

8. COA-044108-2018

Commission of Architectural Review



PUBLIC HEARING DATE

November 27, 2018

PROPERTY ADDRESS

100 W Broad St

DISTRICT

Broad Street

APPLICANT

MCP Estate, LLC

STAFF CONTACT

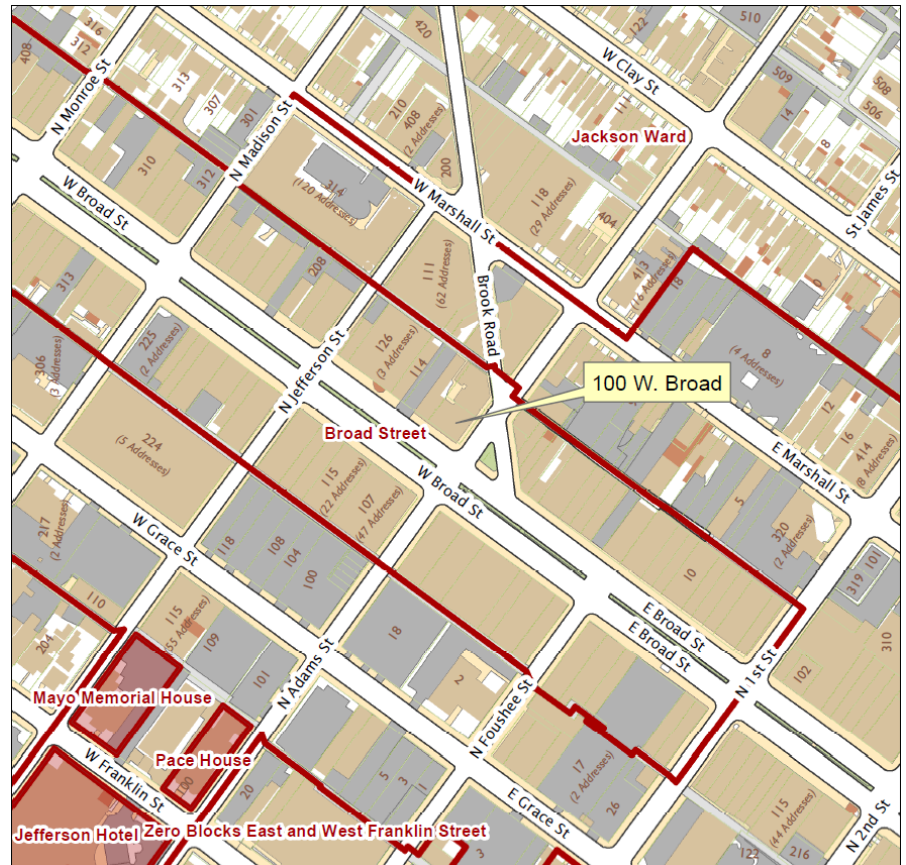
Carey L. Jones

PROJECT DESCRIPTION

Paint mural and install plaque.

PROJECT DETAILS

- This application is for permission to paint a mural on a previously painted masonry side elevation and install a plaque with biographical information about the mural's subject.
- This application is the result of an enforcement action for painting an exterior wall without a Certificate of Appropriateness from the Commission.



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STAFF RECOMMENDATION

APPROVE WITH CONDITIONS

PREVIOUS REVIEWS:

None.

STAFF RECOMMENDED CONDITIONS

- The plaque be installed in such a way that does not damage the existing masonry including anchoring to the mortar, not the brick.
- The size and materials of the plaque be submitted to staff for administrative review and approval.

STAFF ANALYSIS

Standards for Signage, Mural Guidelines, pg. 75 #s2-4, 7-8

2. Murals painted on primary facades are not permitted.

Staff finds this mural is painted on a prominent, though secondary elevation.

3. A mural's appearance, colors, and scale should reflect the history of the district of which the building is a part.

The mural depicts John Mitchell Jr. (1863-1929), a Richmond businessman, editor of the *Richmond Planet*, and politician representing Jackson Ward as a city alderman from 1892 to 1896.

4. A mural should not obscure or distort the historic features of a building.

Staff finds that the mural meets the requirements of #4 as it does not obscure any historic features of this elevation.

7. Applicants must provide written approval from the building's property owner.

The applicant has provided written approval from the property owner.

8. Applicants are strongly encouraged to present designs unique to Richmond, not previously installed elsewhere.

Staff finds that this is a unique design and since it depicts a person significant to the history of Richmond, it is specific to the City of Richmond and to the Jackson Ward City and Old Historic District.

Standards for Signage, pg. 75, #5

Signs should not obstruct important architectural elements or details

The plaque does not obstruct any architectural features and is a simple sign that does not conflict with the building's design. For these reasons, staff recommends approval of installation of this wall plaque with the condition the design including the size and materials of the plaque be submitted to staff for review and approval and the plaque be anchored into the mortar not brick so as to protect the historic masonry.

It is the assessment of staff that, with the conditions above, the application is consistent with the Standards for Rehabilitation outlined in Section 30-930.7 (b) 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.

IMAGES



Figure 1. View of Mural looking northwest.



Figure 2. View of Mural looking west.