



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: 2411 M Street DATE: April 29, 2016

OWNER'S NAME: 2411 M St, LLC TEL NO.: 804-991-4111

AND ADDRESS: 611 N 26th St EMAIL: dvk5f@yahoo.com

CITY, STATE AND ZIPCODE: Richmond, VA 23223

ARCHITECT/CONTRACTOR'S NAME: ADO TEL. NO.: 804-343-1212

AND ADDRESS: 105 E Broad St EMAIL: todd@ado.design

CITY, STATE AND ZIPCODE: Richmond, VA 23219

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.*)

This proposal for conceptual review is for proposed in-fill construction at the vacant parcels that comprise the majority of their block and front on Jefferson Ave, M Street and 24th Street in the Union Hill National and City Historic District. The description of the proposal in reference to the Design Guidelines Standards for New Commercial Construction is included in the attached application materials.

Signature of Owner or Authorized Agent: X 

Name of Owner or Authorized Agent (please print legibly): Mr. Matt Jareau

(Space below for staff use only)

RECEIVED

Received by Commission Secretary

APPLICATION NO. _____

DATE

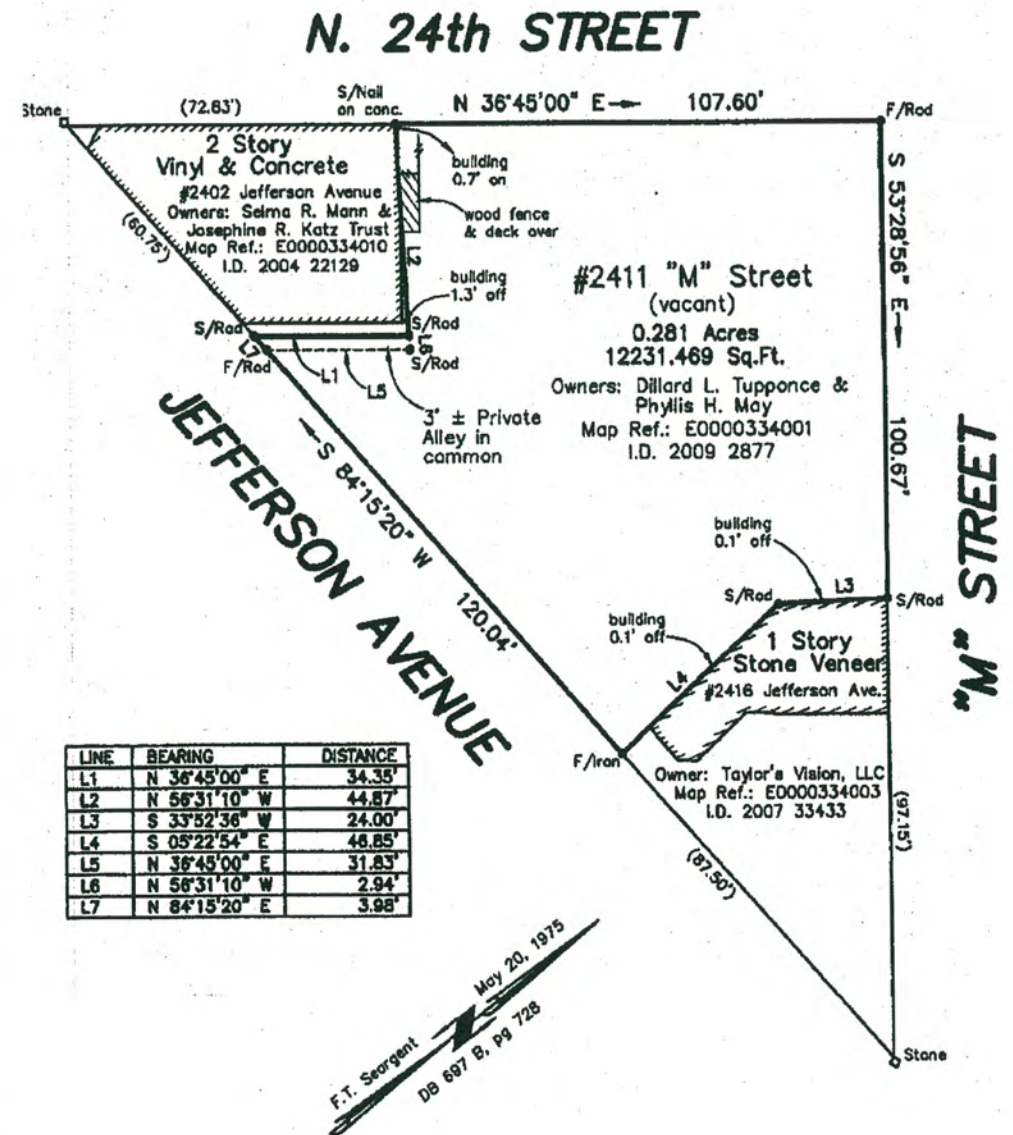
APR 25 2016
3:30

SCHEDULED FOR _____

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

Revised 10-02-2014





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Project Description

[This submittal requesting conceptual review of a proposed infill structure in the Union Hill National and City Historic District accompanies a separate but associated application for demolition of the non-historic and non-contributing 1-story structure at 2416 Jefferson Ave. The structure described in this application is intended to replace the non-historic structure which is under the same ownership. The project in totality encompasses the majority of the triangular block and comprises a significant redevelopment of urban street wall at this vital location.]

The conceptual application is for a new 3-story mixed-use building with an enclosed roof-top amenity room and terraces. Initial concept studies for the infill project dealt only with the central area of the block and retained existing structures, both in very poor condition, on either end of the Jefferson Street frontage. These initial studies exposed the importance of the property at the triangular end of the block and intersection of Jefferson Ave, 25th Street and M Street and opportunity to create a more viable community asset by extending the building's programming to this prominent intersection.

