



# Commission of Architectural Review SUBMISSION APPLICATION

City of Richmond, Room 510 – City Hall  
900 East Broad Street, Richmond, Virginia 23219  
PHONE (804) 646-6335 FAX (804) 646-5789

12 COPIES OF SUPPORTING DOCUMENTATION ARE REQUIRED FOR PROCESSING YOUR SUBMISSION

LOCATION OF WORK: 808 N. 21ST ST. RVA

DATE: 08.20.16

OWNER'S NAME: DANIIL KLEYTMAN

TEL NO.: 804 991 4111

AND ADDRESS: 808 N. 21ST ST

EMAIL: duk5f@yahoo.com

CITY, STATE AND ZIPCODE: RVA

ARCHITECT/CONTRACTOR'S NAME: MICHAEL PELLIS ARCHITECTURE

TEL NO.: 804 212.9024

AND ADDRESS: 201 W. 7TH ST.

EMAIL: MICHAEL@MICHAELPELLIS.COM

CITY, STATE AND ZIPCODE: RVA 23224

Would you like to receive your staff report via email? Yes  No

## REQUEST FOR CONCEPTUAL REVIEW

I hereby request Conceptual Review under the provisions of Chapter 114, Article IX, Division 4, Section 114-930.6(d) of the Richmond City Code for the proposal outlined below in accordance with materials accompanying this application. I understand that conceptual review is advisory only.

## APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

I hereby make application for the issuance of a certificate under the provisions of Chapter 114, Article IX, Division 4 (Old and Historic Districts) of the Richmond City Code for the proposal outlined below in accordance with plans and specifications accompanying this application.

## DETAILED DESCRIPTION OF PROPOSED WORK (Required):

### STATE HOW THE DESIGN REVIEW GUIDELINES INFORM THE DESIGN OF THE WORK

**PROPOSED.** (Include additional sheets of description if necessary, and 12 copies of artwork helpful in describing the project. The 12 copies are not required if the project is being reviewed for an administrative approval. See instruction sheet for requirements.)

TO BUILD AN 8-UNIT MULTI-FAMILY STRUCTURE. FACING THE STREET WILL BE A 2 STORY PORTION WITH A FRONT PORCH/COLUMNS AND PROPORTIONS & CORNICE DETAIL TO MATCH THE EXISTING NEIGHBORHOOD. THE REAR PORTION WILL BE 3 STORIES AND BE CONNECTED BY A COMMON STAIR BETWEEN. THE REAR PORTION WILL HAVE A MORE MODERN AESTHETIC.

Signature of Owner or Authorized Agent: X

Name of Owner or Authorized Agent (please print legibly): MICHAEL PELLIS

(Space below for staff use only)

Received by Commission Secretary

APPLICATION NO. \_\_\_\_\_

DATE \_\_\_\_\_

SCHEDULED FOR \_\_\_\_\_

Note: CAR reviews all applications on a case-by-case basis.

To the members of the CAR staff and the committee.

Unfortunately I (Daniil Kleyman) won't be present at the December 13<sup>th</sup> meeting, so I wanted to submit my comments in writing to you as a supplement to the drawings and the narrative already submitted on this project. I appreciate you taking the time to read this and I'll try to be brief.

I have been very personally and heavily involved with development in church hill and union hill for the last 9 years, both in terms of painstakingly restoring historic structures and building new ones. The property next door to the subject property is a prime example (810 N. 21<sup>st</sup>). This was on the city demo list until I chose to save it and have spent the last 2 years carefully restoring it.

My job, as a developer, is not just to put up houses and buildings that fit inside the CAR checkboxes, but to also build a great product that will contribute to the vibrancy and attractiveness of the area as much as possible. It is for that reason that we are proposing building a 3-story structure in the back of 808 N. 21<sup>st</sup> st while keeping the front 2 stories. Doing this will allow us to build the most attractive layouts for each unit, ensuring that they won't stay vacant. It will also allow us to take advantage of the amazing view of the Richmond skyline from the rear of this building for the top 2 stories (or 4 of the 8 units). The goal here is to build a highly unique, attractive product that will always stay in demand, while respecting the historic character of the neighborhood.

Speaking of the historic character of the neighborhood, I'd like to point out a few key items about this project:

**Changes from the Conceptual Review meeting in September:**

We have made major design changes. The front of the building is now an Italianate 3-bay design that fits in perfectly to the block. To accomplish this we changed the front 2-bedroom units into 1-bedrooms, thereby decreasing mass. The recessed bay design has architectural precedent in Church Hill (see attached pictures). We are open to adding the cornice line to the recessed bay if suggested.

