



# Board of Architectural Review (BAR) Certificate of Appropriateness

Please Return To: City of Charlottesville  
Department of Neighborhood Development Services  
P.O. Box 911, City Hall  
Charlottesville, Virginia 22902  
Telephone (434) 970-3130 Fax (434) 970-3359

Please submit ten (10) copies of application form and all attachments.  
For a new construction project, please include \$375 application fee. For all other projects requiring BAR approval, please include \$125 application fee. For projects that require only administrative approval, please include \$100 administrative fee. Make checks payable to the City of Charlottesville.  
The BAR meets the third Tuesday of the month.  
Deadline for submittals is Tuesday 3 weeks prior to next BAR meeting by 4 p.m.

Owner Name Kilwin's Chocolates Franchise, Inc. Applicant Name Joe Benney  
Project Name/Description Kilwin's of Charlottesville LLC Parcel Number \_\_\_\_\_  
Property Address 313 East Main Street, Charlottesville

### Applicant Information

Address: 25 Woodland Rd  
Bedford, New York 10506  
Email: jbenney@kilwinfranchise.com  
Phone: (W) 770-331-7696 (H) \_\_\_\_\_  
FAX: \_\_\_\_\_

### Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct. (Signature also denotes commitment to pay invoice for required mail notices.)

Joe Benney <sup>WOB</sup> 12-30-14  
Signature Date

Joe Benney 12/30/2014  
Print Name Date

### Property Owner Information (if not applicant)

Address: 308 E. Market St  
Charlottesville, VA 22902  
Email: charles@kabbashfoxand gentry.com  
Phone: (W) 434-531-6257 (H) \_\_\_\_\_  
FAX: \_\_\_\_\_

### Property Owner Permission (if not applicant)

I have read this application and hereby give my consent to its submission

Charlie Kabbash 12/24/14  
Signature Date

CHARLIE KABBASH  
Print Name Date

Do you intend to apply for Federal or State Tax Credits for this project? No

Description of Proposed Work (attach separate narrative if necessary): Adjustment to front of building to allow for product production and display

List All Attachments (see reverse side for submittal requirements):  
\_\_\_\_\_  
\_\_\_\_\_

### For Office Use Only

Received by: [Signature]  
Fee paid: 12500 Cash/Ck. # 185  
Date Received: 11/8/15

Approved/Disapproved by: \_\_\_\_\_  
Date: \_\_\_\_\_  
Conditions of approval: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

It is our belief that the Kilwins Brand needs to be a *feast for the senses*, with the store environment being a reflection of that philosophy.

At Kilwins, our customers **see** a warm, inviting, familiar gathering place, clean and crisp, with a focus on our great product. They **hear** wonderful music, and the sounds of children's excitement as our paddle scrapes against the marble fudge table. Everyone can relate to the **touch** of a waffle cone, or the feel of smooth fudge as it hits your tongue, or holding a dish ice cream on a hot summer day or sipping hot chocolate on a cool fall evening. The sweet **smell** of the store and delicious **taste** of our products go without saying-what makes us special is our focus on engaging and connecting with our customers and creating a great experience, to remember and share again and again.

Everything we do is to create that memorable, uniquely **Kilwins** experiences, starting with our choice of locations, the design of the stores, our fixtures, our packaging and our displays, to our promotional programs, uniforms and music systems.

