

## ARCHITECTURAL REVIEW BOARD STAFF REPORT

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| <b>Project #/Name</b>         | <b>ARB-2022-63: Towneplace Suites Final Site Plan</b>   |
| <b>Review Type</b>            | Final Site Development Plan   |
| <b>Parcel Identification</b>  | 078000000009D0  |
| <b>Location</b>               | South of Olympia Drive, east of Town and Country Lane (Figure 1)  |
| <b>Zoned</b>                  | Highway Commercial (HC) / Entrance Corridor (EC)  |
| <b>Owner/Applicant</b>        | Pantops Hotel LLC/HMP Properties (Hitesh M. Patel)  |
| <b>Magisterial District</b>   | Rivanna   |
| <b>Proposal</b>               | To construct a hotel with associated site improvements.   |
| <b>Context and visibility</b> | The hotel is proposed for the site located north of the Guadalajara restaurant and the Town and Country shopping center. The site was previously cleared, and vegetation has since grown up. The site is lower than the Rt. 250 EC, but the size of the hotel footprint and the proposed 60' height will result in a building that is still quite visible from the EC. Visibility of some of the lower floors will be reduced by the buildings already in place along the EC frontage, but the upper floors will be visible above and beyond these buildings, and the hotel will be seen rising above the surroundings from the higher elevations of Rt. 250 east of Town and Country Lane. |
| <b>ARB Meeting Date</b>       | August 1, 2022  |
| <b>Staff Contact</b>          | Margaret Maliszewski  |



Figure 1: Aerial view of subject parcel.

## SITE & PROJECT HISTORY


The ARB reviewed plans for a Holiday Inn Express (ARB-2009-12 and 2009-56) to be located on the subject parcel in 2009 and 2010. The ARB approved the proposal with conditions. No resubmittal was made.



The ARB reviewed an initial site plan and preliminary architectural design for Towneplace Suites (ARB2021-147) on the subject parcel on February 7, 2022, and recommended approval with several items to be addressed with the final site plan. Changes to the design since the preliminary review include revisions to building colors, building projections, roof details, equipment screen locations, and tree locations.



## ANALYSIS

| REF | GUIDELINE   | RECOMMENDATION<br>2/7/22  | ISSUE 8/1/22   | RECOMMENDATION<br>8/1/22 |
|-----|---|---|--|--------------------------|
|     | <b><i>Purpose; Compatibility with the character of the Entrance Corridor/significant historic sites; Structure design</i></b>   |   |  |                          |
| 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. | Clarify whether the angled roofs shown over the eastern and western wings of the building in the perspective images are proposed. Revise the drawings to show consistent roof treatments across all drawings. | Angled roofs are proposed near the center of the building, though their positions have been swapped since the preliminary review and the wall under the angle has increased in height. | None.                    |
| 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   | Confirm that the wall area under the butterfly roofs will not be lit.   | <br><i>Architectural design reviewed on 2/7/22</i>  |                          |

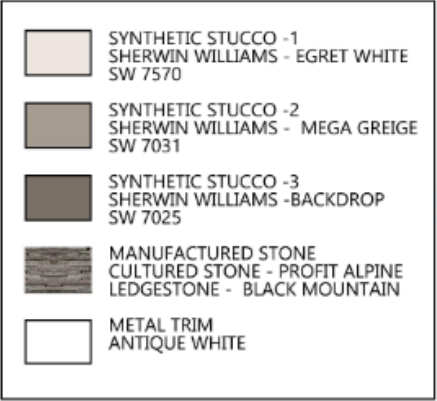
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|    | development and layout; and landscaping.   |       |  |       |
| 3  | New structures and substantial additions to existing structures should respect the traditions of the architecture of historically significant buildings in the Charlottesville 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 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. |       |  |       |
| 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.  |       |  |       |
| 12 | Architecture proposed within the Entrance Corridor should use forms, shapes, scale, and materials to create a cohesive whole.  |       |  |       |
| 11 | The overall design of buildings should have human scale. Scale should be integral to the building and site design.   | None. | The proposed hotel will appear much larger than the buildings nearby that front the corridor, but the building length appears to be sufficiently broken down and the distance from the street will help limit impacts.   | None. |
| 14 | Arcades, colonnades, or other architectural connecting devices should be used to unify groups of buildings within a development.   | None. | A single building is proposed, so connecting devices are not needed.   | None. |
| 15 | Trademark buildings and related features should be modified to meet the requirements of the Guidelines.  | None. | The proposal is a version of a trademark design and the butterfly roofs are a feature of the brand. The staff report for the preliminary design included a recommendation to revise the angled roofs to a more traditional treatment, but it was not supported by the ARB. | None. |

