



**DEPARTMENT OF COMMUNITY DEVELOPMENT  
Design Review Committee Agenda**

Board Meeting Room 250, Goochland County Administration Building

**Thursday, January 21, 2016**

Audio amplification devices available upon request

**5:30 P.M.**

- A. CALL TO ORDER & DETERMINATION OF QUORUM
- B. SCHEDULED APPLICATIONS:
  - 1. **COA-2015-00009** – LJP Properties, LLC (Page Audi): Requesting a COA to construct a car dealership with associated parking on Assessor's Parcel Numbers 59-1-0-23-0, 59-1-0-23-B, 59-1-0-22-0, 59-1-0-20-0, 59-1-0-21-0, 59-1-0-21-A, 59-1-0-19-T, and 59-1-0-18-T. The property is located at 12592 Broad Street Road and is located within the Centerville Village Overlay District.
- C. OTHER BUSINESS
- D. APPROVAL OF MINUTES – December 17, 2015
- E. ADJOURNMENT

**Goochland County  
Design Review Committee Meeting  
Thursday, December 17, 2015  
Administration Building  
1800 Sandy Hook Road, Goochland VA 23063  
Conference Room 234**

The Goochland County Design Review Committee held a meeting on Thursday, December 17, 2015, 5:30 p.m. in conference room 234. Members present were: Stu Doetzer, Bill Neal, and Paul Costello. Staff members present were Jo Ann Hunter, Tom Coleman and Sara Worley. Also present were the applicant and representatives: Larry Page, Clark Jones, Cody Thacker, Victoria Respond, Jack Shady, and Jennifer Mullen.

Mr. Costello called the meeting to order and the Committee Clerk declared a quorum.

**COA-2015-00009 – LJP Properties, LLC (Page Audi)**

Mr. Costello stated that he understands that Audi has a development strategy but that Goochland also has a development strategy that is found in both the Comprehensive Plan and the ordinances. He then reviewed some of the specific places in the Comprehensive Plan that speaks to development in Centerville. He then handed out the development standards for the Centerville village from the zoning ordinance. He went on to read from ordinance stating that the DRC can make reasonable deviations under certain circumstances. He indicated that the discussion at the last meeting was good and that it is disappointing to see that there is no flexibility in the design and that the applicant has not provided a plan that meets the overlay standards.

Mr. Neal recommended that we hear from staff and the applicant before discussing the plan details.

Jo Ann Hunter gave a presentation outlining the application requesting COA to construct a car dealership with associated parking on Assessor's parcel numbers 59-1-0-23-0, 59-1-0-23-B, 59-1-0-22-0, 59-1-0-20-0, 59-1-0-21-0, 59-1-0-21-A, 59-1-0-19-T, 59-1-0-18-T, 59-1-0-17-0 and located at 12592 Broad Street Road. She reviewed the site plan showing the new boulevard style road and location of the property. She stated that the applicant is requesting a reconsideration of the elevations reviewed last month.

Cody Thacker introduced himself and gave a presentation reviewing Audi's development guidelines and other dealerships from across the globe. There was discussion regarding the size of the some of the dealerships, specifically in Greenville S.C., and why the Goochland location will be larger. Mr. Thacker then continued his presentation.

Tom Coleman mentioned that the applicant would need to ensure that all the lights, including the interior lights, are dark sky compliant. Ms. Respond replied that would not be a problem.

Design Review Committee  
Minutes  
December 17, 2015

Mr. Neal questioned the material shown on the neutral designs and then questioned how much of the proposed building will be metal? Ms. Respond replied that each façade would be less than 30%.

Mr. Costello questioned what changed from last month's discussions? Mr. Thacker responded that Audi requires their design on the showroom portion of the building; other portions of the building can be stone. He then showed the Committee elevations that incorporated more stone on the showroom facades that wraps to the service area.

Ms. Respond stated that the east elevation could be broken up further by adding windows or other texture behind the metal.

Mr. Doetzer stated that he understands and Audi has a brand but so does Centerville and is concerned with the Broad Street perspective. He went on to say that whatever is approved on this building will set a precedent for the other buildings in the development.

Mr. Neal stated that the other buildings in the development can be stone and will tie in with the stone used on the back of the Audi building.

Mr. Costello stated that he would like to see what is being proposed for the other sites. Ms. Respond stated that the other portions of the site will not have a problem meeting the overlay standards and they can break down the facades to match a smaller scale.

Mr. Neal stated that the percentage of metal needs to be reduced to around 30% for the Committee to grant a reasonable deviation from the standards. He made a recommendation that the Committee look at the materials list again to review the approved materials in the ordinance.

There was some discussion regarding the carport style canopy and whether it should be included. Mr. Costello mentioned that the sign and landscaping shown on some of the elevations do not meet code.

Mr. Costello questioned if the applicant could reduce the amount of metal on the building to around 30%, would the DRC be comfortable? It was the consensus of the Committee that some amount (around 30%) of metal is acceptable on the showroom facades.

The Committee also recommended switching the east and west facades of the building to help break up the mass.

Ms. Hunter and Ms. Mullen indicated that they can work together on proffer language to provide examples of materials that will be used on the rest of the outparcels.

Mr. Costello stated that the ordinances need to define the village core, gateway and corridor and set different standards for each.

Mr. Costello opened the meeting to citizen comment. Roy Roper of Manakin Road stated that the proposed building would be a huge improvement to existing uses and supports the application.

Pat Hendy of 2337 Wheatlands Dr. stated that while the proposed building is a huge departure from the standards, it could be a beautiful building. She recommended adding cobblestones around the building to soften the look, adding landscaping pools, and incorporating columns in a modern way. Seeing no one else who wished to speak, Mr. Costello closed the meeting to citizen comment.

Mr. Costello recapped the discussion stating that the following were discussed and should be addressed or included for the next meeting:

1. The metal area should be limited to approximately 30% of the entire façade.
2. Masonry material (a gray stone) will be used along base of the metal building and will cover the service area
3. The massing of the boulevard side of the building will be addressed:
  - a. Flipping the side elevations (if flipped, still look at breaking up the mass area), or
  - b. Adding additional windows or other considerations to break up the mass and scale
4. The area immediately adjacent to the building will be stone such as a cobbled walkway
5. Carport – need clarification if this will be installed. If so, review Overlay guidelines for direction
6. Can drawings be marked up to show existing conditions such as telephone poles?
7. Will there be parking in front? If not, remove from plans.
8. Applicant will provide text or graphics to nail down the entire development design standards

Mr. Costello motioned to defer the application for roughly thirty days to allow the applicant time to resubmit. Mr. Neal seconded the motion and the application for deferred for roughly thirty days.

#### **Other Business**

There was no other business before the Committee.

#### **Approval of Minutes**

Mr. Neal motioned to approve the minutes from the November 16<sup>th</sup> meeting as written. Mr. Doetzer seconded the motion and the motion to approve the minutes was approved with a 3-0 vote.

Being no further business before the Committee, the meeting was adjourned at 7:00 p.m.