The back part of this structure has been redesigned to better mesh with the front. First 2 stories now have the same material as the front structure and the 3<sup>rd</sup> floor is differentiated on purpose.

**Visibility of the 3-story back portion from rights of way:**

While this structure is visible from the back and side alleys, there is only one small portion of Mosby st from which this would be visible. Any traffic going down Mosby would literally have to slow down or stop at a particular point to see this. Otherwise it's obscured by other structures. From 21<sup>st</sup> and Venable, it's not visible at all.

**Materials:**

In my humble opinion, requiring that the front of this structure be built out of brick is unreasonable given the cost and the proximity to Mosby court.

**Architectural precedent for buildings of various height on the same block:**

There is wide architectural precedent in Union Hill and Church Hill of blocks that contain houses of varying heights and varying stories. Please see just a few of the examples below.

In conclusion, we understand that the proposed design here is unconventional and unique and may not fit into every "checkbox". But the effort is being made here to create something unique, and highly attractive to tenants, while still respecting how the property looks from the primary right of way, and the architectural elements/precedents of the area as much as possible. We sincerely hope you will have an open mind and allow this project to go forward.

Daniil Kleyman



**3600 Block of E. Broad. Recessed additional bay on the left.**



**N. 26<sup>th</sup> st and Cedar St. Recessed additional bay on the left.**



600 Block of 23<sup>rd</sup> st. Recessed bay on the left.



700 Block of 23<sup>rd</sup> st. Recessed bay on the right.



**2100 Block of M st. Mix of 1, 2 and 3 story houses on both sides of the block.**



**2100 Block of Cedar St. Mix of 2 story houses and 3 story houses.**



**2100 Block of Cedar St (opposite side) Mix of 2 story houses and 3 story houses.**

October 28, 2016

Commission of Architectural Review  
Planning and Preservation Division  
Department of Planning and Development Review  
City Hall, Room 510  
900 East Broad Street  
Richmond, Virginia 23219-1907

Re: CAR No. 16-141 808 N. 21<sup>st</sup> Street

Please find included a revised design submission for this project as described in exhibits CAR 1, CAR 2, CAR 3.

Street Context - We have reduced the front façade to a 3-bay type layout to match the neighborhood. All other previously proposed items for the façade remain in this proposal. The front façade is similar to the adjacent brick building in height and proportions.

Building Mass - CAR 3 has been added and shows the street context view of the project from all four sides superimposed within the context of the neighborhood. A roof plan is shown in the key. As you can see, we have kept the footprint of the building rather small and in keeping with the adjacent structures.

3<sup>rd</sup> floor Views - In order to minimize the effect of the 3<sup>rd</sup> story, but capitalize on the view, the entire 1<sup>st</sup> 2 floors are clad in the smooth fiber cement lapped siding w/ 7" exposure. The 3<sup>rd</sup> floor element front façade is slanted in order to have the 3<sup>rd</sup> floor read more like a mansard. The third floor will be painted a darker grey and changed to a smooth fiber cement panel arrangement in order to further diminish its appearance.

Windows - The clerestories have been eliminated except over exterior doors. 2/2 PVC windows will be on the entire 1<sup>st</sup> & 2<sup>nd</sup> floors w/ casements on the 3<sup>rd</sup> floor only.

Fencing - Elevations of the dog eared fence for the trash enclosures and condenser screens are shown on CAR 2.

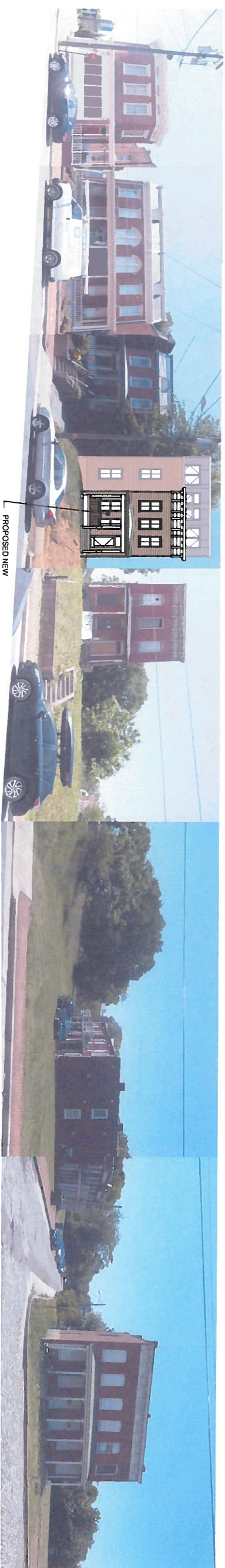
Thank you for your consideration,

Michael Pellis, RA, LEED AP  
Michael Pellis Architecture, PLC  
201 w. 7<sup>th</sup> Street  
Richmond, Va 23224  
804.212.9024  
[michael@michaelpellis.com](mailto:michael@michaelpellis.com)

