

ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	ARB-2019-155: Sleep Number Retail Store (TMP 61-134A Commercial Development)
Review Type	Advisory Review for ZMA-2019-14, Conceptual Review of an architectural design
Parcel Identification	061000000134A0
Location	East side of Rt. 29 just south of Fashion Square Mall
Zoned	Planned Development Shopping Center (PDSC), Entrance Corridor (EC)
Owner/Applicant	Albemarle Bank & Trust Co. c/o BB&T Property Tax Compliance/Collins Engineering (Scott Collins)
Magisterial District	Rio
Proposal	Request for approval of an Application Plan for an undeveloped parcel to allow commercial development in two phases, with the first phase to include a mattress store adjacent to Rt. 29, and an unspecified second phase at the rear of the site to be developed in conjunction with redevelopment of Fashion Square Mall.
Context	The site is a wooded lot surrounded by commercial development. Fashion Square Mall is to the north and east, with the eastern property line of the subject parcel adjacent to mall parking. The 29 th Place shopping center is across Rt. 29 to the west. Banks are located to the south and southwest. The Branchlands planned unit development is to the east and southeast.
Visibility	The proposed development will be readily visible from the EC street.
ARB Meeting Date	January 21, 2020
Staff Contact	Margaret Maliszewski

PROJECT HISTORY

The ARB has reviewed no previous proposals for this site.

ANALYSIS

REF	GUIDELINE	ISSUE	RECOMMENDATION
	GENERAL GUIDELINES		
<i>Purpose; Compatibility with significant historic sites; Compatibility with the character of the Entrance Corridor; 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.	The proposed building design appears to be a version of the company’s trademark design. Its forms, features and materials do not relate to the historic architecture of the area. The use of the blue metal panels and the change in height begin to break up the mass of the building and provide some hierarchy, but the focus on intersecting and overlapping geometric forms, broad expanses of glass, and signage do not reflect the County’s historic architecture.	Revise the architectural design to reflect the traditional architecture of the area. Reconsider the white Master Wall panels for better coordination throughout the building. Provide window glass specs and a sample. Tint and reflectivity are typically not considered appropriate in the Entrance Corridors.
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.	Some of these forms have a minimal relationship to a portion of the adjacent BB&T building, but that building was constructed before the establishment of the Entrance Corridors and was not required to meet the EC guidelines. Overall, the design does not contribute to a cohesive whole along the street.	Revise the design to eliminate the panel background for the wall signs.
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.	The applicant’s narrative indicates a building height between 20’ and 35’. The maximum height shown in the architectural elevation drawings is 27’ 4”. The horizontal metal element set at 11’ in height helps break up the mass and begins to reduce the scale of the building, but the overall impression remains that of a monumental scale.	
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	As illustrated, the lap siding has a warm tone that relates to real wood and brick materials used historically throughout the	

	special functional requirements.		
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.	County, but its placement on the building is not a traditional location for siding. In the taller portion of the building, a panel providing a white background for signage significantly reduces the amount of visible siding. The white panel is jarring and gives the sign an over-scaled appearance.	
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 white Master Wall panels don't appear fully coordinated with the overall design and contribute to blankness on the north elevation. A significant amount of glass is proposed. Tint and reflectivity could have significant visual impacts. The shade of blue proposed for the metal panels is identified as Pantone 655C. In the Pantone charts, this is a dark shade of blue.	
15	Trademark buildings and related features should be modified to meet the requirements of the Guidelines.		
10	Buildings should relate to their site and the surrounding context of buildings.	Modifications are required to meet the 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.		
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>	Information on window glass has not been provided.	
13	Any appearance of "blankness" resulting from building design should be relieved using design detail or vegetation, or both.	No landscaping is proposed along the northern side of the building, but a majority of the north (left) elevation is blank. Material call-outs are not provided on this elevation, but it appears that the	Revise the elevation drawings to include material call-outs on each drawing.

		white Master Wall product occupies most of the elevation. A material with more texture and divisions would help break up the wall area.	Revise the design of the north elevation to relieve blankness.
14	Arcades, colonnades, or other architectural connecting devices should be used to unify groups of buildings within a development.	A single building is proposed at this time. The timing of Phase 2 is unknown.	None.
	Accessory structures and equipment		
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.	A dumpster is shown behind the building and is not expected to have a visual impact on the EC.	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.		
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.		
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 appears on the application plan and will be needed on the site plan and architectural drawings.	Include the mechanical equipment note on the site and architectural plans.
22-31	Lighting	Lighting information has not been provided in the application plan. Ground- and building-mounted lighting could have significant visual impacts. With the large expanse of glass that is proposed, internal illumination at night will make the building very noticeable along the street.	Provide complete lighting information with the next submittal.
	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	Large shade trees are shown along the EC frontage, with interspersed ornamentals. A board fence is not appropriate in this commercial setting.	None at this time.

