



Staff Report
City of Richmond, Virginia

Commission of Architectural Review



10. COA-166151-2025	Final Review	Meeting Date: 5/27/2025
Applicant/Petitioner	Allan Rosenbaum	
Project Description	Replace various components of an existing storefront.	
Project Location		
Address: 3301 East Marshall Street		
Historic District: Chimborazo Park		
<p>High-Level Details:</p> <p>The applicant requests various alterations to an existing storefront on a two story, masonry, corner mixed-use building circa 1905.</p> <p>The applicant proposes to replace the existing storefront system with a new aluminum storefront assembly.</p> <p>The primary entrance door will be reconstructed to match the original door.</p>		
Staff Recommendation	Partial Approval	
Staff Contact	Alex Dandridge, alex.dandridge@rva.gov, (804) 646-6569	
Previous Reviews	None.	
Staff Recommendations	<p>Staff recommends Partial Approval of the application with the following conditions:</p> <ul style="list-style-type: none"> Staff recommends that the concrete be repoured to match the existing in height and footprint. Staff recommends that the knee wall be reconstructed to match the existing in height and design. <p>Staff recommends Denial of:</p> <ul style="list-style-type: none"> Replacement of the storefront with the aluminum system. <p><i>If staff's condition carries, it is suggested that the owner rebuild the storefront with new wood, or another material that better replicates the profile of the existing storefront, wood trim added, or interior/exterior storms be added for double insulation if energy efficiency is a concern.</i></p>	

Staff Analysis

Guideline Reference	Reference Text	Analysis
Standards for Rehabilitation, Commercial Construction, pg. 58	<p><i>1. Conduct pictorial research to determine the design of the original building. The Valentine Museum has an extensive collection of photographs of Richmond's 19th-century building stock to aid in this research. If no pictorial documentation is available, any new additions to the storefront design should respect the character, materials and architectural style of the entire building. If possible, careful exploratory demolition should be conducted to determine the extent and condition of all original materials. Consult a knowledgeable professional before beginning work.</i></p> <p><i>4. Materials and modifications typically considered inappropriate for use on most historic structures include: replacing historic wood storefront with aluminum storefront, enameled panels, stone veneer, textured wood siding, artificial siding, wood shingles, mansard roof, metal awnings and plastic shutters.</i></p>	<p>The applicant proposes to replace the existing storefront system with a new aluminum storefront system. The existing storefront wraps the corner of the building and features traditional storefront elements like transparent glass, a knee wall, and transom windows above the main storefront window, which are separated by a prominent band of horizontal molding.</p> <p>3301 East Marshall Street is a contributing resource to the Oakwood-Chimborazo National Register Historic District, and while not currently a commercial space, the building is associated with the small-scale commercial development on this block in the late 19th and early 20th century.</p> <p>Based on historic documentation, the storefront has been altered over time. A photograph from the City Assessor's office dating to the 1950s shows the storefront windows having fewer vertical divisions and a different knee wall. This would suggest that the windows have been replaced and are not original. The transoms and horizontal trims appear to be original to the storefront.</p> <p>While the extant storefront has some replacement materials, the materials have a profile and appearance more in-keeping with the district's storefronts than that of the proposed aluminum.</p> <p>New aluminum storefront system will have 2 ¼" mullions.</p> <p>Given that the guidelines consider modern aluminum storefront inappropriate replacements, <u>staff recommends denial of the replacement of the storefront with the aluminum system.</u></p> <p>If staff's condition carries, it is suggested that the owner rebuild the storefront with new wood or another material that better replicates the profile of the existing storefront, wood trim be added to the new storefront, or interior/exterior storms be added to the interior for double insulation.</p>
Building Elements, Porches, Entrances & Doors, Entrance and Porch Removal, Replacement and Reconstruction, pg. 71	<p><i>14. Do not remove original doors and door surrounds. Replacement doors and door surrounds with stamped or molded faux paneling or leaded, beveled, or etched glass are strongly discouraged and rarely permitted. Stamped or molded faux paneled doors are inappropriate substitutes for door types found in historic districts.</i></p>	<p>The existing primary entrance doors is a full-light wooden door. There is a non-original metal screen and wooden board over the doors window.</p> <p>The door will be replaced with a new full-lite wooden door to match the existing door. It will be constructed of mahogany, with a 5" top rail 17" bottom rail. The replacement door meets the intent of the <i>guidelines</i>.</p>

		<p>The applicant proposes to remove and replace the existing concrete foundation/floor at the corner entrance and underneath of the storefront's knee wall, as well as the knee wall, itself. In the application, it is stated that the existing concrete is cracked and may be deficient, and the knee wall has rot. Based on historic photographs, the knee wall appears to have been replaced and is not the original. <u>Staff recommends that the concrete be repoured to match the existing in height and footprint.</u></p> <p><u>Staff recommends that the knee wall be reconstructed to match the existing in height and design.</u></p>
--	--	---

It is the assessment of staff that, with the conditions above, the application is consistent with the Standards for Rehabilitation and New Construction outlined in Section 30-930.7 (b) and (c) of the City Code, as well as with the Richmond Old and Historic Districts Handbook and Design Review Guidelines, specifically the pages cited above, adopted by the Commission for review of Certificates of Appropriateness under the same section of the code.

Figures

Figure 1. 3301 E. Marshall, City Assessor, 1950s.



Figure 2. 3301 E. Marshall, HRF Survey 1970s



Figure 3. 3301 East Marshall existing conditions.

