



# 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: 10/12/14 EAST BROAD ST.  
517 EAST MARSHALL ST DATE: 7/5/16

OWNER'S NAME: LOUIS ADAMS TEL NO.: 804-938-1655  
AND ADDRESS: 8900 THREE CROFT ROAD EMAIL: LAADAMS@AOL.COM  
CITY, STATE AND ZIPCODE: HENRICO, VA. 23229

ARCHITECT/CONTRACTOR'S NAME: GRAY OLIVER TEL. NO.: 904-350-1689  
AND ADDRESS: 8900 THREE CROFT RD EMAIL: GNOTSM@GMAIL.COM  
CITY, STATE AND ZIPCODE: HENRICO, VA. 23229

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.)

BROAD STREET: HISTORIC RESTORATION OF STREETSCAPE (10/12/14)  
DEVELOP UPPER FLOORS AS RESIDENCE/ENTERTAINMENT

MARSHALL STREET: NEW CONSTRUCTION OF MIXED USE WITH  
RETAIL 1<sup>ST</sup> FLOOR, OFFICE, RESIDENCES UPPER FLOORS.

Signature of Owner or Authorized Agent: X   
Name of Owner or Authorized Agent (please print legibly): G.N. OLIVER  
MANAGING PARTNER

(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.

Revised 10-02-2014



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7/12/16  
TO: KIMBERLY BIRCH  
FROM: GRAY OLIVER *[Signature]*

## CAN A SINGLE BLOCK, LEAD AN ENTIRE CITY?



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2-4 East Broad Street  
c. 1808

These otherwise identical buildings have three different shaped parapets, which create an interesting rhythm that continues down the block. Parapets 2 and 4 show an inappropriate situation, but removal of the large sign may reveal the original. Window 3 has recently been replaced and the entry remodelled, and photographs show that the former pediment of each parapet had peaked finials. Replacing them would further enhance the successful rhythm.

8 East Broad Street  
c. 1875

The storefront, sign and canopy on this facade depart from the general design of the upper floors of this early building. It should be removed, which would enhance the contrast between the sign and the canopy. The sign should be removed, and the canopy replaced with three timberwork, the structure Howard Reed used once again in a room on this dignified address.

10-12 East Broad Street  
c. 1911

Recent changes have improved this building tremendously, but the porosity under the sign would leak better if the two words were moved closer together. The curtain in the upper window are a commercial, simple way to keep the window open but prevent light damage to the goods in storage. More fire built, three finials set on the parapet as shown. These should be restored.

14 East Broad Street  
c. 1875

If this offensively large sign cannot be removed without raising the facade underneath, this building is a poor candidate for a large I-oval parking sign which is not appropriate. An imaginative sign scheme could be set in its place. The projective sign should be removed.

16 East Broad Street  
c. 1920

A dignified storefront that reflects the original "Beverly" design of the upper floors would be a great improvement. An entrance is not inappropriate, but its design should be coordinated with the main composition. An imaginative sign scheme could be set in its place. The projective sign should be removed.

18 East Broad Street  
1911

This building remains very close to its original design. Cleaning the metal would enhance the ornamental features and the screen that are repeated in the building to the west. The old photograph shows a faded glass sign now obliterated by the large sign. This should be reinstated with the name of the current owner. Should this be too large a project, French letter and a smaller sign would improve the storefront substantially. The projecting sign ought to be removed.

20 East Broad Street  
c. 1905

Remainder-impaired detail makes this building a neutral addition to this fairly vibrant block. The cream-colored terra is dirty, though, and needs to be cleaned. The framework of the storefront is a fine one and deserves a better solution than the window in place now. The signage needs to be more sympathetic, and the projecting sign should be removed.

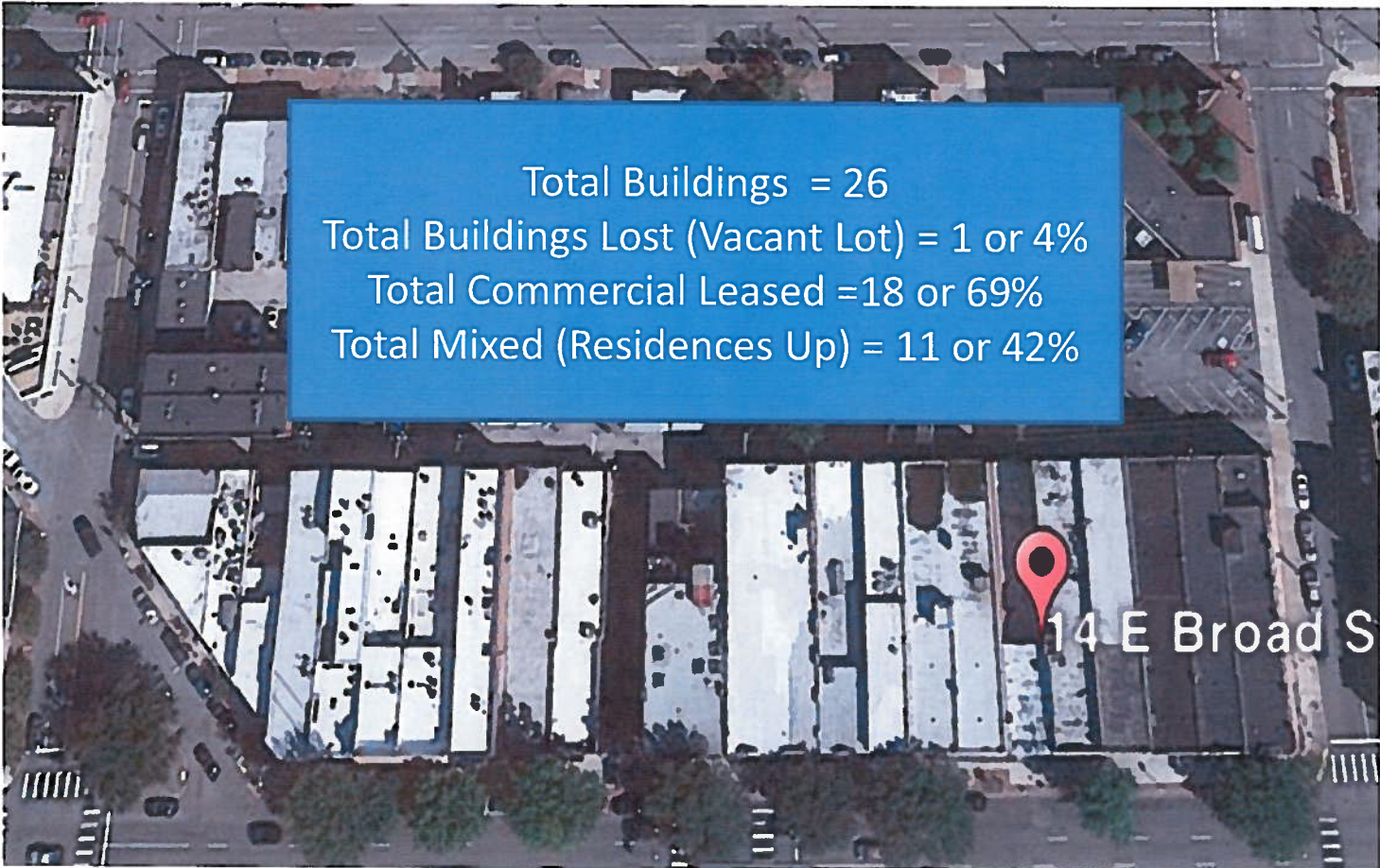
24 East Broad Street  
c. 1920

This building's late-coming decorative passenger disappears against the sky so, along with the rest of the building, its peak address needs to be reinstated. Cleaning would bring out the handsome details of the facade. The sign and the storefront should be redesigned.

26 East Broad Street  
1895

An elaborate Victorian screen with finials over this building may be the only one that could not have been replaced. The storefront is poorly detailed in that the large opening of glass seems unable to support the masonry above it. Paint and a new storefront could make this building one of the most impressive in the historic district.

Our original intent in current results (Broad Street)\* .....

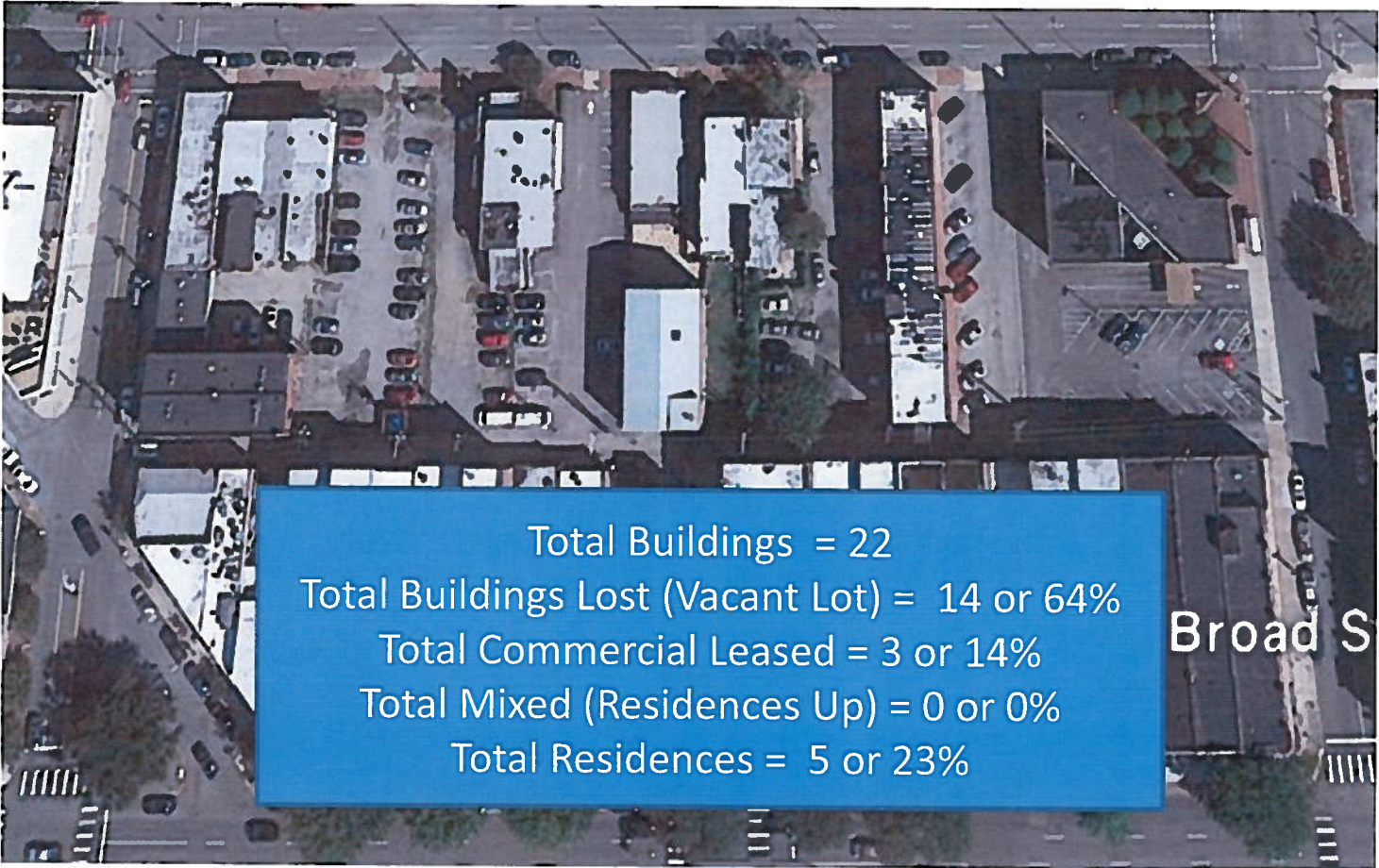


	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>19</u>	<u>20</u>	<u>21</u>	<u>22</u>	<u>23</u>	<u>24</u>	<u>25</u>	<u>26</u>
Comercial (Occupied)	N	Y	Y	N	Y	N	N	Y	Y	Y	N	N	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Residential (Yes/No)	-	-	-	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	N	N	Y	Y	N	N	N	N	N	N	N	N

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\*Information capture from 6/28/16 site audit

Our original intent in current results (Marshall Street)\* .....