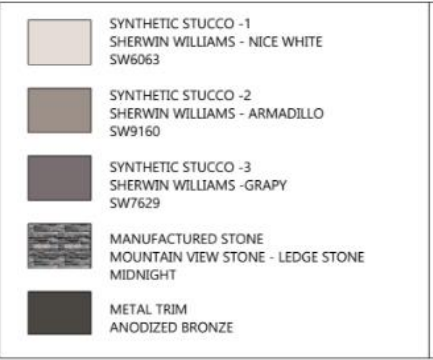


*Revised design for 8/1/22 review*

The revised drawings show that the eastern and western wings of the building do not have angled roofs.

The lighting plan shows no lights under the angled roofs.

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| 16 | <p>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></p>  | <p>Provide on the plans the proposed specs for window glass. Show that VLT is not below 40% and VLR does not exceed 30%.</p>        | <p>Notes have been added to the plans showing that VLT and VLR are consistent with the guidelines.</p>   | <p>None.</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>Reconsider the proposed color scheme for the building for greater compatibility with the existing character of the corridor.</p> | <p>Revised colors have been proposed. The applicant describes them as warmer than the original colors. Of the colors proposed for the synthetic stucco, the mid-tone appears warmer, and the darker tone appears more purple. The cultured stone appears grayer than the original, which was browner. Nearby buildings approved along this corridor use red brick as a primary material and neutral tones of stucco. The revised color scheme is as compatible as the original scheme. The proposed hotel will look different than the buildings it rises above. Its materials, colors and forms will contribute to variety more than to compatibility along the corridor.</p> | <p>None.</p> |
| 10 | <p>Buildings should relate to their site and the surrounding context of buildings.</p>  |   |  <p style="text-align: center;"><i>Original colors</i></p>   |              |

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|    |  |  |  <p style="text-align: center;"><i>Revised colors:</i></p>    |   |
|    | <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.  | Revise the roof plan to show the location of the roof screens.                             | The mechanical equipment screen locations have shifted slightly since the previous review. The roof plan has been revised to show the locations. | None.   |
| 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. | Consider providing a site section clarifying the visibility of the equipment and screens.  | A site section has not been provided.  |   |
| 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.   | Provide an illustration more accurately showing the color of the grill panels.             | The color elevations show the window grill panels to be bronze in color and a note on the drawings confirms this.                                |   |
| 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.”   | Add the standard mechanical equipment note to the architectural plans.                     | A note reading, “All mechanical equipment will be screened from view” has been added to the architectural drawings.                              | None.   |
|    | <b>Lighting General Guidelines</b>   |  |  |   |
| 22 | Light should be contained on the site and not spill over onto adjacent properties or streets;  | Revise the photometric plan using an LLF of 1.0 and limit spillover to a maximum of .5 fc. | The photometric plan has been revised but the LLF has not been identified on the plan.   | Revise the photometric plan to note that the LLF used to calculate the photometrics is 1.0. |