Programming for the building follows typical urban models. The 1st/street level is to be occupied by commercial retail or office spaces configured with enclosed parking and service area accessed on the M Street elevation. Levels 2 and 3 feature 1 and 2-bedroom residential apartments outlining a core of amenity and meeting spaces available to both commercial and residential occupants. The roof level room occupies a small percentage, approximately 3000 square feet compared to the structure's approximate 16,000 square feet per level and is setback a significant distance from the roof edges to minimize its visibility and impact, particularly as perceived from the residential areas surrounding the corner at 24th and M Streets. Due primarily to the requested height of the proposal, the project outlined requires Special Use Zoning approval.

Community Support

The project outlined in both this application and the associated application for demolition of the non-historic 1-story structure at 2416 Jefferson Ave have been presented to the Union Hill Civic Association twice. Initial proposals for infill development were concerned only with the vacant land west of the non-historic 1-story structure, retaining that building as it is. These initial presentations were met with a mix of support and aesthetic criticism. Although it is not suggested that initial resistance owed exclusively to retention of the non-historic 1-story building, subsequent proposals presented to the Union Hill Civic Association that extend new infill construction onto the triangular parcel that is encumbered by the non-historic building met with a much higher degree of approval and with little to no representations that the 1-story structure is regarded as a viable community resource



Primary Concepts informing the structure relative to the Design Guidelines Standards for New Commercial Construction

Siting

The structure will enhance the historic district by reinstating its prominent Jefferson Ave perimeter and re-establishing the 24th and M Street corner. Due to the project's surrounding urban context and the unique property configuration, the building as conceived occupies the entire site, establishing contextual street wall on each of its three major sides. Sitting at the prominent intersection of Jefferson Ave, 25th Street and M Street, the property has differing personalities and the opportunity to create a frontispiece and gateway to the historic district along Jefferson Ave as well as an intrinsic community corner at the intersection of 24th and M Streets. In response to the prominent corner at Jefferson, 25th and M St, the building is held back in order to create an open, sidewalk-level terrace with entries to the commercial retail or office spaces at this level. At the corner of 24th and M Streets, the building adjusts its mass to accentuate and address the corner and the Union Hill community with the appropriate scale of non-residential structures that dot the historic district, creating nodes of orientation and amenity for community residents.