We are, truly, **Sweet in every Sense since 1947!**

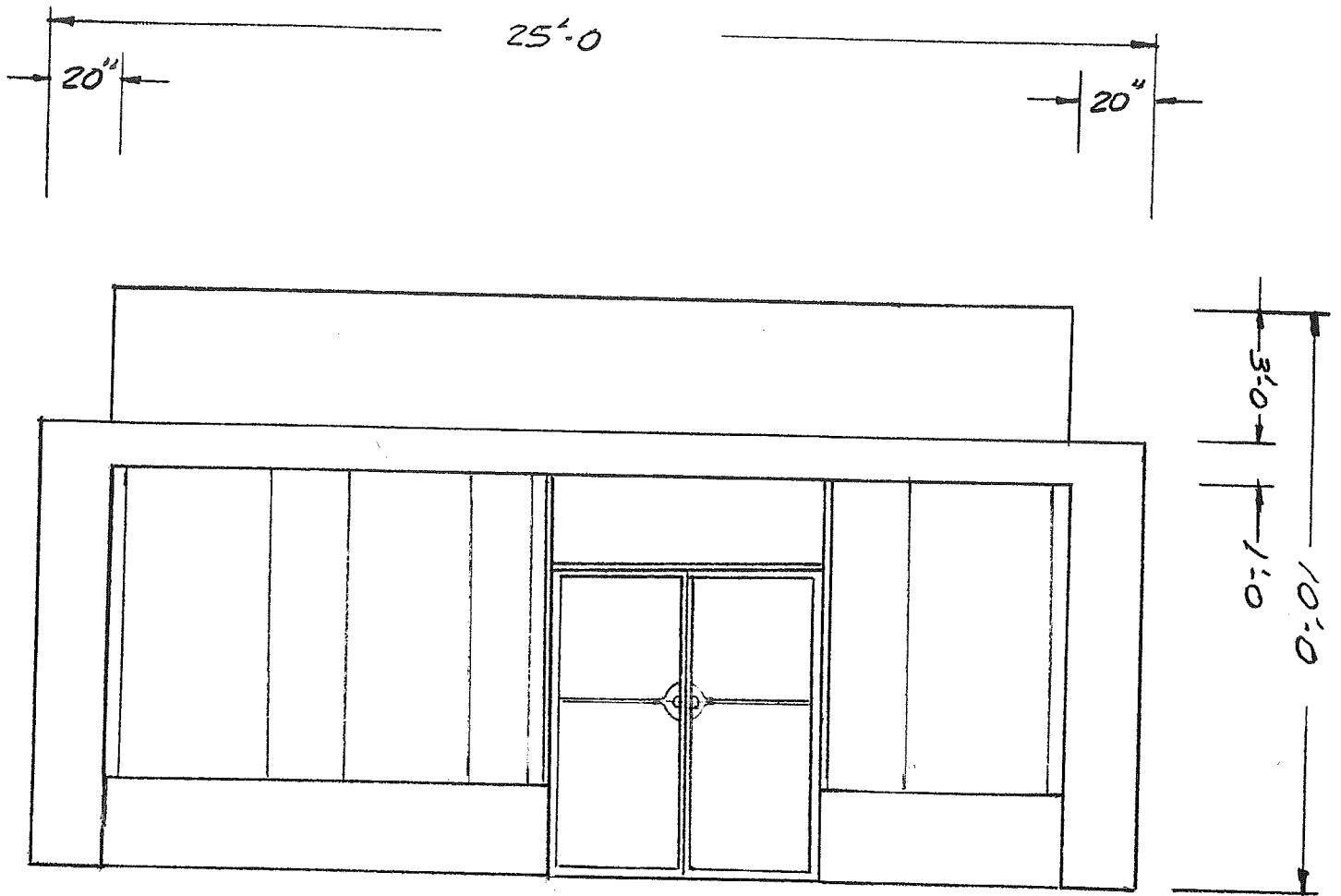
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New store build-outs	3.2
Existing store renovations and refreshes	3.3
Franchise agreement and renewal renovations	3.4