	the existing environment of the corridor.		
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.	There appears to be sufficient planting area to accommodate the frontage planting requirements. Tree species are not identified in the concept plan.	
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 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.	There is no interior road on the subject parcel, but changes are required on the adjacent parcel to the south to accommodate the entrance into the site. The changes may necessitate some replanting along the north side of the bank parcel.	Provide information in the plan illustrating proposed treatments for impacted areas on the bank parcel to the south.
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	A sidewalk is proposed along the west and south sides of the building. Frontage trees and parking lot trees are located close to this sidewalk.	None.

	feet on center.		
35	<p>Landscaping of parking areas:</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>One perimeter tree is missing from the easternmost parking row.</p> <p>Ten parking spaces are proposed. Two interior trees are provided.</p>	<p>Add one large shade tree to the perimeter of the easternmost parking row.</p>
36	<p>Landscaping of buildings and other structures:</p> <p>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.</p> <p>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.</p>	<p>Frontage trees are located 15’ from the front building wall. No landscaping is proposed along the northern side of the building, but a majority of the north (left) elevation is blank. Material call-outs are not provided on this elevation, but it appears that the white Master Wall product occupies most of the elevation. A material with more texture and divisions would help break up the wall area.</p>	<p>Provide landscaping on the north side of the building to help mitigate the appearance of the building.</p> <p>Consider an alternate material for the Master Wall product.</p>
37	<p>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>.</p>	<p>Plant species are not identified in the application plan, but will be needed in the site plan.</p>	<p>None at this time.</p>
38	<p>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.”</p>	<p>The note will be needed on the site plan.</p>	<p>Add the plant health note to the site plan.</p>
	Site Development and layout; Development pattern		
6	<p>Site development should be sensitive to the existing natural landscape and should contribute to the creation of an organized</p>	<p>The site layout appears organized.</p>	<p>Show a “tree line to remain” on the plan.</p>

	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 proposed building is oriented parallel to the EC street. A sidewalk currently runs along the parcel frontage. The plan identifies an area reserved for a future shared use path as recommended in the Rio29 Small Area Plan. A narrow strip of land is identified on the north side of the parcel, reserved for coordination with future improvements related to the redevelopment of Fashion Square Mall.	
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. d. Open spaces should be tied into surrounding areas to provide continuity within the Entrance Corridor. 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. f. The placement of structures on the site should respect existing views and vistas on and around the site.	The parcel is currently wooded. The development is phased, but no “tree line to remain” is shown on the plans. Views are not expected to be impacted by the proposed development. It is anticipated that a development with an appropriate appearance could be constructed following the proposed layout.	
	Site Grading		
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	The topography of the existing site slopes down from approximately 476’ at the rear of the parcel to 444’ at Rt. 29.	Indicate on the site plan the retaining wall material and color. A sample may be required

	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>A retaining wall is proposed between the phases of development. It stretches along the full length of the north and south sides of the Phase 1 development area. A note indicates that maximum wall height is 6'. Much of the wall will not be easily viewed from the street, but the material and color of the wall will be important in those areas that are visible.</p> <p>The perspective views do not clearly show the relationship between the wall and the north elevation of the building. The plan shows a 4' space between the building and the wall. The combination of the retaining wall, the wall's proximity to the building, and the blank Master Wall panels on the north elevation is not expected to result in an appropriate appearance for the EC.</p> <p>An existing retaining wall is located along the southern side of the parcel, forming an edge along the bank's northern travelway.</p>	<p>for review.</p> <p>Provide perspective views showing the north elevation of the building and clarifying the relationship of the retaining wall to the north elevation. Ensure an appropriate appearance for the EC.</p>
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. Adequate tree protection fencing should be shown on, and coordinated throughout, the grading, landscaping and erosion and sediment control plans.	The parcel is currently wooded. The development is phased, but no "tree line to remain" is shown on the plans.	Show a "tree line to remain" on the site plan.
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	The applicant's narrative states that an underground detention facility is planned to handle water quantity requirements, the purchase of nutrient credits is planned to	None at this time.

