



DEPARTMENT OF
**PLANNING AND
DEVELOPMENT
REVIEW**

Commission of Architectural Review
Certificate of Appropriateness Application
900 E. Broad Street, Room 510
Richmond, VA 23219
804-646-6569

Property (location of work)

Property Address: 13 E. Broad Street, Richmond, VA 23219 Current Zoning: B-4

Historic District: Broad Street

Application is submitted for: (check one)

- Alteration
- Demolition
- New Construction

Project Description (attach additional sheets if needed):

A new, ground-up, 5-story commercial office and media facility, 4-story parking garage (mix of above-grade/below-grade), and 1-story commercial shell space in replacement of an existing surface parking lot.

Applicant/Contact Person: Rick Fischl

Company: SMBW, PLLC

Mailing Address: 111 Virginia Street, Suite 111

City: Richmond State: VA Zip Code: 23219

Telephone: (804) 715-0135

Email: rfischl@smbw.com

Billing Contact? Yes Applicant Type (owner, architect, etc.): Architect

Property Owner: VPM Media Corporation

If Business Entity, name and title of authorized signee: Meg Garner

Mailing Address: 23 Sesame Street

City: Richmond State: VA Zip Code: 23235

Telephone: (804) 560-8107

Email: mgarner@vpm.org

Billing Contact? No

****Owner must sign at the bottom of this page****

Acknowledgement of Responsibility

Compliance: If granted, you agree to comply with all conditions of the certificate of appropriateness (COA). Revisions to approved work require staff review and may require a new application and approval from the Commission of Architectural Review (CAR). Failure to comply with the conditions of the COA may result in project delays or legal action. The COA is valid for one (1) year and may be extended for an additional year, upon written request and payment of associated fee.

Requirements: A complete application includes all applicable information requested on checklists available on the CAR website to provide a complete and accurate description of existing and proposed conditions, as well as payments of the application fee. Applications proposing major new construction, including additions, should meet with staff to review the application and requirements prior to submitting. Owner contact information and signature is required. Late or incomplete applications will not be considered.

Zoning Requirements: Prior to Commission review, it is the responsibility of the applicant to determine if zoning approval is required. Application materials should be prepared in compliance with zoning.

Property Owner Signature:  Date: 6/16/2023



smbow

13 E. Broad Street

Commission of Architectural Review

Application for Certificate of Appropriateness - Conceptual Review / 06.21.23

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- 03 Proposed Design Approach
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13 E. Broad Street

Project Description

CONTEXT

The proposed development is located in the Broad Street District at 13 E. Broad Street. With a total area of 0.705 acres, the parcel uniquely has frontage onto both E. Broad Street and W. Grace Street, as well as public alleys to the east and west. While the alley historically was continuous through the block, it was abandoned in 1905 in order to make way for expansion to the south of the original building positioned on Broad Street.

At present, 13 E. Broad Street is a privately parked surface lot. Originally constructed in the late 1800's to house the Richmond Skating Rink, by the turn of the century the building had turned over to become a four-story department store with an additional basement story. This structure existed until the late 1980's when the building was impacted by a significant fire and was eventually demolished. A more thorough overview of the architectural history of the site is included later in this application.

Due to the site's unique nature and the historic district's southern extent being defined by the alleys that cut from east to west through the pertinent blocks, it was verified and confirmed during a pre-application meeting on May 12th, 2023 with Alex Dandridge that the City's current GIS district overlay map is accurate. As such, the historic district would terminate mid-way on this site where the former alley was once located. The Commission's purview of the project will be confined to new construction located within the district extents to the north of the site. The entire proposed project has been submitted here for overall context, however this application delineates throughout which portion of the project is proposed for review by the Commission.



13 E. Broad Street

Project Description

PROPOSED DEVELOPMENT

The proposed project will serve as the new headquarters for the VPM Media Corporation as they relocate from their current facility in Chesterfield, to downtown Richmond. The project utilizes the entirety of the property to develop a vibrant commercial development that breathes new life into the site, fully activates the E. Broad Street and W. Grace Street frontages, and provides a significant community asset to support a variety of educational and cultural events. Within the extent of the historic district along E. Broad Street, the project incorporates a 5-story combined commercial office, media production, and community event program. In addition, there is a basement level housing off-street structured parking. Outside of the district along W. Grace Street, the project incorporates a 1-story commercial shell space to be activated by a by-right program usage, and a 4-story off-street structured parking deck (3 stories above-grade, 1 story below connecting to the E. Broad Street structure).

The entirety of the building mass is contained within the prescribed 1:4 incline planes defining the allowable building envelope, and at the north, east, and west, the building is a zero lot-line development. The overall development both programmatically and architecturally is by-right, and the project is highly intentional in its configuration such that all parking is concealed from the public right-of-way.

The overall building has a concrete podium structure at the basement and first level, and a steel-framed structure above at levels two through five. At its tallest point, the building is 81' high, with a single-membrane flat roof, and adequate parapet walls in order to screen all rooftop mechanical equipment from the right-of-way. The primary cladding material for the new massing is an engineered stone, however metal paneling is additionally used as an accent material. Aluminum storefront and curtain windows are used throughout where glazing is provided.

13 E. Broad Street

Project Description

KEY DESIGN REVIEW GUIDELINES INFORMING THE DESIGN

The project design was informed by the Chapter 3 Standards for New Construction (Including Additions): Commercial. Outlined below are ways in which the project specifically addresses each guideline section.

SITING: While conforming to required zoning setbacks and inclined planes, the proposed design takes further cues from its existing neighbors to maintain the well-established street wall, and also provide visually concealed parking from the public right-of-way. Additionally, the overall design maintains the original width of the historic alley as a buffer between the proposed structure within the historic district from the other proposed structures outside of it. Lastly, vehicular access is provided from W. Grace Street, and as such access to parking, back-of-house spaces, and trash collection are all strategically placed to only be accessed from points other than W. Broad Street.

FORM: The proposed design takes extensive cues from not just the immediate block, but the district as a whole. The placement of major program elements, facade ordering systems, fenestration patterns, cornice/roof lines, and floor-to-floor heights were influenced by the district and adjacent properties so as to strongly maintain the architectural identity of the neighborhood as well as the pedestrian experience. The design presents as a modern piece of architecture that is of its time, and does not replicate a prevalent historic language, but rather reinterprets and compliments it.

HEIGHT, WIDTH, PROPORTION & MASSING: The proposed design, while taller than its neighbors, reacts to the existing street wall and cornice lines by providing setbacks at the upper levels to reinforce the existing scale. This setback additionally provides opportunity for green roofs and a roof terrace, further activating the street frontage along W. Broad Street. Due to its wide mass, architectural bays are employed on the W. Broad Street facade to stay within the typical width/ordering systems present on the block. These bays additionally pay homage to the original ordering system and articulation that was prevalent during the period with which the department store existed on the site.

MATERIALS & COLORS: The primary cladding materials were chosen to compliment the existing palettes present on buildings within the district. The additional accents of metal panels at distinct architectural moments were also selected as a means to introduce modern building materials that employ a similar use and texture to their historic counterparts. Additionally, rooftop mechanical equipment and garbage collection are shielded from public view through architectural screening and/or locating them such that they are entirely concealed within the building interior.

****Note, in addition to the Commission's Design Review Guidelines, the City's Richmond 300: A Guide for Grown guidelines as well as the applicable Monroe Ward POD Overlay Guidelines additionally informed the project design.*