# GOOCHLAND COUNTY

VIRGINIA

DEPARTMENT OF COMMUNITY DEVELOPMENT

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**To:** Design Review Committee  
**From:** Planning Staff  
**Date:** November 10, 2015; updated December 11, 2015; updated January 12, 2016  
**Subject:** Staff Review and Recommendations

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## **COA-2015-00009**

**Applicant:** Jennifer Mullen for LJP Properties, LLC

**Project:** Audi Car Dealership (architecture only)

LJP Properties, LLC is requesting a (Certificate of Approval) COA for Page Audi Car Dealership. This COA request is to consider the architecture and building materials only. A subsequent COA will be reviewed for landscaping, signage and other elements at the appropriate time.

### **Update and Revisions to Application since December 17, 2015 Design Review Meeting**

The Design Review Committee met on December 17, 2015 and reviewed the alternative (with metal) design as resubmitted by Audi. The DRC deferred action for thirty days to allow the applicant to address eight issues identified below in bold (staff response underneath). The applicant has submitted 2 revised alternatives, Option A and Option B – the open glass area is flipped in the two options. For both of these options they also included a version with and without the living wall.

The applicant did submit conceptual site plans for information purposes only. Please note that there will be no direct access to this site to Broad Street as shown on plans. Access will be from the new Boulevard entrance. The applicant will also provide a landscape plan for informational purposes.

#### **1. The metal area should be limited to approximately 30% of the entire facade.**

The applicant has submitted 2 revised options that were discussed at the December meeting.

*Option A* keeps the east façade (facing the boulevard entrance) with the glass corner towards Broad Street but reduces the long metal facade from 148' to 122' (17.5% reduction). This increases the masonry area adjacent to the service area and provides an additional break in the massing of the façade. Open area “windows” are enlarged to soften the metal. The architect has

indicated that there is a stone base below the main showroom window that wraps around the entire building. The eastern elevation (Boulevard side) is the only elevation that has metal more than 30% of the facade.

*Option B* flips the open corner to the west facade (towards Rt. 288) but keeps the length of the side elevations the same as shown at the December meeting. The east elevation (facing the boulevard entrance) and west elevation (facing towards 288) are slightly above 30% metal; and the south (Broad Street) and north (rear) are slightly less.

**2. Masonry material (a gray stone) will be used along base of the metal building and will cover the service area**

Yes both Options A and B include this. It is shown as Fibre C Masonry. The applicant is requested to provide a building sample at the meeting.

**3. The massing of the boulevard side of the building will be addressed:**

- a. Flipping the side elevations (if flipped, still look at breaking up the mass area), or**
- b. Adding additional windows or other considerations to break up the mass and scale**

Option B flips the side elevations. While option B does break up the mass, option A provides a better visual entrance from the Boulevard and reduces the length of the metal wall.

The applicant has added a stone base along the bottom and reduced the wall area by 17%. This adds more masonry area.

Both Option A and Option B have reduced the length of un-interrupted walls on the east and west facades by bigger openings.

**4. The area immediately adjacent to the building will be stone such as a cobbled walkway**

Both Option A and B show a grass-crete or small scaled cobbled pavers at the front and two sides of the project pavement areas. The applicant needs to clarify whether this area will be used for display area.

**5. Carport – need clarification if this will be installed. If so, review Overlay guidelines for direction**

The carport has been removed from the plans and will not be constructed.  
The applicant has indicated that it will be replaced with a double row of trees.

**6. Can drawings be marked up to show existing conditions such as telephone poles?**

This was done by the applicant. See attachments.

**7. Will there be parking in front? If not, remove from plans.**

Both options show a grass-crete or small cobbled pavers in front of the building. This will help soften the metal. The applicant needs to indicate if this would be used for display area.

**8. Applicant will provide text or graphics to nail down the entire development design standards**

The applicant has indicated that when they rezone the property the following proffers would be submitted to the County (which if accepted by BOS would be binding):

1. Architectural Treatment. The Property shall be subject to the rules and regulations set forth in Article 22 of the Goochland County Zoning Ordinance, entitled “Centerville Overlay District,” as may be amended from time to time; provided, however split face block shall not be a permitted exterior building material and metal shall not be permitted as a primary exterior building material. For the purposes of this provision, primary shall be deemed to be in excess of thirty (30%) percent of the overall exterior building material. The exposed exterior front, rear and side walls (above finished grade) of each building on the Property shall be similar in high quality construction and shall have compatible architectural design treatment and materials.

2. Refuse Container Enclosures. Enclosures for refuse containers serving any building shall be constructed of finished masonry materials compatible with the exterior building material such enclosure serves with the exception of gates and doors.
3. Landscape Plan. Applicant will proffer a landscape plan and will submit a landscape plan at the DRC meeting. (Copy may be delivered prior to meeting)

**Staff Recommendation:**

The goal of the Centerville Overlay District is to encourage well planned development. The applicant has put together numerous parcels and will be creating a coordinated development. This site is located in the Centerville Village, but it is not located in the Village core.

If the Design Review Committee is supportive of this Certificate of Approval, staff recommends approval subject to the following conditions:

1. Certificate of Approval is for architecture and building materials only. The applicant shall obtain COA approval for site design, landscaping, lighting, and signage.
  2. Architectural elevations and materials shall be substantially similar in size, design, and color as identified as Option \_\_\_\_ prepared by CDR Studio Architects dated Jan. 8, 2016.
  3. All new buildings within the proposed development will be reviewed by the Design Review Committee for appropriateness.
  4. Applicant will include proffers identified in staff report in subsequent zoning request.
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### **Update and Revisions to Application since November 16, 2015 Design Review Meeting**

The Design Review Committee met on November 16, 2015 and reviewed three different design elevation alternatives for the proposed Audi Automobile Dealership. The 3 elevations are summarized below:

**Elevation #1 (Audi-preferred alternative):** This is the corporate Audi design concept. The design is modern and designed for metropolitan areas. The main building material is corrugated, perforated aluminum with a large glass expanse in the front along Broad Street. The signature Audi swoop is formed with the glass walls. The service areas are on the side of the building. Also along the side of the building (Boulevard road) would be vertical vegetation on the building.

**Elevation #2 (Applicant revised elevations):** The applicant provided substantial modifications to the Audi preferred elevation #1 to make the proposed building more consistent with the Centerville Village Overlay District. The building materials are brick, stone, glass, and concrete. There are accents of clear anodized aluminum panels. The colors are neutral. The area around the windows is square and 3 aluminum panes run along the side of the windows.

**Elevation #3 (Applicant revised elevations):** This elevation is very similar to Elevation #2 in terms of design, building materials, and colors. The main difference is the window design. With elevation #3, the signature Audi swoop is formed with the glass walls.

### **DRC Action – November 16, 2015**

The Design Review Committee determined that Elevation #1 was not compatible with the Overlay District and focused their review on Elevation #3. There was general discussion about the height, scale and landscaping. The DRC deferred the request and asked the applicant to consider revisions to break up the large wall mass on the Boulevard entrance side and the Broad St. front elevation.

### **Follow-up Since November 16, 2015 meeting**

After the November 16<sup>th</sup> DRC meeting, staff was contacted by the Audi corporate offices and was notified that elevations 2 and 3 which were reviewed by the DRC would not meet the corporate design standards and could not be built. The applicant has re-submitted Elevation #1 for their preferred design for review by the DRC. The applicant also submitted 2 neutral design alternatives for consideration.