	appearance of engineered features.	meet water quality requirements, and rain gardens and water quality swales will treat run-off from roof drains and the parking lot.	
44	Natural drainage patterns (or to the extent required, new drainage patterns) should be incorporated into the finished site to the extent possible.		
	SIGNS	Woodtone lap siding is proposed for wall areas above windows. On the south and west elevations, large white panels are shown within the siding, providing a background for proposed signage. The white material is not identified on the elevation drawings. It gives the appearance of letters on a panel background (though the designer may not consider the white material to be a part of the sign), which is not the recommended wall sign type. Letters attached directly to the siding would meet the EC sign guidelines and would allow greater focus on a material that more closely resembles a natural material.	Revise the design to eliminate the panel background for the wall signs.

SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. The lack of connection between the proposed architectural design and the historic architecture of the County
2. The forms, features, materials and colors of the proposed building design; the amount of glass used in the design
3. The relationship of the retaining wall to the building and the resulting visual impacts

Staff offers the following recommendations on the proposal:

Regarding the Rezoning

Staff recommends that the ARB forward the following recommendation to the Planning Commission:

Although the proposed architectural design does not currently meet the Entrance Corridor Design Guidelines, it is anticipated that a development with an appropriate appearance could be constructed following the proposed site layout.

Recommended changes to the architectural design:

1. Revise the architectural design to reflect the traditional architecture of the area.
2. Reconsider the white Master Wall panels for better coordination throughout the building.
3. Provide window glass specs and a sample. Tint and reflectivity are typically not considered appropriate in the Entrance Corridors.
4. Revise the design to eliminate the panel background for the wall signs.
5. Revise the elevation drawings to include material call-outs on each drawing.
6. Revise the design of the north elevation to relieve blankness.
7. Include the mechanical equipment note on the site and architectural plans: “Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.”
8. Provide perspective views showing the north elevation of the building and clarifying the relationship of the retaining wall to the north elevation. Ensure an appropriate appearance for the EC.

Recommended changes to the site plan:

9. Include the mechanical equipment note on the site and architectural plans: “Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.”
10. Provide complete lighting information with the next submittal.
11. Provide information in the plan illustrating proposed treatments for impacted areas on the bank parcel to the south.
12. Add one large shade tree to the perimeter of the easternmost parking row.
13. Provide landscaping on the north side of the building to help mitigate the appearance of the building.
14. Add the plant health note to the site 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.”
15. Indicate on the site plan the retaining wall material and color. A sample may be required for review.
16. Show a “tree line to remain” on the site plan.

ACTIONS

Motion for the Rezoning

If there is no objection to the request for the rezoning:

Move to forward the following recommendation to the Planning Commission:

Although the proposed architectural design does not currently meet the Entrance Corridor Design Guidelines, it is anticipated that a development with an appropriate appearance could be constructed following the proposed site layout.

If there is an objection to the request for the rezoning:

Move to forward the following recommendation to the Planning Commission:

The ARB does not support the proposed rezoning because *(State the objection and the EC Design Guideline that is not being met.)*

Action on the Architectural and Site Design

The ARB offers the comments on the site and architectural designs, as listed in the staff report, to be addressed in the next submittal.

TABLE A This report is based on the following submittal items:

Sheet #	Drawing Name	Drawing Date/Revision Date
	Rezoning Application Plan	
1	Cover sheet	November 18, 2019
2	Introduction, Narrative, Consistency	
3	Current Zoning Map	
4	Comprehensive Plan and Rio29 Small Area Plan	
5	Existing Conditions and Overall Context Map	
6	Impacts and Critical Resource Map	
7	Design Elements	
1 of 3	Application Plan: Conceptual Layout Plan	
2 of 3	Application Plan: Existing Conditions	
3 of 3	Application Plan: Grading, Drainage & Utility Plan	
	Architectural Submittal	
ARB.01	Cover Sheet	6 December 2019
ARB.02	Context Photos	
ARB.03	Floor Plan	
ARB.04	Roof Plan	
ARB.05	Front Elevation	
ARB.06	Rear Elevation	
ARB.07	Right (New Entrance) Elevation	
ARB.08	Left Elevation	
ARB.09	Materials	
ARB.10	Elevated Entrance Lane View	
ARB.11	Proposed Rt. 29 Facing Elevation	
ARB.12	Proposed Rt. 29 Elevation Moving South	
ARB.13	Elevated Parking Lot Elevation	