



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: 1201 W Franklin Street Current **Zoning**: B Towers &
Historic District: Monument Avenue **Equipment**

Application is submitted for: (check one)

- ☐ Alteration
☐ Demolition
☒ New Construction

Project Description (attach additional sheets if needed):

Installation of digital display board on integrated masonry wall with decorative detailing accenting existing historic church. Submitting as an amendment to COA-144132-2024.

Applicant/Contact Person: Billy Baxter; Junior Warden

Company: St. James's Episcopal Church

Mailing Address: 1205 W Franklin Street

City: Richmond State: VA Zip Code: 23220

Telephone: (804) 317-7318

Email: wbaxterii@yahoo.com

Billing Contact? **YES** Applicant Type (owner, architect, etc.): **Owner**

Property Owner: St. James's Episcopal Church/Diocese of Virginia

If Business Entity, name and title of authorized signee: Billy Baxter; Junior Warden

Mailing Address: 1205 W Franklin Street

City: Richmond State: VA Zip Code: 23220

Telephone: (804) 317-7318

Email: wbaxterii@yahoo.com

Billing Contact? **YES**

****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: William H. Baxter / Junior Warden Date: 4/24/25



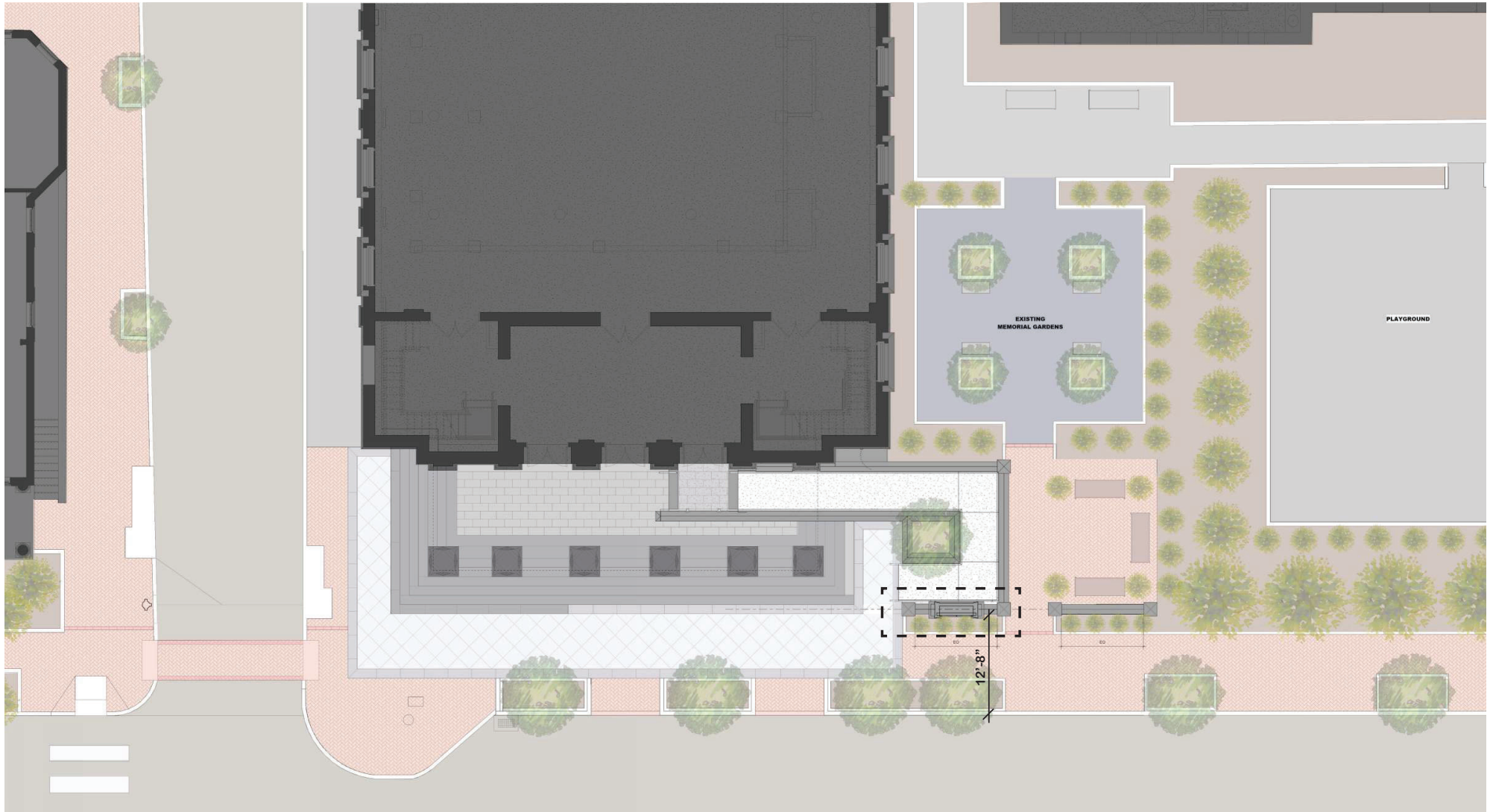
ST. JAMES'S EPISCOPAL CHURCH
1205 W. FRANKLIN STREET
RICHMOND, VIRGINIA 23220



PROJECT NARRATIVE

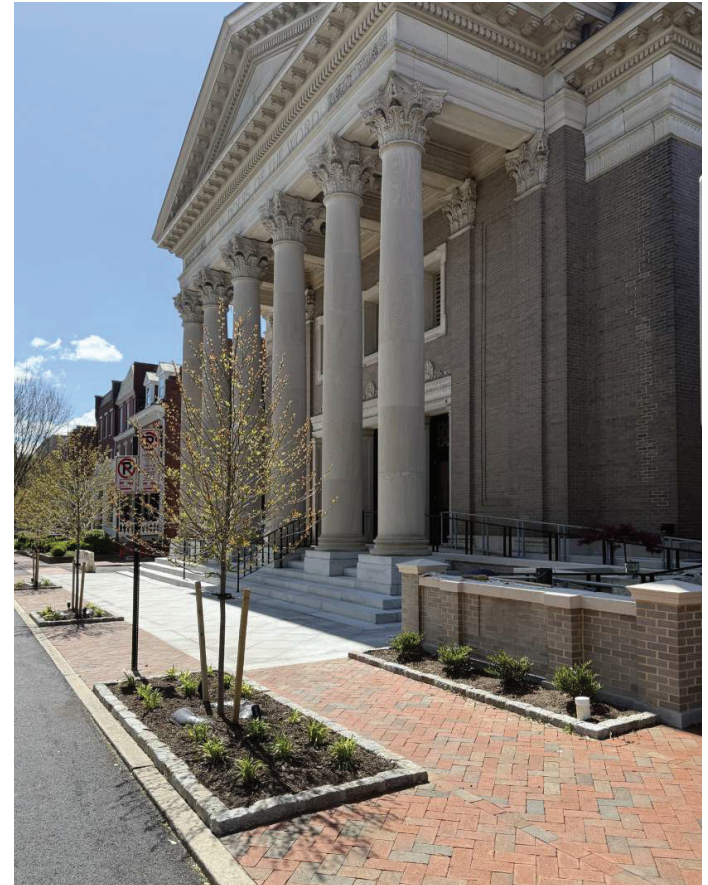
St. James's Episcopal Church has just completed the ADA ramp addition project to the W Franklin Street church entrance. The ramp project itself was reviewed by CAR in March of 2024 and received conditional approval (COA-144132-2024). As a part of that commission review, the project stated that new signage would be provided for the church on W Franklin Street as the current signage location would be displaced by the accessible ramp. The signage helps to contextualize the design of the ramp and is integrated into the site walls. Site walls define the entrance to the ramp and into the existing Memorial Garden of the church.

Due to the previous church signage location being displaced by the ramp, the signage location moves forward toward W Franklin Street. This allows the signage to be visible from the walking path of pedestrians while also giving it more prominence on W Franklin Street. The distance from the signage wall to the curb on W Franklin Street is approximately 12'-8". The signage wall has been delicately designed to accent the historic character of the church, with a precast pediment, brick masonry pilasters and a granite base to match the adjacent ramp walls. The signage wall houses a digital display that is wall-mounted and recessed into the brick masonry to minimize the impact of the screen while providing this functional communication tool for displaying events and church schedules. The goal of the church is to provide updates on church events and information more quickly and easily than manual signage does not offer. The selected digital display is intended for outdoor use and is rated with a vandal-resistant tempered glass screen. A 3" bronze frame has been designed for the outer edge of the screen to match the bronze lettering of the church name above for better integration of the display and creating a holistic design for the signage wall as it relates to the historic church and the ADA ramp.