RECEIVED

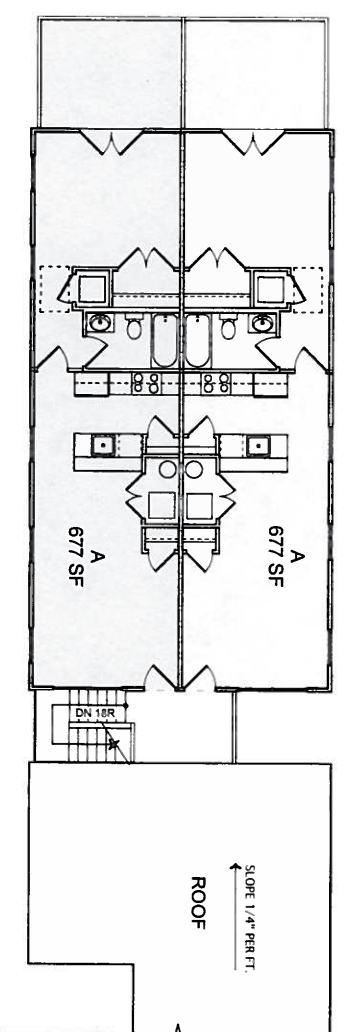
OCT 28 2016

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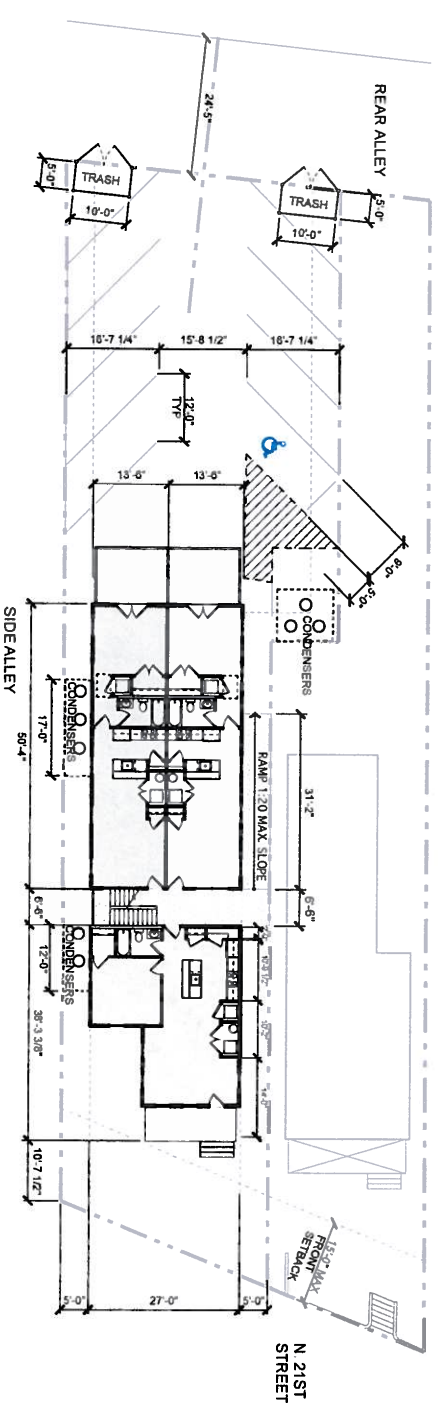