	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>19</u>	<u>20</u>	<u>21</u>	<u>22</u>	
Comercial (Occupied)	Y	N	Y	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	Y
Residential (Yes/No)	Y	Y	Y	N	N	N	N	N	N	N	N	Y	Y	N	N	N	N	N	N	N	N	N	N

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 Information capture from 8/28/16 site audit, original buildings estimated at 22  
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# East Marshall (Contiguous Block)– a Fallen Streetscape Adjacent to Success....



Artist rendering of period structures on original block



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East Marshall (Contiguous Block)– a Fallen Streetscape Adjacent to Success....



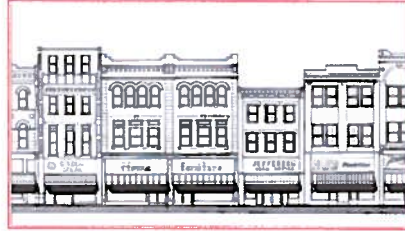
Artist rendering of period structures on original block



Artist rendering of period structures on original block

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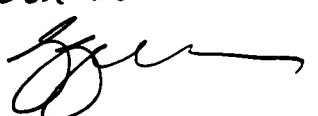
# CITY CENTER

RICHMOND, VIRGINIA



JULY 11 2016

7/12/16

TO: KIMBERLY CIBEN  
FROM: GRAY OLIVER  
PROJECT NUMBER VERIFICATION  


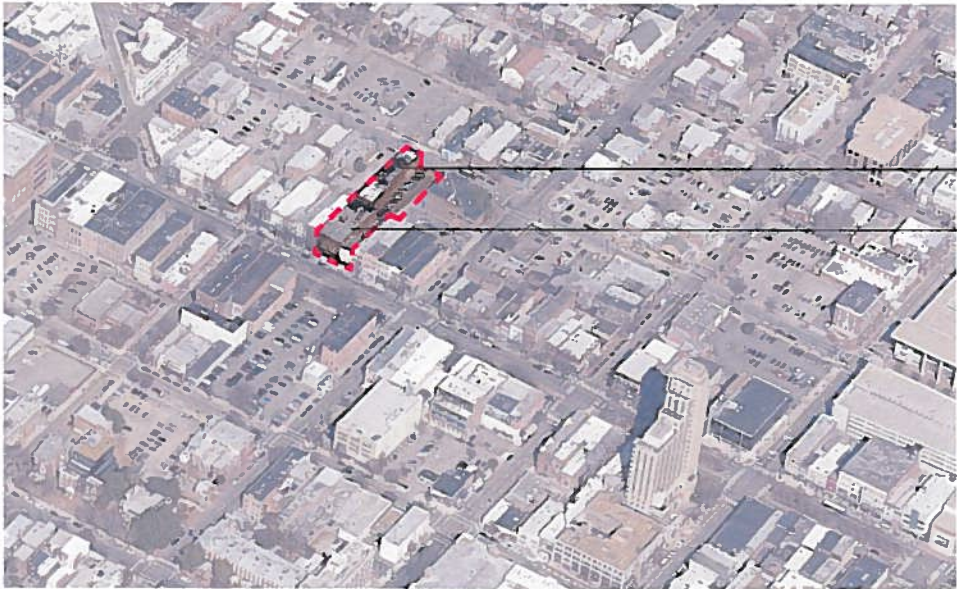
**S** SITE  
MAPS

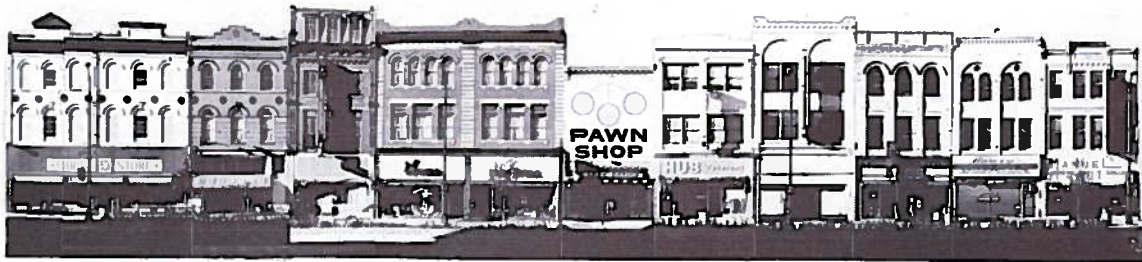
5-7 MARSHALL

12-14 EAST BROAD

5-7 MARSHALL

12-14 EAST BROAD





7-6 East Broad Street  
c. 1892

These otherwise identical buildings have two differently shaped porches, which create an interesting rhythm that continues down the block. Porches 7 and 8 have an inappropriate storefront, but removal of the large sign may reveal the detail. Number 8 has recently been restored and the picture shows that the corner pediment of each porch held painted flanks, highlighting those which further enhance the wonderful condition.

8 East Broad Street  
c. 1873

The storefront, sign and trim on this facade depart from the normal design of the early building. It should be cleaned, which would enhance the contrast between the brick and the stone. The sign should be removed, and the storefront replaced with those improvements, the picturesque Hamard roof would show again from a crown on this dignified setting.

10-12 East Broad Street  
1911

Recent changes have improved this building tremendously, but the porchling under the sign would look better if the two words were more closely together. The curtain in the upper window are a convenient, simple way to keep the window open but prevent light damage to the goods in storage. The first built, three floors out on the parapet at show. These should be covered.

14 East Broad Street  
c. 1875

If this offensively large sign cannot be removed without raising the facade underneath, this building is a perfect candidate for a lamp post pointing that would light an appropriate facade. The photograph reveal the original, which could serve as leadership. The existing storefront would easily be adapted to be in harmony with its neighbors.

16 East Broad Street  
c. 1929

A dignified storefront that reflects the restrained "modern" design of the upper floors would be a great improvement. An awning in an inappropriate, but its design needs to be coordinated with the whole composition. An insensitive paint scheme would bring out its noble qualities. The projecting sign should be removed.

18 East Broad Street  
1911

This building remains very close to its original design. Cleaning the brick would emphasize the ornamental features and the arches that are repeated in the building to the roof. The old photograph shows a leaded glass (now gone) which is a fine detail. This should be reconstructed with the name of the current owners. Should this be too large a project, fresh paint and a smaller sign would improve the storefront enormously. The projecting sign ought to be removed.

20 East Broad Street  
1905

Manhattan-inspired details make this building a beautiful addition to this fairly elaborate block. The green evidence here is dirty, though, and needs to be cleaned. The fragments of the storefront is a fine one and deserves a better window to place new. The sign needs to be more sympathetic, and the projecting sign should be removed.

22 East Broad Street  
c. 1889

This building's interesting millstone parapet disappears against the sky on a clean with the roof of the building. The brick outside needs to be reconditioned, cleaning would bring out the handsome details of the facade. The sign and the storefront should be redesigned.

24 East Broad Street  
1899

An elaborate Victorian mansion with flanking make this building one that could and this long block especially, but the current conditions prevent it. The storefront is poorly designed in that the large amount of stone seems unable to support the masonry above it. Bricks and a new storefront would make this building one of the most improved in the historic district.

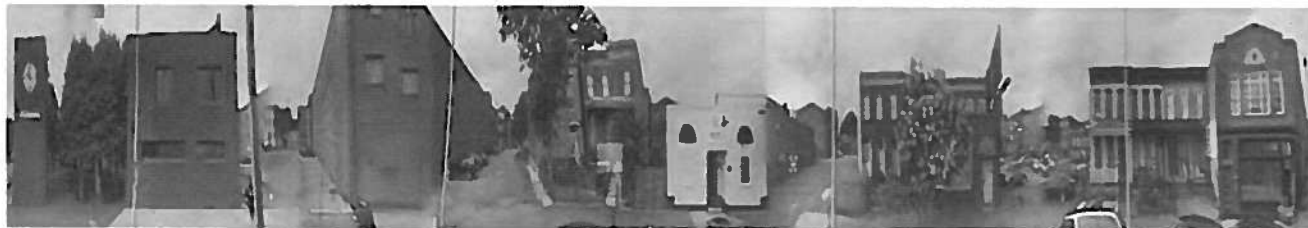
**S** SITE  
EAST MARSHALL  
CONTIGUOUS BLOCK  
A FALLEN STREETSCAPE  
ADJACENT TO SUCCESS...