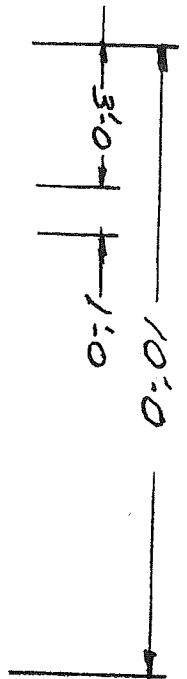
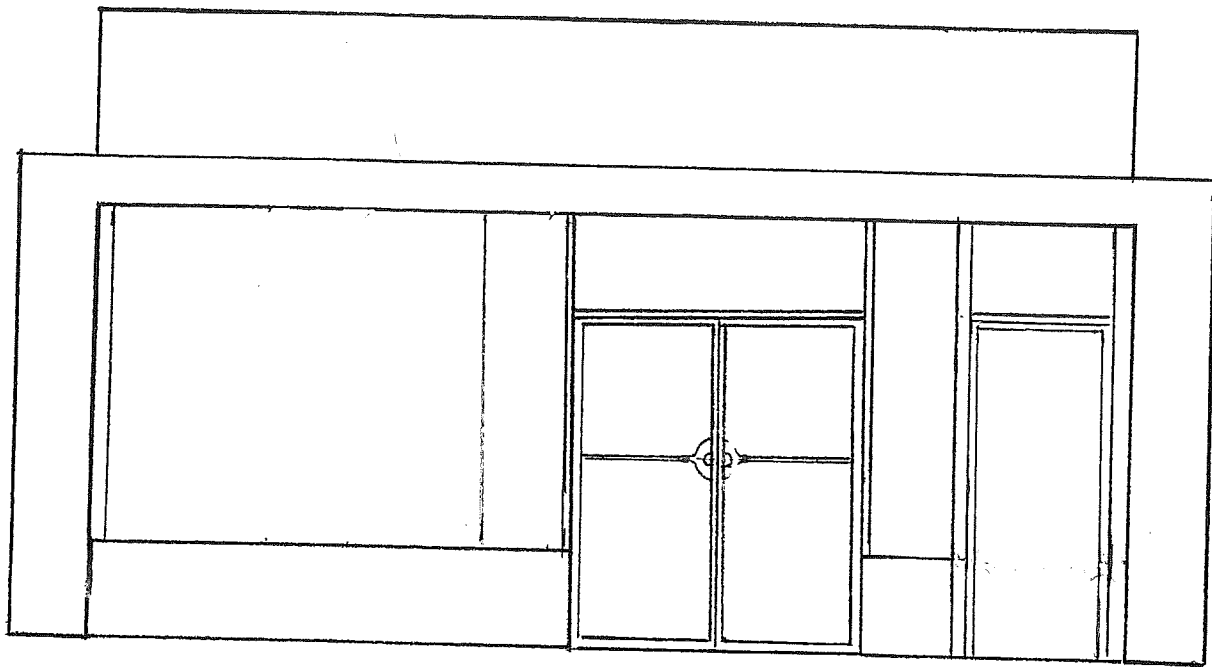
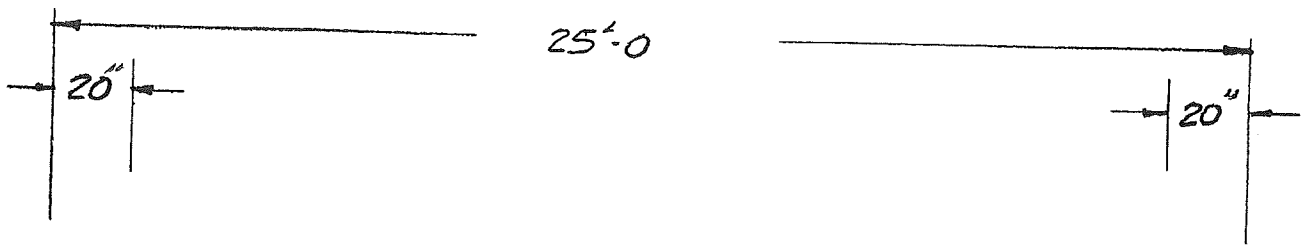
 **PHOENIX**  
Pop Up **SALE** Shop