This elevation has the “honeycomb” metal exterior cladding and a large window expanse on both the Broad Street frontage and Boulevard entrance. The building is modern, an attractive building, and a very high quality design. The property is located between the County line and Route 288 which will have a substantially different character than the Centerville core. The site is also across the street from West Creek which does have some modern architecture.

The Certificate of Approval process is typically an administrative review process; however, when a project does not meet all the standards of the district it can be reviewed by the DRC for a waiver of requirements. This proposed project does conflict with several elements of the Centerville Overlay District. The primary difference is building materials. The approved building materials in the Centerville Overlay include brick, stone, wood, EIFS (as accent only), split face block, cement siding, and glass (as accent only). Metal is an approved trim material, but not an approved primary building material.

The positive elements of the design include a living wall which will soften the appearance of the building. If the metal is to be used staff would recommend that some design elements be tweaked to make the building more compatible. The underside of the carport appears to have wooden slats, if wooden slats were incorporated into the building, this could soften the appearance. A stone element is used along the walkway area on the Boulevard side of the building, some consideration should be given to using that at the bottom of the building to break up the mass of the facade.

Audi Design Standards require the showroom area to have the honeycomb metal, but the applicant is more flexible with other areas of the building. Grey stone could be used on the service portions and that could be the unifying element in this development.

#### **Audi Neutral Alternatives**

The applicant did provide design alternatives that would meet their design standards. While some of these alternative had features that are encouraged by the Overlay District, there were still some inconsistencies. From a design perspective, the submitted elevation appears to be more attractive than the exclusive neutral designs. The alternative designs do not seem to be more village like than the proposed elevation.

Another goal of the Overlay District is to have harmonious architecture within a development. Staff would want to see proposed elevations of adjacent parcels that would complement the Audi dealership but have more village like elements to be a transition to adjacent parcels.

**Audi Architecture**  
Exclusive Neutral – Example 1 of 2



3 Audi Exclusive Neutral Architecture

## Audi Architecture

### Exclusive Neutral – Example 2 of 2

- › Corrugated, perforated material replaced with full-height glazing, or combination of glazing and ACM panels
- › Diagonal detail on curtain wall (exterior) and corner pocket curve (interior) removed



4 Audi Exclusive Neutral Architecture

## Summary

The submitted elevation does not meet the following standards of the Overlay District:

- Buildings shall be designed at a pedestrian scale (i.e. emphasis on pedestrian oriented access, rather than automobile)
- Building design shall incorporate features used in the traditional villages of Centerville or Courthouse, such as, but not limited to pitch roofs, limited height, porches, cupolas, columns and smaller scaled windows. Larger developments shall apply these design elements where practicable.
- Use building materials and patterns to complements the area's character in terms of color, scale, and texture.
- Building material – metal

The Overlay District does state *“to allow flexibility in the application of the design and development standards applicable to overlay districts, the Committee may grant*

*reasonable deviations from such standards if the site's topography, configuration, or other unique circumstances prevent full compliance with the requirements."*

**Staff Recommendations:**

The Design Review Committee can approve, deny, or defer action to a later meeting.

The goal of the Centerville Overlay District is to encourage well planned development. The applicant has put together numerous parcels and will be creating a coordinated development. This site is located in the Centerville Village, but it is not located in the Village core. The character of Centerville will be different between the County line and Route 288. The modern development may not be what was envisioned for the Centerville Corridor, but it could be a high quality statement project that could spur future economic development in the area.

If the Design Review Committee is supportive of this Certificate of Approval, staff recommends approval subject to the following conditions:

1. Certificate of Approval is for architecture and building materials only. The applicant shall obtain COA approval for site design, landscaping, lighting, and signage.
2. Architectural elevations and materials shall be substantially similar in size, design, and color as submitted with the application.

**November Staff Report**

LJP Properties, LLC is requesting a (Certificate of Approval) COA for Page Audi Car Dealership. This COA request is to consider the architecture and building materials only. The applicant has provided a conceptual layout and landscaping for informational purposes only. A subsequent COA will be reviewed for these elements at the appropriate time.

The property is located within the Centerville Village Overlay District and is located on the north side of Broad Street directly across from the Route 288 interchange. The request includes the following GPIN numbers: 7726-76-9426, 7726-76-7771, 7726-76-9693, 7726-86-2415, 7726-86-2636, 7726-86-2970, 7726-87-0064, 7726-87-1241, and 7726-87-1391. The property is currently zoned B-1 (Business, General), R-3 (Residential General), and M-1 (Industrial, Limited). The applicant will be submitting a zoning application to rezone the entire parcel to B-1 with proffers

and would like to be able to commit to a specific architectural elevation during the rezoning process

The proposed Audi Dealership will be approximately 47,000 square feet and will have 194 parking spaces and associated automobile display areas. The site will not directly access Broad Street Road, but instead will use a new boulevard style internal road. The applicant will be constructing the new roadway, which is recommended as part of the County's Arterial Management Plan (AMP). The AMP study was recently adopted by the Board of Supervisors and included as part of the Comprehensive Plan. The AMP describes where new roadways and access points are recommended in the Broad Street/Ashland Road corridor. This proposed new boulevard road will be directly across from the Route 288 interchange and will be a signalized intersection.

The applicant has spent considerable time and expense purchasing multiple properties in this area to consolidate these parcels into one large project in order to create a coordinated, planned commercial development. The consolidation of these parcels will allow a more cohesive development pattern that will include a car dealership and several commercial outparcels.

The applicant will be requesting a rezoning for the entire parcel to B-1 with proffers. Certificate of Approvals (COA's) are typically done after the zoning process and during the Plan of Development (POD) review stage when more detailed engineering is available. . The applicant has indicated that the architecture is a critical component to the Audi Corporate Headquarters; therefore, the applicant is requesting the COA approval for the architecture prior to proceeding with the zoning case. The applicant has provided landscaping and conceptual site plans, but are subject to change based on detailed engineering. If an elevation is approved by the Design Review Committee (DRC), the applicant would commit to a proffered elevation as part of the zoning case. This is somewhat similar to what the Board of Supervisors (BOS) did with the Taco Bell application, asking DRC to review the COA prior to the Conditional Use Permit being heard by the BOS.

### **Submitted Elevations**

The applicant has submitted 3 different elevations for consideration. Please note in top right hand corner the corresponding elevation number.

**Elevation #1 (Audi-preferred alternative):** This is the corporate Audi design concept. Audi provides the franchisee significant economic incentives to use this design. The design is modern and is designed for metropolitan areas. Several of the concepts for designing a building for metropolitan areas also could work with elements of our Centerville Village. The building is pushed close to the road with no designated parking spaces in front of the building.

The main building material is corrugated, perforated aluminum with a large glass expanse in the front along Broad Street. The signature Audi swoop is formed with the glass walls. The service areas are on the side of the building. Also along the side of the building (Boulevard road) would be vertical vegetation on the building.

**Elevation #2 (Applicant revised elevations):** The applicant has provided substantial modifications to the Audi preferred elevation #1 to make the proposed building more consistent with the Centerville Village Overlay District. The building materials are brick, stone, glass, and concrete. There are accents of clear anodized aluminum panels. The colors are neutral. The area around the windows is square and 3 aluminum panes run along the side of the windows.

**Elevation #3 (Applicant revised elevations):** This elevation is very similar to Elevation #2 in terms of design, building materials, and colors. The main difference is the window design. With elevation #3, the signature Audi swoop is formed with the glass walls.