ARTIST RENDERING OF PERIOD SCTRUCURES ON ORIGINAL BLOCK



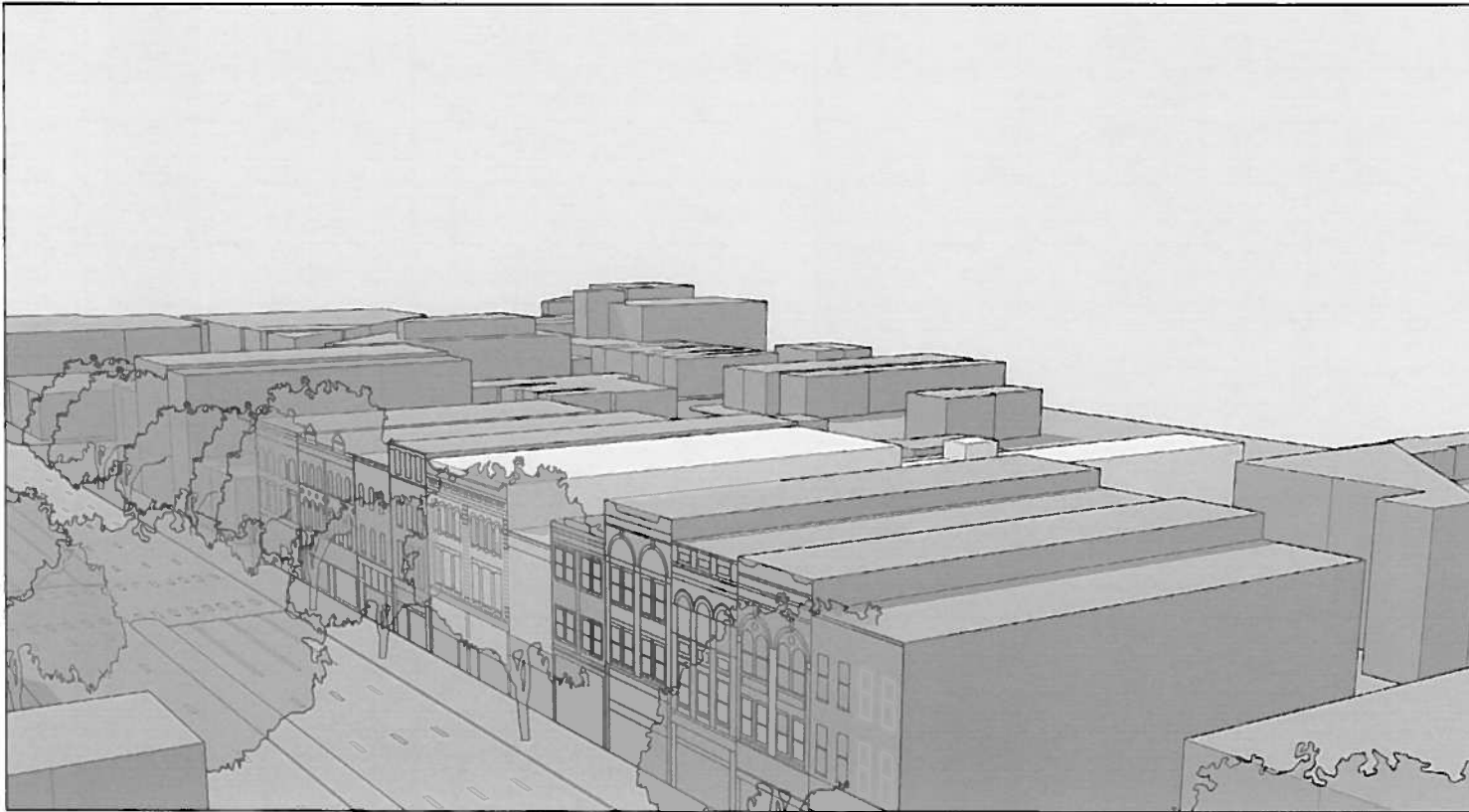
EXISTING BLOCK



# E EXISTING

LEGEND:

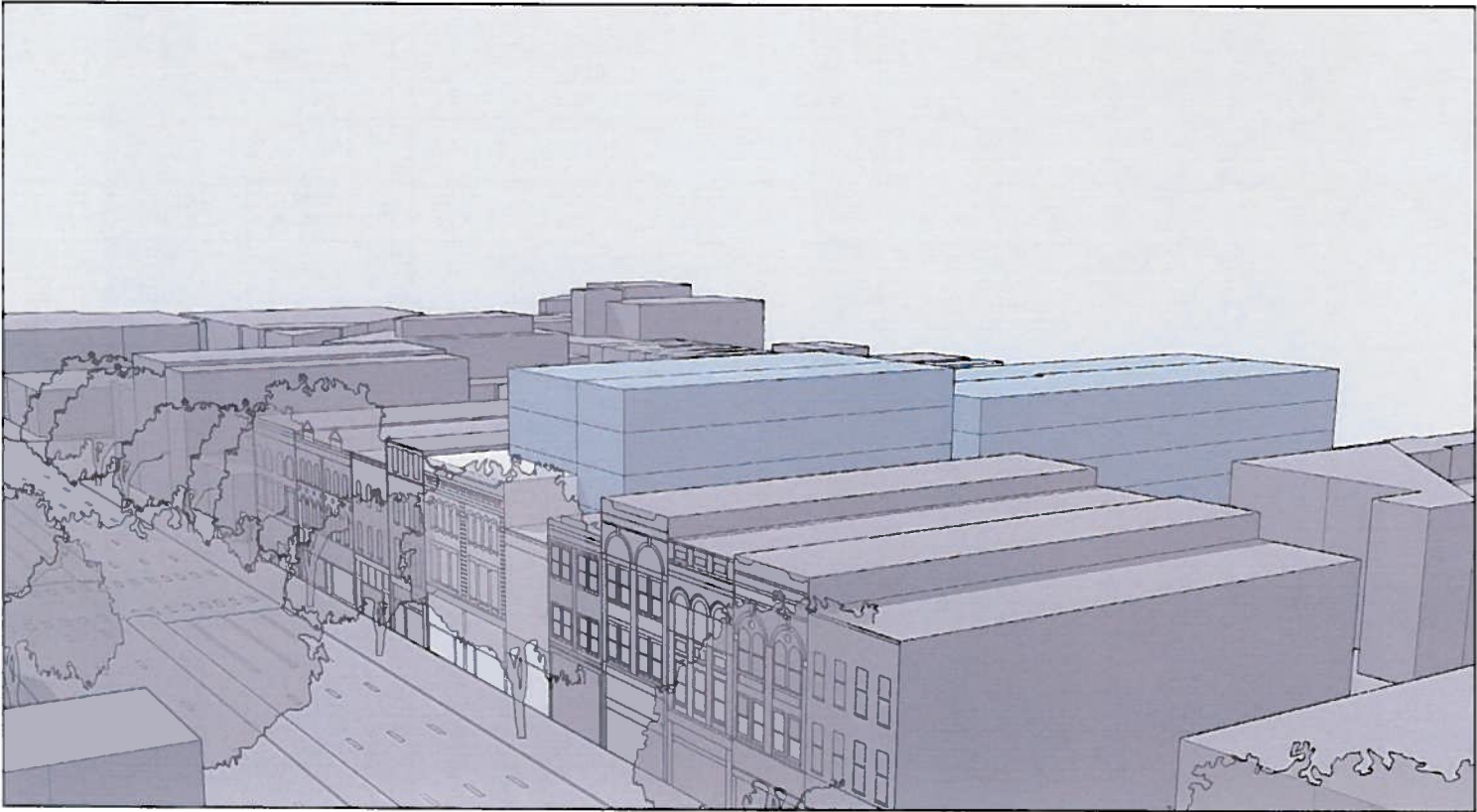
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- City Center Existing Buildings



**P** PROPOSED  
6 STORY MASSING

LEGEND:

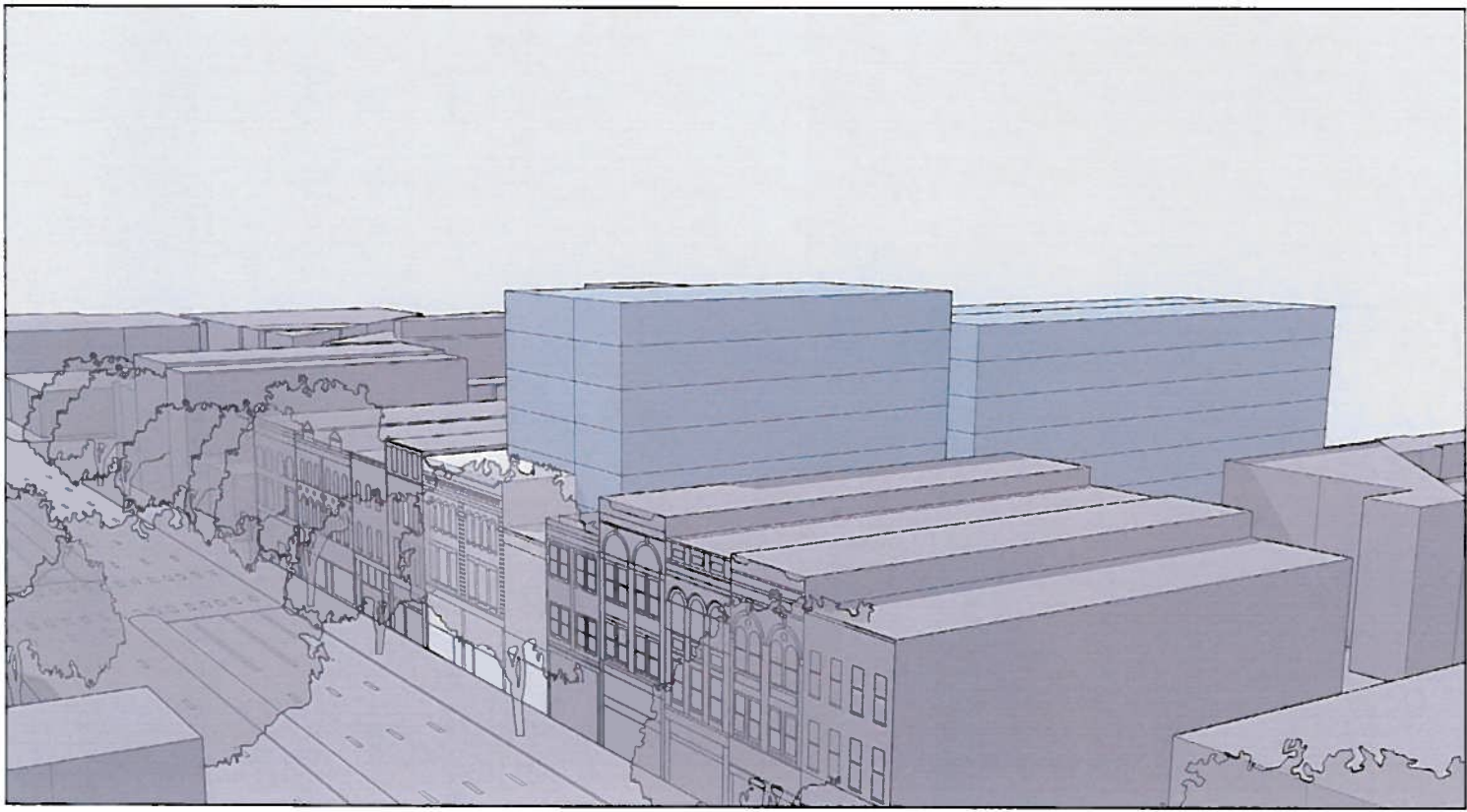
- Existing buildings
- City Center Existing Buildings
- City Center Additions