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| 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.   | Revise the lighting plan to include complete information on building-mounted light fixtures.  | Ground-mounted up-light fixtures aimed at the building are shown on a photometric plan, but not the one included in the site plan set.   | Prepare a single, coordinated photometric plan that includes all proposed lighting.   |
| 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.  | None.   | <p>All proposed fixtures are LED fixtures, but the total lumens emitted by the fixtures is not included in the lighting schedule.</p> <p>The maximum light levels at the ground shown on the two photometric plans that have been submitted are not consistent. 8.1 fc is the higher of the two.</p> <p>Photometrics have been provided for the up-lights. Illumination on the walls of the building reaches a maximum of 16.2 fc, which exceeds the maximum at the ground. The ARB has rarely approved up-lighting for decorative effect. Building illumination has typically been limited to lights required for safety or security.</p> | <p>Revise the lighting schedule to indicate the total lumens emitted by the LED fixtures.</p> <p>Eliminate the decorative up-lights. Limit illumination to that which is needed for safety or security.</p> |
| 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.  | Revise the luminaire schedule to specify a 3000K color temperature for the site lights.       | The "label" section of the luminaire schedule specifies "740" for color temperature, which corresponds to 4000K, although 3000K is highlighted on the spec sheet.  | Revise the luminaire schedule to spec "730" for 3000K color temperature for the site lights.  |
| 26 | Dark brown, dark bronze, or black are appropriate colors for free-standing pole mounted light fixtures in the Entrance Corridors.  | Revise the luminaire schedule to specify dark bronze as the finish for the site lights.       | "Bronze" is highlighted on the cut sheet for the site lights, but the finish is not included in the specification in the lighting schedule.  | Revise the lighting schedule to include the bronze finish for the site lights.  |
| 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 | Note on the plan that the 20' mounting height for the site lights includes any proposed base. | A note has been added to sheet L3.0 to clarify the mounting height.  | None.   |

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|              | appropriate appearance from the Entrance Corridor.  |   |  |                     |
| 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.  | Confirm that the wall area under the butterfly roofs will not be lit. | The applicant has stated that the wall area under the butterfly roofs will not be lit, and no light fixtures are shown in that area on the lighting plans. | 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.”   | Add the standard lighting note to the plan.                           | The note has been added to L3.0.   | None.               |
| <b>30-31</b> | <b><i>Guidelines for the Use of Decorative Landscape Lighting</i></b>   | None at this time.  | Ground-mounted up-lights are proposed on all sides of the building.  | See #23 and #24.    |
| 30           | light used for decorative effect shall:<br>a. be compatible with the character of the Entrance Corridor. Compatibility of exterior lighting and lighting fixtures is assessed in terms of design, use, size, scale, color, and brightness.<br>b. impact only the immediate site. The effect of the illumination should not be discernible from distances along the Entrance Corridor.   |   |  |                     |
| 31           | Where used for decorative effect, outdoor light fixtures shall:<br>a. be equipped with automatic timing devices and shall be extinguished between the hours of 11:00 p.m. and dawn.<br>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.<br>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.<br>d. never exceed 3,000 lumens. Further restrictions on lumens may be imposed by the ARB.<br>e. not be modified to reflect seasonal colors.<br>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. |   |  |                     |
|              | <b>Landscaping</b>  |   |  |                     |
| 7            | The requirements of the Guidelines regarding landscaping are intended to reflect the  | See recommendations   | Landscaping of this parcel will help   | See recommendations |



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|    | 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.   | below.   | promote visual order within the corridor by providing interior and perimeter trees that will help soften the appearance of the mass of the building and help integrate the building into the surroundings. | below. |
| 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:<br>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.<br>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.<br>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.<br>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. | None.  | The site of the proposed hotel does not have frontage on the EC street.  | None.  |
| 33 | Landscaping along interior roads:<br>a. Large trees should be planted parallel to all interior 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.   | Add one large tree along Town and Country Lane. Revise the plant schedule to show the planting size of the trees along Town and Country Lane as 2½" caliper at planting. | A street tree has been added along Town and Country Lane. The plant schedule has been revised to show trees along this street to be 2½" caliper at planting.   | None.  |
| 34 | Landscaping along interior pedestrian ways:<br>a. Medium trees should be planted parallel to all interior pedestrian ways. Such trees  | Provide medium trees, 2½" caliper at planting,   | Southeast of the building, four trees have been added along the sidewalk and one   | None.  |