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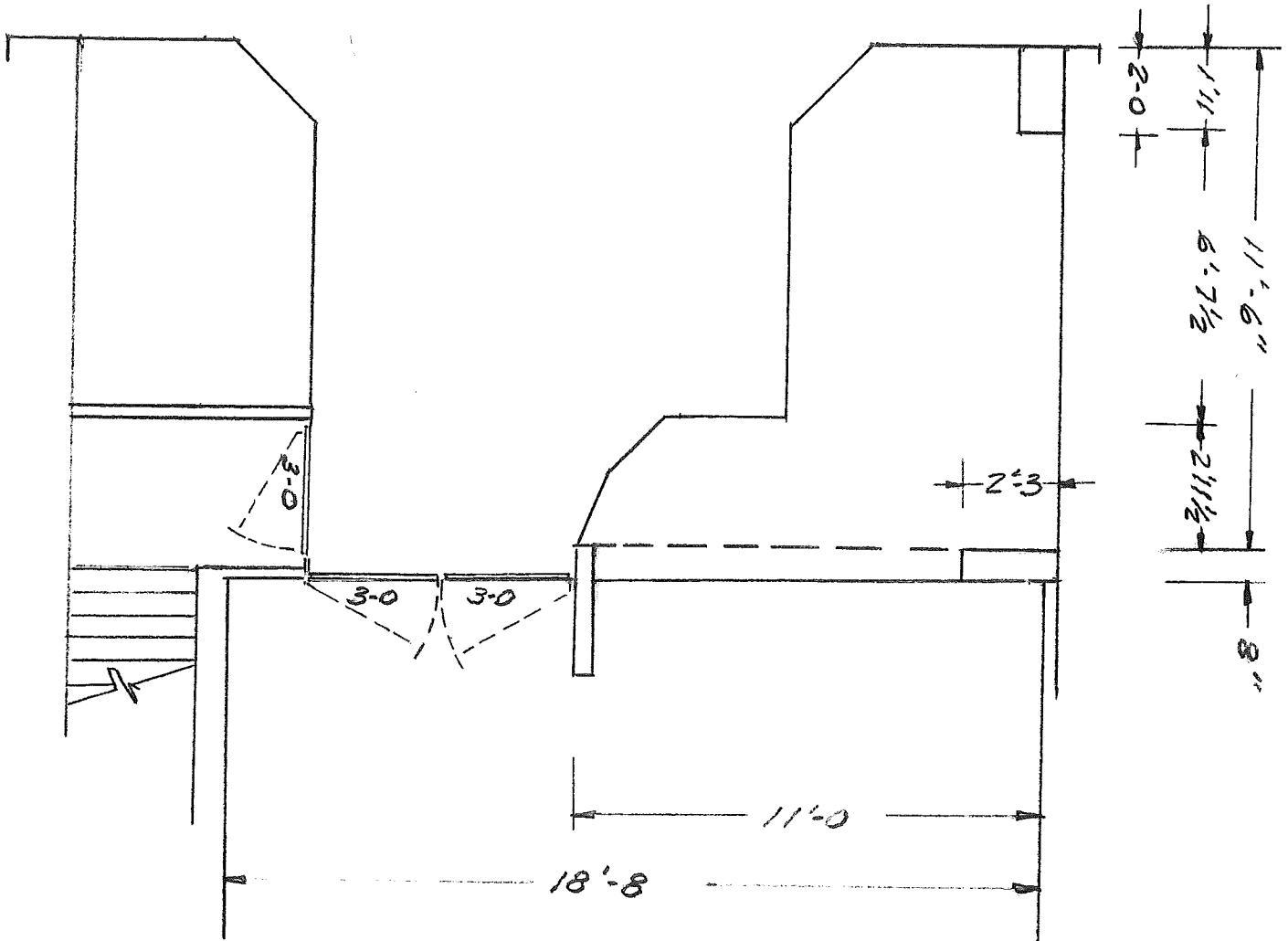
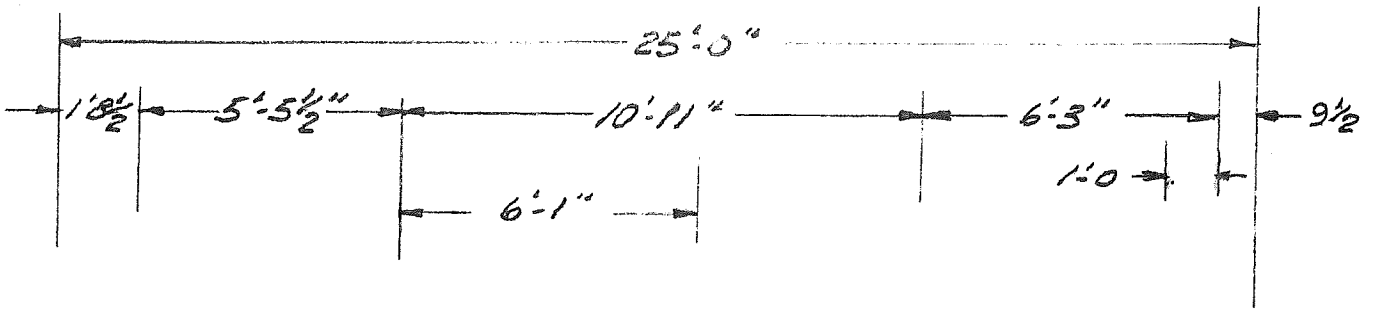