EXISTING NEWLY COMPLETED ADA RAMP AND PROPOSED
SIGNAGE WALL LOCATION



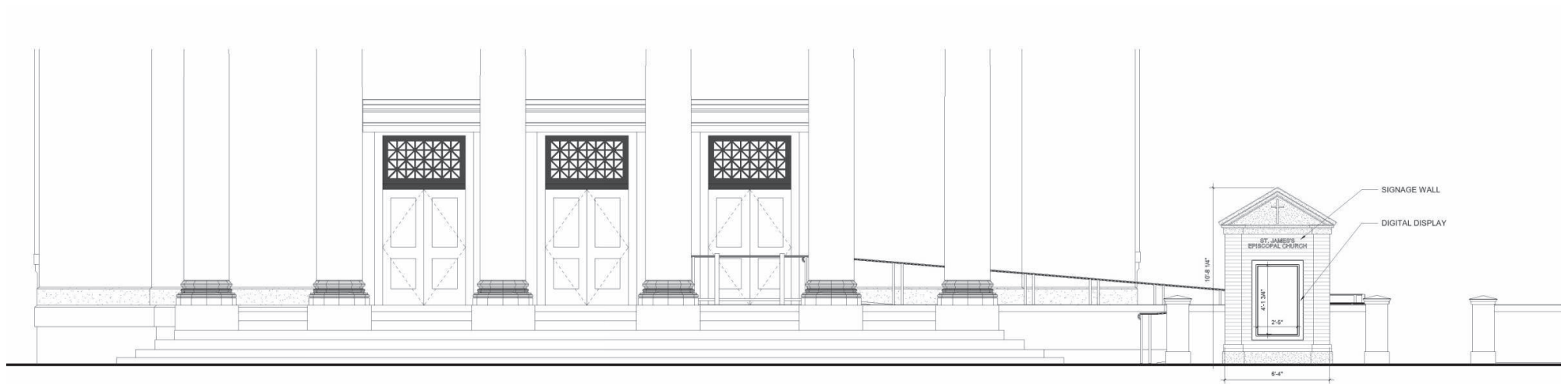
EXISTING W FRANKLIN STREET CHURCH ENTRANCE WITH
PROPOSED SIGN WALL LOCATION IN FOREGROUND



VIEW LOOKING EAST TOWARD SIGNAGE WALL
LOCATION AND CHURCH



VIEW LOOKING WEST TOWARD SIGNAGE WALL
LOCATION



BUILDING ELEVATION DRAWING
APRIL 25, 2025

ST. JAMES'S EPISCOPAL CHURCH
INTEGRATED SIGNAGE WALL AND DIGITAL DISPLAY





3" WIDE CUSTOM BRONZE FRAME TO MATCH LETTERING ABOVE



BRICK MASONRY SIGN WALL AND PRECAST PEDIMENT TO MATCH NEWLY COMPLETED RAMP WALLS

WE PROPOSE ADDING UPLIGHTS IN THE PLANTER BED DIRECTLY IN FRONT OF THE SIGNAGE WALL

THE DIGITAL DISPLAY SELECTION WILL BE A RECESSED, WALL-MOUNTED, FULL COLOR 43" REFLECTIVE-LCD OUTDOOR SIGNAGE.

R-LCD TECHNOLOGY IS NOT BACK-LIT. THEREFORE, THERE IS NO POSSIBILITY OF INTERNAL GLOW AT NIGHT. NIGHT-VIEWING IS POSSIBLE THROUGH MANUAL FRONT ILLUMINATION. WE PROPOSE ADDING UPLIGHTS IN THE PLANTER BED DIRECTLY IN FRONT OF THE SIGNAGE WALL

[HTTPS://WWW.SUNVISIONDISPLAY.COM/OUTDOOR-DIGITAL-](https://www.sunvisiondisplay.com/outdoor-digital-)

What is Color Reflective LCD Technology?

The mechanism behind Sun Vision Display's reflective LCD technology is quite simple: Instead of utilizing a backlight behind the LCD cell to illuminate the display, each pixel is formed by a diffused mirror making optimal use of available ambient light.

Click on the side arrows in our illustrations to compare the Reflective LCD technology to backlit LCD technology.

FULL COLOR RLCD OUTDOOR SIGNAGE

outdoor digital signage that turns sunlight into a solution

Sun Vision Display's outdoor digital signage is made for the sun. By using color reflective LCD technology, it's both sunlight readable and ultra-low power, providing beautiful advertising that's easy on your eyes and your budget.

REAL-WORLD EXAMPLE OF AN INSTALLED OUTDOOR R-LCD DISPLAY

color RLCD technology

RLCD displays are packed with advantages that make them an excellent option for outdoor digital signage applications.

sunlight readable
easily viewable in direct sunlight

ultra efficient
uses up to 95% less power than high brightness LCDs

lightweight and portable
no bulky backlight or thermal control system

long lasting
low heat output, no LED decay (no backlight)

wide temp
reliable operation from -4°F to 158°F (-20°C to 70°C)

frontlight option
for night time visibility

SVD Reflective LCD

Energy Consumption
(12V, <6W)

Ultra-Low





PERSPECTIVE VISUALIZATION
MARCH 1, 2024

ST. JAMES'S EPISCOPAL CHURCH
ACCESSIBLE RAMP AND SITE IMPROVEMENTS





DAY/NIGHT VISUALIZATION
APRIL 25, 2025

ST. JAMES'S EPISCOPAL CHURCH
INTEGRATED SIGNAGE WALL AND DIGITAL DISPLAY





SIGNAGE VISUALIZATION
APRIL 25, 2025

ST. JAMES'S EPISCOPAL CHURCH

INTEGRATED SIGNAGE WALL AND DIGITAL DISPLAY

