

AT A SPECIAL MEETING OF THE DEVELOPMENT REVIEW COMMITTEE OF THE COUNTY OF JAMES CITY, VIRGINIA, HELD IN THE BUILDING A CONFERENCE ROOM AT 4 P.M. ON THE 14th DAY OF APRIL TWO THOUSAND NINE.

ROLL CALL

Mr. Jack Fraley
Mr. Rich Krapf
Mr. Joe Poole
Mr. Chris Henderson

ABSENT

Mr. George Billups

STAFF

Ms. Sarah Propst-Worthley
Ms. Ellen Cook
Mr. Jose Ribeiro

MINUTES

Following a motion by Mr. Krapf seconded by Mr. Henderson, the DRC approved the minutes with amendments from the February 25th, 2009 meeting.

SUP-0008-2009 CVS at Norge

Sarah Propst presented the staff report, explaining that the special DRC meeting was being held to discuss the architectural elevations of the CVS at Norge.

SUP-0008-2009 is located on a Community Character Corridor and in the Community Character Area of Norge. The differences between the first and second elevation were explained, the main difference being several additional windows along the side of the building facing Croaker Road.

Mr. Henderson referred to comments which had been made about the architectural elevations for the Walgreens SUP which had been proposed at the same site. He suggested a move away from the plain red brick to a plank siding and also recommended that the CVS at 199 and Jamestown Road be used as an example of more appropriate design. Mr. Henderson felt that the community would be more receptive to a design that matched the Norge area. Neon would not be looked at favorably in this architecturally sensitive area and a more pedestrian scale building would be desirable, with fewer plain walls.

Mr. Krapf suggested that Mr. Todd look at examples of design which were acceptable in the Norge area, including the existing Candle Factory and the church across the street. He felt that the flat roof being proposed was out of character with the area unless a green roof would be used. He suggested that the developer include some architectural elements on the roof and asked if there was a design book available for CVS which might include some elements more desirable to the region.

Mr. Fraley agreed with his colleagues and mentioned that he would like to see a pyramidal hip roof. He also suggested that the massive, red brick sides should be broken up visually.

Mr. Poole agreed with his peers and felt that franchises should be capable of creating designs which have the small-town "Norge" features. He suggested German siding or board and batten exterior, as well as a peaked roof as specific design features that fit into the community. The CVS needs to relate to the area and nearby structures.

Mr. Henderson mentioned the CVS in Midlothian which has design features to match the surrounding development and felt that it was important to incorporate elements we want to see in new development and redevelopment also.

Mr. Todd presented the CVS prototype and explained that CVS has standards for how they like to design buildings. Significant deviation from the prototype is not encouraged. Mr. Fraley suggested that if CVS could not build to the community's standards the development may have difficulty gaining Planning Commission support.

Mr. Poole explained how the Norge area has specific requirements written into the comprehensive plan to ensure that development fits in.

Mr. Krapf suggested that CVS should use this opportunity to create a flagship store and create a design which could be held up as an example of good design.

Mr. Henderson mentioned the importance of a covered entry and pointed out that the site abuts a proposed mixed use development, Candle Factory. He felt that because of the location of the CVS to this development, there should be more attention paid to creating a more pedestrian scale design. He suggested darker, smaller brick and design that was compatible with the colors and details of the Candle Factory development. Mr. Henderson also questioned whether the signage would meet zoning regulations and suggested white signage instead of the red.

Mr. Fraley mentioned the tower feature he had seen at the entrances of other CVS stores and recommended it as a nice design element which could also serve as a covered entry.

Mr. Poole explained that in this location they really wanted to see an impressive redevelopment and would prefer a color palette other than the typical red: the typical color palette is whites and greens.


Mr. Todd explained that he had asked for white signage but that the idea had not been accepted. The group looked at the site plan and discussed interconnectivity between CVS and Candle factory. Mr. Henderson voiced his concern over stormwater and how the stormwater plan might work with other developments. He suggested the possibility of a regional stormwater master plan. Mr. Henderson also questioned the traffic flow within the site.

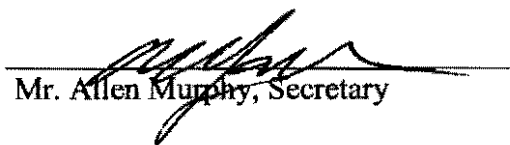
Mr. Poole boiled down the main points to take away from the meeting to include rethinking the siding to be a different material rather than all brick, apply a pitched roof, utilize white signage and stay away from the bright red. Mr. Krapf suggested that these good design features can be observed in other new buildings in the area.

Ms. Pfiefer voiced her appreciation of the landscaping which is being incorporated in the plan. She asked if the Candle Factory development would have residential looking at the back of the CVS building. It was determined that this was not the case.

ADJOURNMENT

The meeting was adjourned at 4:45 P.M.


Mr. Joe Poole, Chairman


Mr. Allen Murphy, Secretary