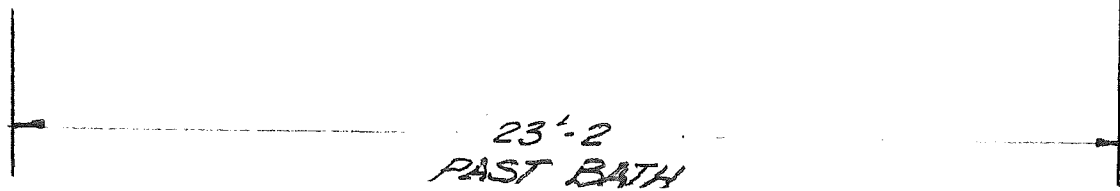
FRONT ELEVATION  
AS BUILT

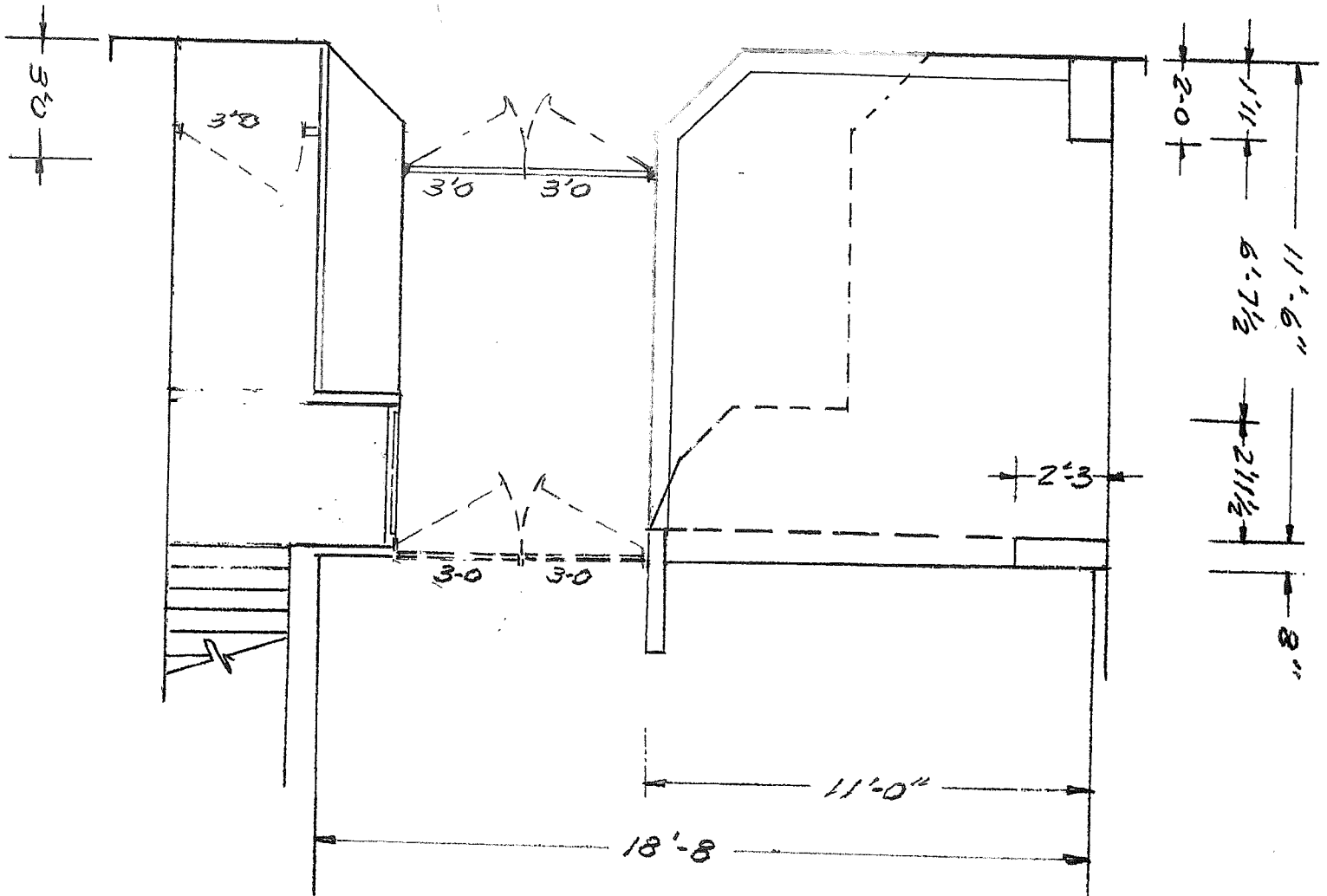
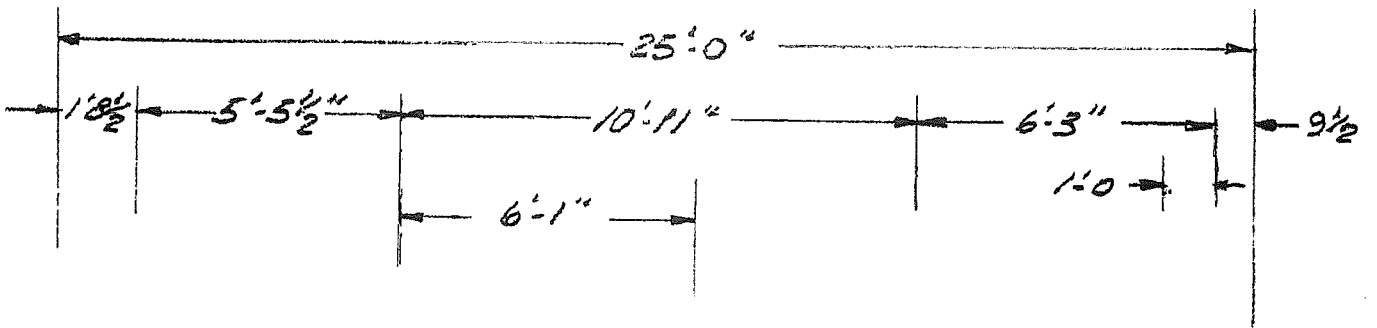


