

**COMMISSION OF ARCHITECTURAL REVIEW
STAFF REPORT
May 22, 2018 Meeting**

3. **COA-034629-2018** (Ironclad Coffee Roasters) **1805 East Grace Street
Shockoe Valley Old and Historic District**

Project Description: **Install a wooden wall mounted sign.**

Staff Contact: **C. Jeffries**

The applicant requests approval to install a wooden wall mounted sign on a former fire station in the Shockoe Valley Old and Historic District. The two-story three-bay brick structure with was built ca. 1884. The structure has been renovated for commercial use. The proposed sign is an 8' by 4' hand-painted wooden sign and will be installed on the façade of the structure above the garage door.

Staff recommends approval of the project with conditions. *The Richmond Old and Historic District Handbook and Design Review Guidelines* state that wall signs should be designed to enhance the façade by blending with the architectural features of the building and not be merely applied to the surface of the building or obscure important architectural features (pg. 74). Staff has concerns that the proposed sign obscures decorative brickwork on the façade. Staff also recognizes that the building is not a commercial structure and does not have a designated space for signage such as a signband. Staff recommends the sign be installed lower, in a manner that does not cover the decorative brickwork. The applicant may also wish to consider adjusting the size or proportions of the sign to better fit the space above the garage door. Staff also recommends that the sign be installed in a way that does not damage the historic brick.

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