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01 Project Description

02 The Site
Site Survey
Historic Context
District Context

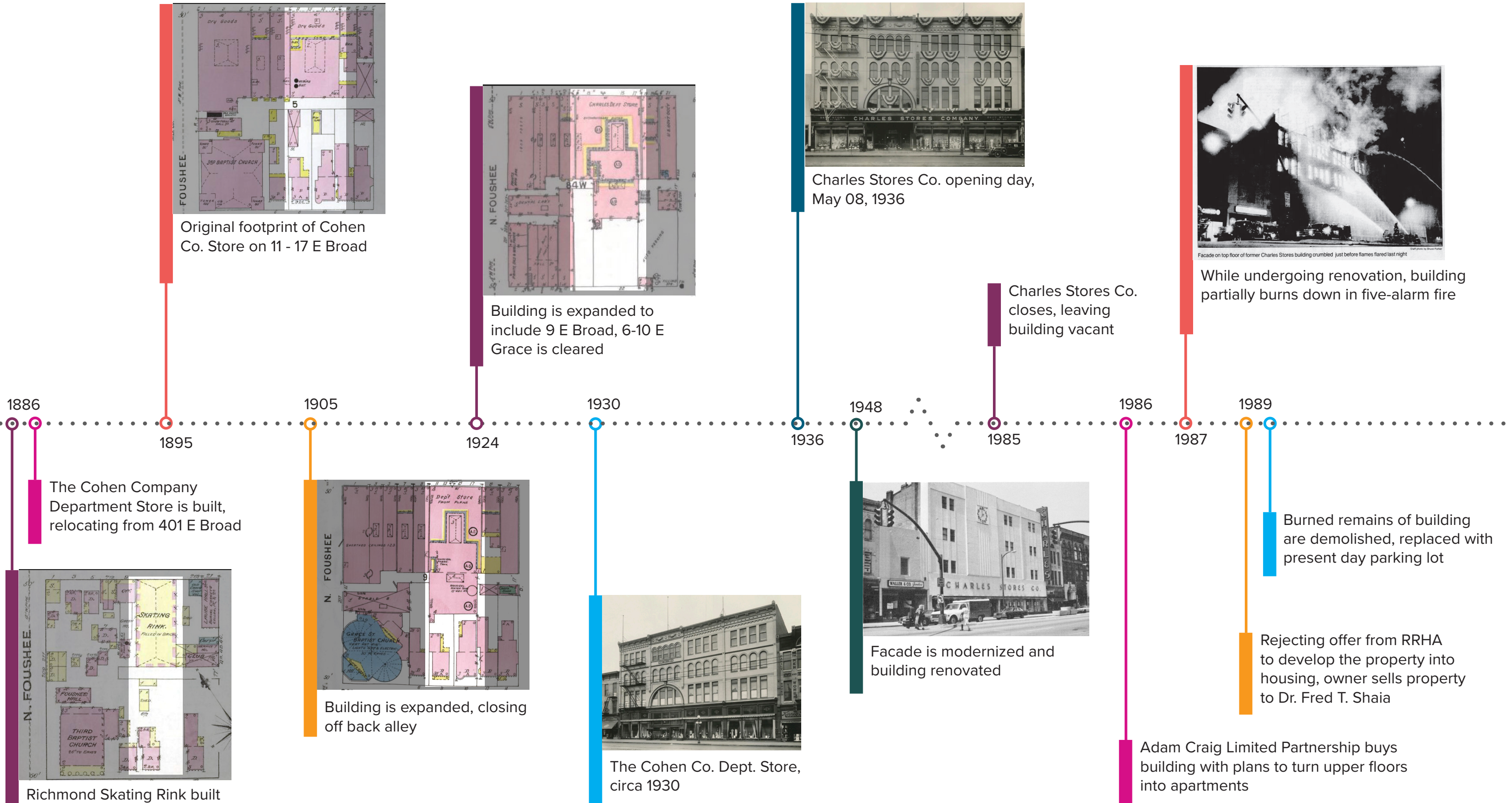
03 Proposed Design Approach

04 Perspectives

05 Materials + Details

1886 - Present

The Site



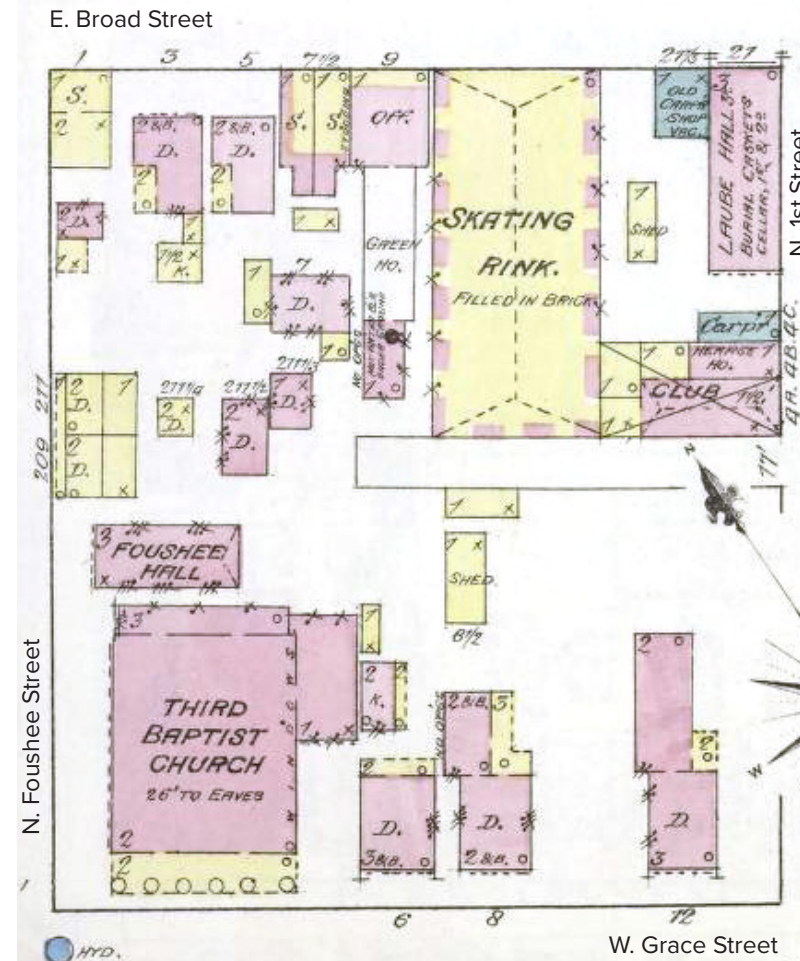
Historic Maps

The Site

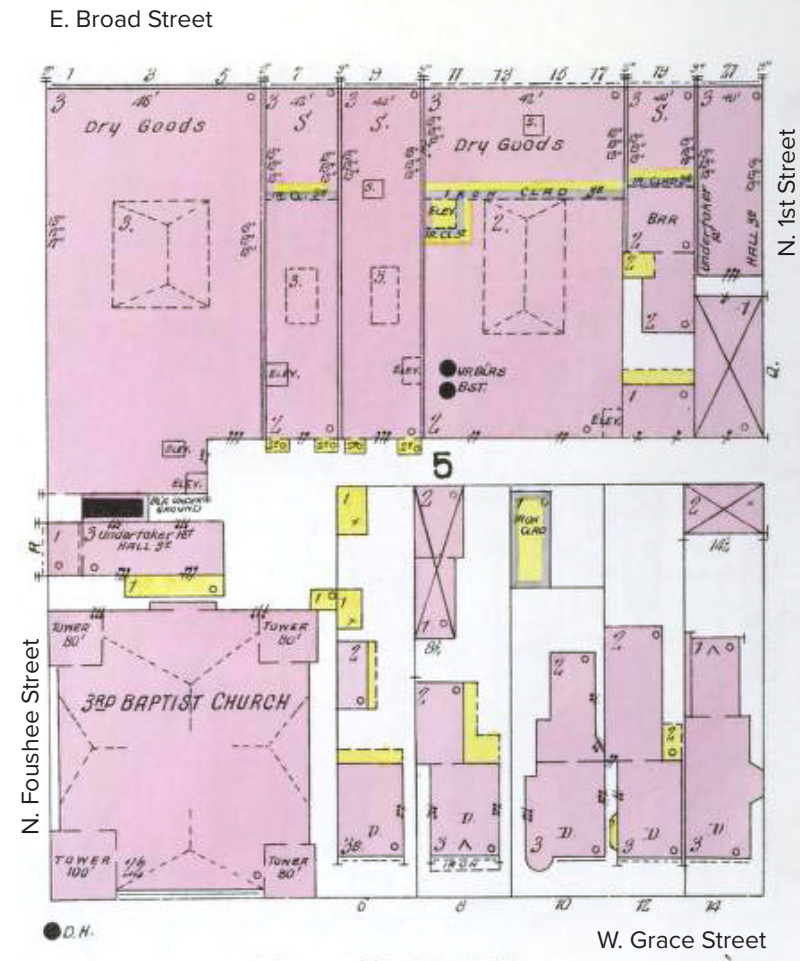
Image Notes

- 01 1886 Sanborn Map of Richmond Skating Rink
- 02 1895 Sanborn Map of Cohen Co. Department Store
- 03 1905 Sanborn Map of Cohen Co. Department Store alley expansion
- 04 1924 Sanborn Map of Charles Stores Co.

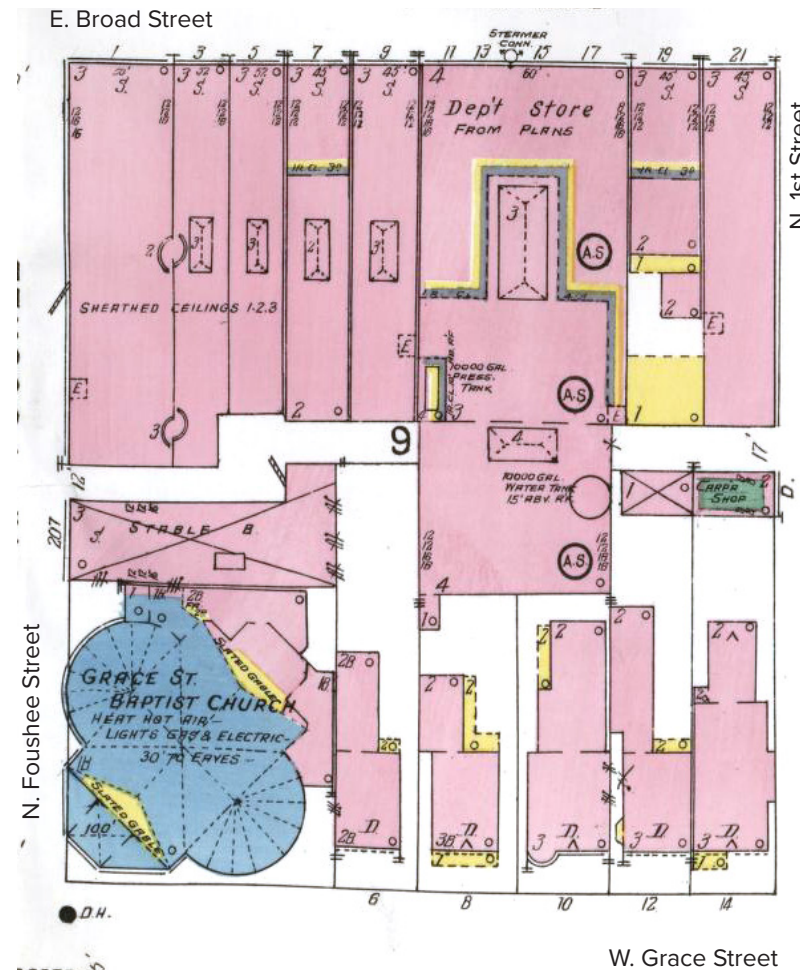
***Historic maps retrieved from Library of Congress



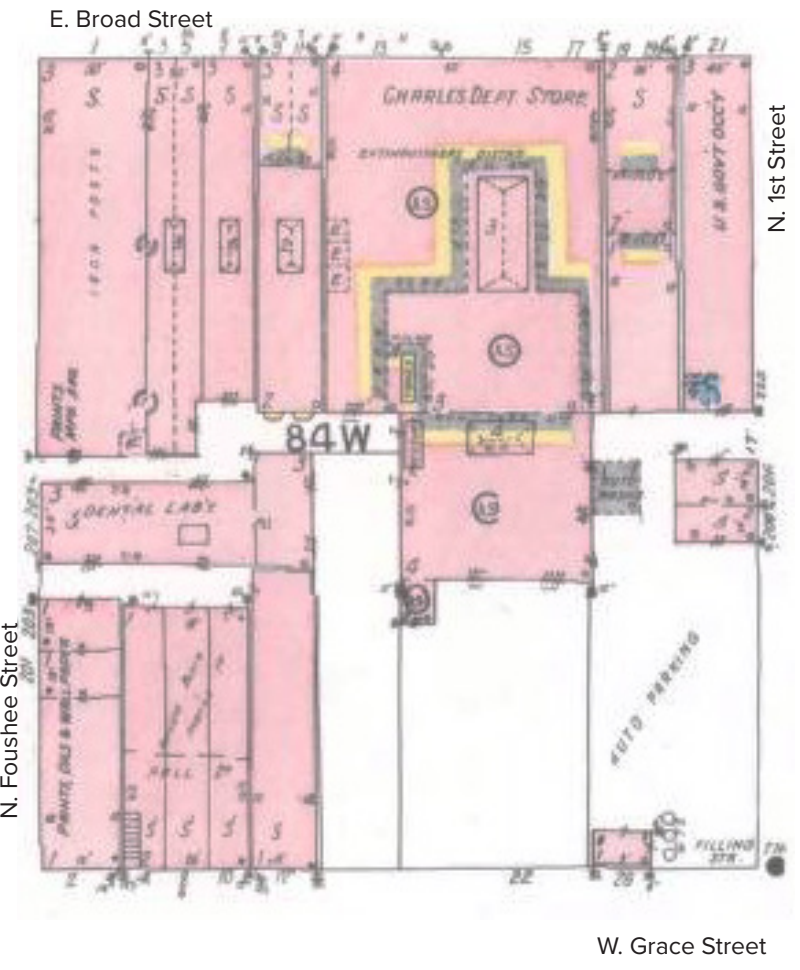
01



02



03



04

Historic Photographs

The Site

Image Notes

- 01 View of 1936 Charles Stores Co. opening day
- 02 View of 1948 facade modernization and building renovation
- 03 View of 1987 nighttime fire during building renovation to apartments

****Historic photographs courtesy of Virginia Commonwealth University Libraries*



01



03



02

Existing Photographs

The Site



The Site Facing Broad Street



Broad Street Facing the Site



The Site Facing Grace Street



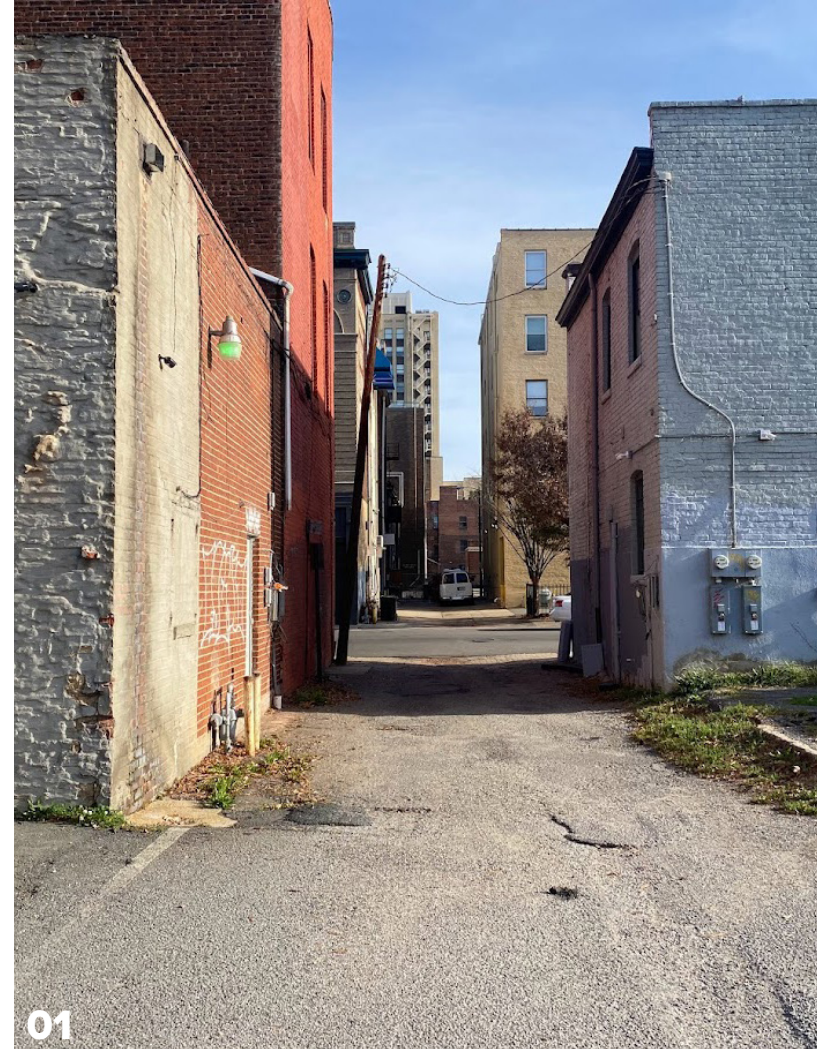
Grace Street Facing the Site

Existing Photographs

The Site

Image Notes

- 01 View from the site facing 1st Street alley
- 02 View across 1st Street facing the alley
- 03 View from the site facing Foushee Street alley
- 04 View across Foushee Street facing the alley



Existing Photographs - Neighboring Buildings

The Site

Image Notes

- 01 View of Waller & Company Jewelers building mural ***
- 02 View looking at 11 E. Broad Street
- 03 View looking at 19 E. Broad Street

***Note: The existing mural will be covered by the proposed zero lot-line design. Preliminary plans have been discussed with the building owner to either physically recreate the mural or digitally capture, document, and find a means by which to incorporate the mural into the new project to preserve its legacy.



Context Conditions - Project Block

The Site



Context Conditions - Broad Street Historic District

The Site



Context Conditions - Broad Street Historic District

The Site



Broader Context - Monroe Ward

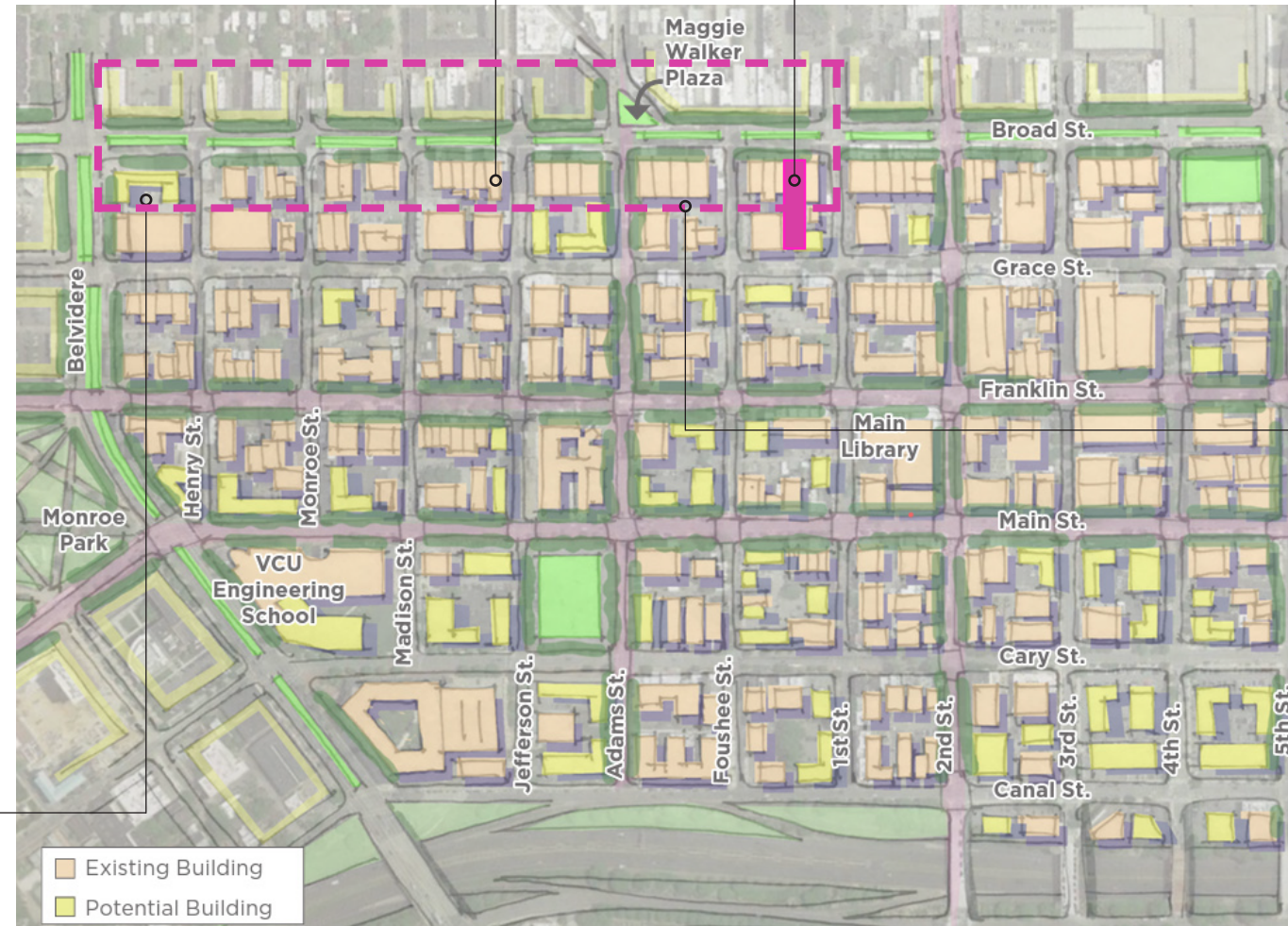
The Site



225 W. Broad Street
New Construction



VCU Arts and Innovation Building
New Construction



Project Site

13 E Broad Street

Zoning: B4 - Business

General Zoning Requirements:

Incline Plane:	1:4
Open Space Ratio:	0.08 (min)
Floor Area Ratio:	6.0 (max)
Yards / Setbacks:	
Front:	Match Adj. Bldg.
Side:	None
Rear:	None

Broad Street Historic District

"Monroe Ward is transformed from the detached parking garage of the Downtown Core into a **significant residential and office mixed-use district** between two of the region's greatest concentrations of activity—the VCU Monroe Park Campus and the Downtown Core. **Historic buildings are preserved and complemented by denser development** on vacant lots that generate activity."

- The Richmond 300: A Guide for Growth, page 28

DESIGN ELEMENTS OF THE PULSE PLAN:

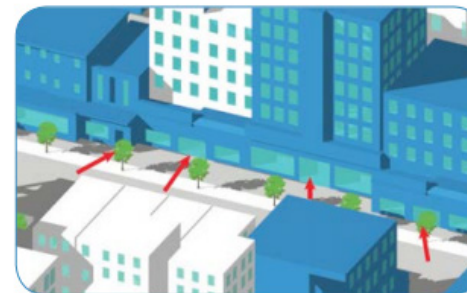
- 1. Hold the Corner:** Buildings and spaces at intersections have active ground floors that wrap around the corner.
- 2. Entrances Face the Street:** Main entrances to businesses and residences front the street, fostering pedestrian activity.
- 3. Appropriate Setbacks/Stepbacks:** Commercial uses are closer to the street while residential uses are set back to foster privacy and create a semi-public space. Stepbacks at upper stories create a means to honor existing form without overwhelming it.
- 4. Transparency:** Facade fenestration allows visibility to and from the street. This is especially important on the ground floor, where fenestration should occupy a higher percentage of the building face.
- 5. Façade Articulation:** Long, monolithic facades should be broken up and made more human-scale by varying the streetwall plane, height, colors and materials.
- 6. Screened Parking/Services:** Attractive landscaping pushed to the sidewalk helps maintain a streetwall and mitigate the disruption caused by surface parking lots and utilitarian services.



Hold the Corner



Appropriate Setbacks/Stepbacks



Entrances Face the Street



Transparency



Façade Articulation



Screened Parking/Services

Broader Context - Richmond 300: Future Land Use

The Site

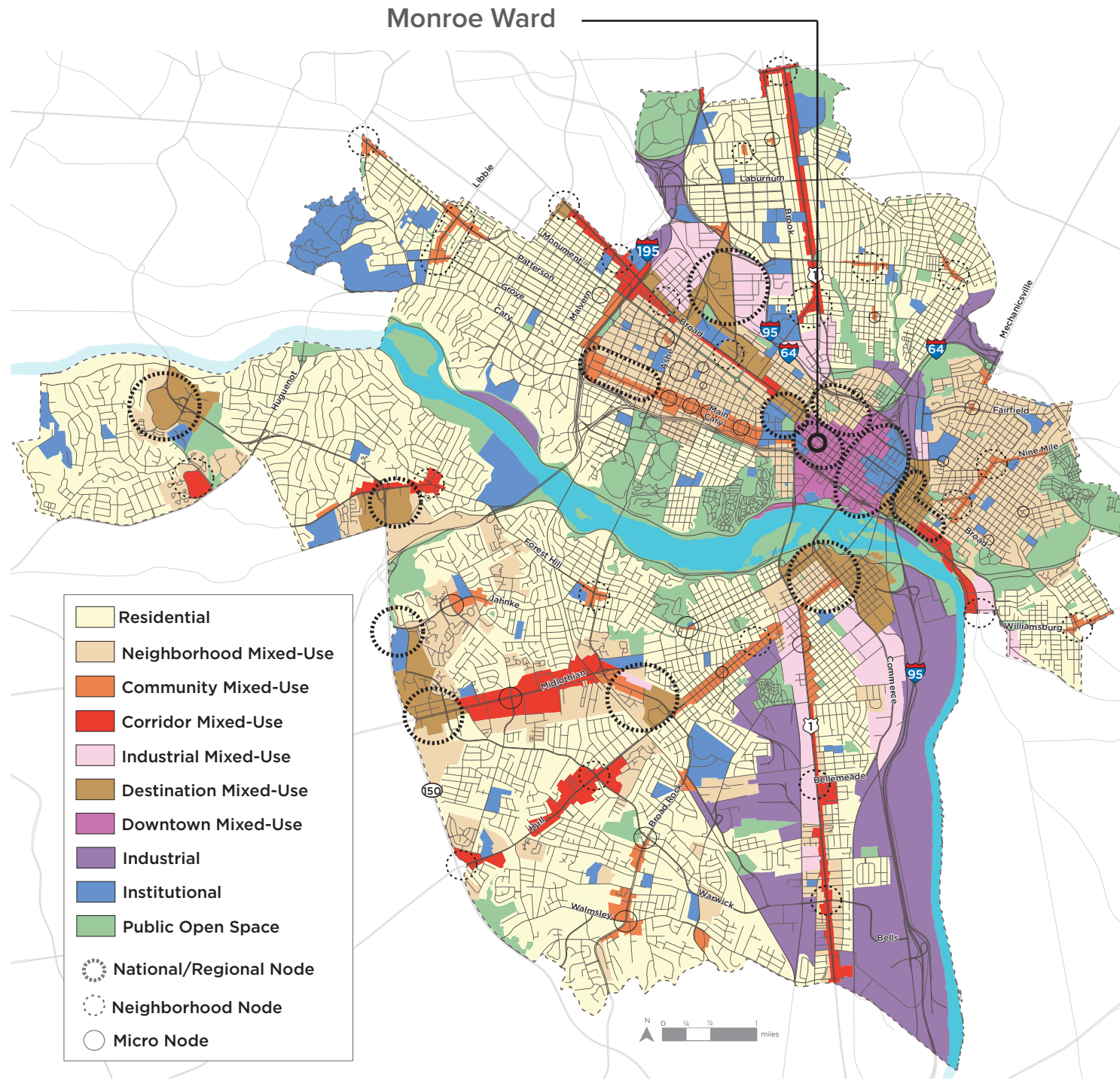


FIGURE 11 // Future Land Use Map

Downtown Mixed-Use

Central business district of the Richmond region features high-density development with office buildings, residential buildings, and a mix of complementary uses, including regional destinations in a highly-walkable urban environment.

Development Style: Higher-density pedestrian- and transit-oriented development encouraged on vacant or underutilized sites. Historic buildings are adapted for new uses. Future development should be urban in form and may be of larger scale than existing context. Plazas and setbacks create an engaging street life. Many buildings are vertically mixed-use.

New developments continue or introduce a gridded street pattern to increase connectivity.

Ground Floor: Ground floor uses engage with and enliven the street. Monolithic walls are discouraged, while windows, doors, storefronts, and other features that allow transparency and interaction between building and street are encouraged. Active commercial ground floor uses required on street-oriented commercial frontages.

Mobility: Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. Driveway entrances are required to be off alleys whenever possible; new driveways

are prohibited on priority and principal street frontages. Surface parking is prohibited as a principal use. Parking requirements are substantially less in these areas than other areas of the City and are largely eliminated.

Intensity: Buildings typically a minimum height of five stories.

Primary Use: Retail/office/personal service, multi-family residential, cultural, institutional, government, and open space.

Secondary Uses: Not applicable.



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Site Modifications

Design Concepts

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Site Modification

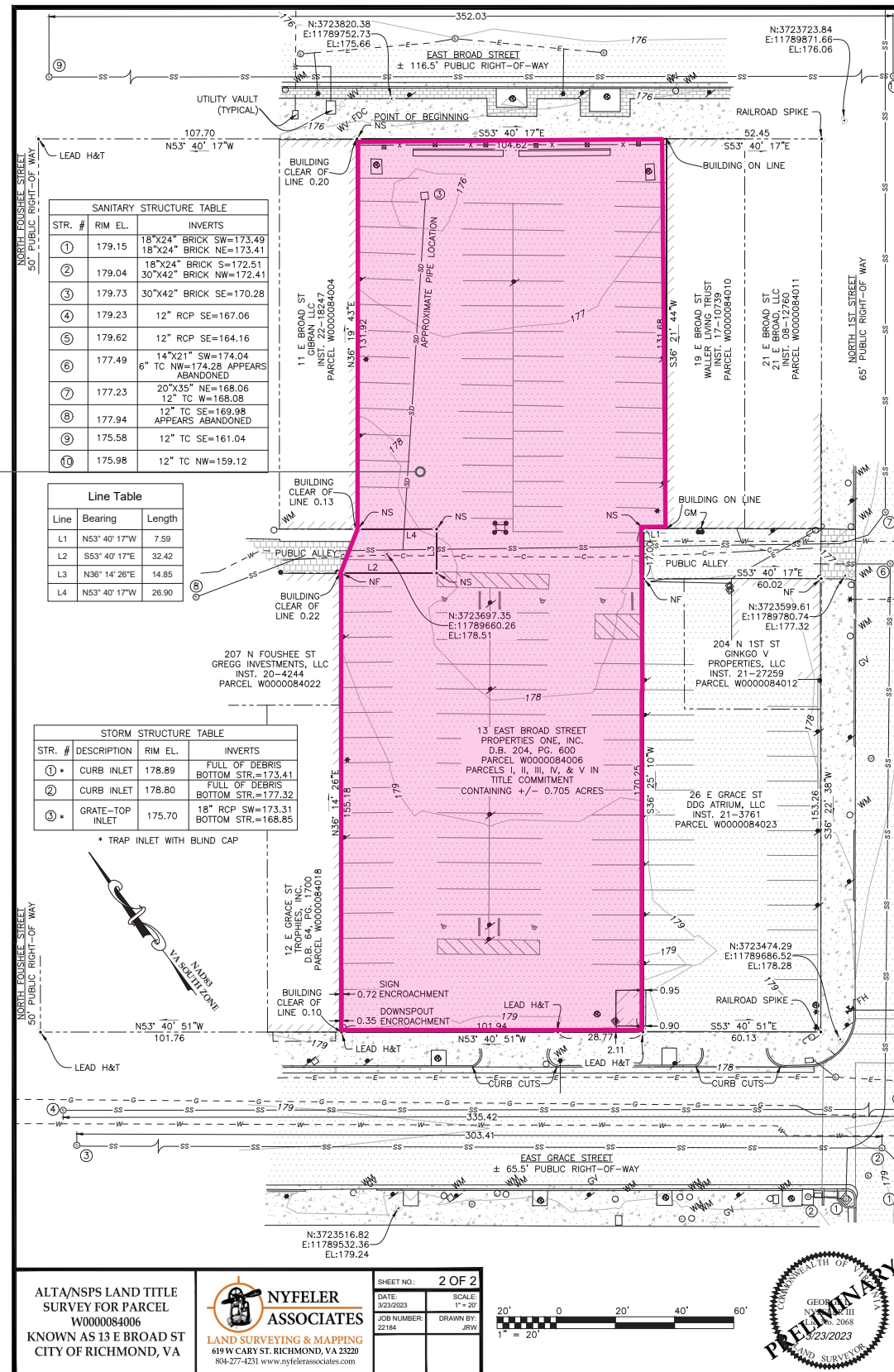
Proposed Design Approach

Legend

Proposed Elements to be removed

13 E. Broad Street Surface Parking Lot

The entirety of the parking lot asphalt, site wall / fence, planters, and plantings to be removed.



