

**FLOW KIA**  
**AT 1390 RICHMOND ROAD**

PRESENTED BY



**DESIGN**  
**DEVELOP**

12 | 18 | 2023



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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 proposed Kia dealership renovation, located on parcels 78-9A and 78-11B1, 1390 Richmond Rd.

Flow Automotive is no stranger to implementing its 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**

This section of US250, known as Richmond Rd, has numerous automotive dealerships, service stations, and car washes, including on either adjacent side and across the street of the parcel. Within a half-mile radius of the parcel, there are currently eight other 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 here.

The Kia exterior design brings the philosophy of opposites united to the forefront. The striking black band serves as a backdrop for the brand mark contrasting with the unobstructed views of the showroom and customer area inside. The diagonal design of the sides creates a dynamic expression drawing your eyes to the featured vehicles inside.

As one travels along the Richmond Rd, the proposed renovation would feel neither out of scale nor incompatible with its context. The proposed renovation is constraint within the existing building footprint and overall scale. 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**

A front entry element becomes a prominent feature while identifying the main pedestrian entrance, breaking up a large expanse of curtain wall glass, and creating a portal element that is appropriate to the Human Scale.

## **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. 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 on the roof and screened from view by the large showroom fascia and associated parapet. All service equipment will be located inside and at the rear of the parcel, screened and not visible from the road.

## **L. Landscaping**

Existing landscaping and trees to remain as per previously approved Vegetation Plans.