### **Analysis**

The Centerville Overlay district is divided into the following sections: Site design standards and architectural standards. Since the COA is focused on architecture only, the emphasis will be on the architecture, but elements of the site design will also be considered.

*Architectural standards: (Code language in italics, staff analysis in bold)*

(i) *General building style.*

(1) *Materials, colors and the general style of buildings shall be coordinated within a development.*

**The applicant has indicated that when the architectural design is chosen, they will proffer through the zoning case that the materials, colors, and general style of buildings will be compatible throughout the development. If elevation #1 is chosen then obviously the entire development will be more modern and would likely have metal as a recurring theme. Elevations 2 and 3 would be easier to allow coordinated building materials and repetitive design elements throughout the entire site.**

(2) *Building design shall incorporate features used in the traditional villages of Centerville or Courthouse, such as, but not limited to pitched roofs,*

*limited height, porches, cupolas, columns and smaller scaled windows. Larger developments shall apply these design elements where practicable.*

**The site layout pushes the building to the front of the site and there are no designated parking areas in front of the building. This is compatible with a sense of village. The Audi design (reflected on all 3 elevations) is meant for an urban environment so the large windows are meant to draw people in and create some activity on the street. This would also be reflective of the pedestrian emphasis in the Village.**

**The roof is flat on all 3 elevations; however, the size of the building would make a pitched roof very overpowering. All 3 elevations use different design materials, articulation, and variety to mask the scale of the building.**

- (3) *Use compatible architectural features and relate components to adjacent buildings.*

**As stated previously, the COA is only for the architecture for this building; however, the chosen elevation will impact the design for the rest of the site.**

- (4) *Use building materials and patterns to complement the area's character in terms of color, scale and texture.*

**The Centerville core is generally considered to be located between Ashland Road and Manakin Road. This area should have the strictest design review. It is important to note that the area located between the County line and Route 288 (where this site is located) has and will have a different character than the rest of Centerville. Route 288 is a significant structure that separates the character of this area from the rest of Broad Street. This site is located generally across from West Creek Business Park. The West Creek sign is very modern and uses black granite and white stone. Elevation 1 could be compatible with the modern feel of West Creek and elevations 2 and 3 will probably be more in character with proposed future development in the corridor such as a**

**proposed memory care facility (south side of Broad Street just prior to County line) and proposed retail shops on Broad Street at the entrance to West Creek.**

- (5) *All sides of the building shall have a unified appearance, i.e., similar building materials and/or colors.*

**All three of the elevations meet this requirement.**

- (ii) *Approved building materials.*

<i>Building Exterior</i>	<i>Brick (bare or painted)</i>
	<i>Natural or Faux Stone</i>
	<i>Exterior Insulation Finishing System (EIFS) (as accent only)</i>
	<i>Splitface block</i>
	<i>Cement Siding</i>
	<i>Glass (as accent only)</i>

**Elevation 1 is not consistent with the approved building materials and would need a waiver from the Design Review Committee. Elevation 2 and 3 are generally consistent with the approved building materials. Glass is permitted as accent only and all of the building elevations do have a large percentage of glass as part of the facade.**

**The applicant should provide clarification on the size of the front brick. If the brick is too large it could have a very different appearance than anticipated.**

- (iii) *Fencing. No chain link fencing or wood privacy fencing shall be used within the corridor. Fencing shall be constructed of durable, low maintenance materials.*

**No fencing is proposed.**

- (iv) *Screening requirements. All mechanical, heating, ventilation and air-conditioning units, loading docks and trash containers shall be screened from the property line view.*

**Elevations 2 and 3 does show HVAC screening on the roof that appears to be compatible with the building. Because there is a grade differential from Rt. 288, staff would want additional information on this screening.**

- (v) *Roof treatment. Designs with a residential style and scale are preferred. Massive rooflines should be broken up (i.e., mixing different roof types, dormers, balconies). Flat roofs are discouraged where practical. If a flat roof is used, a parapet wall shall be used to the extent necessary to screen roof top equipment.*

**A flat roof is proposed for all three elevations. Flat roofs are discouraged, but are not prohibited. The size and scale of the building would make an alternative roof treatment less feasible.**

In terms of scale of buildings, the Overlay District emphasizes pedestrian oriented access rather than automobile access. Most car dealerships have large parking areas in front of their building to show off the cars. The applicant has pushed the building close the road. There will be a 35' landscaped buffer along Broad and no display areas will be located within this 35' buffer area.

The Overlay District also states that massive facades (greater than 100' in length) shall use architectural treatments (i.e. changes in color and/or materials, modulation of width and depth) to break up monotony. All 3 elevations do have multiple design elements on the long side of the building as well as textural changes with using different materials and stepping back the building.

The District also does not allow bay doors to orient towards Broad Street. All three submitted elevations provide the service bay doors on the Boulevard side of the site and not oriented towards Broad Street.

### **Landscaping**

This application is subject to landscaping requirements for the underlying zoning B-1 district and the overlay district. The proposed plan does not appear to meet County Code requirements. Landscaping will be reviewed in more detail with the submittal of the POD and subsequent COA application. Please note the following:

- The front setback area will need 26 trees and 252 shrubs.

- All parking areas shall have a 3' evergreen hedge or a two to four foot berm with 2' evergreens.
- Streetscape buffer needs to be sodded and mulched.
- Material for display areas will need to be reviewed as part of the future COA.

The Overlay District also has standards for parking lots, lighting, and signage. All of these items will be reviewed with a subsequent COA. If the applicant meets all of the Overlay requirements the COA for those items could be reviewed administratively or the DRC could add a condition that the subsequent COA come back before the DRC for review.

**Staff Recommendations:**

The Design Review Committee can approve, deny, or defer action to a later meeting.

The goal of the Centerville Overlay District is to encourage well planned development. The applicant has put together numerous parcels and will be creating a coordinated development. This site is located in the Centerville Village, but it is not located in the Village core. The character of Centerville will be different between the County line and Route 288. There are pros and cons to all of the submitted elevations. Staff recommends Elevation #3 because it appears to meet the Overlay District Standards, while still reflecting some of the design characteristics of the Audi Dealership. The building materials and building accents are compatible with other proposed development in this area of the corridor, and would be easy and attractive to match for future development for the outparcels.

If the Design Review Committee is supportive of this Certificate of Approval, staff recommends approval subject to the following conditions:

1. Certificate of Approval is for architecture and building materials only. The applicant shall obtain COA approval for site design, landscaping, lighting, and signage.
2. Architectural elevations and materials shall be substantially similar in size, design, and color as Elevation #3 prepared by Morgan Freeman Architects.

