

**COMMISSION OF ARCHITECTURAL REVIEW
STAFF REPORT
May 27, 2013, Meeting**

15. **CAR No. 14-46** (S. Pomajambo) **1013 West Franklin Street
West Franklin Street Old and Historic District**

Project Description: **Paint mural on the side of the building**

Staff Contact: **W. Palmquist**

The applicant requests permission to paint a mural on the side of a previously-painted residential building located in the West Franklin Street Old and Historic District. The applicant proposes utilizing the entire eastern façade for the mural, and has included examples of styles of proposed work. This side of the building faces a small driveway and parking lot operated by VCU.

Staff recommends denial of the project. The adopted mural guidelines note that murals may be permitted on commercial buildings, provided that certain guidelines are met. The applicant has proposed a mural at a residential building, which does not meet the guidelines. The majority of this block of West Franklin Street is of multi-family residential use and still retains the character of single-family residences which lends to its historical significance. It is the assessment of staff that the application is not consistent with the Standards for Signage outlined in Section 114-930.7(b) of the City Code, nor is it consistent with the *Richmond Old and Historic Districts Handbook and Design Review Guidelines*, specifically the mural guidelines, adopted by the Commission for review of Certificates of Appropriateness under the same section of the code.