PROPOSED NEW MULTI-FAMILY STRUCTURE

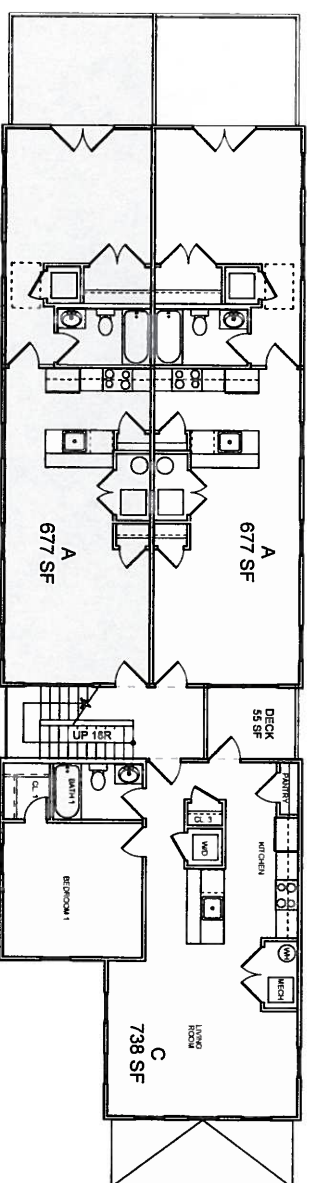
STREETSCAPE ELEVATION  
N.T.S. 6



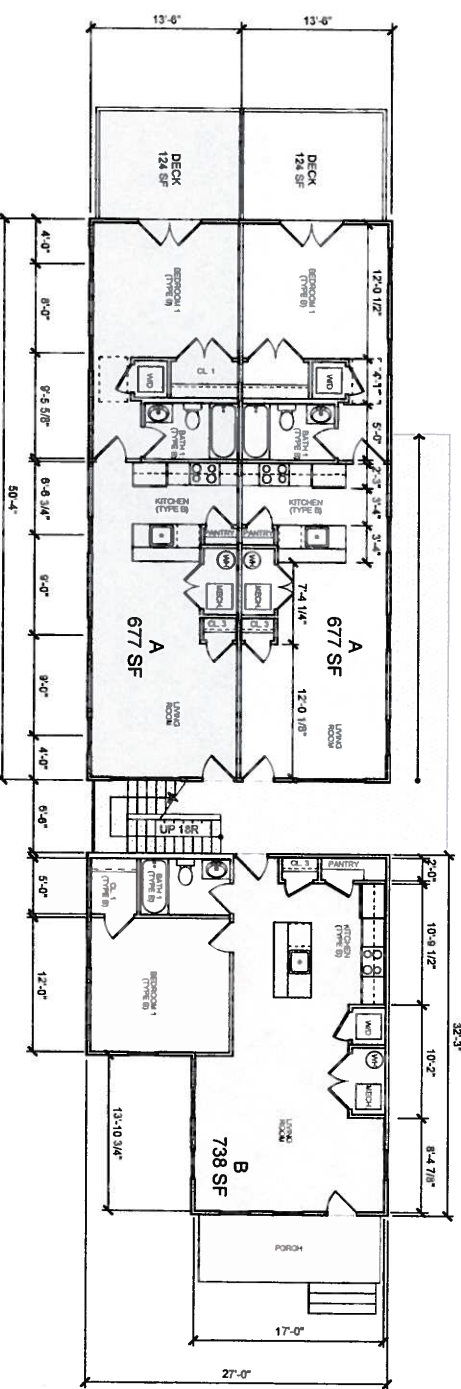
3RD FLOOR PLAN 5  
1,354 SF  
1/8\"/>



SITE PLAN 2  
1/16\"/>



2ND FLOOR PLAN 4  
2,092 SF  
1/8\"/>



1ST FLOOR PLAN 3  
2,092 SF  
1/8\"/>



LOCATION MAP 1  
N.T.S.

INDEX OF DRAWINGS

SHEET	DESCRIPTION
CAR 1	COVER SHEET, PLANS, LOCATION MAP, SITE PLAN
CAR 2	STREETSCAPE ELEVATION, PROJECT SCOPE, PROPOSED ELEVATIONS