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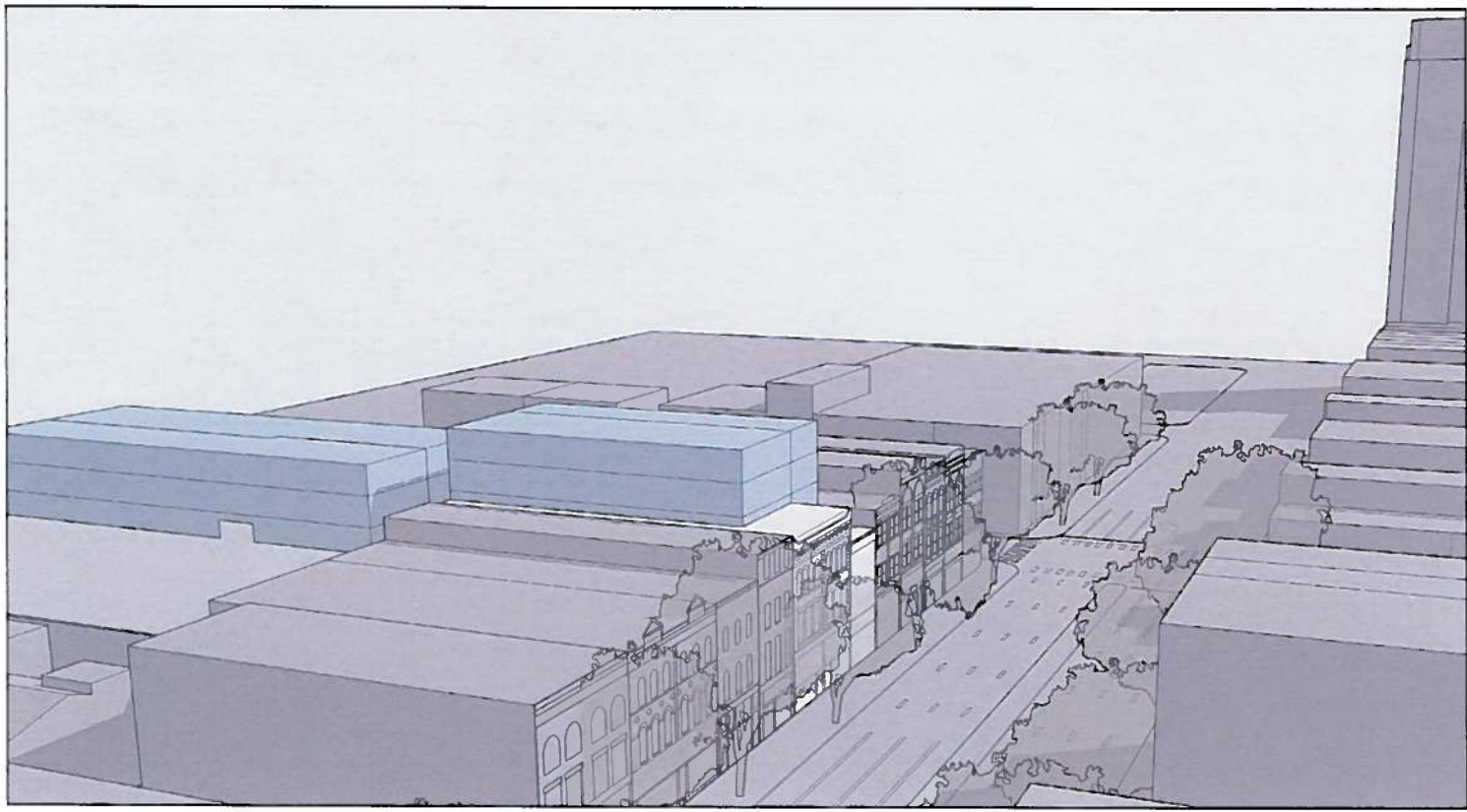