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|    | 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.   | along the sidewalks located southeast of the hotel.   | trees has been added along the 12-space parking row.  |       |
| 35 | Landscaping of parking areas:<br>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.<br>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.<br>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. | Provide large shade trees, 2½” caliper at planting, along the 12-space parking row located southeast of the hotel entrance.<br><br>Increase the planting size of the interior parking lot trees to 2½” caliper at planting. | Proposed planting size for all trees is 2½” caliper.<br><br>Trees have been removed from a portion of the northern perimeter of the site for approximately 200’ where the site layout places the planting strip off-site. However, the quantity of trees provided meets the guidelines requirement (the trees are spaced closer together) and this area is located behind the hotel as viewed from the EC street. |       |
| 13 | Any appearance of “blankness” resulting from building design should be relieved using design detail or vegetation, or both.   | See landscape recommendations, below.   | One tree has been added at the south end of the eastern elevation.  | None. |
| 36 | Landscaping of buildings and other structures:<br>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.<br>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.   | Provide a tree or trees at the east end of the south elevation to mitigate the blank wall in that area.   |   |       |
| 37 | Plant species: a. Plant species required should be as approved by the Staff based upon but not limited to the <i>Generic Landscape Plan Recommended Species List</i> and <i>Native Plants for Virginia Landscapes (Appendix D)</i> .  | None.   | The proposed plants are included on the various lists.  | None. |
| 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.”  | Add the standard plant health note to the plan.   | The note has been added to sheet L2.0.  | None. |
|    | <b><i>Site Development and layout - Development pattern</i></b>   |   |   |       |
| 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   | None.   | The site was previously cleared. No significant natural features remain.<br><br>The site layout appears generally organized. A travelway rings the hotel  | None. |

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|    | 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.   |       | and some parking. Additional parking is proposed at the outer edge of the travelway on the north, east and parts of the south side. A site entrance is more or less aligned with the hotel entrance.   |       |
| 39 | The relationship of buildings and other structures to the Entrance Corridor street and to other development within the corridor should be as follows:<br>a. An organized pattern of roads, service lanes, bike paths, and pedestrian walks should guide the layout of the site.<br>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.<br>c. Provisions should be made for connections to adjacent pedestrian and vehicular circulation systems.<br>d. Open spaces should be tied into surrounding areas to provide continuity within the Entrance Corridor.<br>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.<br>f. The placement of structures on the site should respect existing views and vistas on and around the site. |       | The hotel is not oriented parallel to the EC street, but the location beyond buildings that front the EC will somewhat limit the impact of the non-parallel orientation.   |       |
|    | <b>Site Grading</b>   |       |  |       |
| 40 | 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.  | None. | The existing topography falls from approximately 436' at the east end of the parcel down to approximately 416' at the northwest corner. The hotel has a finished floor elevation of approximately 427'. A retaining wall approximately 350' long is proposed along the north and west sides of the site, raising the grade 8' at the northwest corner. The wall itself is not expected to have a significant visual impact on the EC street. | None. |
| 41 | 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.  | None. | No existing trees are proposed to remain on site.  | None. |

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|    | Adequate tree protection fencing should be shown on, and coordinated throughout, the grading, landscaping and erosion and sediment control plans.  |       |   |       |
| 42 | 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.                                      |       |   |       |
| 43 | Preservation areas should be protected from storage or movement of heavy equipment within this area.   |       |   |       |
| 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. | None. | No above-ground stormwater facilities are proposed. | None. |
| 44 | Natural drainage patterns (or to the extent required, new drainage patterns) should be incorporated into the finished site to the extent possible.   |       |   |       |

## SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. The revised building colors; compatibility with surroundings
2. The ground-mounted up-lights

Staff recommends approval with the following conditions:

1. Revise the photometric plan to note that the LLF used to calculate the photometrics is 1.0.
2. Prepare a single, coordinated photometric plan that includes all proposed lighting.
3. Revise the lighting schedule to indicate the total lumens emitted by the LED fixtures.
4. Eliminate the decorative up-lights. Limit illumination to that which is needed for safety or security.
5. Revise the luminaire schedule to spec “730” for 3000K color temperature for the site lights.
6. Revise the lighting schedule to include the bronze finish for the site lights.

## ATTACHMENTS

**Attach. 1:** [ARB2022-63: Towneplace Suites Architectural Drawings](#)

**Attach. 2:** [ARB2022-63: Towneplace Suites Lighting Information](#)

**Attach. 3:** [ARB2022-63: Towneplace Suites Site Plan](#)