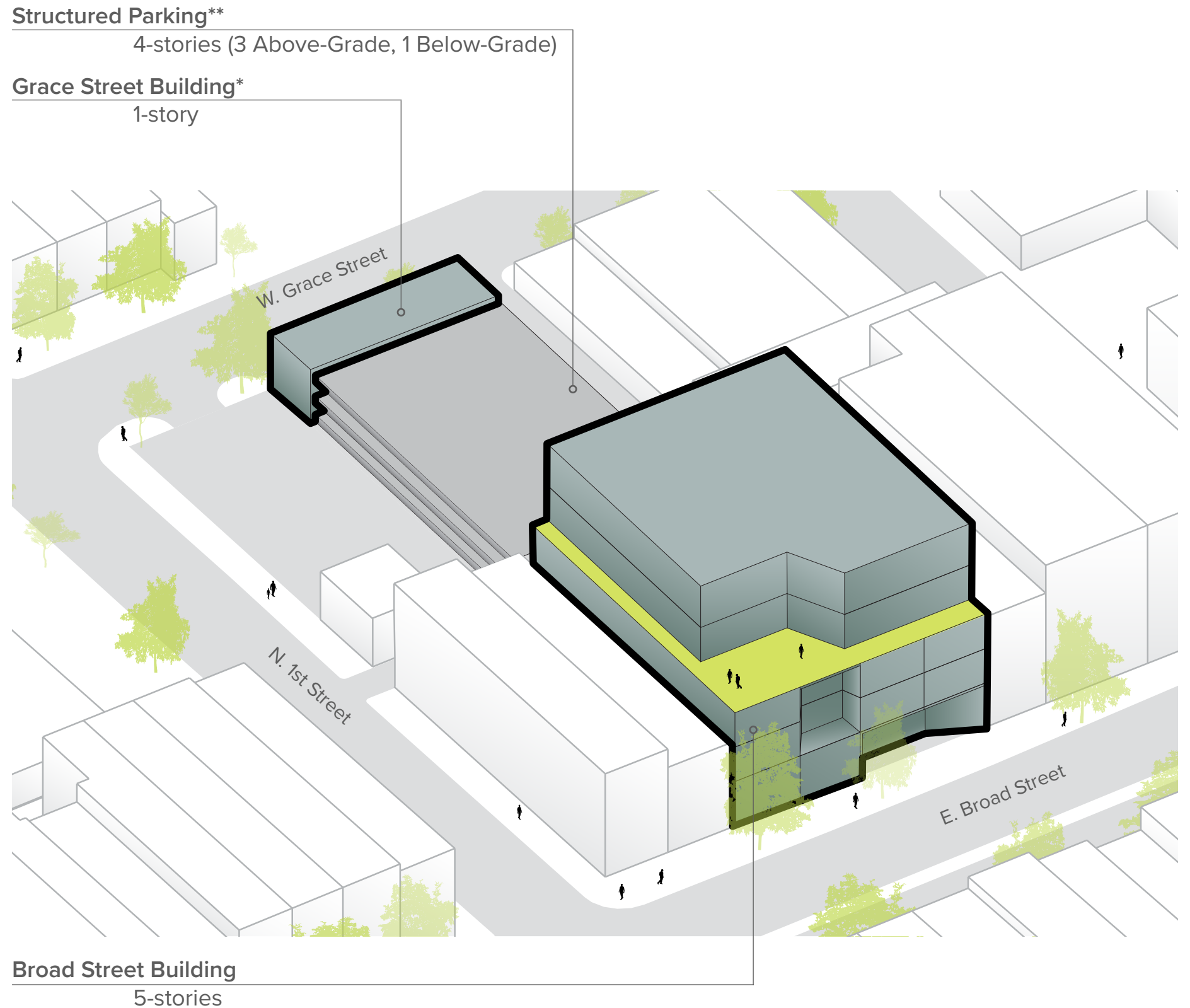
Massing Axon Diagram

Proposed Design Approach

Program	Yield
Broad Street Building	53,710 SF
Grace Street Building*	1,500 SF
Rooftop Terrace	1,100 SF
Structured Parking** (Above + Below Grade)	102 Spaces

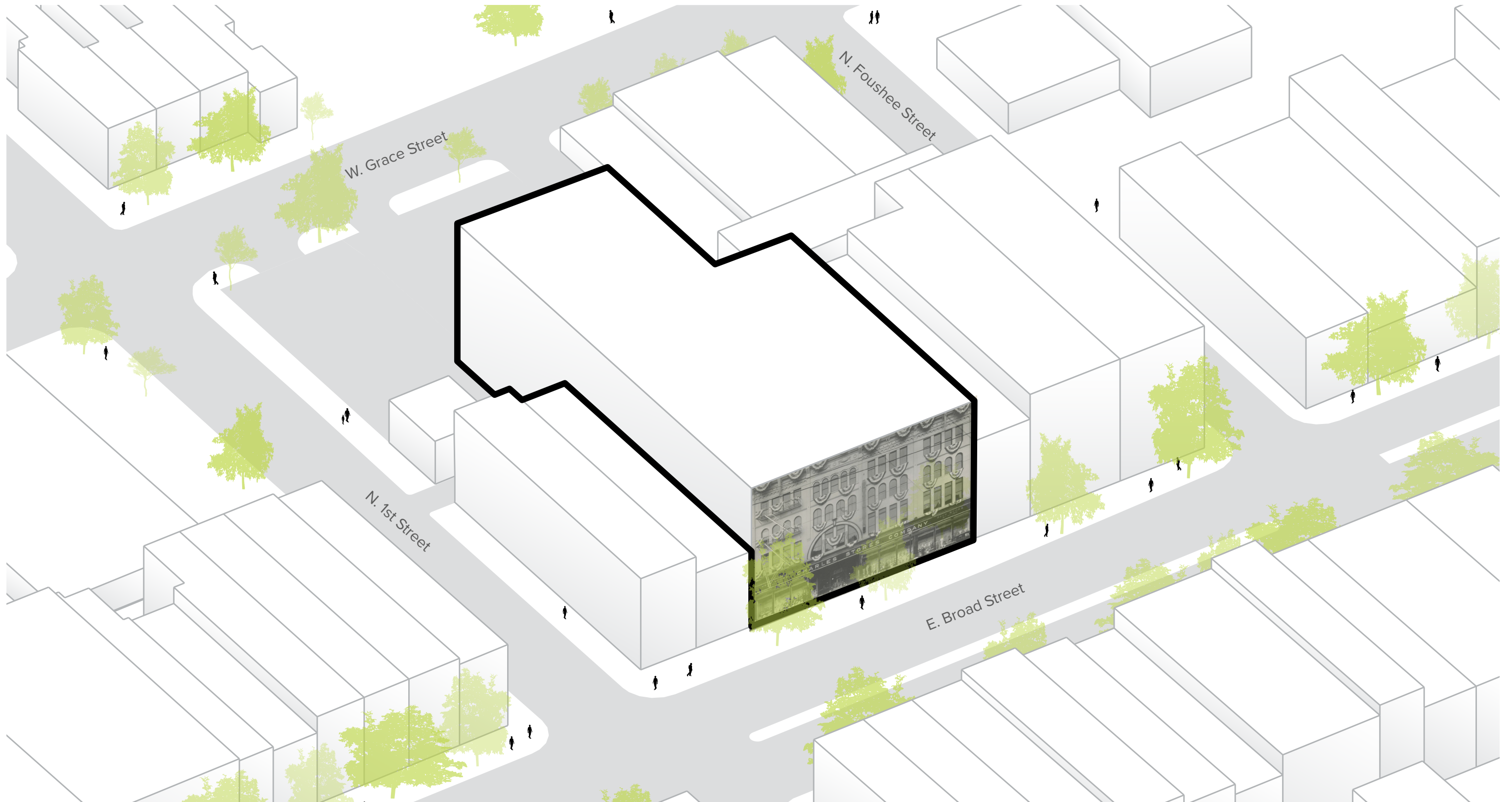
*Note: Outside of Historic District extents

**Note: Outside of Historic District extents with exception of a portion of the below grade parking extending underneath the Broad Street Building



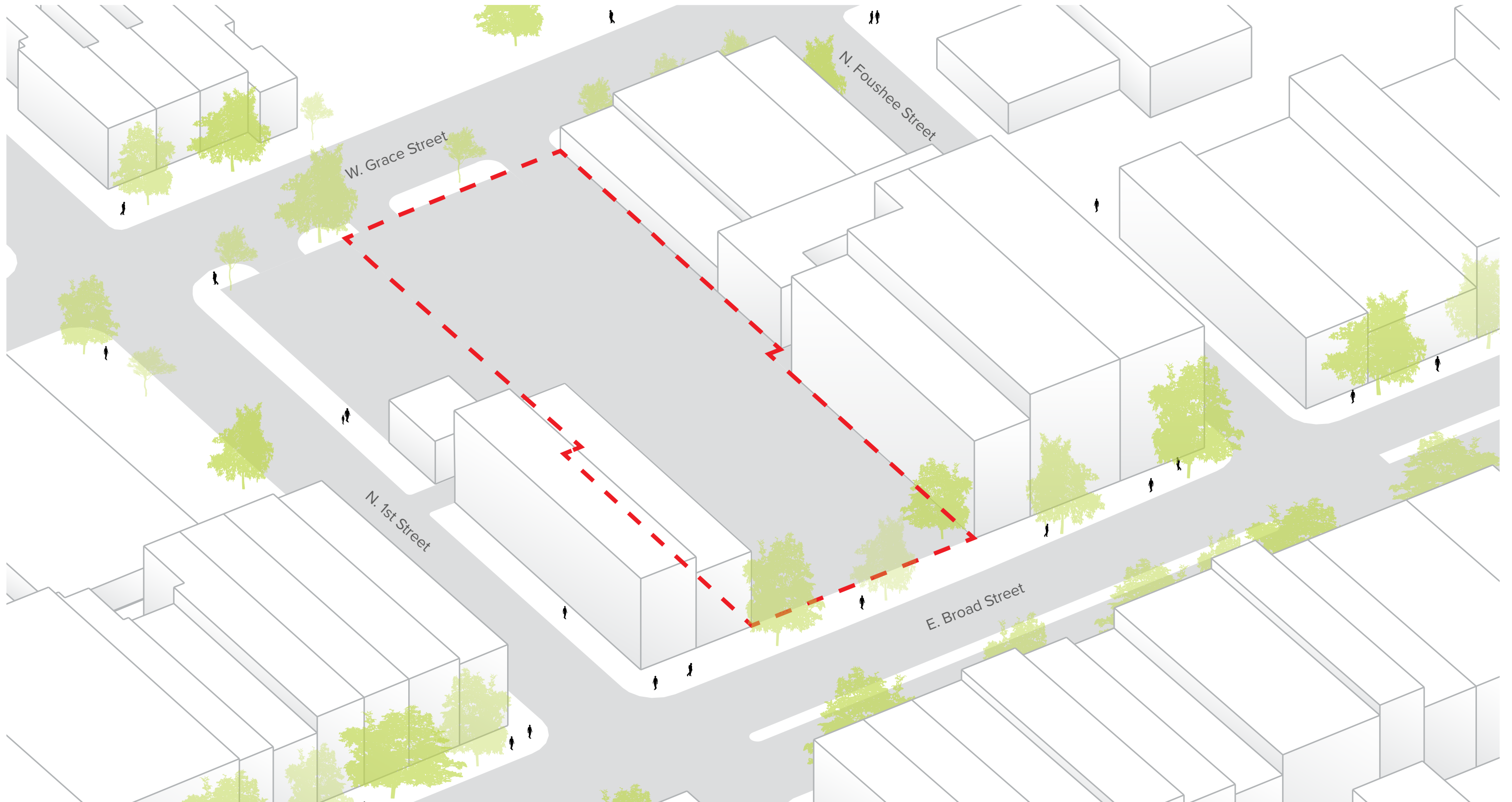
Massing - Former Department Store (Period of Historical Relevance)