1 | WAWA



2 | BMW OF CHARLOTTESVILLE



3 | FLOW MAZDA OF CHARLOTTESVILLE



4 | FLOW VOLKSWAGEN



5 | AUDI OF CHARLOTTESVILLE



6 | PORSCHE OF CHARLOTTESVILLE



7 | FLOW TOYOTA OF CHARLOTTESVILLE



8 | 930 OLYMPIA DRIVE



9 | CARMAX



1 | FLOW TOYOTA OF CHARLOTTESVILLE



2 | FLOW MAZDA OF CHARLOTTESVILLE



3 | FLOW VOLKSWAGEN OF CHARLOTTESVILLE



4 | MALLOY FORD OF CHARLOTTESVILLE



6 | AUDI OF CHARLOTTESVILLE



5 | FLOW SUBARU OF CHARLOTTESVILLE



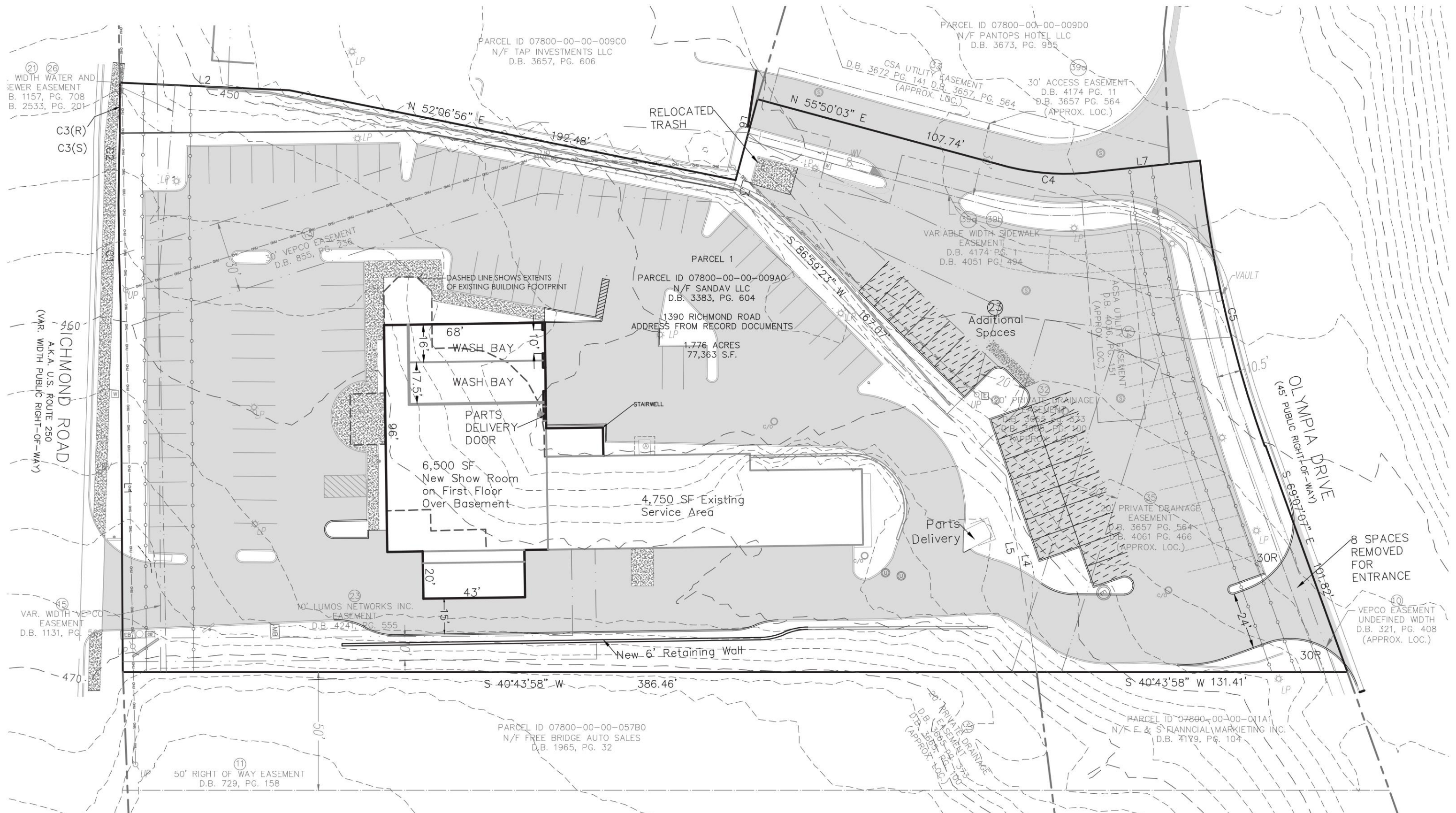
6 | AUDI OF CHARLOTTESVILLE



7 | PORSCHE OF CHARLOTTESVILLE







NOTE ON LANDSCAPING: Existing landscaping and trees to remain as per previously approved Vegetation Plans.





