



Staff Report
City of Richmond, Virginia

RICHMOND PLANNING & DEVELOPMENT REVIEW



Commission of Architectural Review

1. COA-146153-2024	Final Review	Meeting Date: 4/23/2024
Applicant/Petitioner	Elaine Odell	
Project Description	Install a mural on a previously painted, commercial, masonry building.	
Project Location		
Address: 2314 Jefferson Avenue		
Historic District: Union Hill		
High-Level Details: Applicant proposes to paint a mural on a secondary elevation of a previously painted commercial building. The existing building is a 1-story, 3-bay brick gas station with an irregular plan and a drive-through projecting metal canopy that once covered the gasoline pumps. The building was constructed ca. 1935 in the Moderne style.		
Staff Recommendation	Approval	
Staff Contact	Alex Dandridge, alex.dandridge@rva.gov, (804) 646-6569	
Previous Reviews	None	
Conditions for Approval	None	

Staff Analysis

Guideline Reference	Reference Text	Analysis
Standards for Signage, Mural Guidelines, pg. 75	<i>Mural Guidelines Murals (other than historic painted wall signs) may be permitted on commercial buildings, as defined by current zoning, considering the following guidelines: In general, murals should be painted on removable material, not directly on a building wall. Murals painted on primary facades are not permitted. A mural's appearance, colors, and scale should reflect the history of the district of which the building is a part. A mural should not obscure or distort the historic features of a building</i>	<p>The mural will be painted on a previously painted secondary elevation of the building. It will use exterior latex paint and colors that are not visually obtrusive.</p> <p>Preliminary drawings of the proposed mural relate to the community garden that is adjacent to the building.</p> <p>The proposed mural will not obscure or distort any character defining features of the building.</p> <p><u>Staff recommends approval of the mural as submitted.</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. Subject Wall



Figure 2. Conceptual Mural

