

19. COA-048390-2019

PUBLIC HEARING DATE

February 26, 2019

PROPERTY ADDRESS

101-115 South 15th Street

DISTRICT

Shockoe Slip

APPLICANT

Fulton Hill Properties

STAFF CONTACT

C. Jones

Commission of Architectural Review

STAFF REPORT

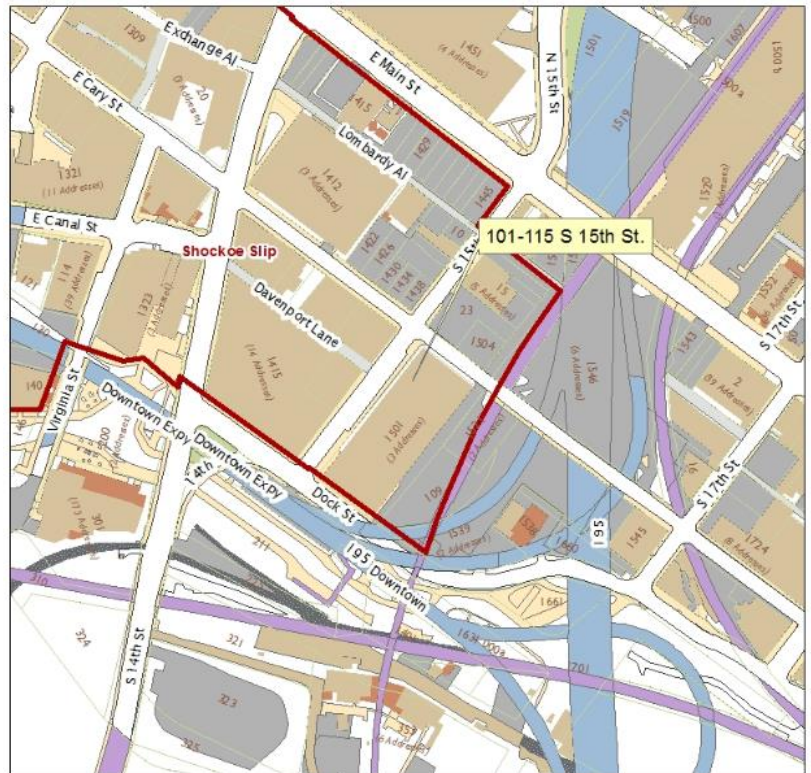


PROJECT DESCRIPTION

Construct a new, two-story addition above an existing building.

PROJECT DETAILS

- The applicant proposes to construct a new, two-story addition on top of an existing two-story former tobacco warehouse.
- The addition will be set back from the existing walls and will be differentiated from the original building in design and exterior material.
- The design of the addition utilizes articulated bays emphasized by the use of different materials and heights.
- The applicant has proposed two different color palettes: one a rust palette to complement the original portion of the building, the other a grey palette to reference the existing warehouse building.
- Fenestration patterns include paired and fixed windows, and either single or double doors to the balconies.
- The addition will utilize the existing atrium and not require any new ground floor openings.
- The mechanical equipment will be located on the roof and screened.



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CONCEPTUAL REVIEW

The applicant is seeking **Conceptual Review** for this project. Conceptual review is covered under Sec. 30-930.6(d) of the City Code: The commission shall review and discuss the proposal with the applicant and make any necessary recommendations. Such Conceptual Review shall be advisory only. Commission staff reviewed the project through the lens of the "Standards for New Construction" on pages 44, and 46-56 of the Richmond Old and Historic District Handbook and Design Review Guidelines utilizing the Guidelines presented below.

PREVIOUS REVIEWS:

None.

SURROUNDING CONTEXT

The existing two-story building is a former tobacco drying warehouse. It is connected via an entrance atrium to a ca. 1916 warehouse. Both buildings are part of a group of buildings formerly owned by Philip Morris Tobacco. The warehouse is a large masonry building, five stories in height constructed of reinforced concrete with brick curtain walls. Across 15th Street there are two large brick four-story former warehouses and one brick warehouse

with a dramatic stepped gable roof. In addition to the large former warehouses there are surface parking lots at the north and east corners of East 15th Street and Cary Street. The immediately surrounding area is dominated by massive transportation infrastructure including the Downtown Expressway (Route 195), the Richmond Petersburg Turnpike (Route 95) and the actively used railroad tracks, all of which are elevated in this area.

