

**COMMISSION OF ARCHITECTURAL REVIEW  
STAFF REPORT  
November 28, 2017 Meeting**

6. **COA-025848-2017** (M. Daniel) **1914 East Franklin Street  
Shockoe Valley Old and Historic District**

**Project Description:** **Install blade sign.**

**Staff Contact:** **C. Jeffries**

The applicant requests approval to install a blade sign on a new multifamily development in the Shockoe Valley Old and Historic District. The new construction was approved by the Commission on May 26, 2015 and the building was constructed in 2016. The proposed sign is 8 feet by 2 feet and will be installed at the corner of the building at North 20<sup>th</sup> and East Franklin Streets.

**Staff recommends denial of the project.** *The Richmond Old and Historic District Handbook and Design Review Guidelines* state that signs should complement the signage of neighboring businesses (pg. 75, #2). Though the sign meets the recommendations for signage in terms of legibility, lighting, color, and materials (pg. 75), staff was unable to locate any signs of a similar design within the district. The majority of existing signs are window signs, awning signs, or flat wall signs. Staff recommends denial of the proposed sign as it does not complement the signage of neighboring businesses.

It is the assessment of staff that the application is not 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 page cited above, adopted by the Commission for review of Certificates of Appropriateness under the same section of the code.