FRONT ELEVATION  
REVISED



AS BUILT





REVISED

## Store exterior Signage examples



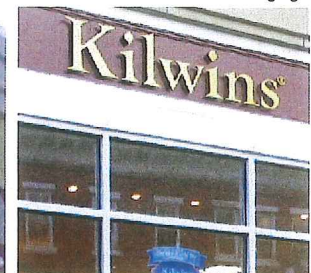
A front illuminated Kilwins sign on a historic facade.

"Can" interior sign illumination.

Raised lettering signage.



Awning as signage.



### Exterior store signage

There are many signs that Kilwins uses, depending on local codes, landlord restrictions and building configurations. While there is usually a vertical band of signage at the top of a building, we also may have in conjunction or separately from that, a sign screened on an AWNING, a BLADE SIGN at the top of a building, or below a canopy, VERTICAL signage, DOORWAY TRANSOM signage, and many other configurations.

Moreover, signage is realized with mounted dimensional lettering, channel lettering, back lit or front lit applications, painted logos and other applications. While our signage logo is typically realized in black or white, it occasionally is fabricated in gold or another color due to requirements from the landlord, town or historic association.

The Kilwins Design Department will work with you and your local administration, and a sign company of our mutual choosing to create the perfect sign for your location that meets all code restrictions, and characterizes Kilwins perfectly.

*Kilwins signing is respectful of local codes and customs, while remaining brand-right. These differences also allow each customer to view their "My Kilwins" as a special place, whether at home or on vacation.*

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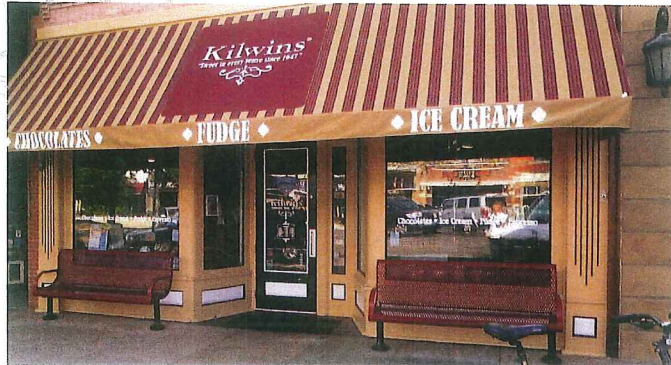
## New store build-outs

Awaiting product to make the store come to life.