STAFF COMMENTS

- Staff recommends that:
 - The building either be reduced in height or the second story be staggered to break up the massing.
 - The applicant consider a horizontal decorative feature to reference the horizontal elements of the warehouse building such as a cornice element.
 - The exterior panels be smooth.
 - The applicant include any plans for upgrades to the existing parking lot in the final application or in a subsequent application.
 - The applicant consider using fewer colors and/or a solid color for the metal panels.
- Staff requests the applicant submit the following for final review:
 - Dimensioned elevations.
 - Context elevations with dimensions.
 - Floor plans detailed with the windows, doors, and balconies.
 - A lighting plan for the building and site.
 - Window specifications that meet the *Guidelines*.
 - Additional details about how the railing and wall join.
 - Any plans for new signage on the building.

STAFF ANALYSIS

Standards for New Construction, *Siting*, pg. 46, #1

1. Additions should be subordinate in size to their main buildings and as inconspicuous as possible. Locating additions at the rear or on the least visible side of a building is preferred.

The applicant proposes to construct a two-story addition on top of a two-story building. Staff finds the addition will be visible from the surrounding area, though visibility is limited. Staff finds that while this addition does not meet the *Guidelines*, which state that additions should be at the rear or least visible side, a vertical and highly visible addition is appropriate in this location since it is compatible in height with the surrounding buildings and visibility from the street level is limited in this area due to the narrow streets and the massive transportation infrastructure that dominates the surrounding area. Staff recommends the applicant consider additional setback depth or that the second story be staggered to break up the massing. Staff also recommends the applicant consider a horizontal decorative feature to reference the horizontal elements of the warehouse building, such as a cornice element.

Standards for New Construction, *Form*, pg. 46

2. New residential construction should maintain the existing human scale of nearby historic residential construction in the district.
3. New residential construction and additions should incorporate human-scale

The proposed addition uses balconies, windows, and recessed bays to add human scale elements to the overall form.

elements such as cornices, porches and front steps into their design.

Standards for New Construction, Height, Width, Proportion, & Massing, pg. 47

- 1. New residential construction should respect the typical height of surrounding residential buildings.*
- 2. New residential construction should respect the vertical orientation typical of other residential properties in surrounding historic districts.*
- 3. The cornice height should be compatible with that of adjacent historic buildings.*

The new addition will be similar in height to the existing Dock Street massing and the former warehouse building across South 15th Street.

The proposed addition uses horizontally and vertically aligned windows separated into alternating bays.

The applicant did not provide a dimensioned context elevation. However, the enclosed perspective rendering indicates it will be similar in height to the Dock Street massing.

Standards for New Construction, Height, Width, Proportion, & Materials and Colors, pg. 47, #s2-5

- 2. Materials used in new residential construction should be visually compatible with original materials used throughout the district.*
- 3. Paint colors for new additions should complement the historically appropriate colors used on the primary structure. Paint colors used should be similar to the historically appropriate colors already found in the district.*
- 4. Vinyl, asphalt, and aluminum siding are not permitted for use in City Old and Historic Districts. Other synthetic siding materials with a smooth, untextured finish may be allowed in limited cases, but approval by the Commission is always required.*
- 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.*

The applicant proposes to use cementitious panels on the exterior of the frames of the projecting bays and cementitious lap siding on the recessed bays. Staff finds the use of large panels to be in keeping with the modern design of the building and that the mix of materials adds an appropriate amount of architectural interest to the exterior. Staff recommends that the panels and lap siding be smooth and without a bead.

The applicant proposes two paint schemes: one is reds and rusts and the other primarily greys. Staff finds the red/rust combination is cohesive with surrounding district and further helps to differentiate the historic warehouse building and the new addition, while the grey scheme will help to minimize the massing of the addition. However, staff is concerned about the use of different colors, as the paint guidelines call for limited number and variety of colors. Staff recommends the applicant consider using fewer colors and/or a solid color for the metal panels. Furthermore staff finds the use of lap siding is not appropriate for a modern addition to an industrial building and recommends the use of solid metal panels in an alternate color instead.

The applicant proposes to install the HVAC equipment in the interior of the building, above the fitness center and clubroom. Staff finds this an appropriate location for the equipment.

New Construction, Standards for New Construction:

- 1. Secondary elevations of corner properties should reference massing similar to other corner locations in the historic district.*

The applicant proposes to construct an architecturally cohesive addition on all visible elevations. The same repeating and recessed bay pattern will be used on all visible

Corner Properties – Residential, pg. 48

2. The material used in the primary elevation should be continued along the second, corner elevation.

4. Windows and doors on the secondary, corner elevation should be organized following the principals of the primary elevation: windows should be proportioned appropriately, aligned vertically, and arranged as though designing a primary elevation.