**NATIONWIDE KIA DESIGN - EXTERIOR FINISHES:**

**1. EXTERIOR WALL FINISH** - EIFS (EXTERIOR INSULATION FINISH SYSTEM) FINISH: PAINT TO MATCH BM COVENTRY GRAY (HC-169)

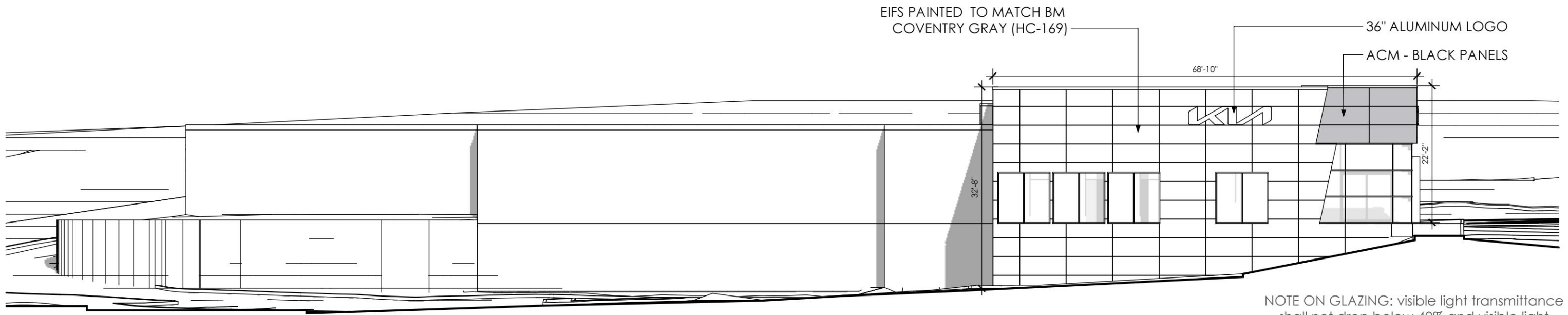
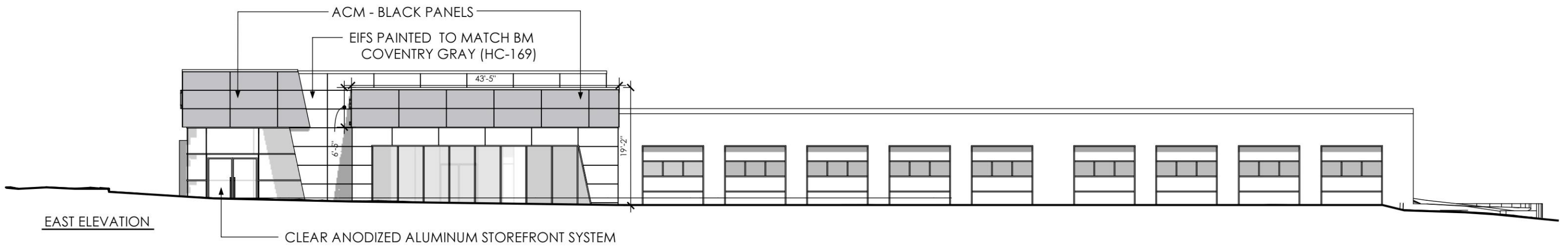
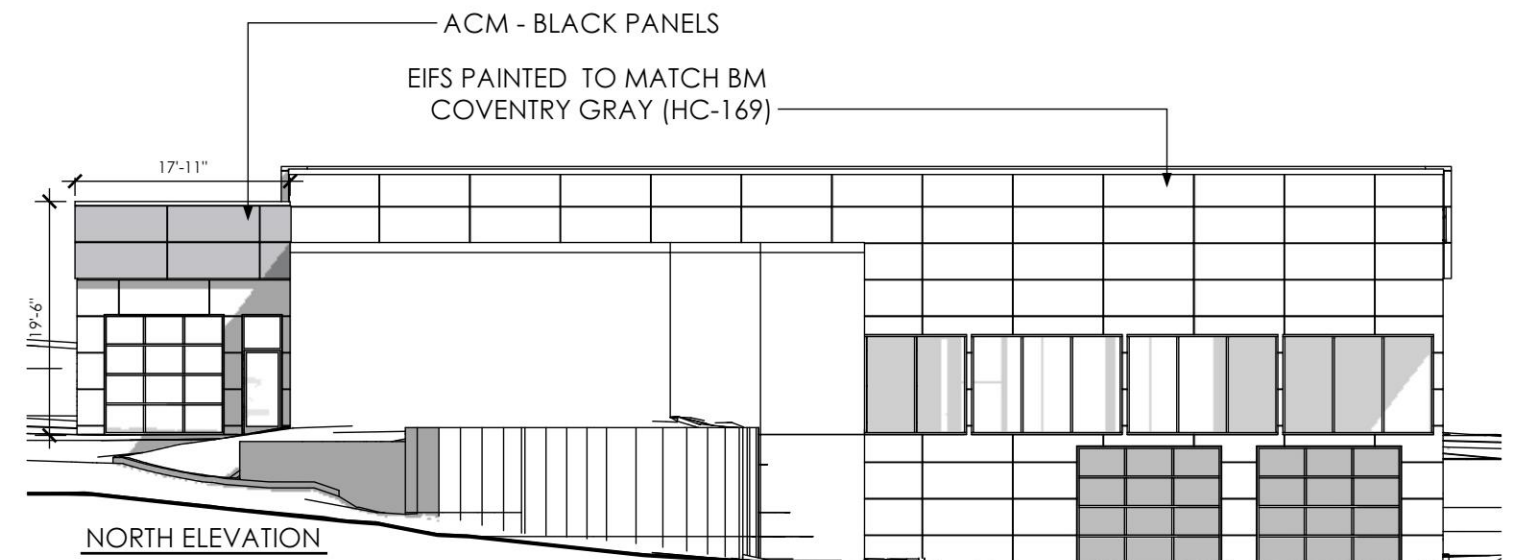
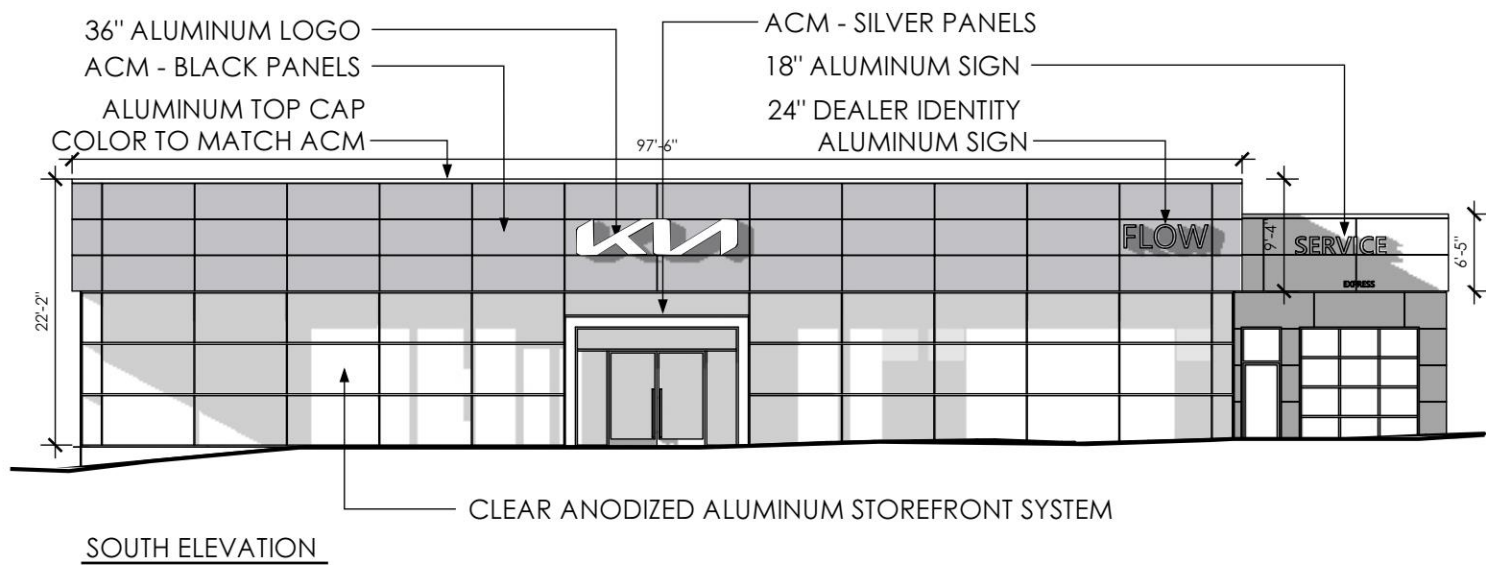
**2. EXTERIOR ACCENT FINISH** - ACM (ALUMINUM COMPOSITE MATERIAL) - FINISH: TOB BLACK