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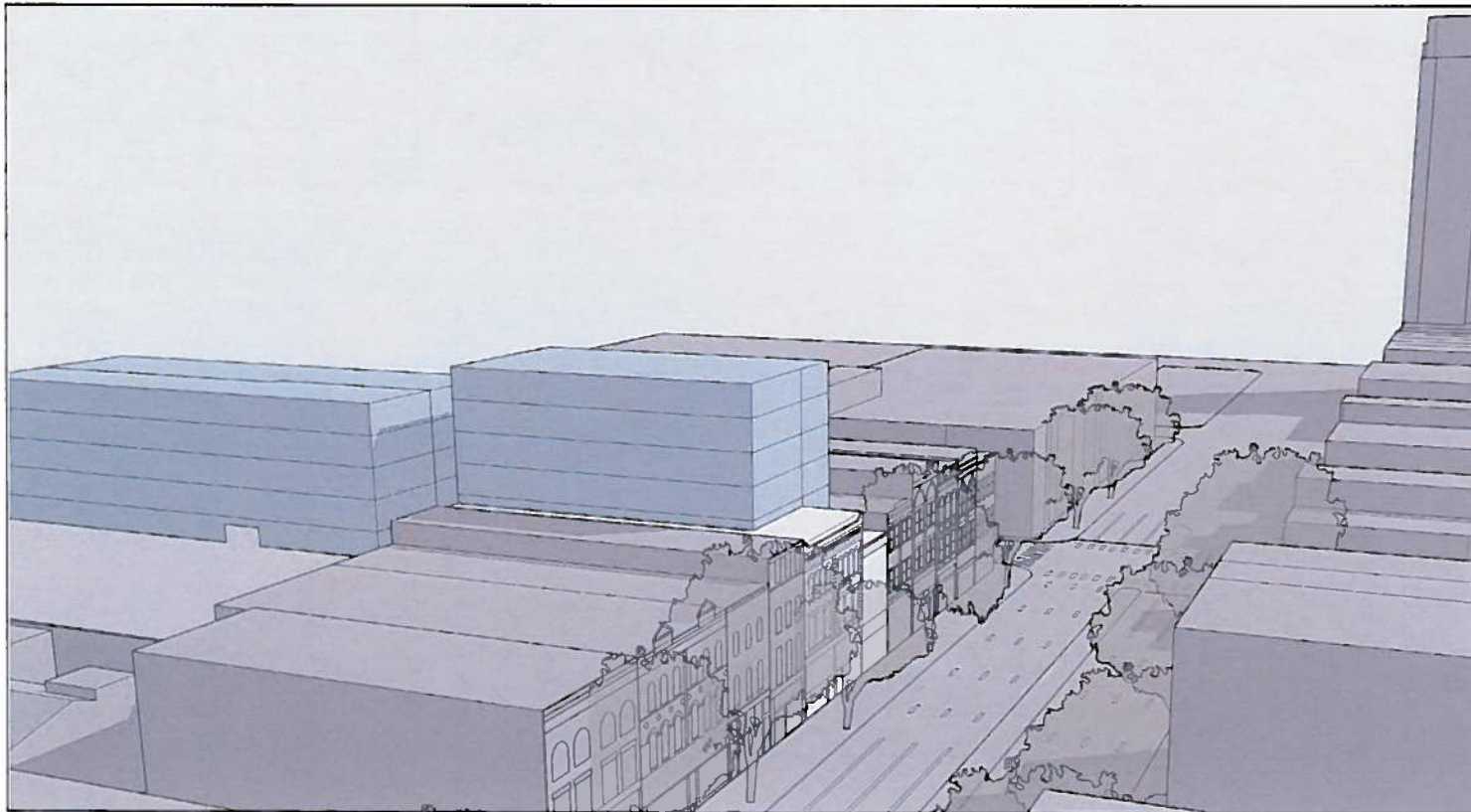
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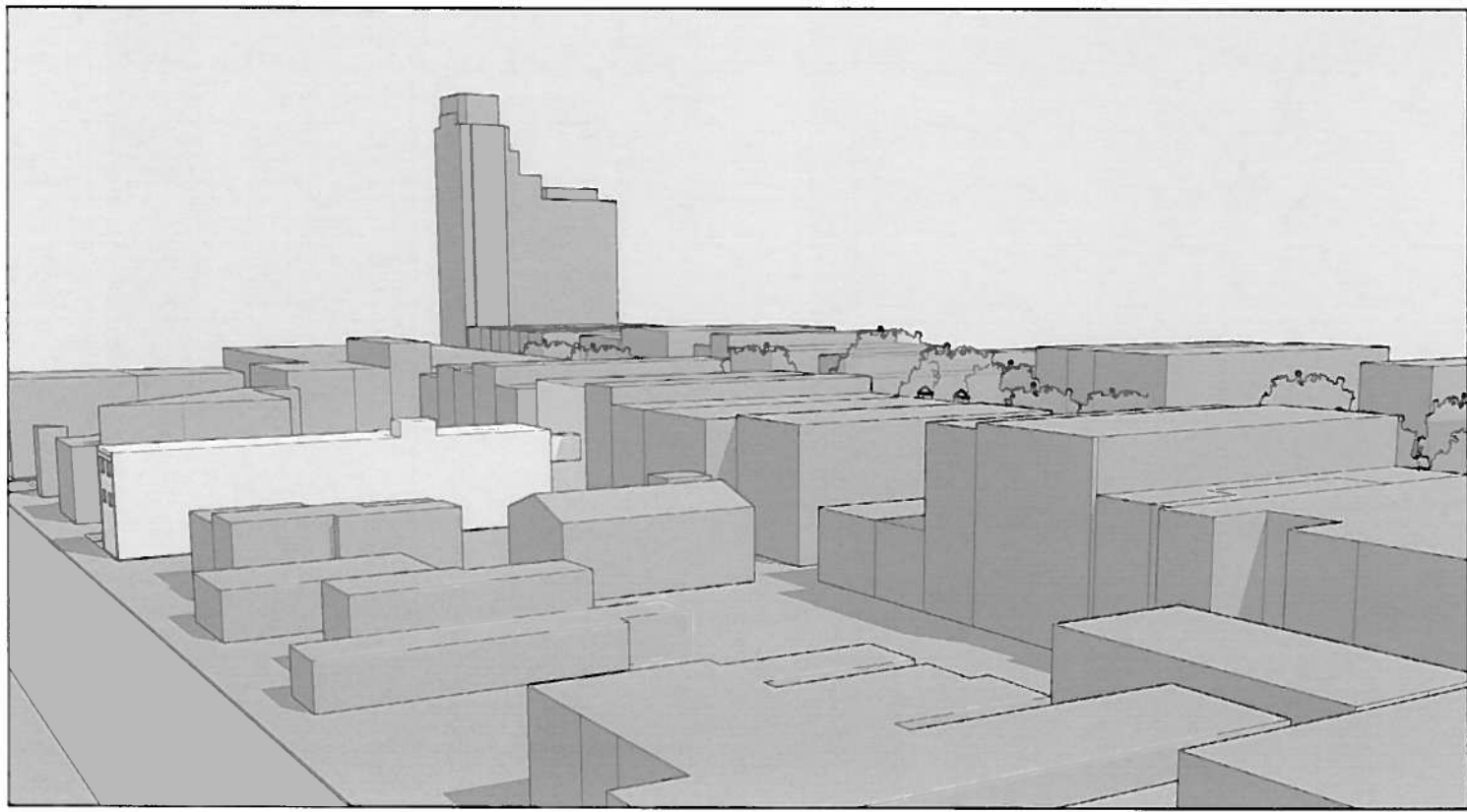
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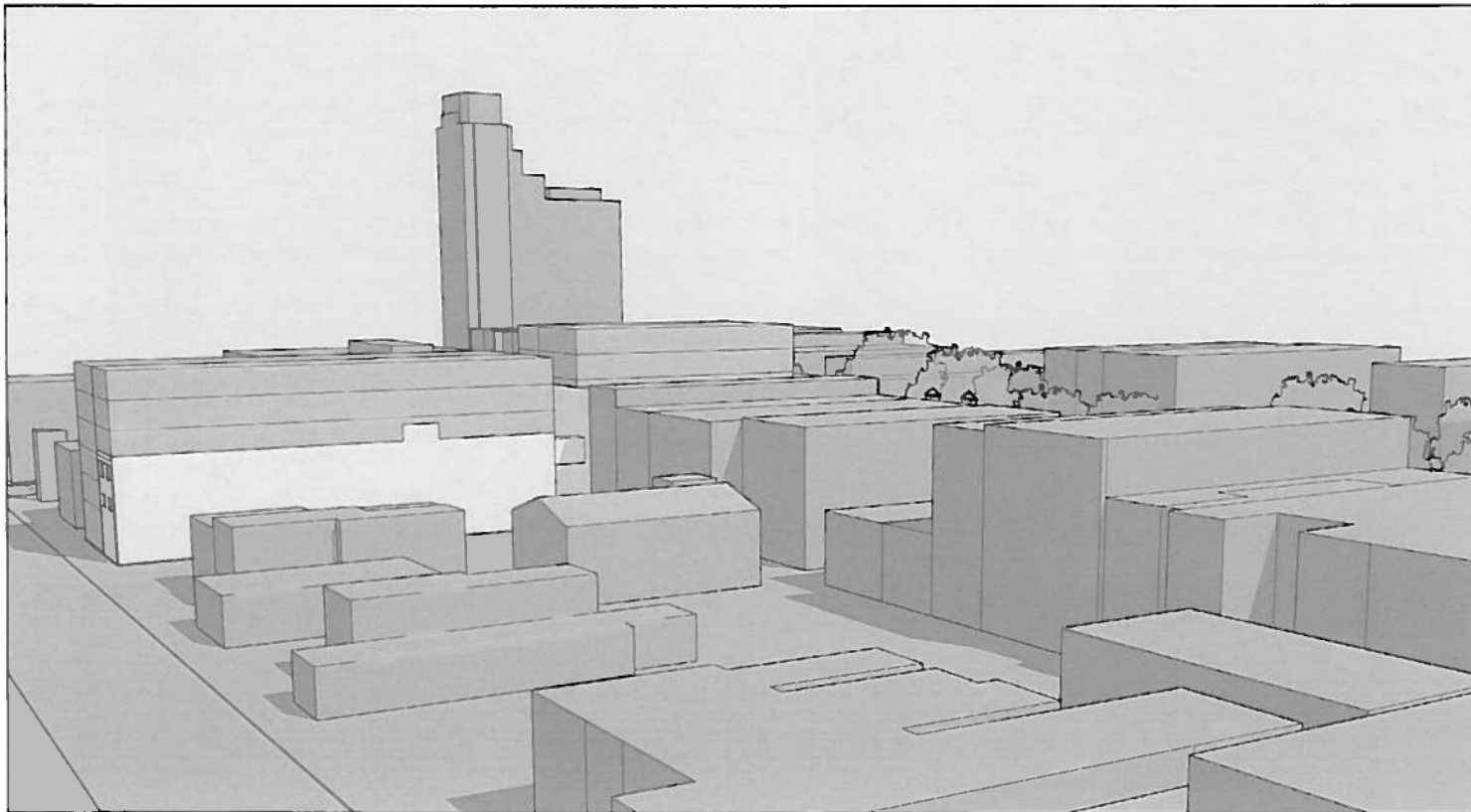
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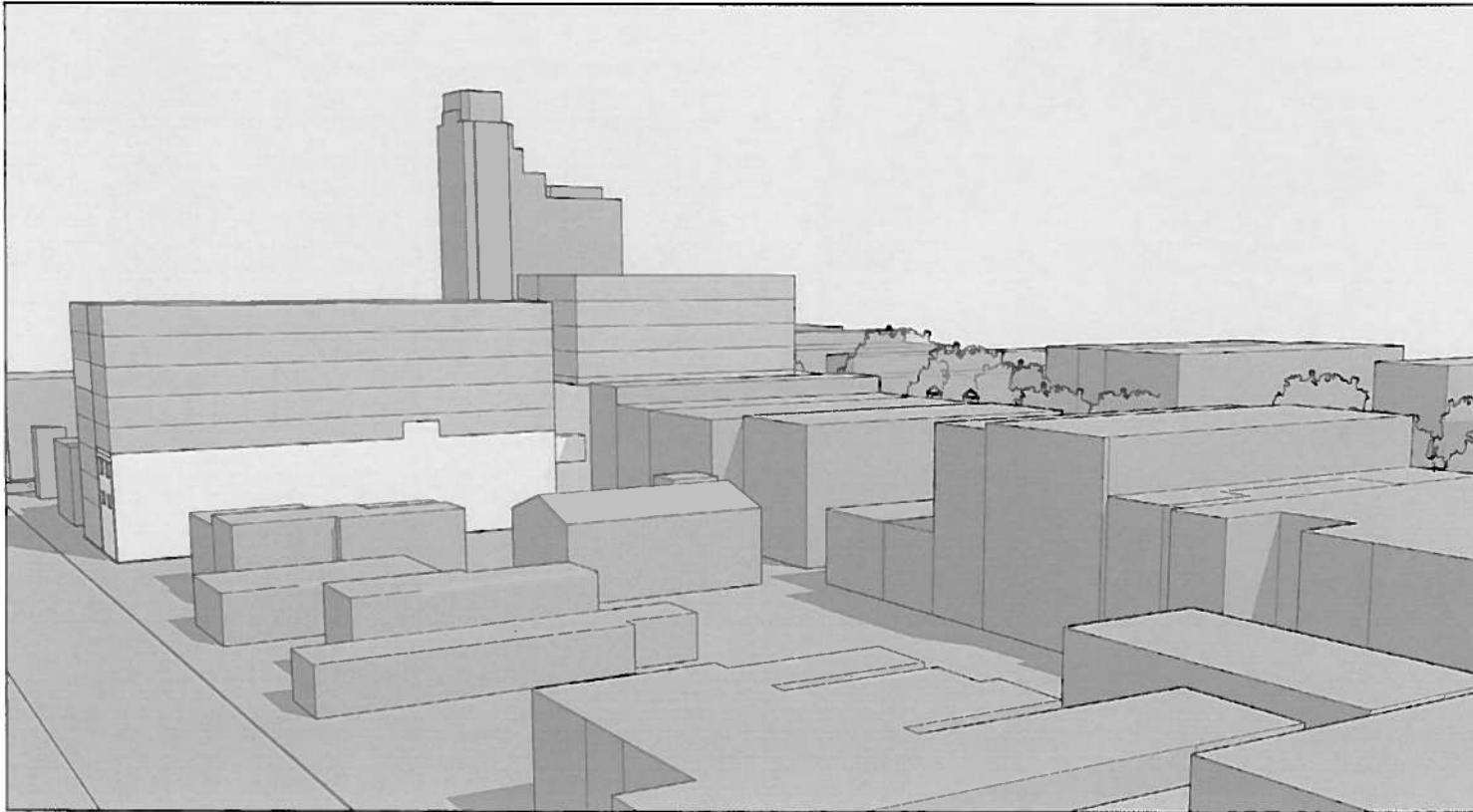
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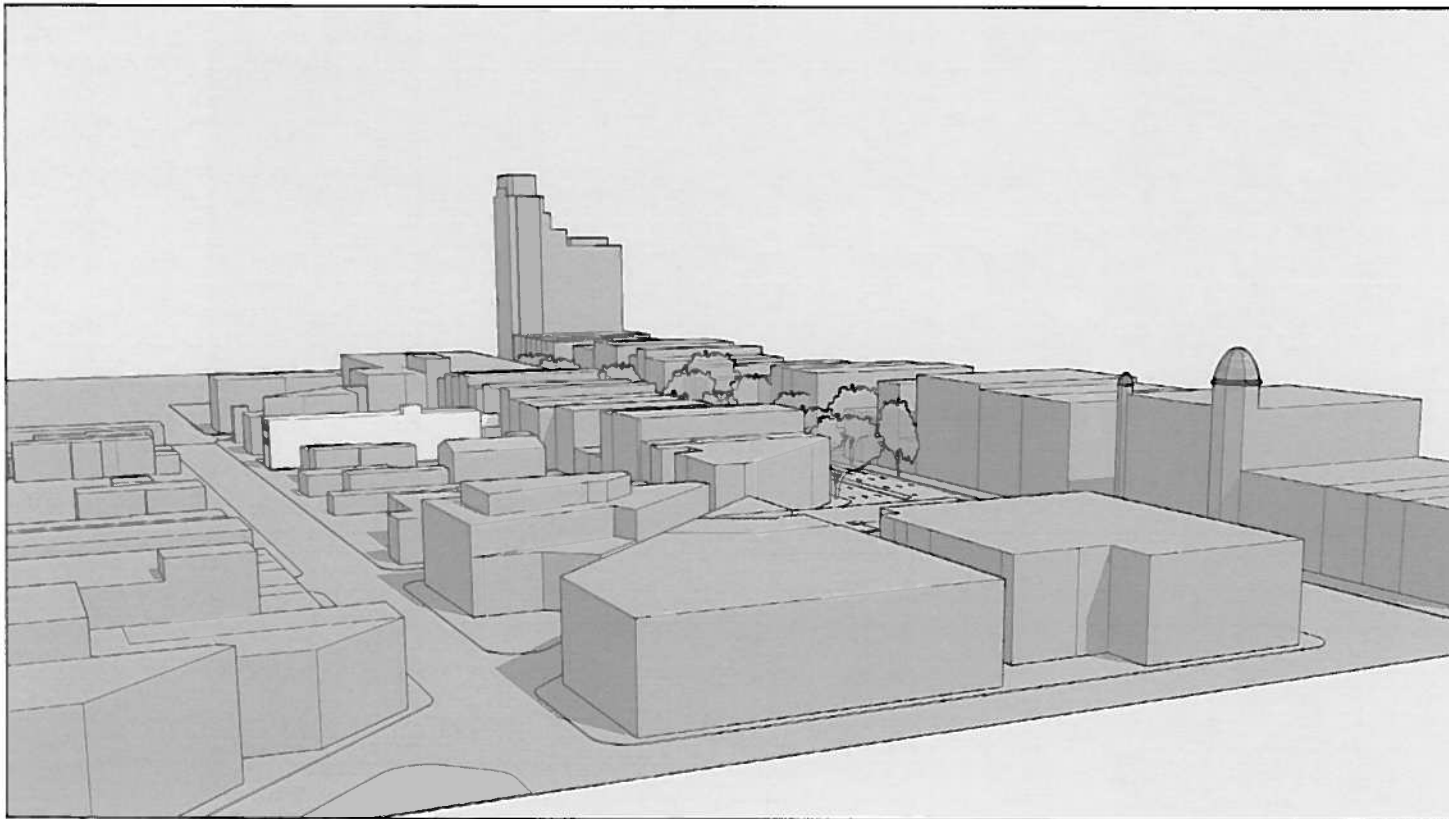




