
34	Landscaping along interior pedestrian ways: a. Medium trees should be planted parallel to all interior pedestrian ways. Such trees should be at least 2½ inches caliper (measured six inches above the ground) and should be of a species common to the area. Such trees should be located at least every 25 feet on center.	There is a sidewalk between the parking row and the drive-thru lane, and a sidewalk on the west side of the building that turns and extends halfway down the south elevation. There is no landscaping along these sidewalks. Existing frontage landscaping is substantial and mitigates the need for additional trees along pedestrian ways in this case.	None.
35	Landscaping of parking areas: a. Large trees should align the perimeter of parking areas, located 40 feet on center. Trees should be planted in the interior of parking areas at the rate of one tree for every 10 parking spaces provided and should be evenly distributed throughout the interior of the parking area. b. Trees required by the preceding paragraph should measure 2½ inches caliper (measured six inches above the ground); should be evenly spaced; and should be of a species common to the area. Such trees should be planted in planters or medians sufficiently large to maintain the health of the tree and shall be protected by curbing. c. Shrubs should be provided as necessary to minimize the parking area's impact on Entrance Corridor streets. Shrubs should measure 24 inches in height.	The row of parking spaces to the west of the building has a row of existing trees.	None.
36	Landscaping of buildings and other structures: a. Trees or other vegetation should be planted along the front of long buildings as necessary to soften the appearance of exterior walls. The spacing, size, and type of such trees or vegetation should be determined by the length, height, and blankness of such walls. b. Shrubs should be used to integrate the site, buildings, and other structures; dumpsters, accessory buildings and structures; "drive thru" windows; service areas; and signs. Shrubs should measure at least 24 inches in height.	There are a few new shrubs proposed near the building. The proposed building is not particularly long and benefits from substantial existing frontage planting.	None.
37	Plant species: a. Plant species required should be as	The only proposed plants are Shamrock Inkberry	None.

	approved by the Staff based upon but not limited to the <i>Generic Landscape Plan Recommended Species List and Native Plants for Virginia Landscapes (Appendix D)</i> .	Holly and Hameln Fountain Grass. The holly is included in the lists. Grasses are not listed.	
38	Plant health: The following note should be added to the landscape 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.”	The note does not appear on the plans.	Add the standard plant health note to the plan.
	Site Development and layout		
	Development pattern		
6	Site development should be sensitive to the existing natural landscape and should contribute to the creation of an organized development plan. This may be accomplished, to the extent practical, by preserving the trees and rolling terrain typical of the area; planting new trees along streets and pedestrian ways and choosing species that reflect native forest elements; insuring that any grading will blend into the surrounding topography thereby creating a continuous landscape; preserving, to the extent practical, existing significant river and stream valleys which may be located on the site and integrating these features into the design of surrounding development; and limiting the building mass and height to a scale that does not overpower the natural settings of the site, or the Entrance Corridor.	The plan appears generally organized. The building is oriented parallel to the EC, though the rear elevation faces the EC. The development fits within the established parking lot and travelways. The site has already been developed; no open spaces remain. No natural features remain, though the frontage landscaping has significant positive visual impact. The proposed building would not impact any existing views or vistas.	None.
39	The relationship of buildings and other structures to the Entrance Corridor street and to other development within the corridor should be as follows: a. An organized pattern of roads, service lanes, bike paths, and pedestrian walks should guide the layout of the site. b. In general, buildings fronting the Entrance Corridor street should be parallel to the street. Building groupings should be arranged to parallel the Entrance Corridor street. c. Provisions should be made for connections to adjacent pedestrian and vehicular circulation systems.		