**3. SHOWROOM GLAZING** - ALUMINUM CURTAIN WALL SYSTEM

**4. BRAND SIGNAGE** - ALUMINUM SIGN - FINISH: PAINTED KIA METALLIC SILVER

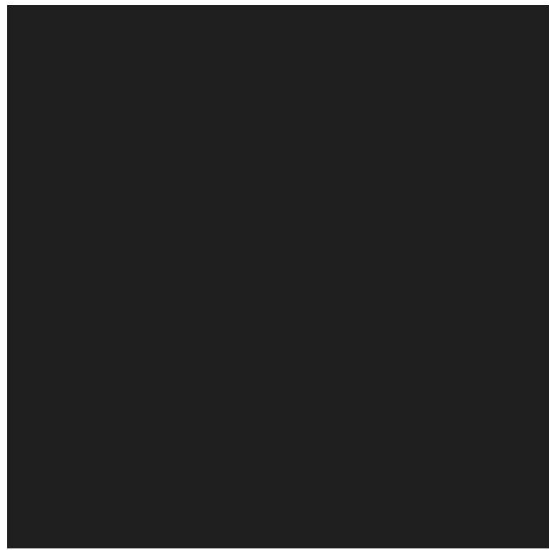
**5. ENTRY ELEMENT** - ACM (ALUMINUM COMPOSITE MATERIAL) - FINISH: METALLIC SILVER