Historic downtown, a perfect home for Kilwin's.

An adaptation of our historic awning with new logos.



A new concept store fully merchandised.



In promotion for Mother's Day.

*Our new stores have the benefit of our years of experience in what works best in layout, fixtures and systems, coupled with new expertise in store design, finishes and graphics.*

*While existing stores will elevate their environments as needed as opportunities come up, new stores have the advantage of being the very best we can offer upon opening.*

### Our three-step process

A new store gives us the chance to introduce Kilwin's to a new market, and we want to put our best foot forward with proprietary finishes and fixtures that are designed to brand Kilwin's as well as coordinate with the space. New England stores will differ from Florida stores, but all will be unmistakably Kilwin's.

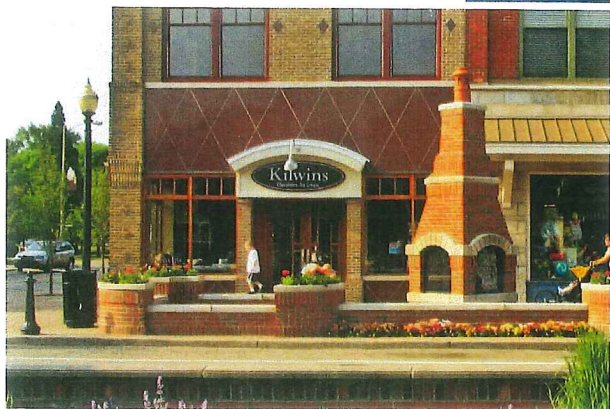
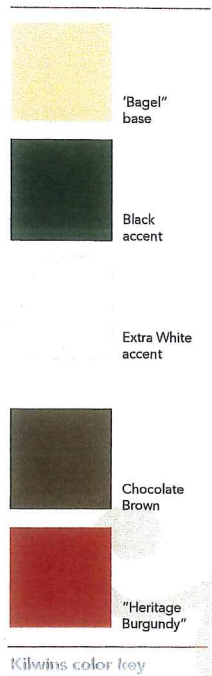
- 1 We make an assessment of the space for proper layout and incorporation of special assets (tin ceilings, exposed brick, wood floors, etc.) when they are present.
- 2 We discuss with the new franchisees the way we will conduct business, with the guidance of the Kilwin's layout plan.
- 3 We agree on the finishes, fixtures, graphics and other elements that will start their Kilwin's store off right.



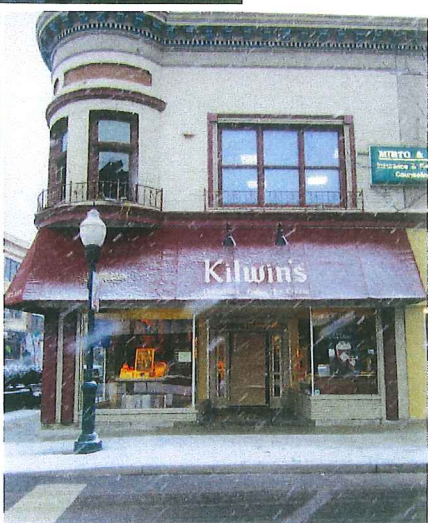
Store exterior Facades and finishes



Exterior shot; caption to come.



A classic Kilwin's, adapted as local codes dictate.



Exterior shot; caption to come.

*In general, our facades and finishes program is designed to help realize and highlight the architectural charm of the building, as it exists, and create a stage for the branded Kilwin's experience. Our paint choices work well with architectural styles, and serve as a classic, nostalgic entry point to the store. The facade should not compete with the signage and exterior collateral, or with the view of the kitchen through the windows into the store.*

