



Staff Report
City of Richmond, Virginia



Commission of Architectural Review

COA-094569-2021	Conceptual Review	Meeting Date: 7/27/2021
Applicant/Petitioner	Matt Jarreau – C & M Properties Richmond LLC	
Project Description	Demolition of existing buildings; construction of a new, 2-story, mixed-use building.	
Project Location		
Address: 3302-3308 E. Marshall St.		
Historic District: Chimborazo Park		
High-Level Details: <ul style="list-style-type: none"> The applicant proposes to demolish two existing, 1-story commercial buildings, 3304 [ca. 1925] and 3306 [ca. 1910]. Both buildings are contributing members to the Oakwood-Chimborazo National Historic District. The applicant proposes to then construct a 2-story, mixed-use building, incorporating elements from the 3304 and 3306 storefronts. 		
Staff Recommendation	Conceptual Review	
Staff Contact	Alex Dandridge, alex.dandridge@rva.gov	
Previous Reviews	3302 E. Marshall, a 2-story building, was approved by CAR to be demolished in 2009. 3308 E. Marshall was a 1-story residence, demolished before Chimborazo Park City Old & Historic District was created.	
Staff Recommendations	<ul style="list-style-type: none"> Staff requests the applicant submit additional photographs of the existing conditions of the buildings and an engineer's report for final review. Staff recommends that the second floor be set back even further, so that it is minimally visible from the street. Staff recommends that the commercial store front portion of the building include additional architectural embellishments that resemble transoms, signboards, or a sloped front roof portion. Staff recommends that a uniform cornice line be established on the first-story front façade. Staff recommends that a site plan showing the location of all HVAC units and trash receptacles be submitted for final review. 	

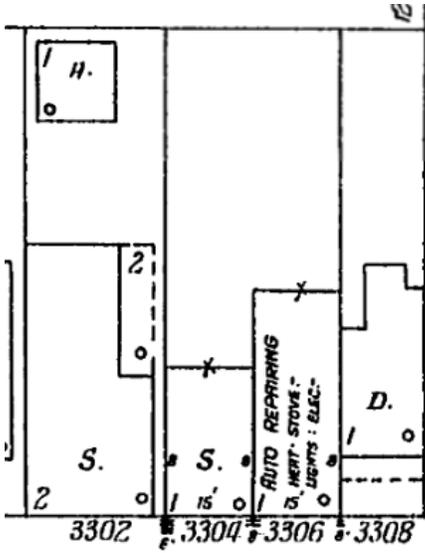
Staff Analysis

Guideline Reference	Reference Text	Analysis
Standards for Demolition, pg. 82	<p><i>According to Sec. 114- 930.7(d) and 114- 930.9 of the Historic Preservation Ordinance: The Commission shall not issue a Certificate of Appropriateness for demolition of any building or structure within an Old and Historic District unless the applicant can show that there are no feasible alternatives to demolition. The demolition of historic buildings and elements in Old and Historic Districts is strongly discouraged.</i></p> <p><i>Under the provisions of Sec. 32-930.7., the Commission shall approve requests for demolition when:</i></p> <ol style="list-style-type: none"> <i>1) There are no feasible alternatives to the proposed demolition. "Feasible alternatives" include an appropriate new use and rehabilitation, relocation of the structure to a compatible site or re-sale of the property to an individual committed to suitable rehabilitation or relocation.</i> <i>2) A building or structure is deemed not to be a contributing part of the historic character of an Old and Historic District.</i> <i>3) The Commission deems that a building or structure has deteriorated beyond the point of feasible rehabilitation.</i> <p><i>In addition to the above criteria, the Commission has the authority to consider four other factors in arriving at decisions involving proposed demolitions:</i></p> <ol style="list-style-type: none"> <i>1)The historic and architectural value of a building.</i> <i>2)The effect that demolition will have on the surrounding neighborhood.</i> <i>3)The type and quality of the project that will replace the demolished building.</i> <i>4)The historic preservation goals outlined in the Master Plan and Downtown Plan.</i> 	<p>The applicant is proposing to demolish the existing one-story, masonry, commercial buildings. The applicant has indicated that the existing building is severely deteriorated and beyond repair. Staff requests the applicant <u>submit additional photographs of the existing conditions and an engineer's report for final review.</u></p>