AUDI RICHMOND  
(8 CAR SHOWROOM)  
RICHMOND (WEST BROAD, USA)  
2014.AE.075



1 SITE PLAN  
Scale: 1/100" = 1'-0"

**CDR**

CDR STUDIO ARCHITECTS, PC  
120 WALKER STREET, 6TH FLOOR EAST  
NEW YORK, NY 10013  
T 212.989.8187 F 888.724.7327  
© CDR STUDIO ARCHITECTS, PC

DRAWN BY PF	CHECKED BY AE / VR
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SITE PLAN

VERSION 2	08 JAN 2016
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A-105 V2 OPTION A





AUDI RICHMOND  
 (8 CAR SHOWROOM)  
 RICHMOND (WEST BROAD, USA)  
 2014.AE.075

AUDI PYLON

AUDI PYLON

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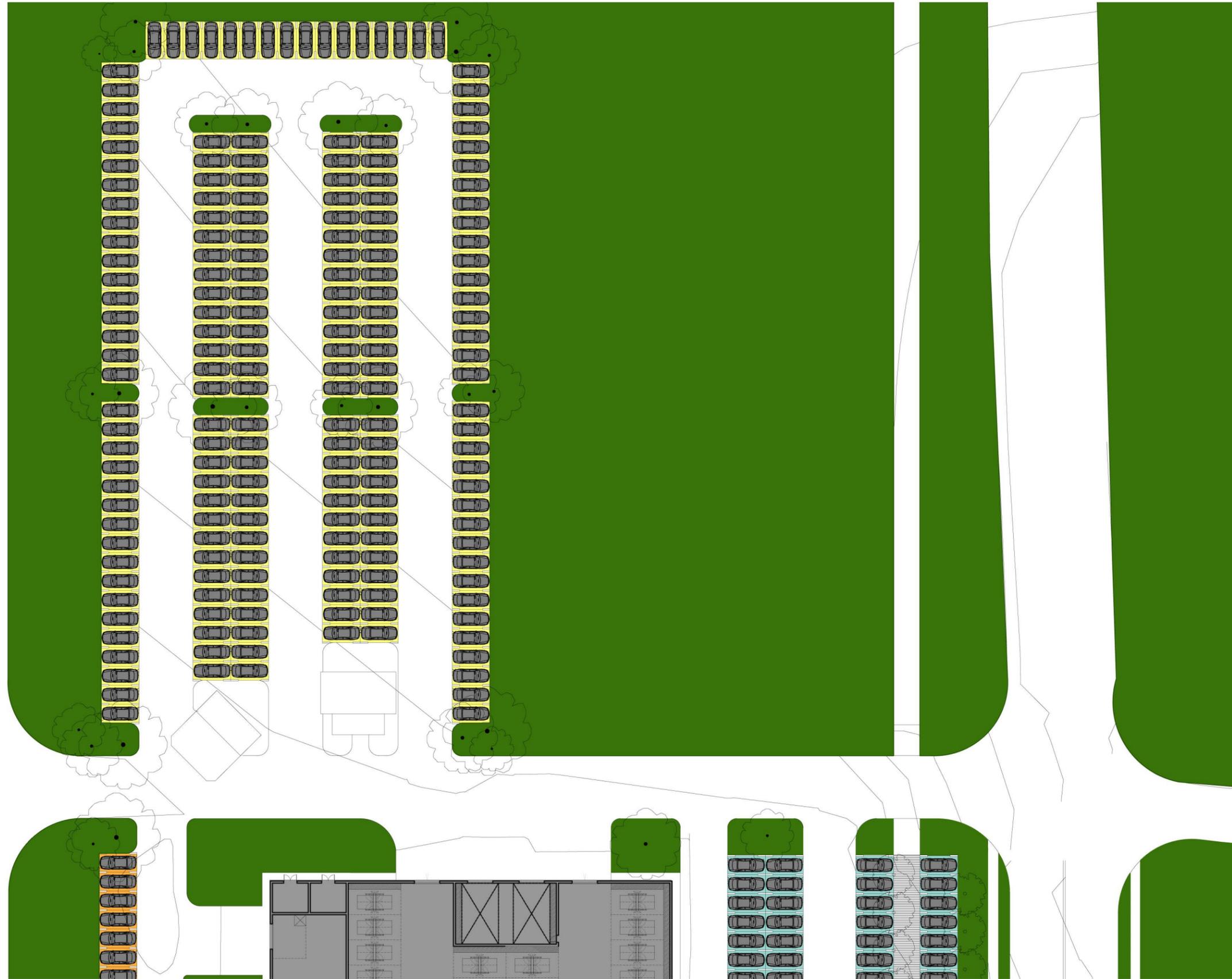
SITE PLAN

VERSION 2	08 JAN 2016
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A-100 V2 OPTION A



1 SITE PLAN  
 Scale: 1/50" = 1'-0"



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 (8 CAR SHOWROOM)  
 RICHMOND (WEST BROAD, USA)  
 2014.AE.075

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SITE PLAN

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A-101 V2 OPTION A

1 SITE PLAN  
 Scale: 1/50" = 1'-0"



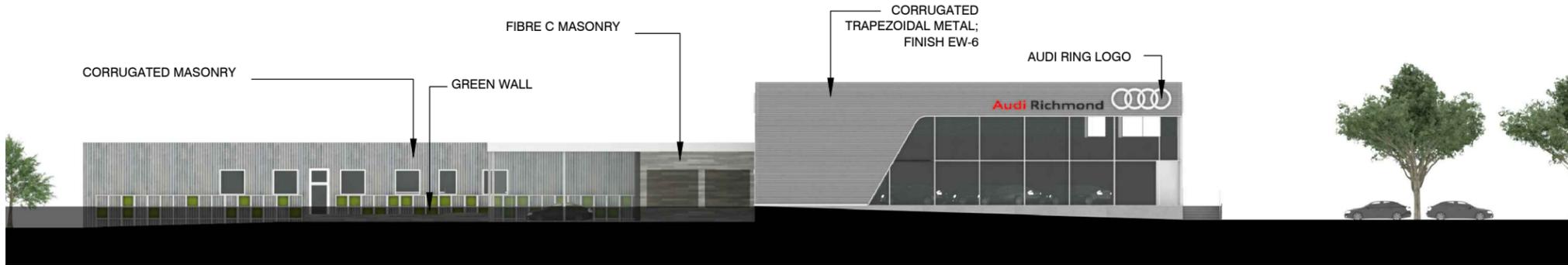
GLASS 1260 sf 26.4%  
 MASONRY 2200 sf 46.2%  
 METAL 1300 sf 27.4%