SCOPE OF PROJECT

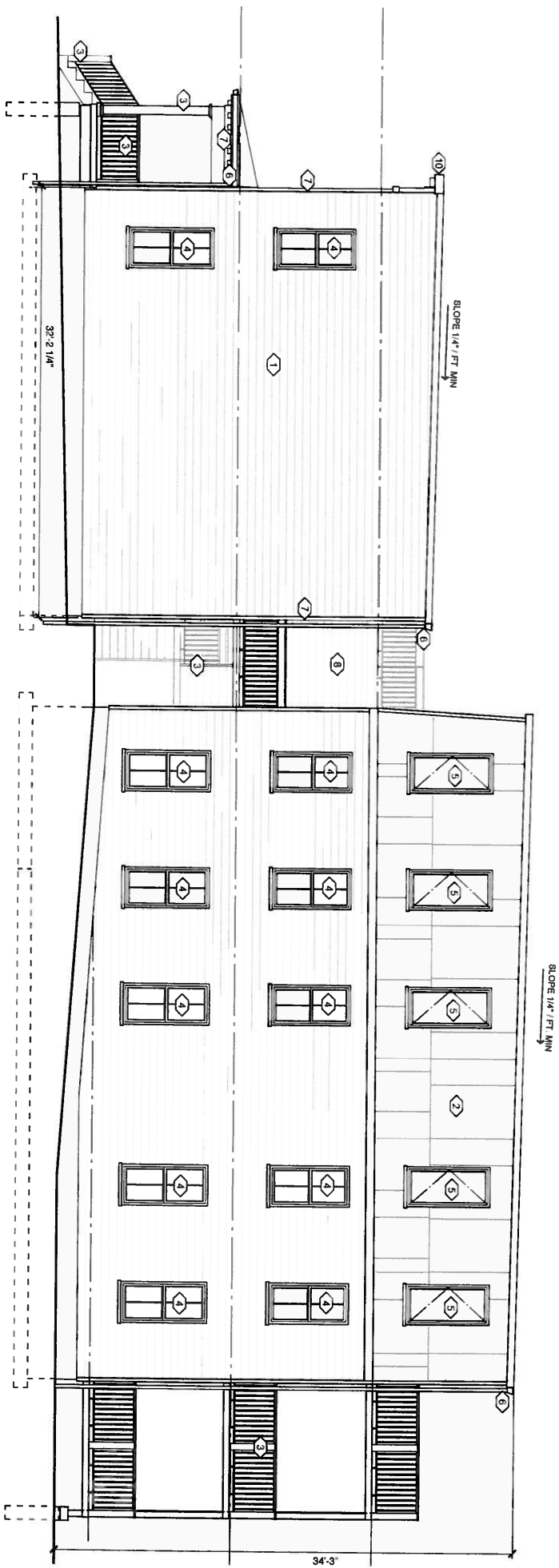
THE SCOPE OF WORK FOR THIS PROJECT IS TO BUILD AN 1.5 UNIT, 3-1/2 STORY STRUCTURE FACING THE STREET WILL BE A 2 STORY PORTION (SEPARATED BY A CENTRAL STAIR) WHICH WILL ALSO SERVE AS A 3-1/2 STORY PORTION TO THE REAR. THE PROJECT WILL FOLLOW THE DESIGN GUIDELINES WHERE APPLICABLE. PER THE HANDBOOK AND DESIGN REVIEW IN THE DESIGN GUIDELINES FOR THE OLD AND HISTORIC DISTRICTS AS AUTHORIZED BY SECTION 90.7 (D) OF THE CITY CODE.

FINISHES: FINISHES WILL CONFORM TO ALL 94.3 ZONING REQUIREMENTS, INCLUDING 5' SIDE YARD SETBACKS, BE NO FURTHER THAN 1' FROM THE FRONT AND PROVIDE 1 CAR PARKING SPACE/UNIT ALONG THE ALLEY (REAR). THE STRUCTURE WILL FACE N. 21 ST. FORM: THE STREET ELEVATION IS COMPATIBLE AND DERIVES ITS PROPORTIONS FROM THE ADJACENT STRUCTURES. (SEE STREETSCAPE ELEVATION)

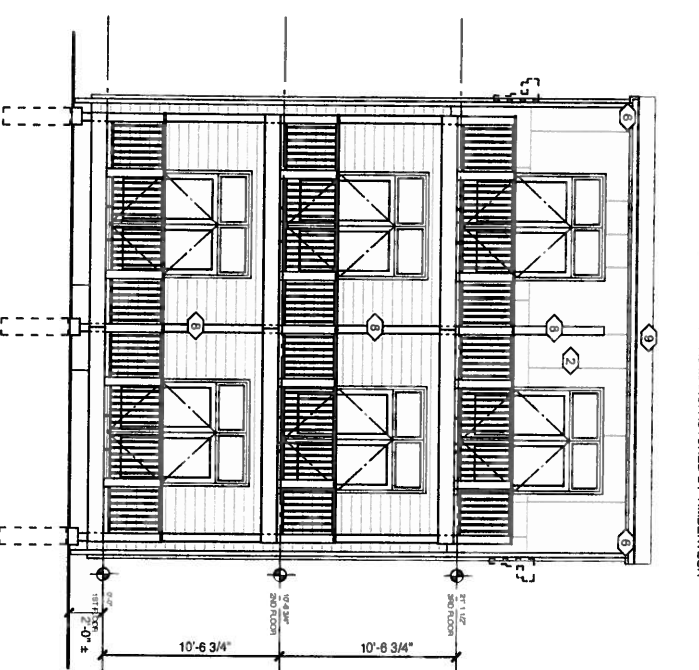
SCALE: SEE ABOVE COMMENT  
HEIGHT, WIDTH, PROPORTION AND MASSING: SEE COMMENT UNDER FORM  
1ST FLOOR WILL BE 30\"/>