<p>Siting, pg. 46, #s1-3</p>	<p><i>2. New residential infill construction should respect the prevailing front and side yard setback patterns of the surrounding block. The minimum setbacks evident in most districts reinforce the traditional street wall.</i></p> <p><i>3. New buildings should face the most prominent street bordering the site.</i></p>	<p>Based on the conceptual plans, it appears the new construction will respect the established setback of the block, being constructed to the lot line and sidewalk, matching that of the original historic structures proposed for removal.</p> <p>The new building will face E. Marshall Street, the most prominent street bordering the site.</p>
<p>Form, pg. 46, #s1-3</p>	<p><i>1. New construction should use a building form compatible with that found elsewhere in the historic district.</i></p> <p><i>2. New residential construction should maintain the existing human scale of nearby historic residential construction in the district.</i></p> <p><i>3. New residential construction and additions should incorporate human-scale elements such as cornices, porches and front steps into their design.</i></p>	<p>The first-story of the new construction will utilize some design features of the original buildings' façade's, being one story, and having architectural features that loosely resemble the original buildings. The massing of the building is larger than the historic buildings, as well as the existing buildings on the block.</p> <p>Staff notes that the second story will be set back, which is not a design is commonly found in the district, however the commission has previously approved similar designs. To maintain the character of the historic street wall, staff recommends that <u>the second floor be set back even further, so that it is minimally visible from the street</u>, as the original buildings created a one-story street wall, with the exception of the two-story building that was previously demolished in 2009.</p> <p>In the conceptual rendering, the proposed new construction will have a commercial space and a residential space on the first floor. The commercial space will have large, store front windows that abut the street and inset doors, a configuration that is in-keeping with the district. The residential spaces on the first-floor will also have large windows and doors, however the windows and doors will both be within a recessed bay, set back from the street, and underneath the second story balcony. <u>Staff notes that this is not a common configuration on the block or within the district, and recommends that the windows and doors of the first floor residential section be closer to the street, or creating more transparency into the recessed area by replacing the brick veneer walls with a less substantial material.</u></p>
<p>Height, Width, Proportion, & Massing, pg. 47, #s1-3</p>	<p><i>1. New residential construction should respect the typical height of surrounding residential buildings.</i></p>	<p>The proposed new construction appears to be taller than the surrounding buildings.</p>

	<p><i>2. New residential construction should respect the vertical orientation typical of other residential properties in surrounding historic districts.</i></p> <p><i>3. The cornice height should be compatible with that of adjacent historic buildings.</i></p>	<p>The façade of the first-floor of the building varies in height, having several sections with differing designs and verticality.</p> <p>A cornice height is not established on the first story, the second-story cornice does not align with the neighboring historic buildings. <u>Staff recommends that a uniform cornice line be established on the first-story front façade.</u></p>
New Construction, Doors and Windows, pg. 49 #3	<p><i>3. The size, proportion, and spacing patterns of doors and window openings on free standing, new construction should be compatible with patterns established within the district.</i></p>	<p>The opening on the surrounding buildings appear to be evenly spaced. The openings on the new construction appear to vary.</p>
New Construction, Commercial, Store Fronts 1-2, pg. 49	<p><i>1. Historically, storefronts were defined by simple piers, large storefront windows, a cornice, a signboard and/or attached signage, and awnings. The new storefront should be compatible with other historic storefronts within the district.</i></p> <p><i>2. Street level storefront facades should not have blank walls. Shops enhance the streetscape by providing visual interest to passersby.</i></p>	<p>The applicant is proposing a ground-level commercial space on the eastern half of the new building. The Store front will utilize large window. To be more in-keeping with existing, historic storefronts, <u>staff recommends that the commercial store front portion of the building include additional architectural embellishments that resemble transoms, signboards, or a sloped front roof portion,</u> creating more visual interest for passerby and connecting more with surrounding architecture.</p>
New Construction, Materials & Colors, 2, 5, 6 pg. 53	<p><i>2. Materials used in new construction should be visually compatible with original materials used throughout the surrounding neighborhood.</i></p> <p><i>5. Rooftop mechanical equipment should be located as discretely as possible to limit visibility. In addition, appropriate screening should be provided to conceal equipment from view. When rooftop railings are required for seating areas or for safe access to mechanical equipment, the railings should be as unobtrusive as possible, in order to minimize their appearance and visual impact on the surrounding district.</i></p> <p><i>6. For larger-scale projects that involve communal garbage collection (such as dumpsters or other large collection device), these garbage receptacles should be located away from the primary elevation or elevations of the building (preferably to the rear) and screened from view.</i></p>	<p>The new construction will utilize brick veneer, HardiPlank, cement, and metal. Staff finds that these material are in-keeping with the district.</p> <p><u>Staff recommends that a site plan showing the location of all HVAC units and trash receptacles be submitted for final review.</u> And that these elements be screen from the public right-of-way.</p>

Figures



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Figure 1. 1924-1925 Sanborn Map

Figure 2. Current E. Marshall elevation showing 3304 and 3306 E. Marshall facades.



Figure 3. 2003 photo of 3302 E. Marshall St. (now demolished)

Figure 4. Historic photo of 3306 E. Marshall.



Figure 5. Historic photo of 3302-3306 E. Marshall.



Figure 6. Historic photo of 3308 E. Marshall (now demolished)



Figure 7. View of facades facing west



Figure 8. View of facades facing east



Figure 10. View of rear of buildings facing 33rd Street



Figure 11. View of apartments across the street



Figure 12. View from across the street



Figure 13. View facing west on E. Marshall