TOTAL 4760 sf

SIGN 139 sf 2.9%

EL. + 17'-0"  
 T.O. SERVICE DRIVE

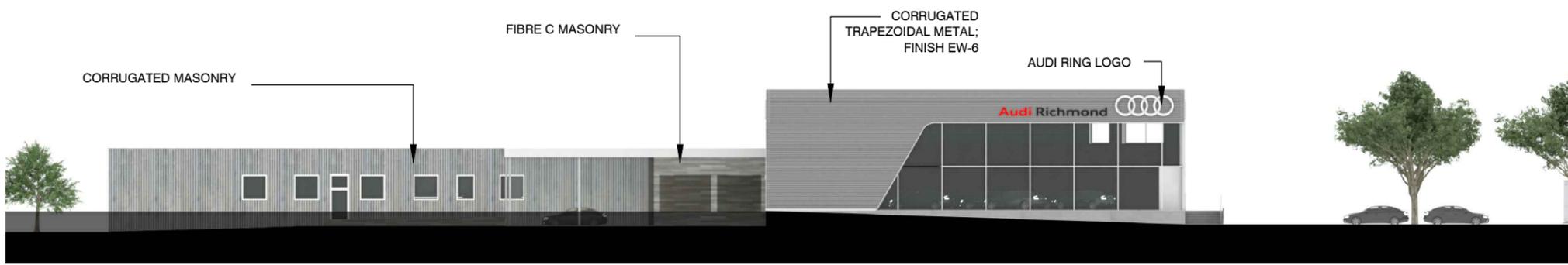
EL. + 3'-0"  
 T.O. SHOWROOM



EL. + 30'-0"  
 T.O. SHOWROOM

EL. + 17'-0"  
 T.O. SERVICE DRIVE

EL. - 0'-0"  
 GROUND LEVEL



EL. + 30'-0"  
 T.O. SHOWROOM

EL. + 17'-0"  
 T.O. SERVICE DRIVE

EL. - 0'-0"  
 GROUND LEVEL

1 SOUTH ELEVATION  
 A300V2 Scale: 1/32" = 1'-0"

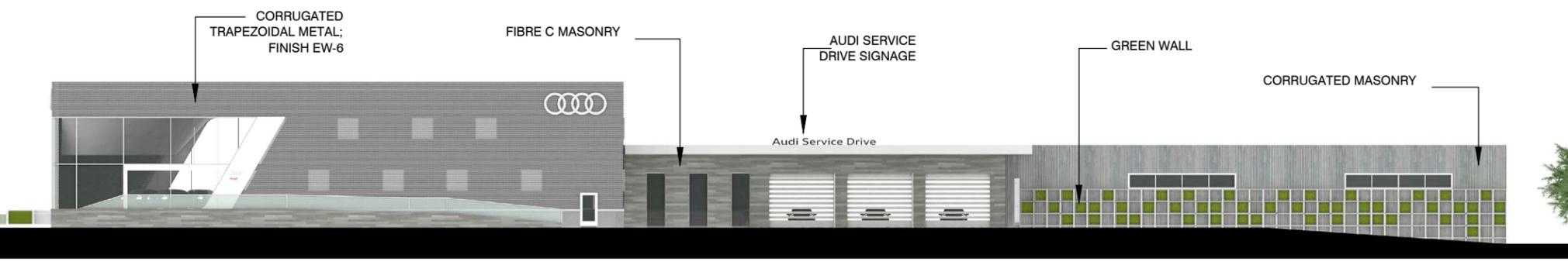
GLASS 1900 sf 23.5%  
 MASONRY 3485 sf 43%  
 METAL 2738 sf 33.5%

TOTAL 8123 sf

SIGN 122 sf 1.5%

EL. + 3'-0"  
 GROUND LEVEL

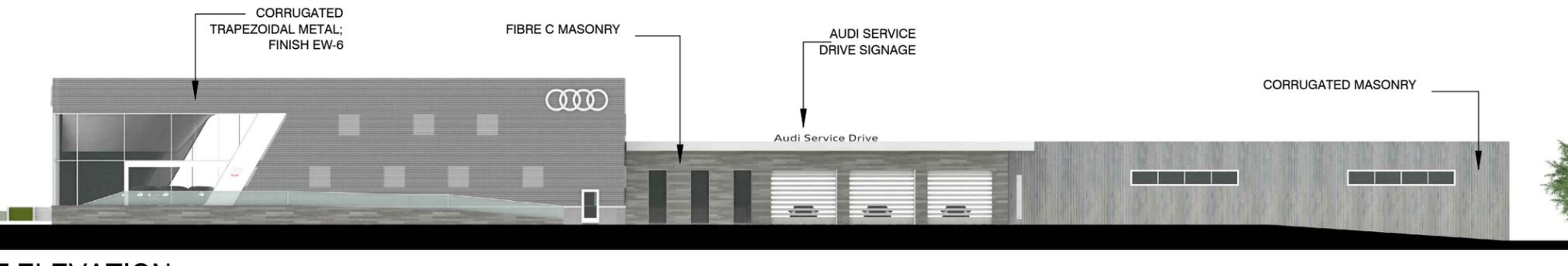
EL. + 3'-0"  
 GROUND LEVEL



EL. + 30'-0"  
 T.O. SHOWROOM

EL. + 17'-0"  
 T.O. SERVICE DRIVE

EL. - 4'-0"  
 GROUND LEVEL



EL. + 30'-0"  
 T.O. SHOWROOM

EL. + 17'-0"  
 T.O. SERVICE DRIVE

EL. - 4'-0"  
 GROUND LEVEL

2 EAST ELEVATION  
 A300V2 Scale: 1/32" = 1'-0"

AUDI RICHMOND  
 (12 CAR SHOWROOM)  
 RICHMOND (WEST BROAD), USA  
 2013.AS.069

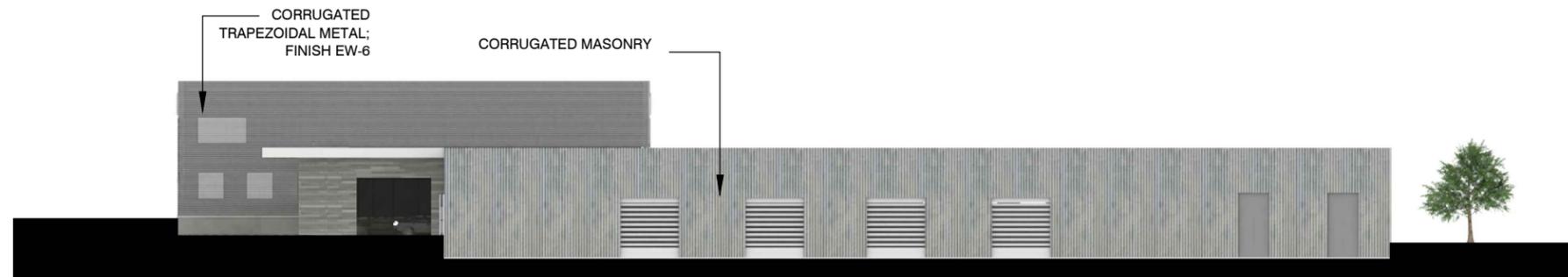
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ELEVATIONS	
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A-300 V2 OPTION A

