



Staff Report
City of Richmond, Virginia



Commission of Architectural Review

1. COA-156645-2024	Final Review	Meeting Date: 11/26/2024
Applicant/Petitioner	David Kibbie	
Project Description	Paint a mural on a water tower.	
Project Location		
Address: 714 North 30 th Street		
Historic District: Church Hill North		
High-Level Details: Department of Public Utilities to paint the City of Richmond seal and the RVA H2O logo on the Church Hill Water Tank to celebrate 100 years of continuous operation of the City's Drinking Water Treatment Plant. The City of Richmond logo will be 22 feet by 22 feet and will be placed above 10 feet by 15 feet RVA H2O logo.		
Staff Recommendation	Approval, with Conditions	
Staff Contact	Alex Dandridge, alex.dandridge@rva.gov, (804) 646-6569	
Previous Reviews	None.	
Conditions for Approval	<ul style="list-style-type: none"> Staff recommends conditional approval of the proposed mural, contingent on the following: the installation must not permanently damage or alter the water tank; the mural must avoid the use of dayglow, luminescent, or reflective paints or materials; and all proposed work must comply with existing zoning requirements. 	

Staff Analysis

Guideline Reference	Reference Text	Analysis
Standards for Signage, Mural Guidelines, pg. 75	<p><i>Murals (other than historic painted wall signs) may be permitted on commercial buildings, as defined by current zoning, considering the following guidelines:</i></p> <ol style="list-style-type: none"> <i>In general, murals should be painted on removable material, not</i> 	<p>The applicant proposes to paint the City of Richmond seal and the "RVA H2O" logo on an existing water tank located within the Church Hill Historic District. The water tank, originally constructed in 1954, was replaced with a newly renovated structure in 2013. The proposed mural will be located on a secondary elevation.</p>

	<p>directly on a building wall. Murals should be installed on framing that allows water to weep between the mural and the wall. Attachments should not irrevocably damage the building. Painting directly onto the walls of a non-contributing building will be considered by the Commission on a case-by-case basis. Adding a mural to a previously-painted, non-primary elevation of a contributing building will be considered on a case-by-case basis.</p> <p>3. A mural's appearance, colors, and scale should reflect the history of the district of which the building is a part. The use of dayglow, luminescent, or reflective paint or materials is discouraged.</p> <p>9. Murals are allowed on commercial buildings, as defined by current zoning.</p>	<p><u>Staff recommends conditional approval of the proposed mural, contingent on the following: the installation must not permanently damage or alter the water tank; the mural must avoid the use of dayglow, luminescent, or reflective paints or materials; and all proposed work must comply with existing zoning requirements.</u></p>
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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. Proposed Mural with corresponding dimensions. View from N Street.