Form

The conceptual intent of the building's massing is to allow for greater utilization of the site with one additional story and an occupied roof while maintaining compatibility with the surrounding historic context. With the request for additional height, the structure's massing strategy acknowledges the surrounding predominantly 2-story context by stepping the third level in approximately 5 feet and the roof-top room a minimum of an additional 15 feet. This section informs the building on all street-fronts with the exception of the corner of 24th and M Streets, where it is proposed to extend the street wall to the 3rd level. This additional mass at the corner, for reasons exemplified in R-63 zoning districts, is intended to anchor the corner and identify the new structure with other commercial, institutional, and religious structures throughout the district.

Height, Width, Proportion and Massing

As described above, the building's elevations are characterized by 2-story height walls on all sides excepting at the corner of 24th and M Streets. The predominant 2-story walls are suggested to be articulated by a bay spacing of 18-24 feet represented by wide brick piers framing large openings at the 1st/sidewalk level and that continue as raised pilasters in the 2nd-story. The 2nd-story wall set between these pilasters is brick panel interrupted by both recessed open balconies and large windows which are, in turn, anchored within the panels by horizontal bands of recessed brick. Additionally, the primary bays on the longer Jefferson Ave and M St facades are separated by recessed sections that group a maximum of 3 bays. These groups further reduce the length and horizontality of the street wall while creating obvious points of entry, and interest in the street level building wall.

Primary Concepts informing the structure relative to the Design Guidelines Standards for New Commercial Construction

Materials and Colors

Materials and colors, working within the proportional bays and groupings described, are intended to reference the historic setting while being clearly discernable from older structures. The predominant exterior material characterizing 2-story walls is brick masonry interrupted by glass storefront and windows and panelized by metallic canopies, upper level balcony rails and miscellaneous decorative features. The recessed 3rd level wall material is conceived to be a smooth-surfaced panel with paint finish although materials at this level have not been thoroughly determined. The roof-top enclosure is conceived as a glass-walled room opening on the majority of its sides toward views in all directions. Parapets at the 3rd level are conceived to extend to a height that shields roof-top mounted equipment and the roof-top room would have corresponding solid panels at these areas of roof-top equipment. The brick field color is to be determined but is being conceptualized as a slightly gray/red tone that blends with the traditional reds found throughout the district while also distinguishing the structure as contemporary within the context. To achieve large expanses of glass, window framing is likely to be aluminum and will be selected in darker colors that complement the surrounding brick and metallic components.

Storefront Facades

Intrinsic to the character of the building at the 1st/sidewalk level are large expanses of storefront windows and entries. The building's programming is reinforced by this level's openness and connection to its surrounding context. As described above, expansive glass and entry openings are framed by wide brick piers and decorative lintels that are thought to be either recessed brick soldiering or exposed steel. Storefront panels that are horizontal in overall proportion are suggested to incorporate framing members that produce vertically oriented light divisions within the panels and relate to door opening widths and other features scaled to pedestrian activity on the sidewalk.

Doors and Windows

Doors are predominantly three types, public and tenant entry on the 1st level, balcony doors on the 2nd and recessed 3rd levels, and terrace access doors on the rooftop level. 1st level and rooftop doors are anticipated to be full-light glass and incorporated into storefront framing. Roof top level doors, along with the roof top enclosure in general, is intended to be set back and inconspicuous. Private resident balcony doors are anticipated to be full-light wood or composite doors with paint finish. Windows on upper levels, as shown in the attached views and elevations are predominantly large double-hung types set into masonry or paneled wall. In some areas, two double hung windows are proposed to be mullered together in a larger masonry opening. Where this occurs, a strong dividing vertical will be incorporated to maintain each window's vertical proportion. Balconies feature large expanses of glass recessed from the primary wall planes. It is not yet determined if these glass areas will be best created using a storefront type system or composite window assemblies. It is expected that balcony doors and windows will match in appearance and finish.









Conceptual Review of Proposed New Mixed-Use Infill Structure
Jefferson Avenue Elevation



Conceptual Review of Proposed New Mixed-Use Infill Structure
Jefferson Avenue Alternate Elevation



Conceptual Review of Proposed New Mixed-Use Infill Structure
M Street Elevation



Conceptual Review of Proposed New Mixed-Use Infill Structure
24th Street Elevation