



Staff Report
City of Richmond, Virginia



Commission of Architectural Review

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| 5. COA-126438-2023 | Final Review | Meeting Date: 3/28/2023 |
| Applicant/Petitioner | Erin Keene | |
| Project Description | Install a mural on a secondary elevation of a previously painted masonry building. | |
| Project Location | | |
| Address: 324 N. 27 th Street | | |
| Historic District: Church Hill North | | |
| <p>High-Level Details:</p> <p>Applicant requests approval to install a mural on a previously painted, masonry, mixed-use building.</p> <p>The mural will be located on the side façade that faces E. Marshall Street.</p> <p>Because the content of the mural relates to the commercial use within the building, the zoning code classifies the mural as a sign. A Special Use Permit will be required post-CAR review to allow for the size of the mural.</p> | | |
| Staff Recommendation | Approval, with Conditions | |
| Staff Contact | Alex Dandridge, alex.dandridge@rva.gov , (804) 646-6569 | |
| Previous Reviews | None. | |
| Staff Recommendations | <ul style="list-style-type: none"> Any unpainted masonry must remain unpainted. | |

Staff Analysis

| Guideline Reference | Reference Text | Analysis |
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| <p>Standards for Signage, Mural Guidelines, pg. 75</p> | <p><i>Mural Guidelines Murals (other than historic painted wall signs) may be permitted on commercial buildings, as defined by current zoning, considering the following guidelines:</i></p> <p><i>In general, murals should be painted on removable material, not directly on a building wall.</i></p> <p><i>Murals painted on primary facades are not permitted.</i></p> <p><i>A mural's appearance, colors, and scale should reflect the history of the district of which the building is a part.</i></p> <p><i>A mural should not obscure or distort the historic features of a building.</i></p> | <p>The subject building is a mixed-use building with a ground floor commercial space.</p> <p>The proposed mural will be painted on a previously painted brick, secondary elevation.</p> <p>The mural will not obscure or distort any historic features of the building.</p> <p>While the colors and appearance of the mural do not necessarily reflect the history of the district, Staff finds that the scale of the mural is appropriate and doesn't negatively impact the historic integrity of the building, nor does it obscure any character defining features.</p> <p>Paint used will be Sherwin Williams Exterior Latex. This paint type is breathable and is able to expand and contract with the brick. Staff does not know the composition of the existing paint on the wall.</p> |
| <p>N</p> | <p><i>Do not paint historic brick or stone masonry that has not previously been painted. Painting previously unpainted masonry is historically inaccurate and is not permitted. Property owners who wish to remove paint from masonry should work with a qualified contractor knowledgeable in the use of non-abrasive cleaners.</i></p> | <p>The mural will be painted on a portion of the masonry building that has been previously painted. Staff supports the installation of a mural in this location.</p> |
| <p>Maintenance and Repair, p. 89</p> | <p><i>Unpainted masonry should remain unpainted.</i></p> | <p>Based on the proposal submitted by the applicant, it doesn't appear that any unpainted masonry will be painted. <u>Staff recommends that any unpainted masonry must remain unpainted.</u></p> |

Figures

Figure 1. 324 N 27TH Street. Google Street view 2019



Figure 2. Proposal