MATERIALS, COLORS & DETAILS: MATERIALS TO BE REMOVED FOR THIS PROJECT. THE EXTERIOR SIDING FOR THE 2-3 STORY PORTION FACING THE STREET WILL BE OF A CEMENTITIOUS FIBER-CEMENT LAPPED SIDING (GRADE CERTAINTED OR EQUAL) WITH A SMOOTH FINISH TO BE 7\"/>

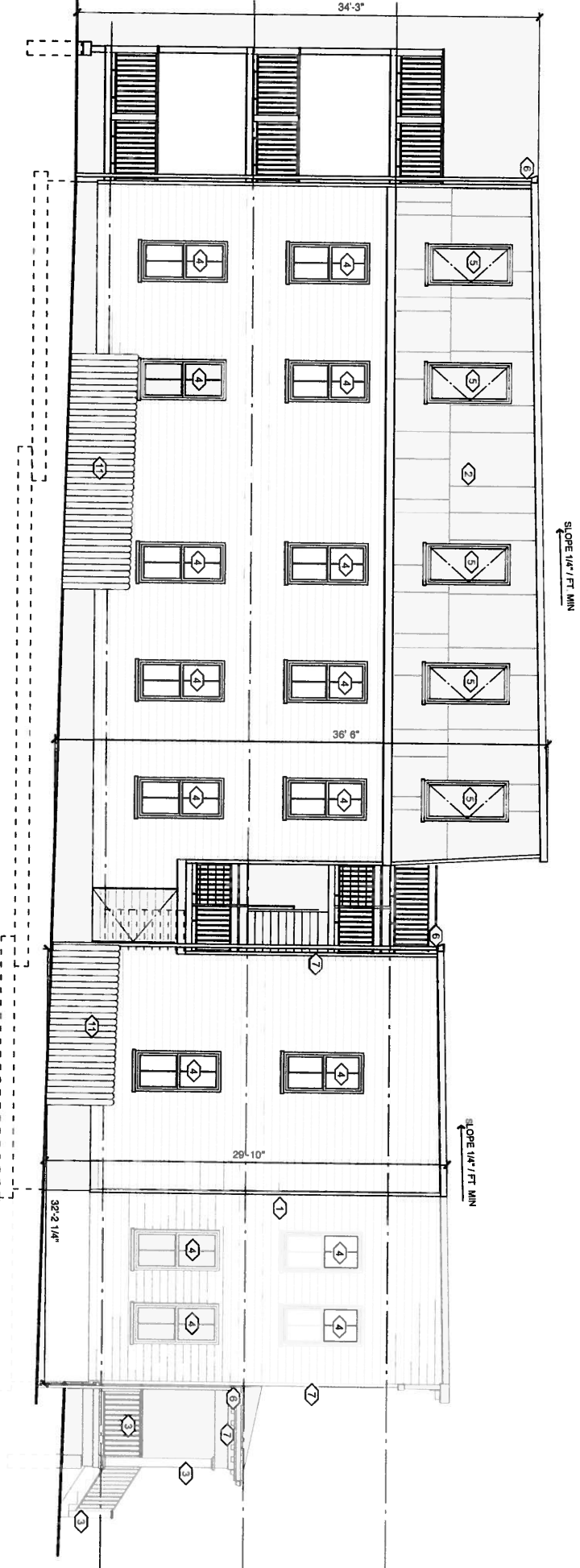
<p>COMMISSION OF ARCHITECTURAL REVIEW SUBMISSION APPLICATION</p> <p>REVISIONS</p> <table border="1"> <tr><td>N/A</td></tr> <tr><td>N/A</td></tr> <tr><td>N/A</td></tr> <tr><td>N/A</td></tr> <tr><td>N/A</td></tr> </table>	N/A	N/A	N/A	N/A	N/A	<p>PROJECT: NEW MULTI-FAMILY: 808 NORTH 21ST STREET, RICHMOND, VIRGINIA</p> <p>OWNER: EVOLVE DEVELOPMENT, LLC 808 NORTH 21ST STREET, RICHMOND, VIRGINIA</p>	<p>4815 RADFORD AVENUE SUITE 203 PO BOX 11755 RICHMOND, VA 23230</p> <p><b>KETNER DESIGN GROUP, INC.</b> ARCHITECTS SPACES PLANNING DESIGN</p>
	N/A						
N/A							
N/A							
N/A							
N/A							
<p>CAR 1</p> <p>DATE: OCTOBER 27, 2018</p>	<p>MICHAEL PELLIS ARCHITECTURE www.michaelpellis.com 804 212 9024 201 W. 7th St., Richmond, VA 23224</p>						