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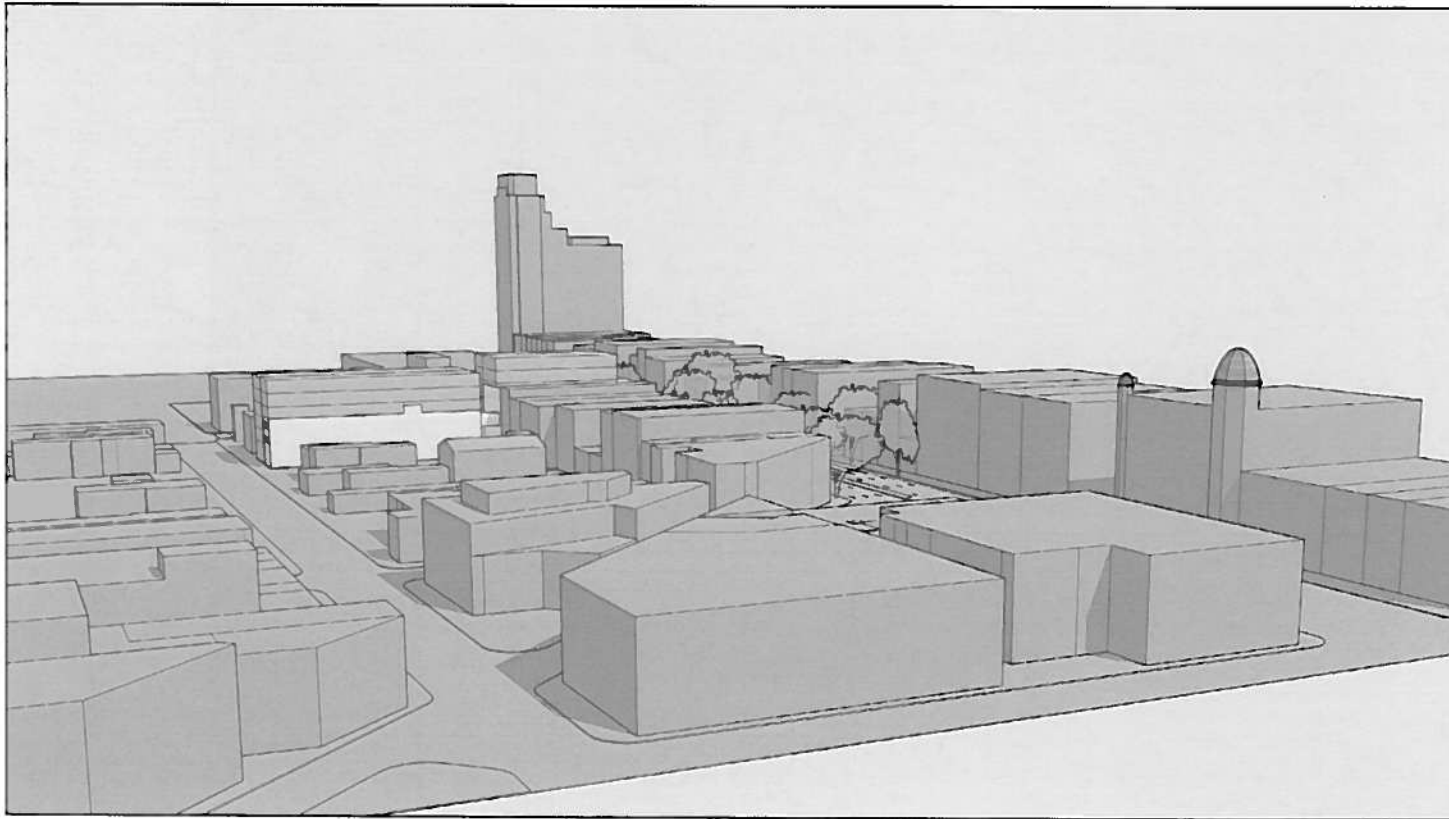
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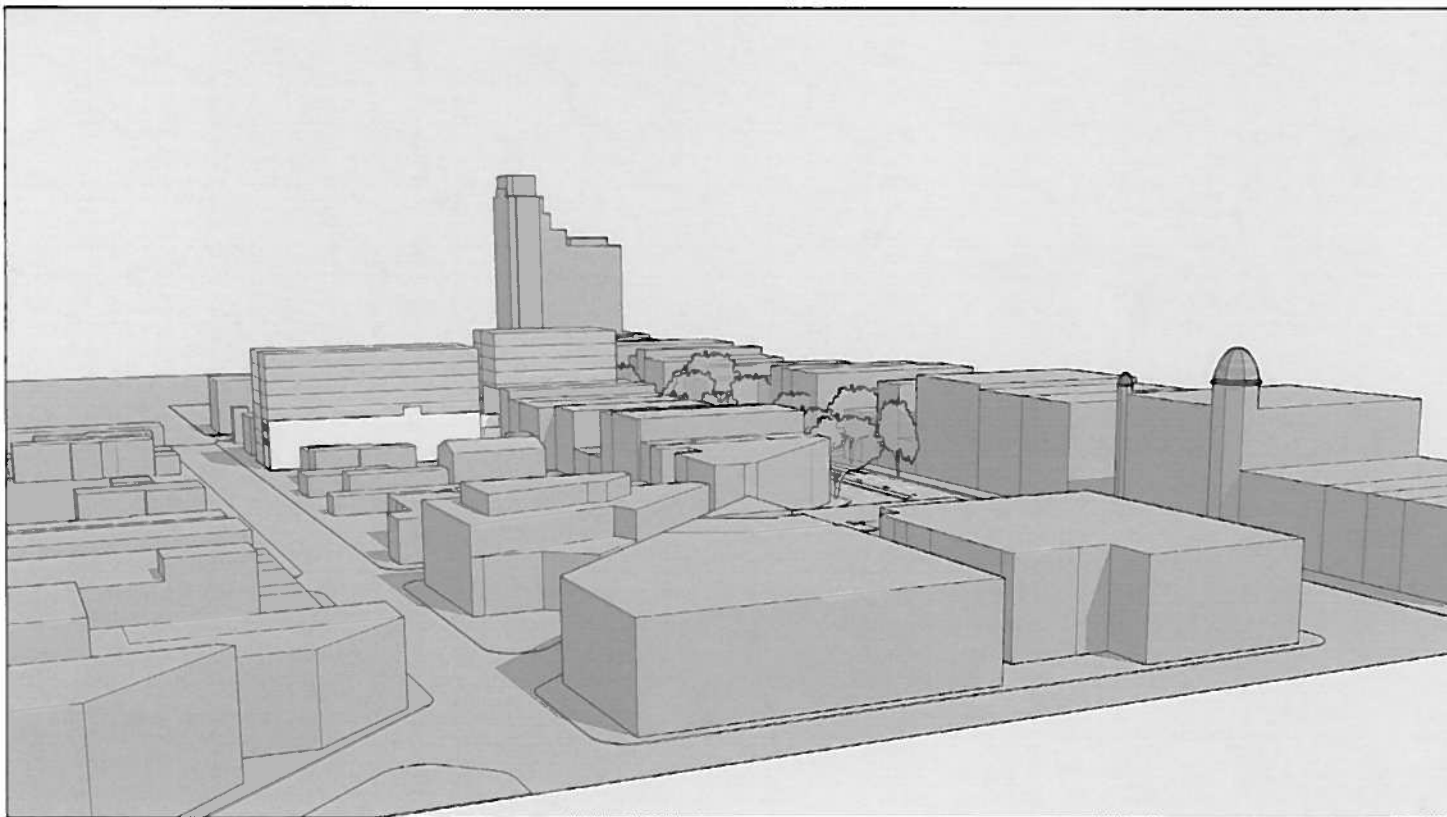
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