Proposed Design Approach



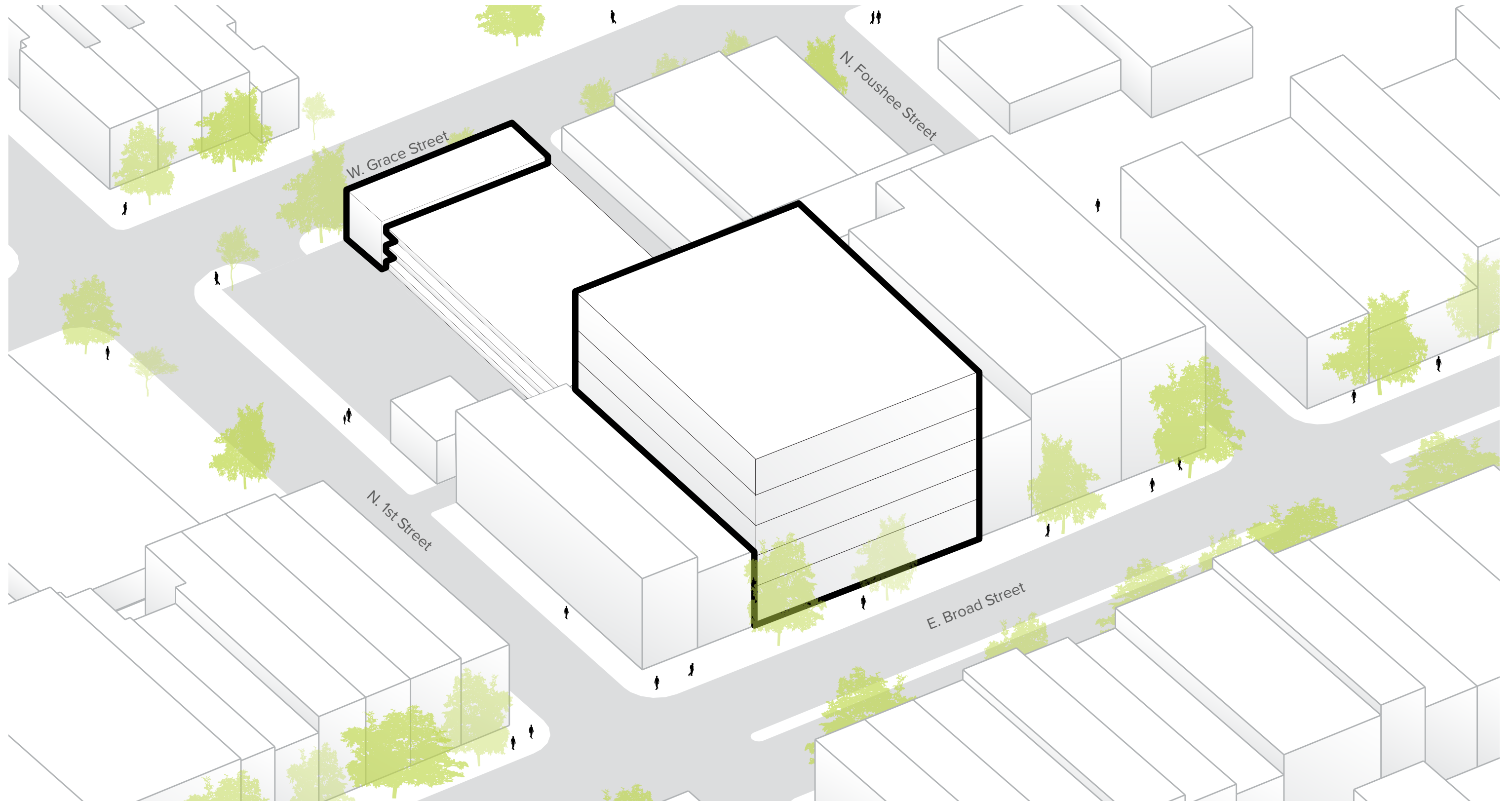
Existing Conditions

Proposed Design Approach



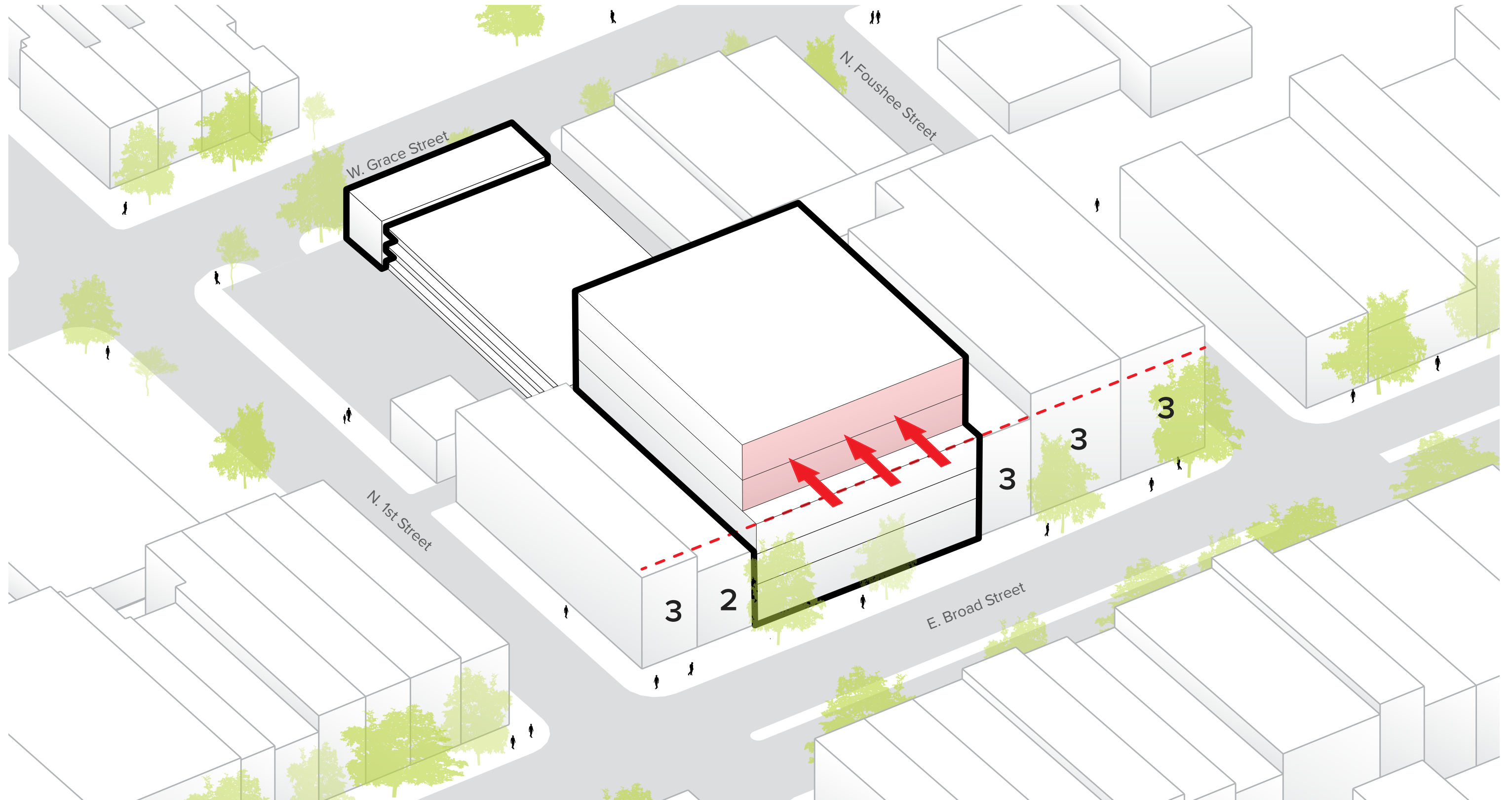
Massing - 5-Story Baseline

Proposed Design Approach



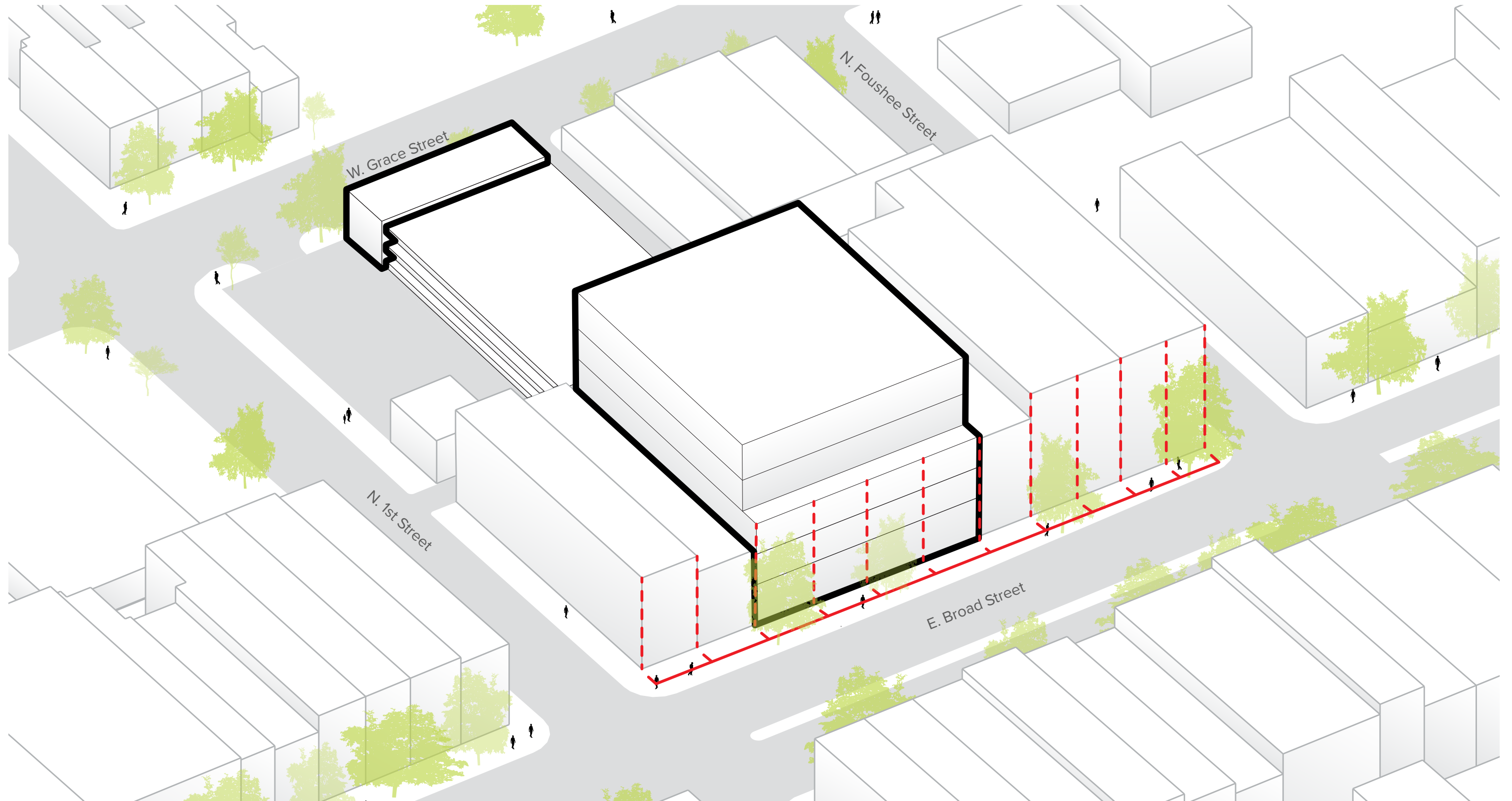
Massing - Vertical Building Proportion

Proposed Design Approach



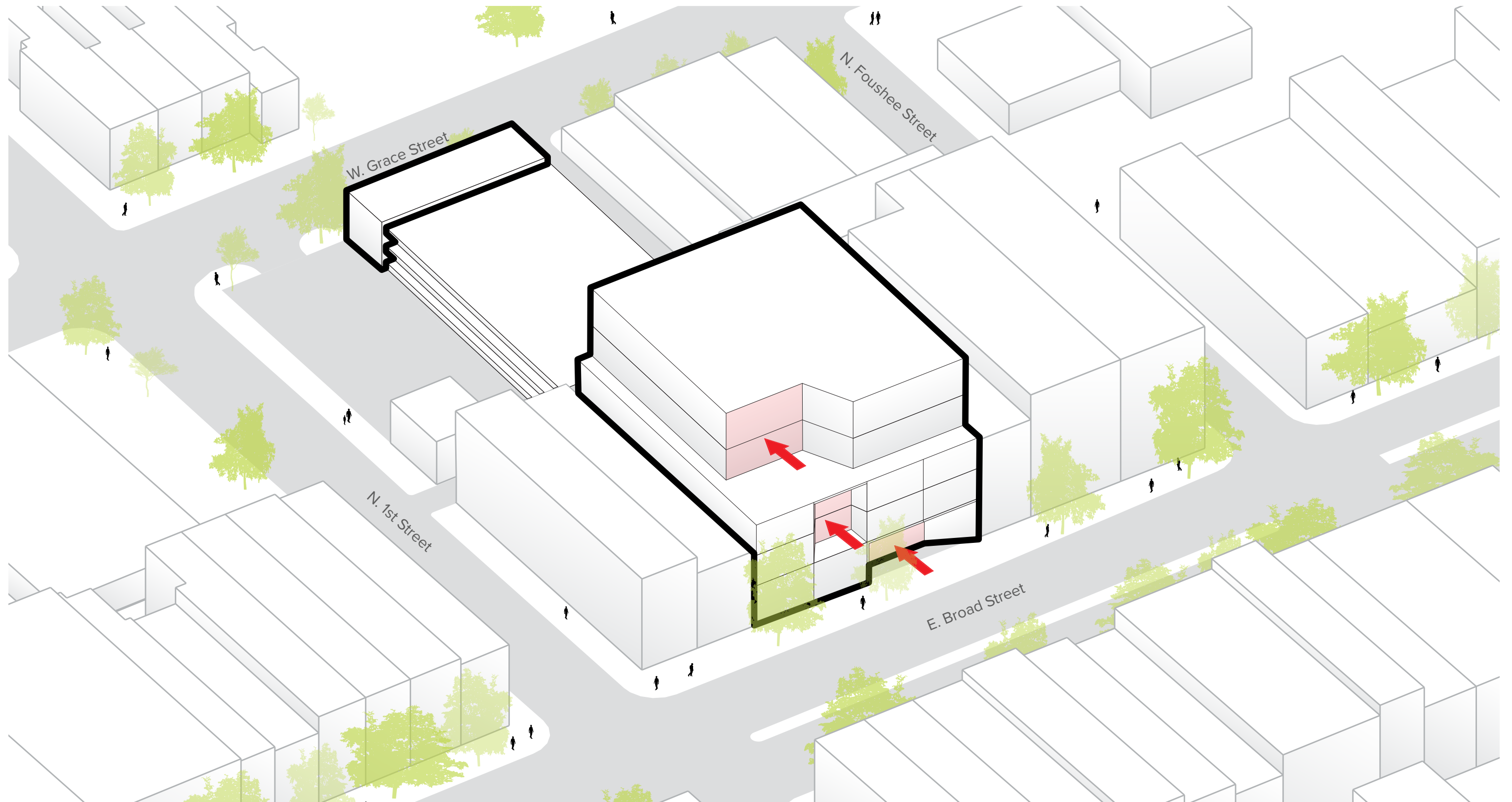
Massing - Horizontal Building Proportion