Facades and finishes

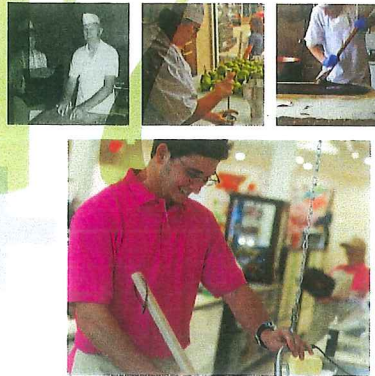
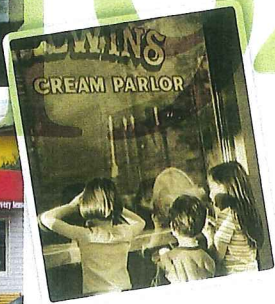
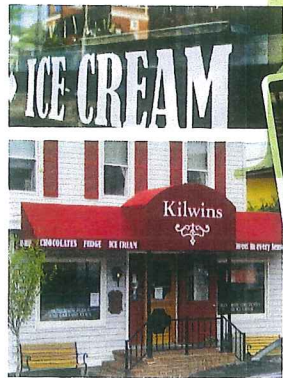
Our façade finish usually consists of some version of the "bagel" coloration, highlighted with accents in white and black. Molding can feature a large field of "bagel", and use white as an interior panel feature, and black as a "piping" trim accent. White is brand-right but creates challenges as it is difficult to keep clean, therefore is used sparingly.

Whenever possible, we use a permanent base material such as brick, stucco and factory-finished metal as a permanent fascia element.

"Heritage" burgundy is a historic color for the brand, and can be used as a base or accent color as needs dictate. Care should be taken to balance practical needs with the desire to create a light, "happy" but classic exterior look.

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## Then and now

CHOCOLATES • FUDGE • ICE CREAM

Kilwins Chocolates Franchise, Inc. is a growing 80+ store franchise company with stores located along the eastern United States, currently in 18 states (CO, DE, FL, GA, IL, IN, MD, MI, NC, NH, NJ, NY, OH, PA, RI, SC, TN, WI). The easternmost store is currently in Newport, RI, and the western most store is in Fort Collins, CO. The southernmost store is in Key West, FL, and the northernmost store is in Mackinac City, MI. We also operate a 6000 sq. ft. flagship Company Store in Petoskey, MI, which is attached to the Chocolate Kitchen where our Chocolates are made. Our headquarters are also housed in this facility.

The company was founded in 1947 by Don and Katy Kilwin, with the first store located in Petoskey, MI, which is also where most of the early recipes were developed. Although it began as a bakery, it soon evolved into a purveyor of fudge, for which it is still famous for "Mackinac Island Fudge", adding quality "Hand-Crafted Chocolates" to the assortment, and, finally, "Original Recipe Ice Cream". It remains a privately held company, with the facility in Petoskey, MI creating a full line of top-quality "Hand-Crafted Chocolates", Made-In-Store items like "The Perfect" Caramel Apple, Corns & Brittles and "Mackinac Island Fudge" made fresh in each individual store, and "Original Recipe Ice Cream". Besides our three main categories of Chocolates, Made-In-Store items and Ice Cream, support products like salt water taffy, coffees, hot chocolate, beverages, gift baskets, and other related confections round out our assortment.

The company has grown steadily to its present size by selling franchises. The stores are primarily located in resort, beach and vacation areas, and in historic downtown locations, with concentrations in Florida, North Carolina and Michigan. Stores vary by location in size and décor, and while there are some similarities, they are not near the lock-step look and feel of other franchise operations, encouraging a reflection of the local geography and community in their décor.

The company has completely renovated an existing facility in Petoskey overlooking the lake, which houses the Kilwins Chocolates Factory Kitchen, our company headquarters, and a Kilwins Company Store. The facility is designed as an "open" plant, where free tours are available, and customers can interact with kitchen teams and see demonstrations. The facility has ample parking, is in a central location, and has the room to expand including thousands of visible square footage in the way of additional storefront, production and storage. The design of the space is also looked at as an opportunity to test new concepts, from new products to new music systems, uniforms, fixtures and marketing strategies and collateral.

While seeking to define and improve product categories, as well as marketing and business practices for today and in the future, there is also a recognition by the company that there needs to be a branded environmental "look and feel" that defines the Kilwins experience. That is not to say that all Kilwins stores will look and feel the same, that is not something that the company desires, but certain branded elements, such as signage, fixtures, uniforms, packaging, product, and activities such as customer service, marketing, best practices and new product introductions bind the company together.

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