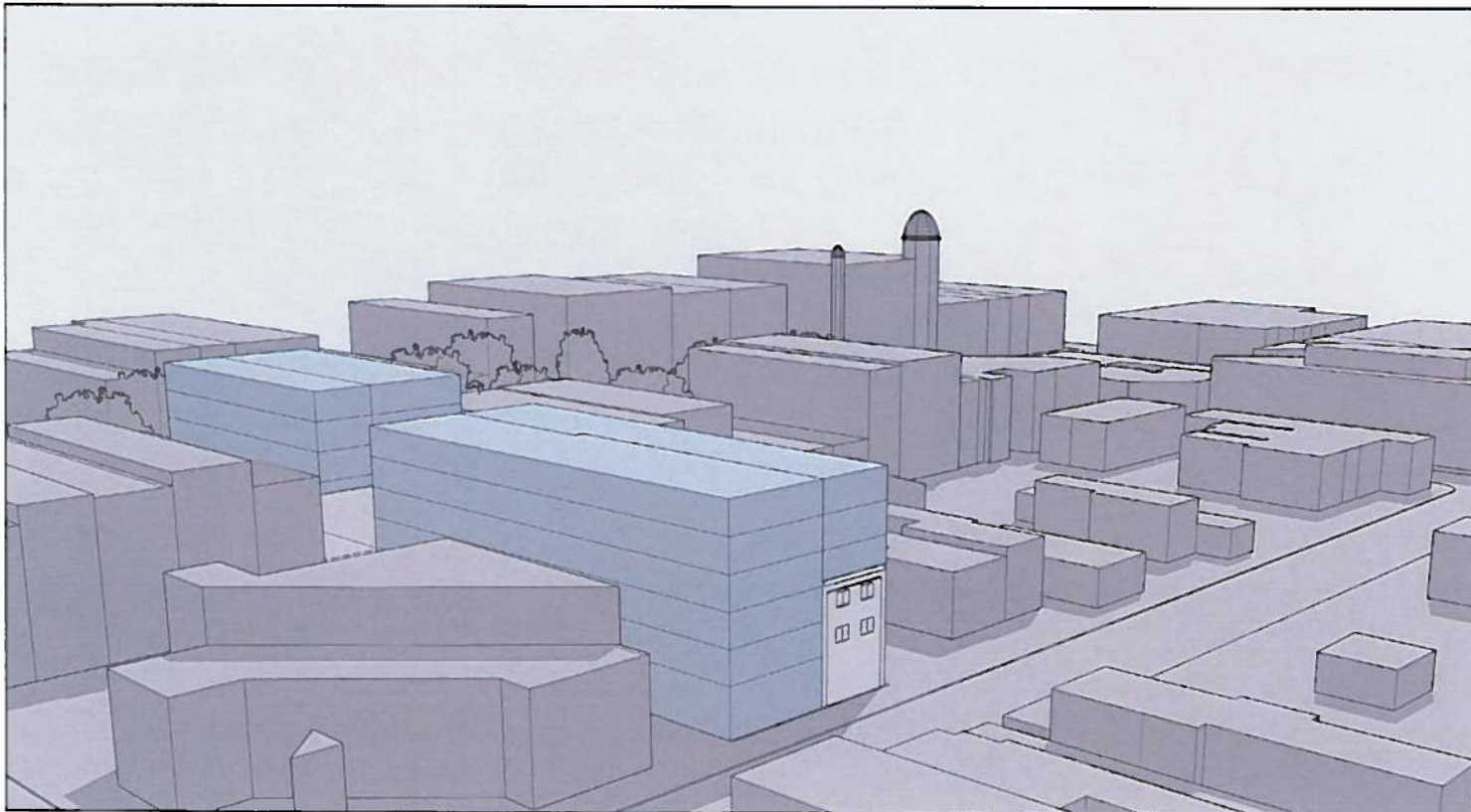
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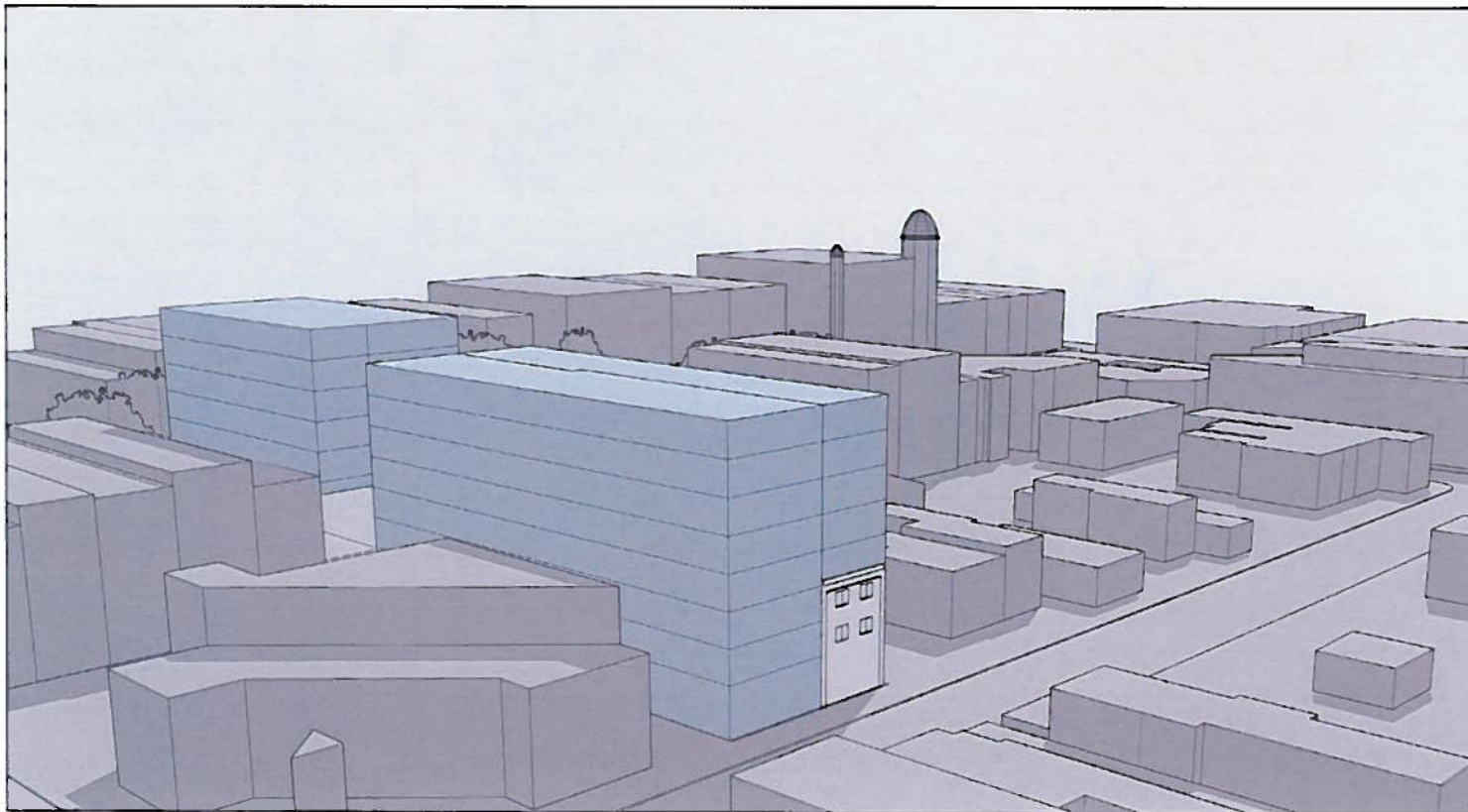
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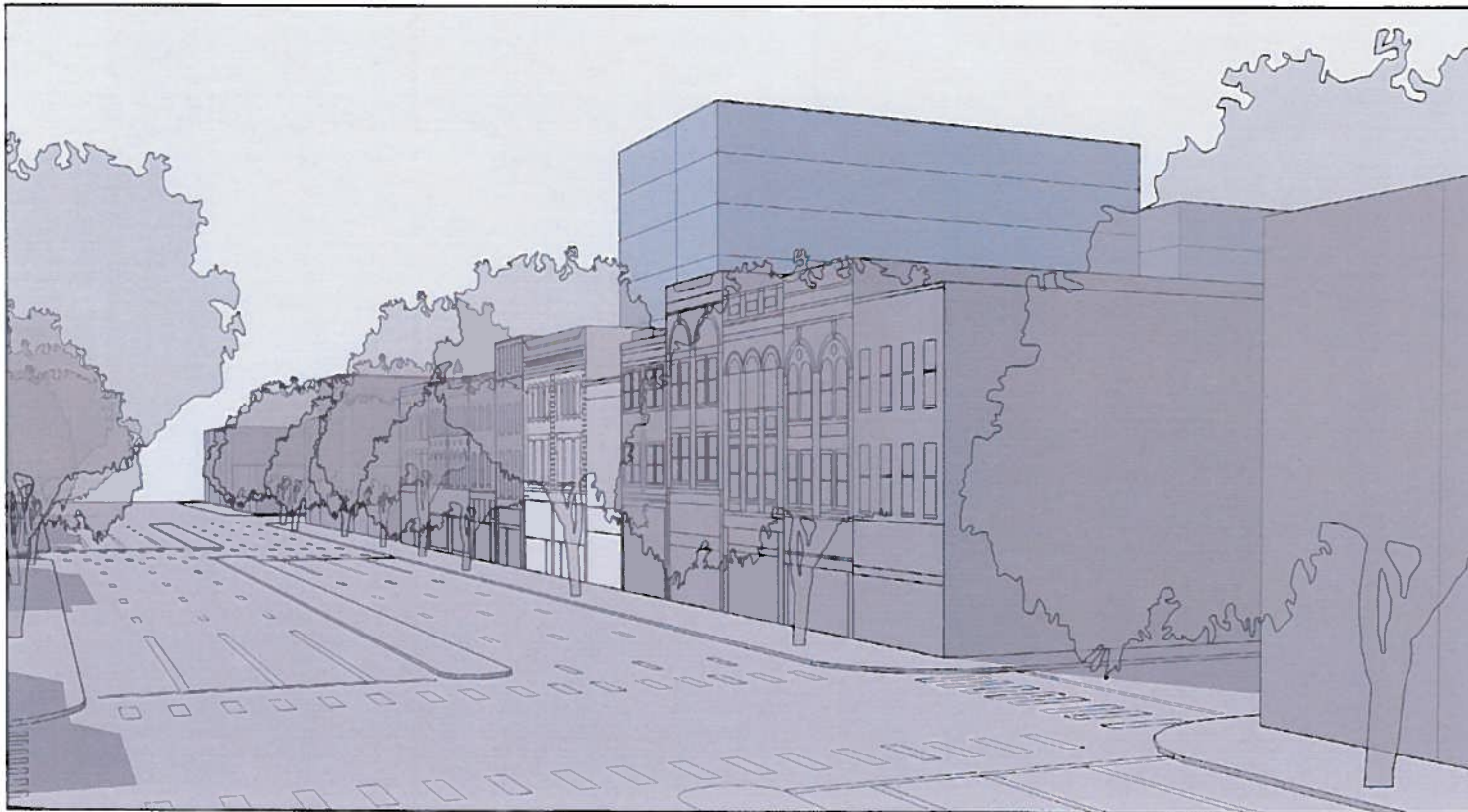