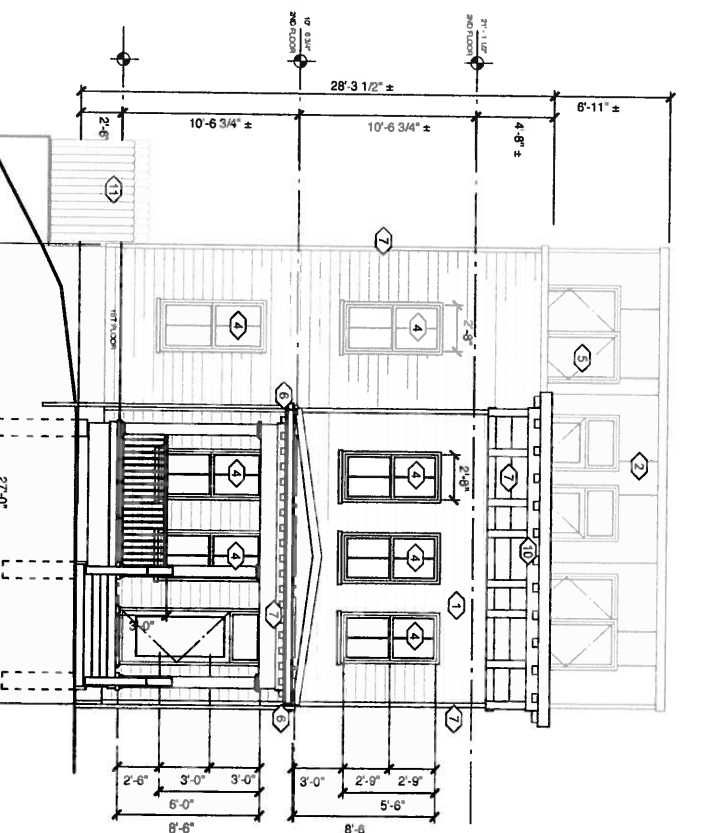
4 NORTH ELEVATION  
3/16" = 1'-0"



3 WEST ELEVATION (REAR)  
3/16" = 1'-0"



2 SOUTH ELEVATION  
3/16" = 1'-0"



1 EAST ELEVATION (FRONT)  
3/16" = 1'-0"

- ELEVATION KEYNOTES**
- 1 CEMENTITIOUS FIBER-CEMENT LAPPED SIDING (HARDIE CERTAINTED OR EQUAL) WITH A SMOOTH FINISH
  - 2 CEMENTITIOUS FIBER-CEMENT BOARD (HARDIE CHANNEL STYLE) EQUALS ALL EDGES
  - 3 FRONT PORCH COLUMNS, RAILINGS AND STEPS WILL BE RED OAK EXTERIOR GRADE WOOD WITH A ROT RESISTANT FINISH AND PAUL CASE'S
  - 4 WINDOWS - JEFFERSON MW 300 SERIES - DBL HUNG
  - 5 WINDOWS - CASEMENT FULL LITE
  - 6 PAINTED ALUMINUM GUTTER & DOWNSPOUT
  - 7 CEMENTITIOUS FIBER-CEMENT TRIM (HARDIE CERTAINTED OR BORA) TRIM WITH A SMOOTH FINISH
  - 8 PRIVACY WALL
  - 9 MEMBRANE ROOF - SLOPED 1/4" / FT. MIN
  - 10 CORNICE - DENTILS - GRC OR EQUAL ROT RESISTANT 810 N 21ST STREET CORNICE MATCH ROOF CORNICE AT 810 N 21ST STREET
  - 11 CONDENSER SCREENS - 5 1/2" W X 5" TALL WOODEN DOG EARED PICKET FENCING
- GENERAL NOTES**
- PAINT FINISH TO BE AN PARTITIONED PALETTE PER THE DUKON EXTERIOR PRESERVATION PALETTE
  - RAILINGS TO BE THE ROT RESISTANT EVOLUTIONS RAIL - CONTEMPORARY AS MANUFACTURED BY TIMBERTECH