GLASS 898 sf 14.2%  
 MASONRY 3867 sf 61%  
 METAL 1575 sf 24.8%

TOTAL 6340 sf



1 NORTH ELEVATION  
 A301V2 Scale: 1/32" = 1'-0"

GLASS 2395 sf 32.4%  
 MASONRY 2912 sf 39.4%  
 METAL 2093 sf 28.2%

TOTAL 7400 sf



2 WEST ELEVATION  
 A301V2 Scale: 1/32" = 1'-0"

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ELEVATIONS

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A-301V2 OPTION A

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OPTION A

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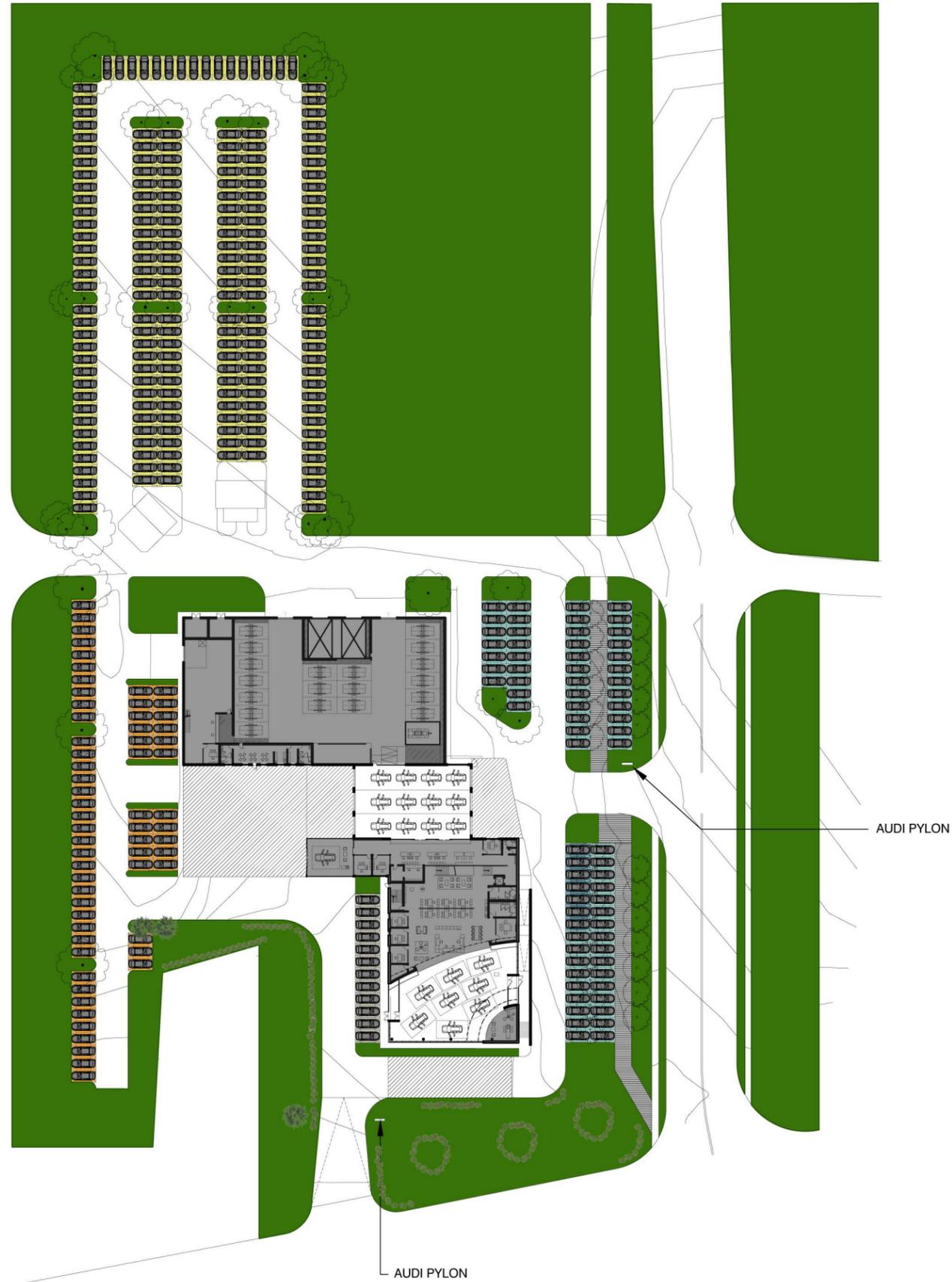
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AUDI PYLON

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SITE PLAN

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A-104 V2 OPTION B



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AUDI PYLON

AUDI PYLON

1 SITE PLAN  
 Scale: 1/50" = 1'-0"

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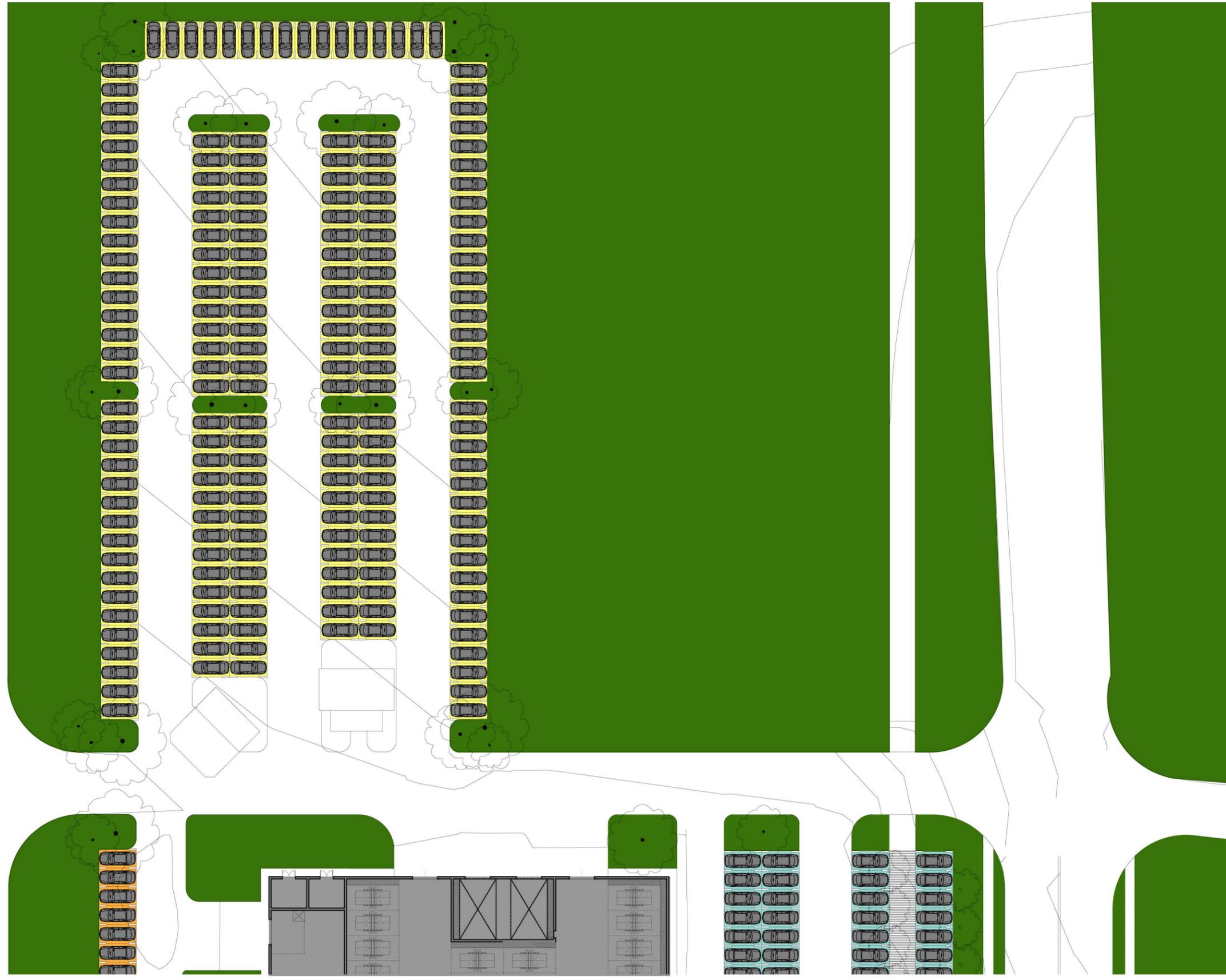
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A-102 V2 OPTION B





