

**COMMISSION OF ARCHITECTURAL REVIEW  
STAFF REPORT  
March 22, 2016, Meeting**

7. **CAR No. 16-035** (Presidents Walk Properties) **315 West Broad Street  
Broad Street Old and Historic District**

**Project Description:** **Rehabilitation of the structure to include restoring the storefront glazing, replacing non-historic windows, creating new window and door openings, and painting all previously painted brick including the existing mural.**

**Staff Contact:** **M. Pitts**

The applicant requests approval to rehabilitate a mixed use building in the Broad Street Old and Historic District. The existing building is a four story brick structure constructed in 1913. Currently, there is a mural painted on the eastern façade which was painted without receiving approval from the Commission. The applicant is proposing the following exterior changes to the building:

- **Front Façade:** Restore the storefront by installing glazing into the transom. Paint existing wood trim and ironwork Black Fox. Install LED uplighting on the columns. Install a retail blade sign.
- **East Façade:** Install three new 1/1 wood windows in new openings to match adjacent windows. Install a new wood door with lighting above on the ground floor in the location of a previously infilled door. Paint the façade to the bottom of the fourth floor Black Fox to cover the existing mural. Paint all existing trim Black Fox.
- **South (Alley) Façade:** Replace two vinyl windows on the 4<sup>th</sup> floor with 4/4 wood windows to match the historic windows. Remove a window on the ground floor and enlarge the opening to accommodate a wood and glass door. Install a window in an existing door opening and infill with brick below. Paint all existing trim Black Fox.

**Staff recommends partial approval of the project with conditions.**

**Front Façade:**

The *Richmond Old and Historic Districts Handbook and Design Review Guidelines* note that pictorial and physical evidence should be the basis for the reconstruction of storefronts (pg. 54, #1). The proposed restoration of the storefront is appropriate as it reintroduces the transom glazing to increase the transparency of the storefront. The applicant has not submitted details of the proposed signage; therefore, staff recommends the applicant submit an application with details on the signage for review. The *Guidelines* note that individual details in cornices and columns should not be emphasized with additional color (pg. 59, Frame Structures #5). As individual elements of both the cornice and columns are currently painted different colors, staff supports the

applicant's proposal to paint all wooden and ironwork elements the proposed dark grey color.

**East Façade:**

The *Guidelines* note that the addition of new windows along secondary elevations will be considered by the Commission on a case-by-case basis (pg. 65, #8). The proposed new window openings are located on this secondary façade and respect the established window pattern and glazing of the existing windows on the elevation. In 1986, the Commission approved the creation of a ground floor door, and in 1998, the Commission approved the infilling of the opening with brick. Staff supports the reintroduction of a door opening on this façade and recommends the applicant submit details on the proposed lighting for staff to administratively review and approve.

The Guidelines state that unpainted masonry should not be painted (pg. 59). For this reason, staff recommends denial of the painting of the existing unpainted portions of the brick façade. As the existing mural was not approved by the Commission, staff recommends the mural be removed in a manner which will not harm the masonry. As it appears some portions of the façade may have been painted a brick color prior to the installation of the mural, the Commission may wish to consider whether it would be appropriate to permit the applicant to paint the previously painted masonry a brick color.

**South (Alley) Façade:**

The applicant is restoring the southern façade to its historic appearance by installing wood windows and returning altered openings to their original appearances. In 1998, the Commission approved alterations to this rear façade including converting a door to a window and windows into doors. As the proposed changes restore the façade to its appearance prior to 1998, staff recommends approval of the changes to this façade.

It is the assessment of staff that the application, with the conditions noted above, is partially consistent with the Standards for Rehabilitation outlined in Sections 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.