**6. DEALER IDENTITY SIGNAGE** - ALUMINUM SIGN - FINISH: PAINTED KIA METALLIC SILVER

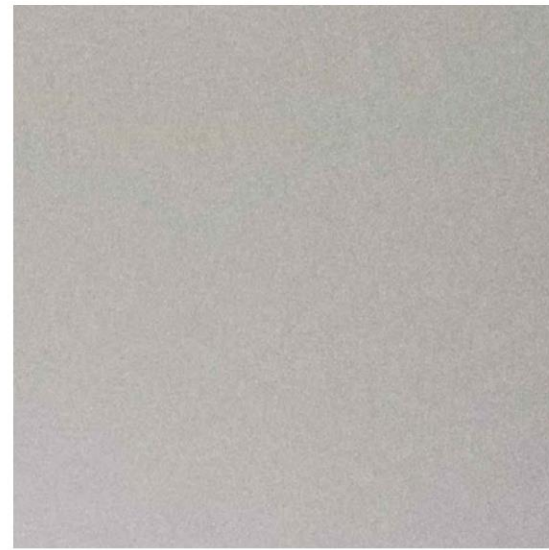


NOTE ON GLAZING: visible light transmittance shall not drop below 40% and visible light reflectance shall not exceed 30%

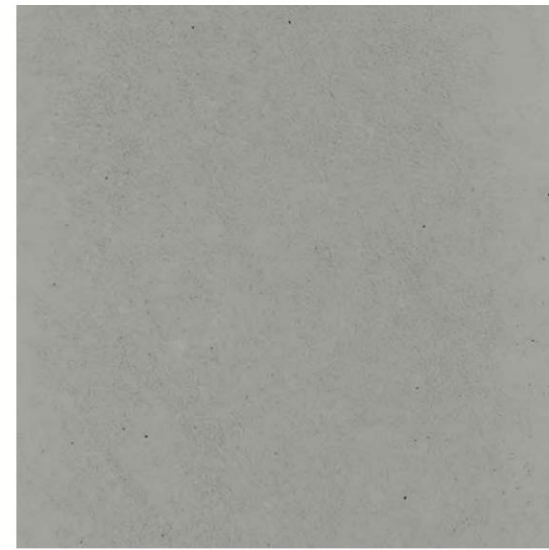
WEST ELEVATION  
SCALE: 1/16" = 1'-0"



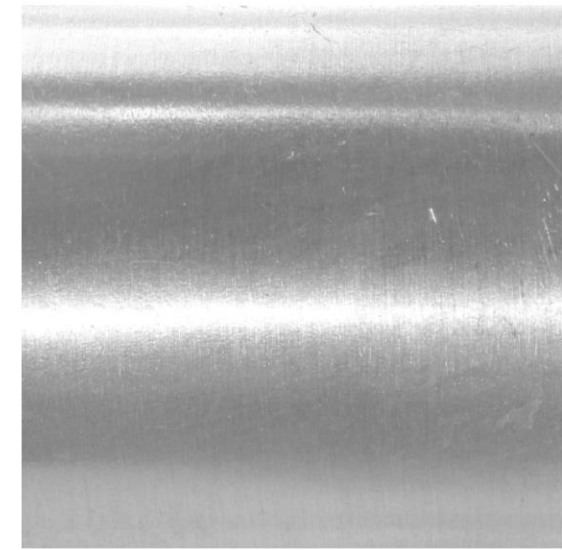
**EXTERIOR ACCENT FINISH:**  
ACM (ALUMINUM COMPOSITE MATERIAL)  
FINISH: TOB BLACK



**ENTRY ELEMENT**  
ACM (ALUMINUM COMPOSITE MATERIAL)  
FINISH: METALLIC SILVER



**EIFS**  
EXTERIOR INSULATION FINISH SYSTEM  
FINISH: PAINT TO MATCH BM COVENTRY GRAY (HC-169)



**STOREFRONT SYSTEM**  
ALUMINUM CURTAIN WALL SYSTEM



Existing landscaping and trees to remain as per previously approved Vegetation Plans.







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FLOW KIA  
ALBEMARLE COUNTY, VA

PROPOSED DESIGN  
20

ARB PRELIMINARY SUBMISSION  
DECEMBER 18, 2023









FLOW KIA  
ALBEMARLE COUNTY, VA

PROPOSED DESIGN  
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ARB PRELIMINARY SUBMISSION  
DECEMBER 18, 2023





FLOW KIA  
ALBEMARLE COUNTY, VA

PROPOSED DESIGN  
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ARB PRELIMINARY SUBMISSION  
DECEMBER 18, 2023