Proposed Design Approach



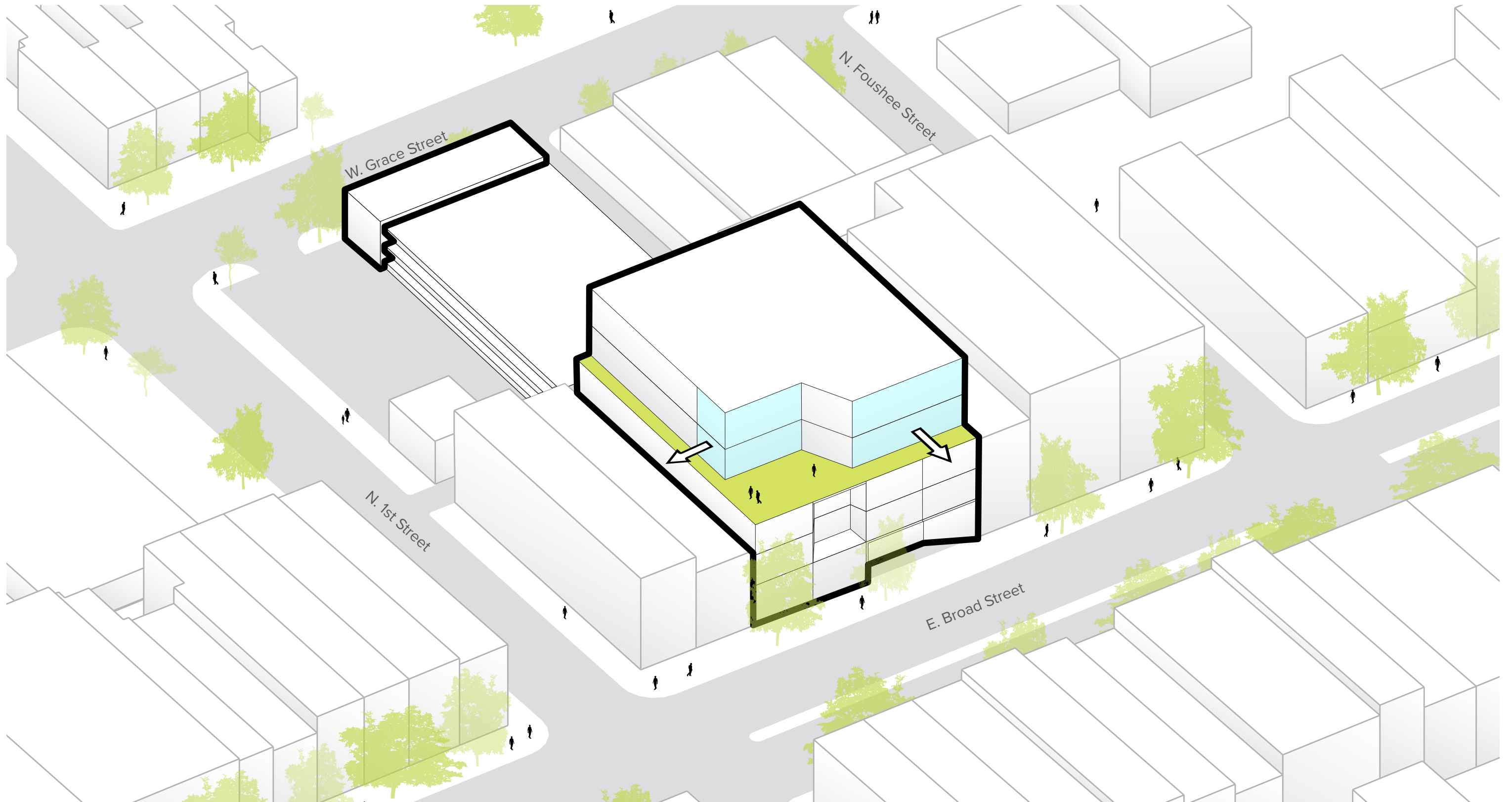
Massing - Interior-Driven Street Activators

Proposed Design Approach



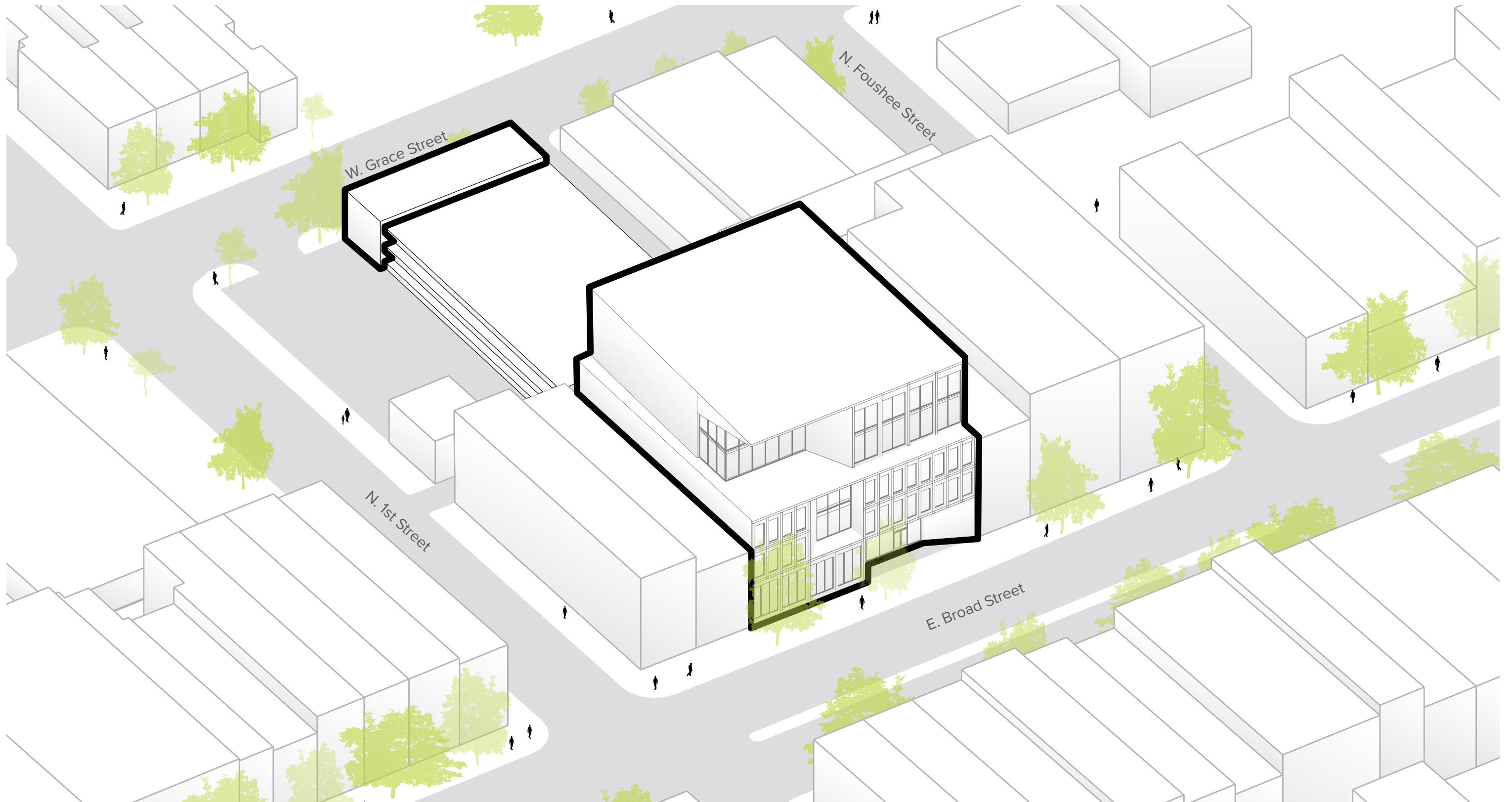
Massing - Rooftop Articulation

Proposed Design Approach



Building Concept

Proposed Design Approach

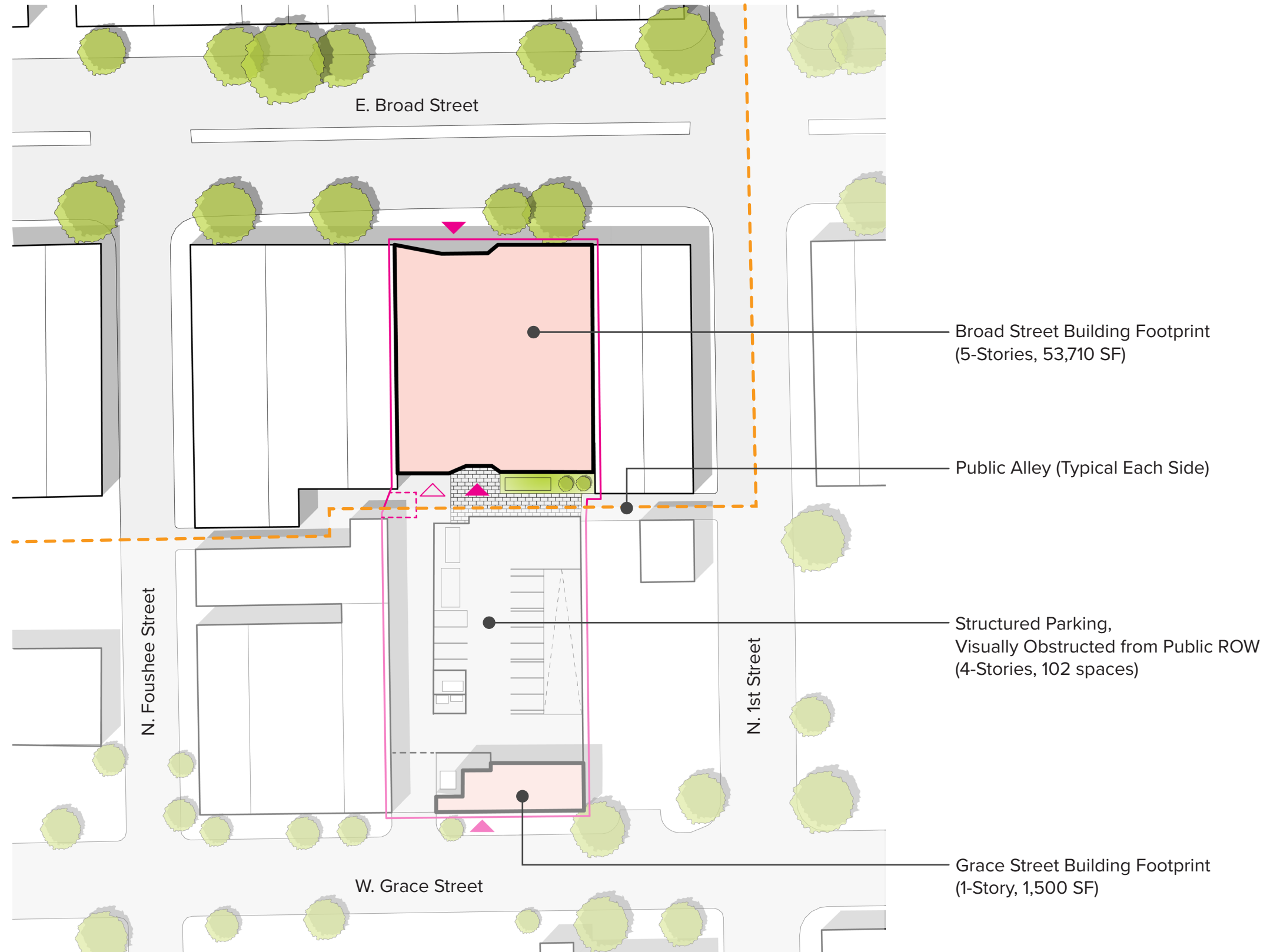


Site Plan

Proposed Design Approach

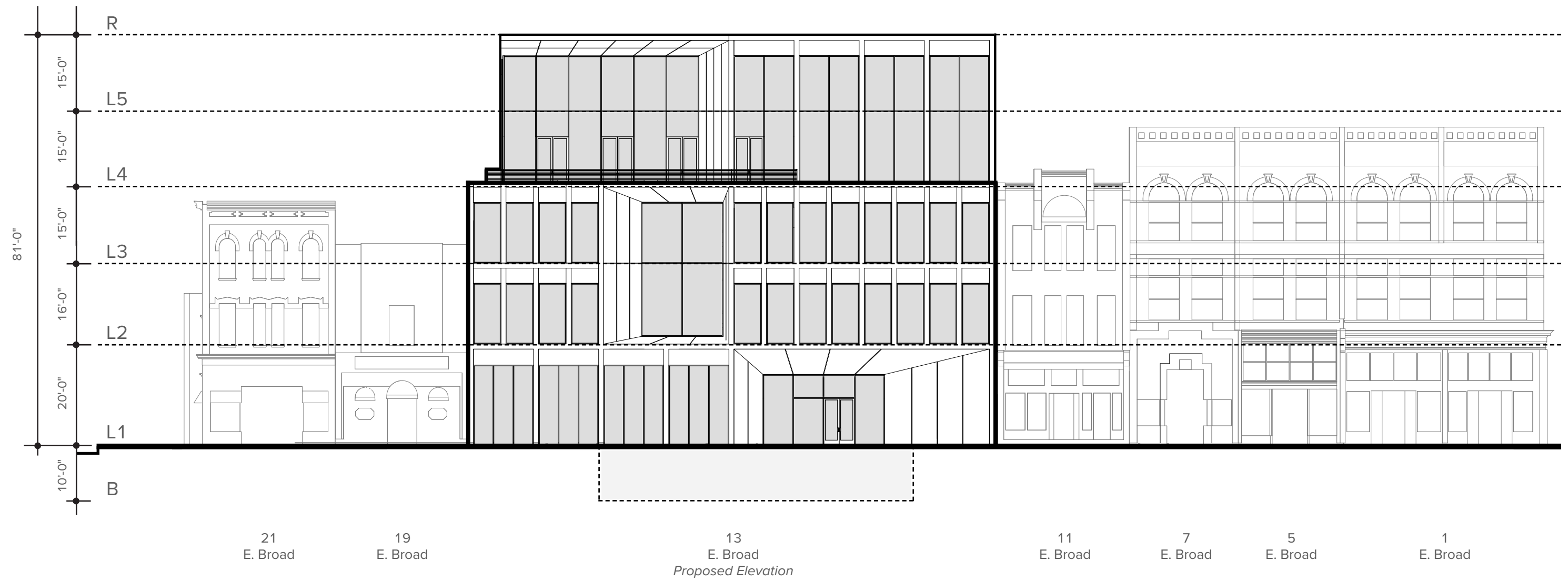
Legend

- Proposed Property Line
- - - Proposed Alley Vacation
- ▲ Building Entry Point
- - - Broad Street District Boundary