5. For residential corner properties, we strongly encourage the use of architectural elements that are typical of residential corner properties in Richmond’s historic districts: porches that turn from primary to secondary elevations, corner towers, projecting bay windows, side entrances (including porticos, and shed roofs, where appropriate), side porches, lighting related to that on the primary elevation, and other similar treatments that treat the secondary corner elevation as an architecturally important elevation.

elevations. In addition, the same material will be utilized on the visible elevations.

The applicant proposes recessed bays and balconies that wrap the corners and to use the same fenestration patterns on all visible elevations.

New Construction, Doors and Windows, pg. 49, #1

1. The size, proportion and spacing patterns of door and window openings on a new addition should follow patterns established by the original building. Windows on most commercial and residential properties throughout Old and Historic Districts have a vertical orientation.

The applicant intends to vertically align the windows within the alternating bays and to utilize a variety of sizes and a combination of fixed and one-over-one windows. Staff finds the fenestration pattern in keeping with the *Guidelines*.

New Construction, Porches and Porch Details, pg. 49, #3

3. New porch railing designs, compatible with the overall design of the building, will also be considered.

Staff finds the cable railing design appropriate for the contemporary design of the addition.

New Construction, Doors and Windows, pg. 56 #4

Because the material cannot be manufactured to model effectively the appearance of historic windows, vinyl windows are not appropriate for contributing buildings in historic districts.

Staff finds that the vinyl windows proposed by the applicant are not appropriate for a highly visible addition. Staff recommends the applicant consider an aluminum frame window to be architecturally cohesive with the modern design of the addition and to reference the historic industrial building.

Standards for Site Improvements, Parking Lots, pg. 77

1. Parking lots should be broken up as much as possible with interior landscaped islands and should be well screened from the public right-of-way and adjacent properties. Appropriate screening may include landscaping, walls, fences or berms.

3. Parking lot lighting should be kept to a minimum, keeping spill-over to a

The applicant representative has indicated to staff that they will provide off-street parking at an adjacent paved parking lot. Staff requests that the applicant include any plans for upgrades to the existing parking lot in the final application or in a subsequent application.

minimum and using the lowest wattage possible, especially in residential areas.

General Signage Guidelines, pg. 75, #1-9

- 1. Signs should be easy to read.*
- 2. Signs should complement the signage of neighboring businesses.*
- 3. Signs should relate to the architectural features of an individual building.*
- 4. Signs should be located in traditional sign placement areas (cornice, sign-bands, transoms, display windows, etc.).*
- 5. Signs should not obstruct important architectural elements or details.*
- 6. Signs should not display colors that clash or conflict with a building.*
- 7. Signs should not be internally illuminated.*
- 8. Signs should not use animation or flashing or moving lights.*
- 9. LED and plasma display signs will not be approved for use in City Old and Historic Districts.*
- 10. Signs should not use franchised trademarks that do not represent the primary business.*
- 11. Internally illuminated plastic signs may be appropriate in newer commercial corridors but are not appropriate for use in Old and Historic Districts.*

The applicant has not proposed any new signage. If, in the future, a sign is proposed, staff recommends it be designed in a manner that is consistent with the *Guidelines*. If a sign is proposed, staff recommends the design and location be submitted for final review.

FIGURES

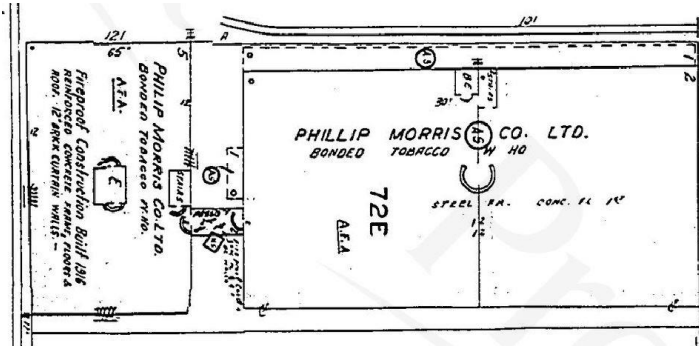


Figure 1. 101 South 15th Street, 1952 Sanborn Map.



Figure 2. 101 South 15th Street.



Figure 3. 101 South 15th Street, existing entrance.



Figure 4. 101 South 15th Street, side elevation.