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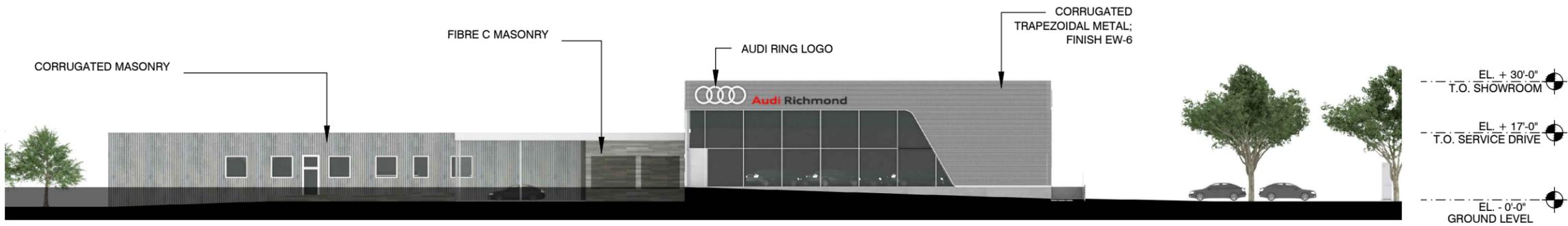
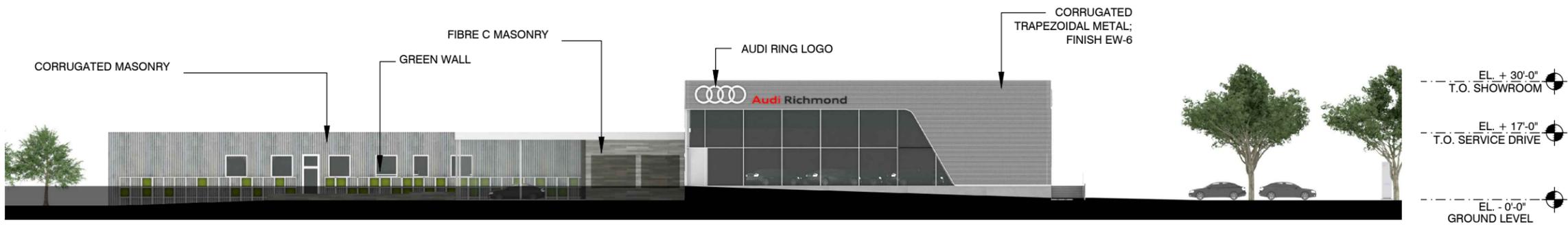
A-103 V2 OPTION B

1 SITE PLAN  
 Scale: 1/50" = 1'-0"

GLASS 1260 sf 26.4%  
 MASONRY 2200 sf 46.2%  
 METAL 1300 sf 27.4%

TOTAL 4760 sf

SIGN 139 sf 2.9%

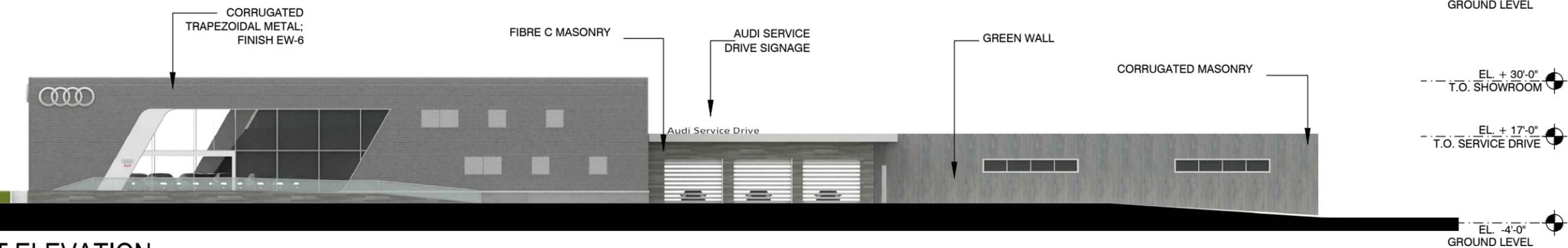
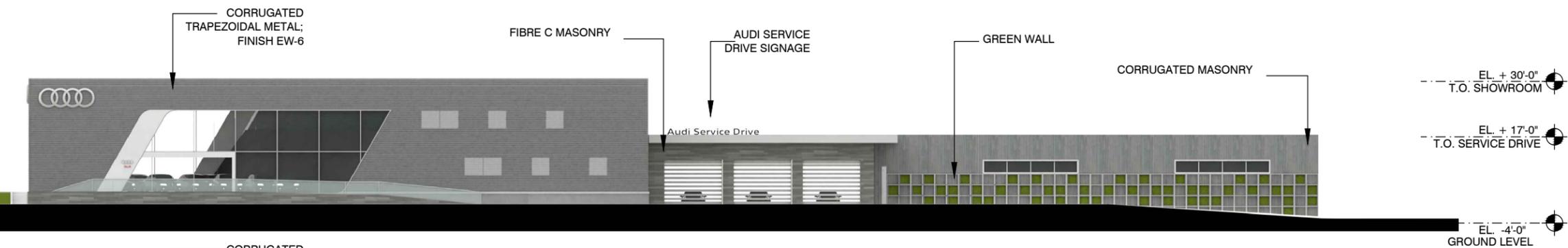


1 SOUTH ELEVATION  
 A300V2 Scale: 1/32" = 1'-0"

GLASS 2110 sf 26.5%  
 MASONRY 3117 sf 39.1%  
 METAL 2751 sf 34.4%

TOTAL 7978 sf

SIGN 129 sf 1.6%



2 EAST ELEVATION  
 A300V2 Scale: 1/32" = 1'-0"

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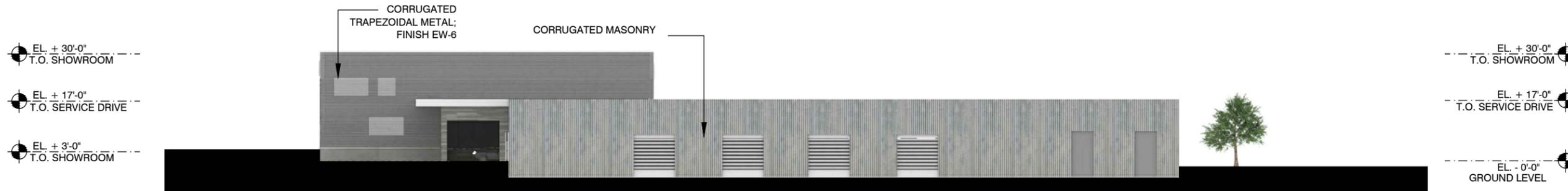
ELEVATIONS

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A-300 V2 OPTION B

GLASS 898 sf 14.2%  
 MASONRY 3729 sf 58.9%  
 METAL 1713 sf 26.9%

TOTAL 6340 sf



1 NORTH ELEVATION  
 A301V2 Scale: 1/32" = 1'-0"

GLASS 2109 sf 27.1%  
 MASONRY 2912 sf 37.5%  
 METAL 2751 sf 35.4%

TOTAL 7772 sf



2 WEST ELEVATION  
 A301V2 Scale: 1/32" = 1'-0"

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A-301 V2 OPTION B

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