Street Elevation Diagram

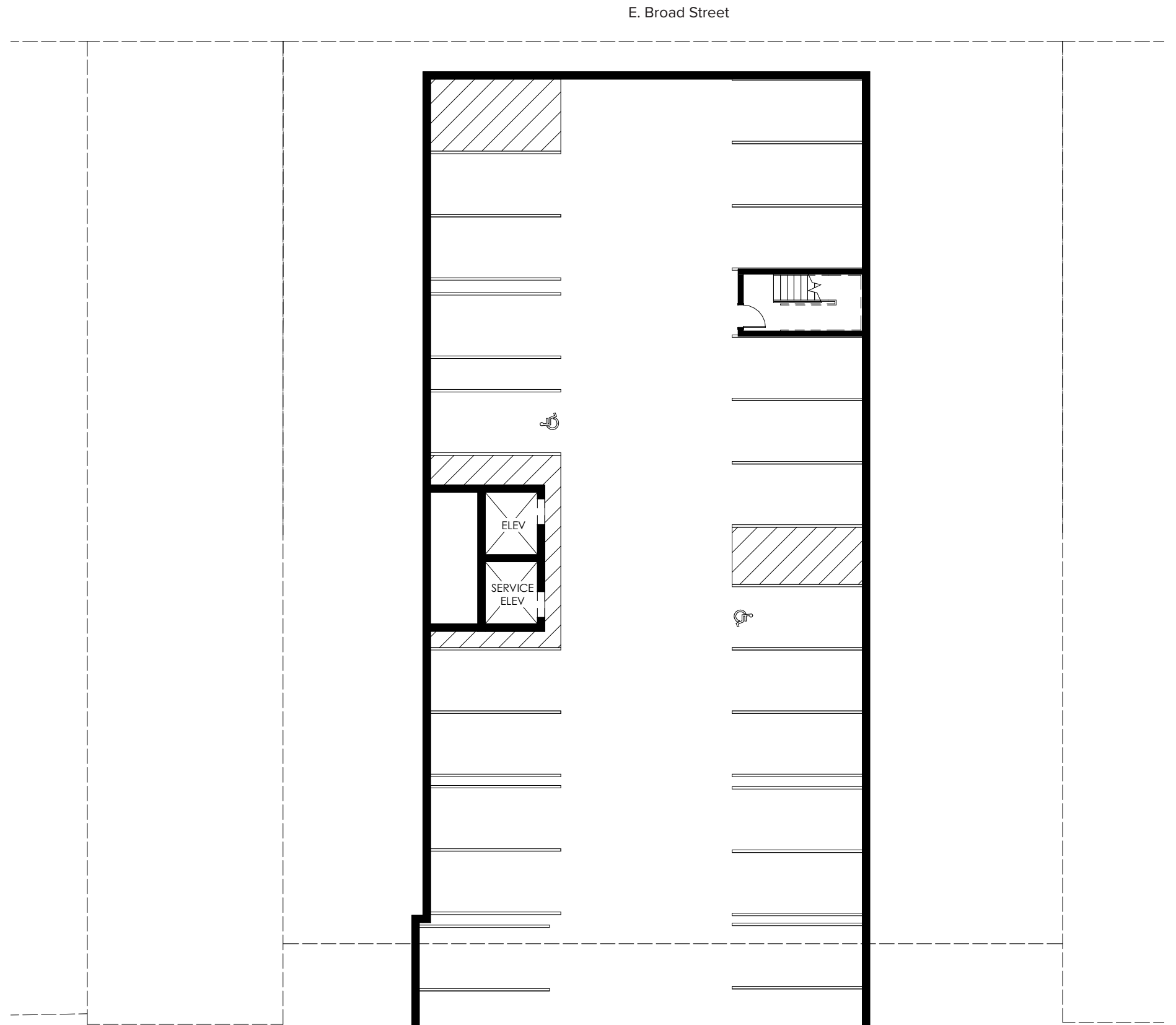
Proposed Design Approach



Floor Plan - Basement Level

Proposed Design Approach

Level	Program Breakdown
B	Parking BOH
01	Community Event Space Lobby Content / Production BOH
02	Content / Production Office BOH
03	Content / Production Office BOH
04	Office Cafe / Event Space Outdoor Terrace BOH
05	Office BOH

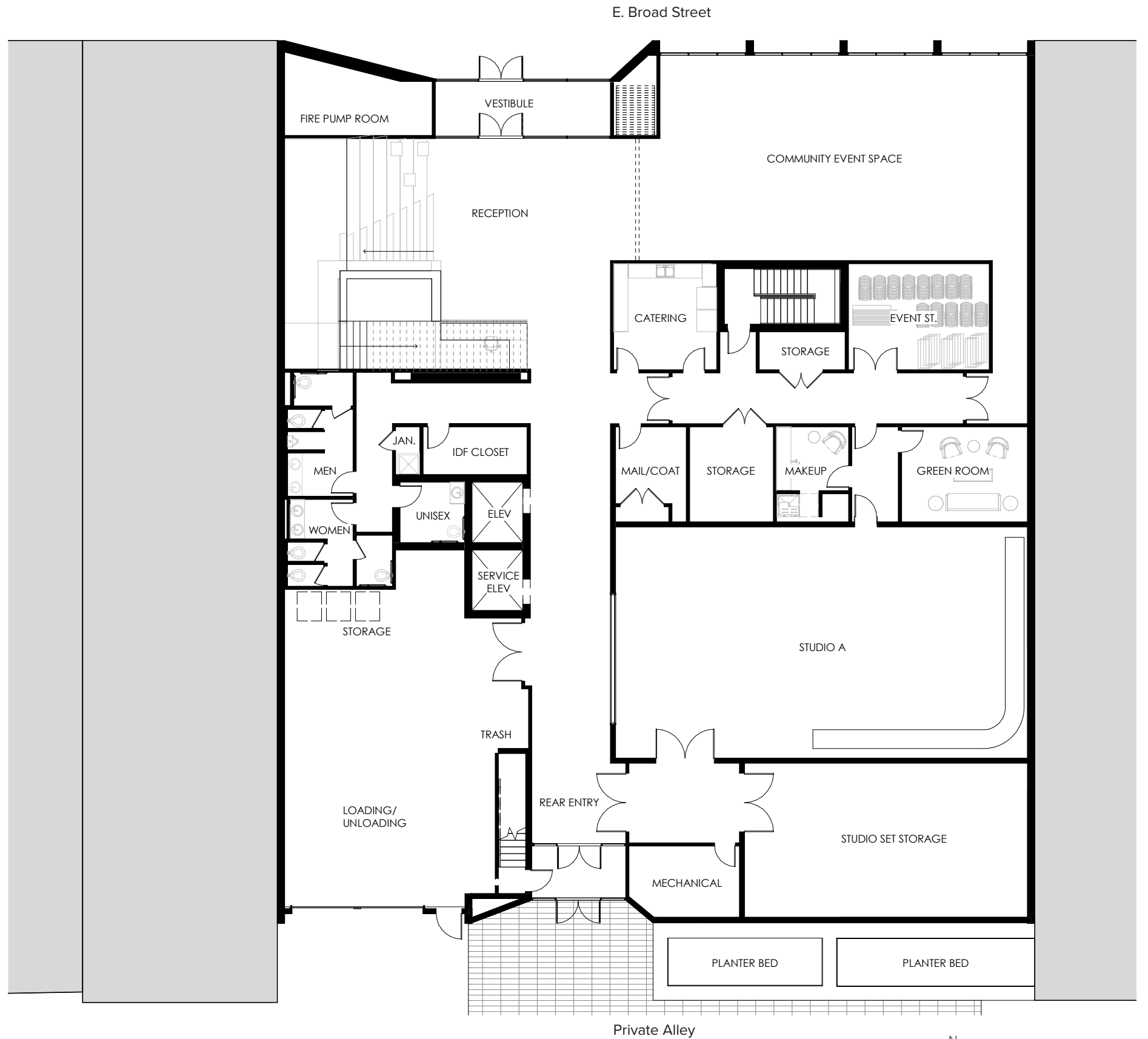


Basement Parking Continuous to Grace

Floor Plan - Level 1/Ground Level

Proposed Design Approach

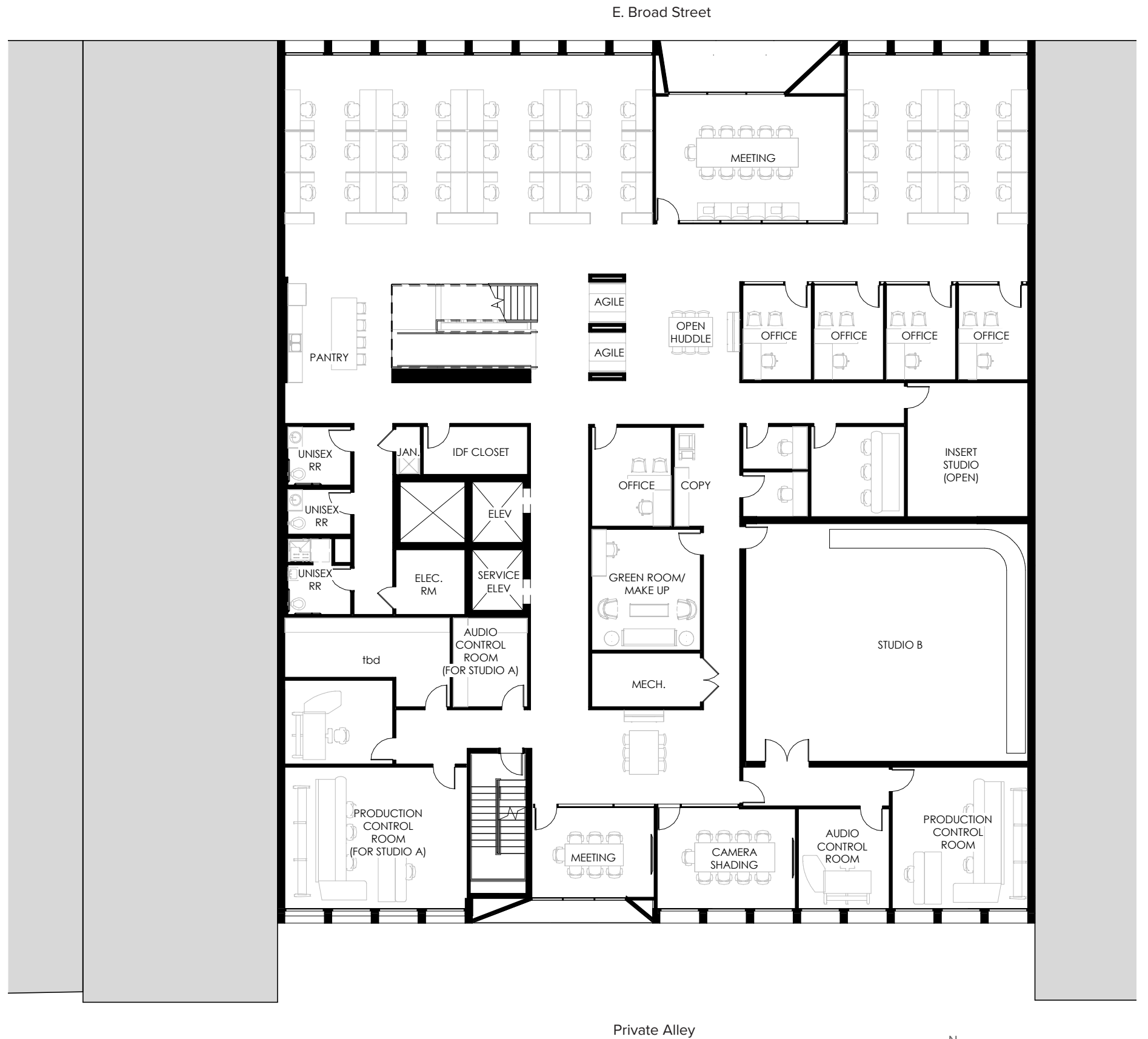
Level	Program Breakdown
B	Parking BOH
01	Community Event Space Lobby Content / Production BOH
02	Content / Production Office BOH
03	Content / Production Office BOH
04	Office Cafe / Event Space Outdoor Terrace BOH
05	Office BOH



Floor Plan - Level 2

Proposed Design Approach

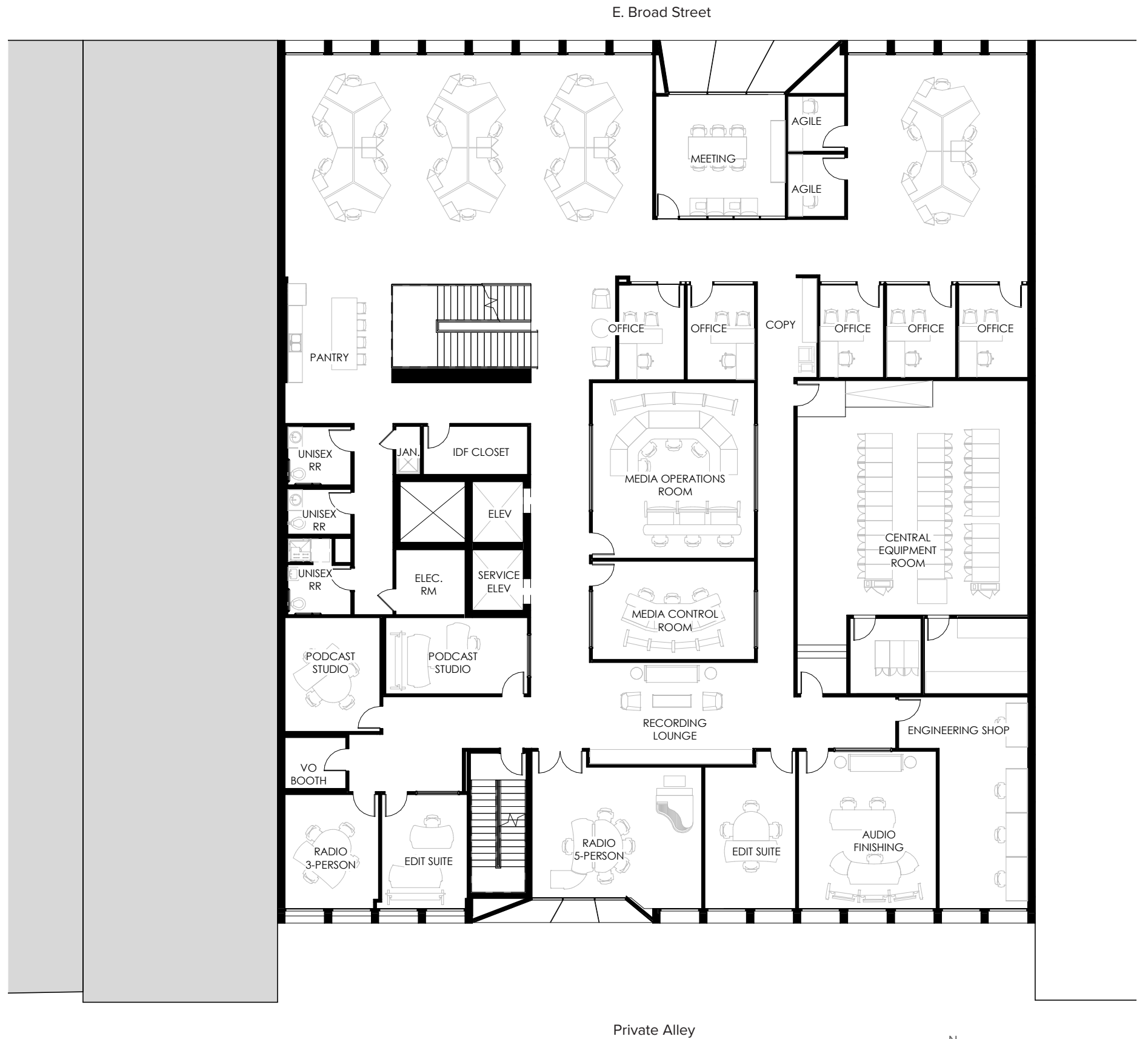
Level	Program Breakdown
B	Parking BOH
01	Community Event Space Lobby Content / Production BOH
02	Content / Production Office BOH
03	Content / Production Office BOH
04	Office Cafe / Event Space Outdoor Terrace BOH
05	Office BOH