**BUILDING ELEVATIONS**

REVISIONS
N/A
N/A
N/A
N/A
N/A
N/A

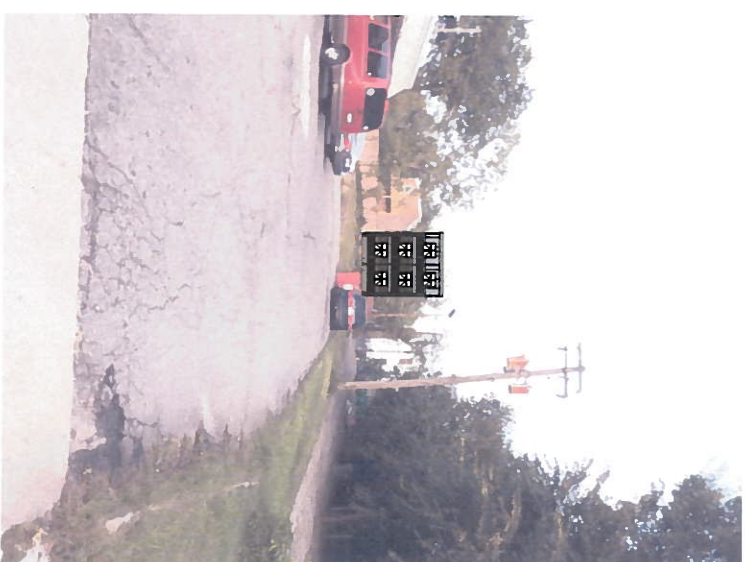
DATE	DESCRIPTION
	CAR 2

PROJECT: NEW MULTI-FAMILY: 808 NORTH 21ST STREET, RICHMOND, VIRGINIA

OWNER: EVOLVE DEVELOPMENT, LLC  
808 NORTH 21ST STREET, RICHMOND, VIRGINIA

THE KETNER DESIGN GROUP, INC.  
ARCHITECTURAL DESIGN  
4815 RADFORD AVENUE  
P.O. BOX 11755  
RICHMOND, VA 23230





FROM MOSBY STREET  
WEST ELEVATION 3  
NTS



FROM CARRINGTON STREET  
WEST ELEVATION 4  
NTS



FROM VENABLE STREET  
SOUTH ELEVATION 2  
NTS



EAST ELEVATION (FRONT) 1  
NTS

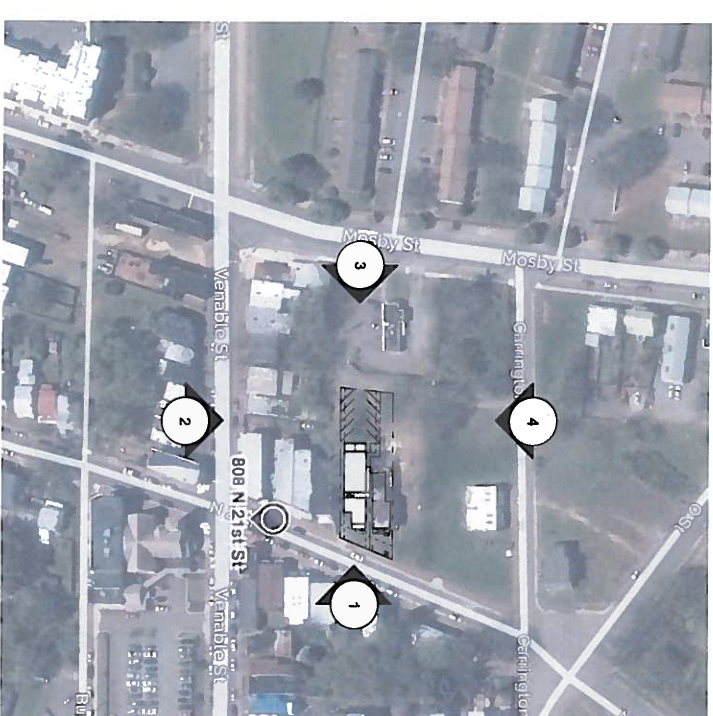


PHOTO KEY

**KETNER  
DESIGN  
GROUP, INC.**  
ARCHITECTURE  
INTERIOR  
LANDSCAPE  
PLANNING  
DESIGN

4915 RAPPOFORD AVENUE  
SUITE 203  
P.O. BOX 11755  
RICHMOND, VA 23230

PROJECT:  
**NEW MULTI-FAMILY:** 808 NORTH 21ST STREET, RICHMOND, VIRGINIA

OWNER:  
**EVOLVE DEVELOPMENT, LLC**  
808 NORTH 21ST STREET, RICHMOND, VIRGINIA

**SITE PERSPECTIVES**

MICHAEL PELLIS ARCHITECTURE  
www.michaelpellis.com  
804 212 9024  
201 W. 7th St., Richmond, VA 23224

**REVISIONS**

N/A
N/A
N/A
N/A
N/A
N/A

**CAR 3**

DATE: OCTOBER 27, 2018