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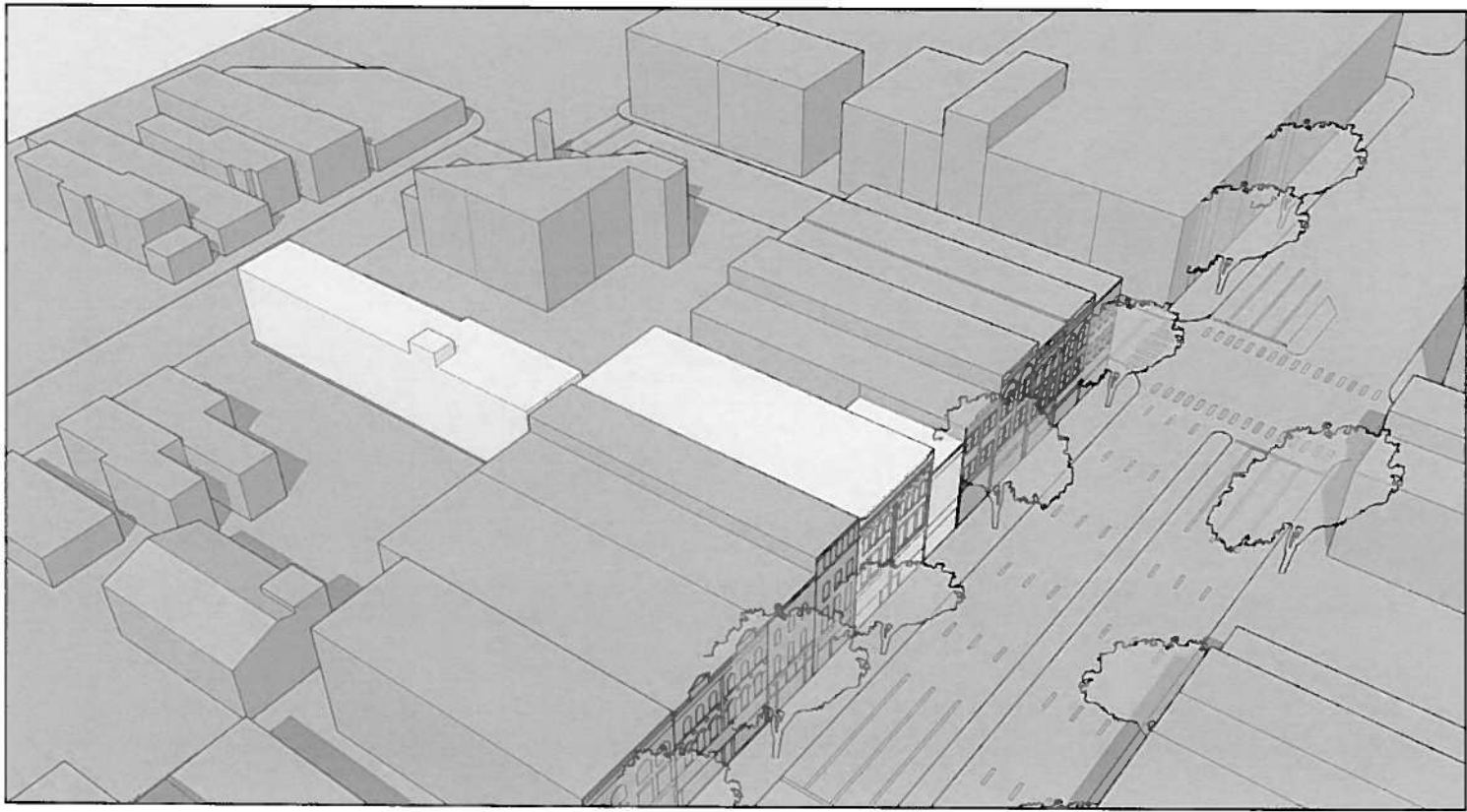
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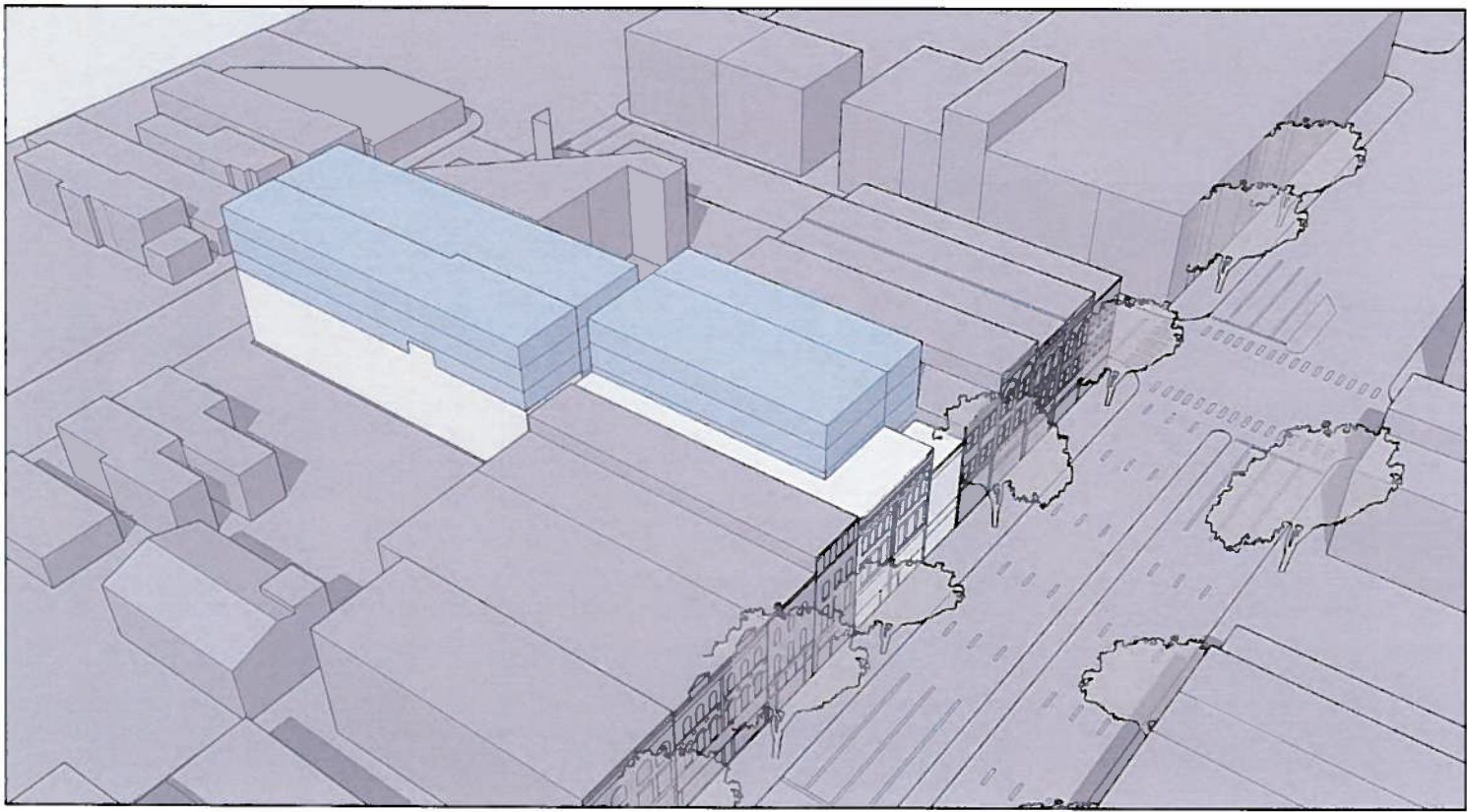
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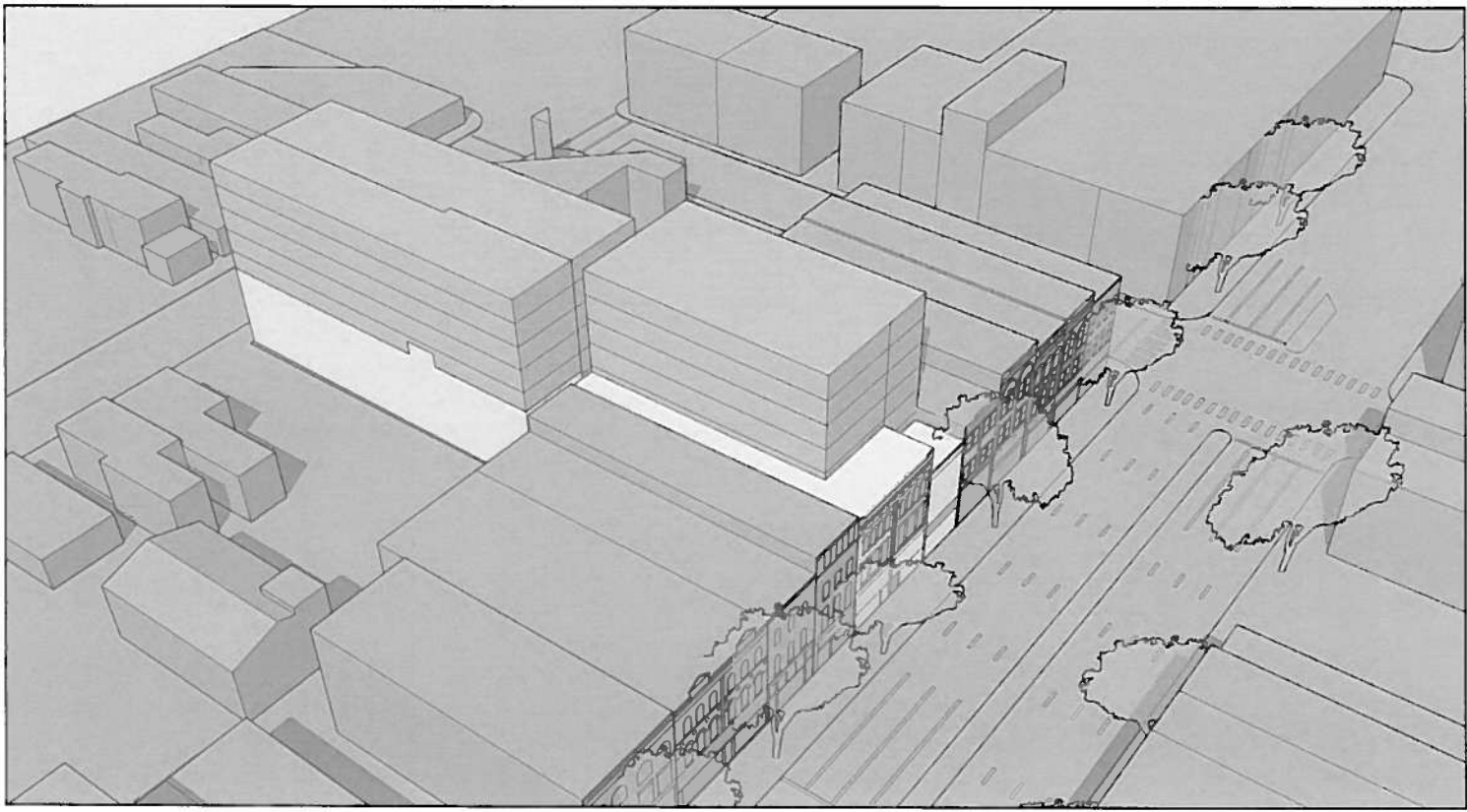
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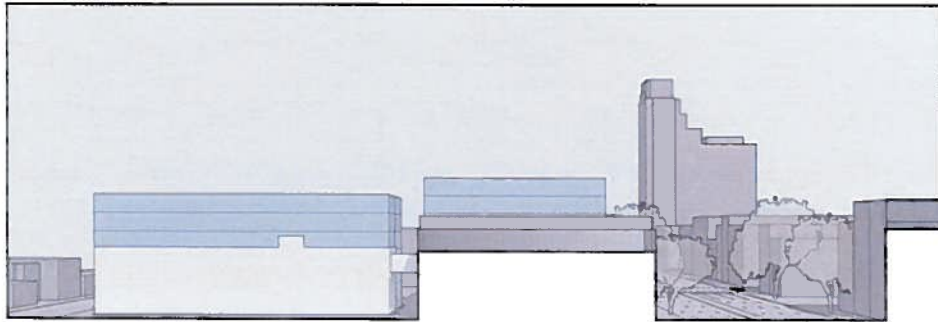
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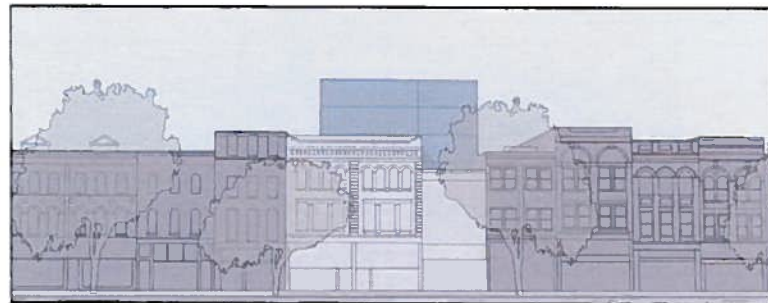
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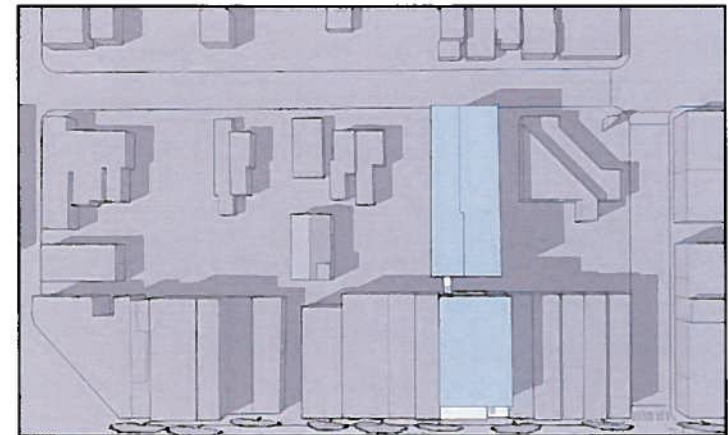
WEST ELEVATION



EAST ELEVATION



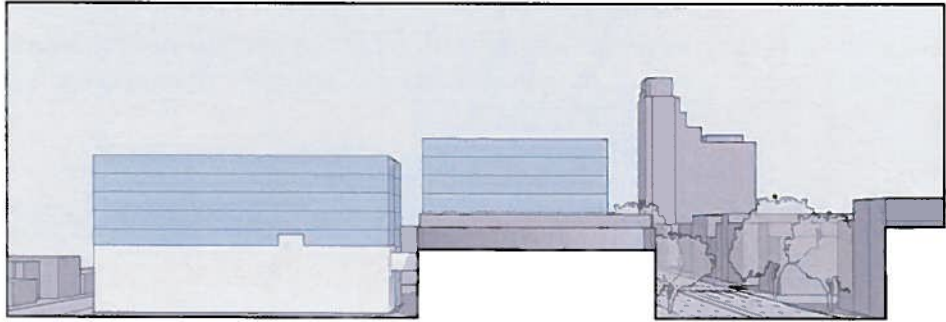
SOUTH ELEVATION



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WEST ELEVATION



EAST ELEVATION



SOUTH ELEVATION