Floor Plan - Level 3

Proposed Design Approach

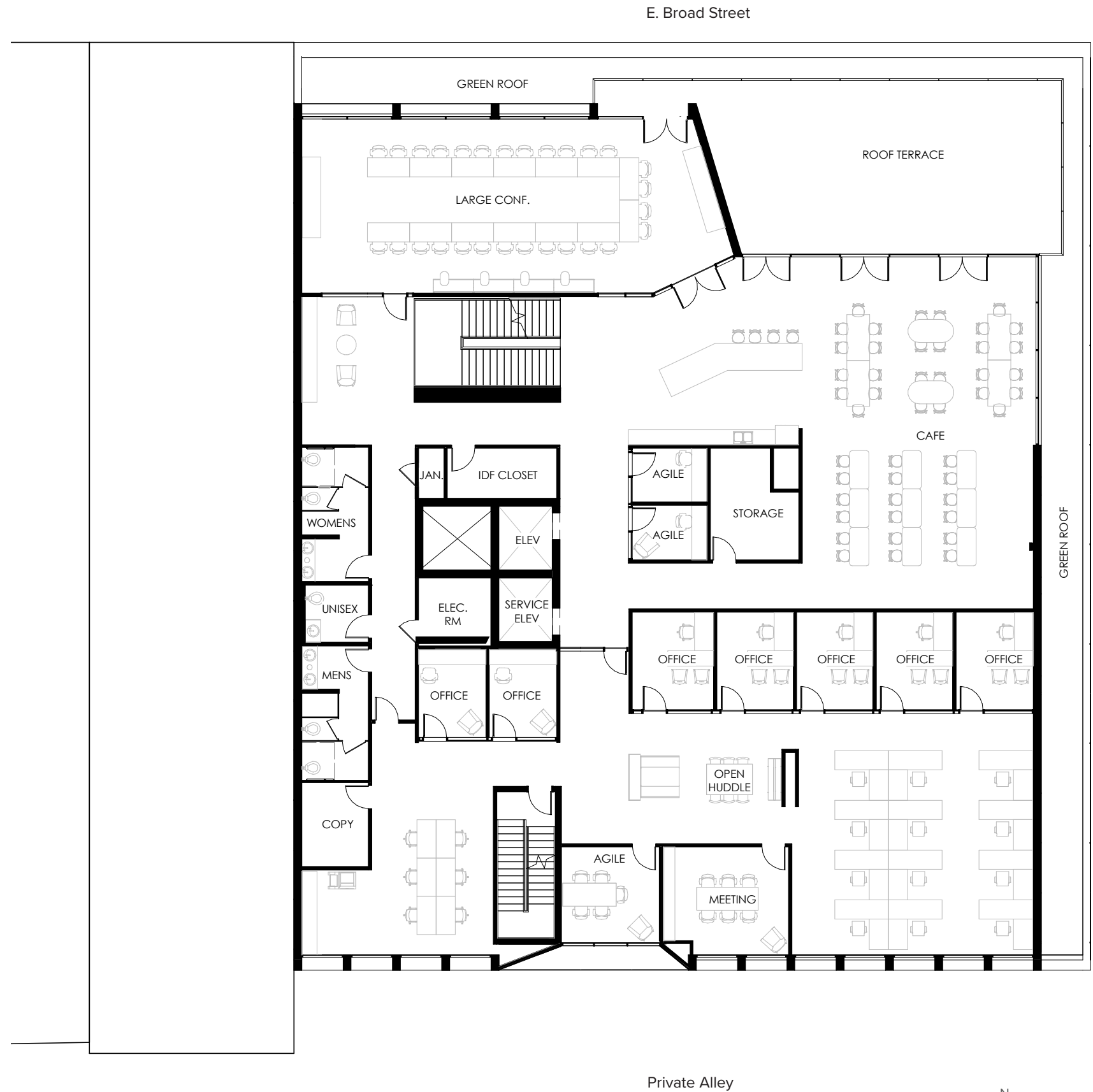
Level	Program Breakdown
B	Parking BOH
01	Community Event Space Lobby Content / Production BOH
02	Content / Production Office BOH
03	Content / Production Office BOH
04	Office Cafe / Event Space Outdoor Terrace BOH
05	Office BOH



Floor Plan - Level 4

Proposed Design Approach

Level	Program Breakdown
B	Parking BOH
01	Community Event Space Lobby Content / Production BOH
02	Content / Production Office BOH
03	Content / Production Office BOH
04	Office Cafe / Event Space Outdoor Terrace BOH
05	Office BOH



Floor Plan - Level 5

Proposed Design Approach

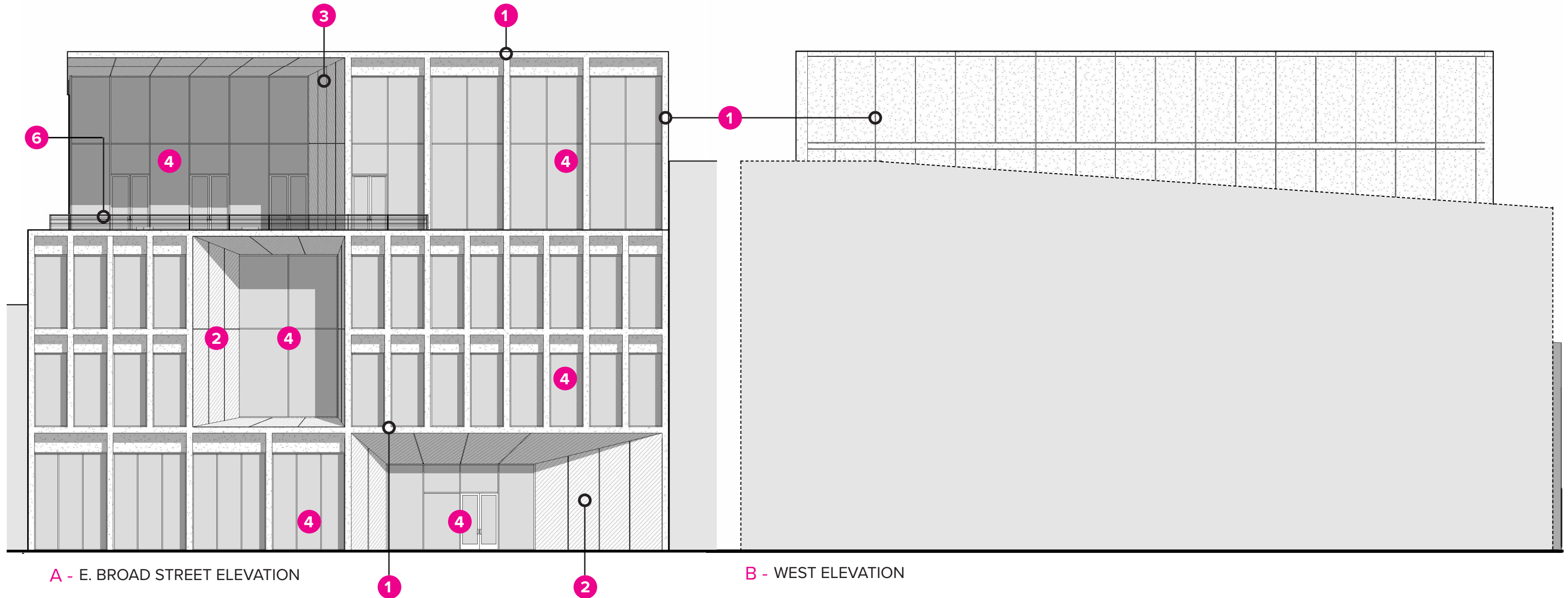
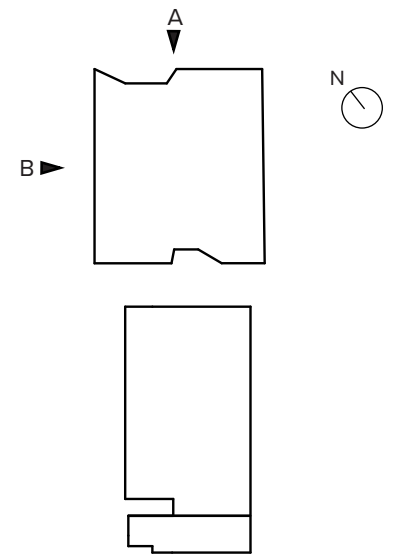
Level	Program Breakdown
B	Parking BOH
01	Community Event Space Lobby Content / Production BOH
02	Content / Production Office BOH
03	Content / Production Office BOH
04	Office Cafe / Event Space Outdoor Terrace BOH
05	Office BOH



Building Elevations

Proposed Design Approach

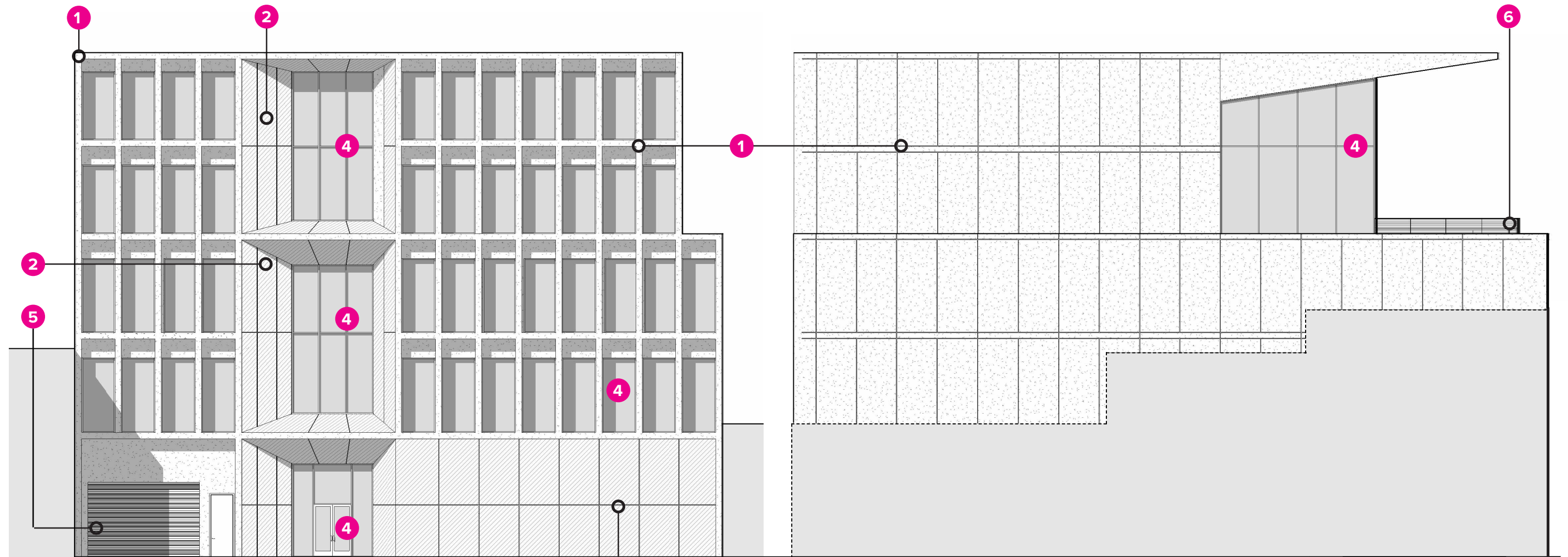
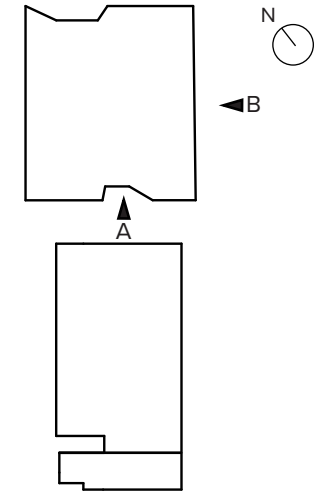
- 1** ENGINEERED STONE
- 2** METAL PANEL - COLOR 1
- 3** METAL PANEL - COLOR 2
- 4** ALUMINUM STOREFRONT/CURTAINWALL WINDOWS + DOORS
- 5** ALUMINUM ROLL-UP DOOR
- 6** STEEL CABLE GUARDRAIL



Building Elevations

Proposed Design Approach

- 1** ENGINEERED STONE
- 2** METAL PANEL - COLOR 1
- 3** METAL PANEL - COLOR 2
- 4** ALUMINUM STOREFRONT/CURTAINWALL WINDOWS + DOORS
- 5** ALUMINUM ROLL-UP DOOR
- 6** STEEL CABLE GUARDRAIL



A - W. GRACE STREET ELEVATION

B - EAST ELEVATION

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E. Broad Street

Perspectives



E. Broad Street Entry

Perspectives



Rear Entry

Perspectives



W. Grace Street

Perspectives



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 - Facade Language

Facade Language

Materials + Details



01 Engineered Stone

02 Metal Panel - Color 1

03 Metal Panel - Color 2

04 Aluminium Storefront/Curtainwall Windows

*Note: Materials and windows shown for design intent only, final specifications to be submitted to the Commission for approval at a later date.