	<p>d. Open spaces should be tied into surrounding areas to provide continuity within the Entrance Corridor.</p> <p>e. If significant natural features exist on the site (including creek valleys, steep slopes, significant trees or rock outcroppings), to the extent practical, then such natural features should be reflected in the site layout. If the provisions of Section 32.5.2.n of the <i>Albemarle County Zoning Ordinance</i> apply, then improvements required by that section should be located so as to maximize the use of existing features in screening such improvements from Entrance Corridor streets.</p> <p>f. The placement of structures on the site should respect existing views and vistas on and around the site.</p>		
	Site Grading		
40	<p>Site grading should maintain the basic relationship of the site to surrounding conditions by limiting the use of retaining walls and by shaping the terrain through the use of smooth, rounded land forms that blend with the existing terrain. Steep cut or fill sections are generally unacceptable. Proposed contours on the grading plan shall be rounded with a ten foot minimum radius where they meet the adjacent condition. Final grading should achieve a natural, rather than engineered, appearance. Retaining walls 6 feet in height and taller, when necessary, shall be terraced and planted to blend with the landscape.</p>	<p>The site has already been graded. New grading is proposed primarily to establish the drive-thru lane.</p>	<p>None.</p>
41	<p>No grading, trenching, or tunneling should occur within the drip line of any trees or other existing features designated for preservation in the final Certificate of Appropriateness. Adequate tree protection fencing should be shown on, and coordinated throughout, the grading, landscaping and erosion and sediment control plans.</p>	<p>Grading does not appear to conflict with drip lines of trees to remain. Tree protection fencing is not shown.</p>	<p>Revise the plan to clearly indicate that all frontage landscaping approved with previous approvals is to remain.</p>
42	<p>Areas designated for preservation in the final Certificate of Appropriateness should be clearly delineated and protected on the site prior to any grading activity on the site. This protection should remain in place until completion of the development of the site.</p>	<p>The proposed plan does not appear to show planting that matches the approved landscape plan. Tree protection is not shown.</p>	<p>Maintain grading outside the driplines of trees to remain. Show tree protection fencing on, and coordinated throughout, the grading, landscaping, and erosion and sediment</p>
43	<p>Preservation areas should be protected from storage or movement of heavy equipment within this area.</p>		

			control plans.
44	Natural drainage patterns (or to the extent required, new drainage patterns) should be incorporated into the finished site to the extent possible.	No new above-ground stormwater facilities are proposed.	None.
	SIGNS	Wall signs are shown on the west and south building elevations. The southern sign may be visible from the EC. The type of sign illustrated in the elevations (letters on a background panel) does not meet the approved Comprehensive Sign Plan (CSP) for this shopping center. Individual letters with red faces are required by the CSP.	Wall signs visible from the EC street must meet the design criteria outlined in the approved Comprehensive Sign Plan for the Hollymead Town Center Area B. Individual letters with red faces are required for proposed wall signs.



Figure 2: 2020 Pictometry image of the vacant TGI Friday's building.

SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. Anticipated visibility of the building
2. The height of the EIFS band
3. The design of the screening wall
4. The metal tubes

Staff recommends that the ARB forward the following recommendations to the Agent for the Site Review Committee:

- Regarding requirements to satisfy the design guidelines as per § 18-30.6.4c(2), (3) and (5) and recommended conditions of initial plan approval:
 - Prior to Initial Plan approval the following items shall be resolved to the satisfaction of the ARB: None. The ARB recommends approval of the initial plan with no conditions.
- Regarding recommendations on the plan as it relates to the guidelines: None.
- Regarding conditions to be satisfied prior to issuance of a grading permit:
 1. Maintain grading outside the driplines of trees to remain. Show tree protection fencing on, and coordinated throughout, the grading, landscaping, and erosion and sediment control plans.
- Regarding the final site plan submittal:

A Certificate of Appropriateness is required prior to final site plan approval. The following items and all items on the ARB Final Site Plan Checklist must be addressed:

 1. Reduce the height of the EIFS band or otherwise revise the building design to provide less of a top-heavy appearance for the upper wall.
 2. Provide additional information to clarify the appearance of the metal tubes on the drive-thru window elevation.
 3. Revise the plans and elevations to show the locations of building- and ground-mounted equipment and to show how it will be screened.
 4. Note on the site plan that the extension of the screen wall will match the design of the existing wall.
 5. Revise the screen wall elevation to show the existing windows.
 6. Add the standard mechanical equipment note to the site and architectural drawings: “Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.”
 7. Revise the lighting plan using an LLF of 1.0. Ensure that light is contained on the site and does not spill over onto adjacent streets.
 8. Revise the color temperature of the light fixtures to 3000K.
 9. Revise the lighting plan to indicate a bronze finish for light fixtures and poles.
 10. 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.”
 11. Include a demolition plan in the site plan set. Identify all plants that are proposed to be removed.

12. Revise the plan to clearly indicate that all frontage landscaping approved with previous approvals is to remain.
13. Add the standard plant health note 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.”
14. Maintain grading outside the driplines of trees to remain. Show tree protection fencing on, and coordinated throughout, the grading, landscaping, and erosion and sediment control plans.
15. Wall signs visible from the EC street must meet the design criteria outlined in the approved Comprehensive Sign Plan for the Hollymead Town Center Area B. Individual letters with red faces are required for proposed wall signs.

ATTACHMENTS

Attach. 1: ARB2021-126: [Chipotle Site Plan](#)

Attach. 2: ARB2021-126: [Chipotle Architectural Drawings](#)