



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: 1914 East Franklin Street (E. Franklin & 20th Street) DATE: 19 DEC 2014

OWNER'S NAME: Valley West, LLC TEL NO.: 804-225-0215

AND ADDRESS: _____ EMAIL: jbiviano@2pa.net

CITY, STATE AND ZIPCODE: _____

ARCHITECT/CONTRACTOR'S NAME: Michael R. Poole TEL. NO.: 804-225-0215

AND ADDRESS: Poole & Poole Architecture EMAIL: mppoole@2pa.net

CITY, STATE AND ZIPCODE: 3736 Winterfield Road, Suite 102, Midlothian, VA 23113

Would you like to receive your staff report via email? Yes No

REQUEST FOR CONCEPTUAL REVIEW

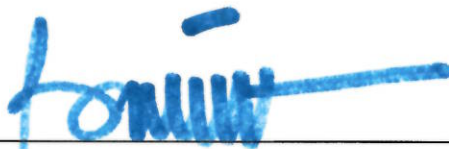
I hereby request Conceptual Review under the provisions of Chapter 114, Article IX, Division 4, Section 114-930.6(d) of the Richmond City Code for the proposal outlined below in accordance with materials accompanying this application. I understand that conceptual review is advisory only.

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 New) 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.*)

Resubmittal For Conceptual Review Only

Signature of Owner or Authorized Agent: 

Name of Owner or Authorized Agent (please print legibly): C. Jos Biviano, Poole & Poole Architecture

(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.

Application No. 14-132 (Valley West LLC)

1914 E. Franklin Street

Mr. Hill presented the staff report and summarized the applicant's request for conceptual review and Commission comments for the construction of a new five-story multi-family apartment building that incorporates two levels of structured podium parking in the Shockoe Valley Old and Historic District.

Mr. Green opened the floor for applicant and public comment. Mr. George Emerson stated they came to get feedback.

There were no additional comments from members of the public.

Architect's responses to Board Comments are annotated in [blue](#):

The Commission discussion began:

Ms. Wimmer stated that she agrees with all of Mr. Hill's comments and stated that when Mr. Hill said that it appears as more of a commercial strip than a manufacturing strip she had noted that it appears to be firewalls which seems to be unusual for this district. Ms. Wimmer stated that rustification is on the ground floor and she is not sure if any is in this district. She stated that the fenestration patterns seem to be fairly consistent until you get to the top floor. Ms. Wimmer stated that along the lines of fenestration, the three big entry pieces looks like spandrel panels which is foreign to the district.

[RESPONSE: We have reworked the over all mass of the project to be consistent with the manufacturing buildings of the district. Both the firewalls and rustifications \(reglets\) have been removed. We have also streamlined both fenestration patterns and types; spandrel panels have been removed.](#)

Mr. Hendricks stated that he was glad to hear that Land Use might be requiring some ground use and commercial space and stated that his biggest issue is with the parking garage on the first two floors over the entire structure and hoped that they get some more activity on the ground floor. Mr. Hendricks commented that they are not looking for the Juliet Balconies, they want something that is substantial and usable.

[RESPONSE: Three \(3\) large lobbies will be placed along 20th Street to address the Board's activity comments. Over-extending industrial styled cabled canopies will frame the entrances to assist in breaking up the streetscape and signal a sense of arrival. These same entries will also occur on East Franklin and Grace Streets. The Juliet Balconies have been removed; all balconies will be useable and will have a minimum depth of at least 5'-0" throughout the project.](#)

Mr. Bond stated that he finds the design to be a little frenetic and it's in an industrial area. He stated that the design can't figure out whether it wants to be a line of row houses, commercial space, or industrial space and that it needs to decide what it is. Mr. Bond stated that he would be happy to see something that is large and monolithic like an industrial building and that they don't have to use brick necessarily because it's a new building. Mr. Bond stated that there are new materials out there and that they still can have a massive building.

RESPONSE: The building design has been greatly simplified and reduced to a more consistent, monolithic mass . The exterior material palette has been distilled down to two elements: masonry (brick) and cementitious siding (Hardie panel).

Mr. Yates stated that his concern is that there seems to be too much going on within the building and the other large buildings in the neighborhood are monolithic and carry a theme throughout the entire façade. Mr. Yates stated that it needs to calm down a little bit so that it fits better in the neighborhood and more closely resembles the historic factory buildings that are there.

RESPONSE: This item was addressed in the previous comments to Mr. Bond.

Mr. Green stated that he would recommend that they simplify the design a little and that the old CAR Guidelines encouraged people to do small bays and setbacks. He stated that they were seeing buildings that were approaching full city blocks faces, that actually worked against itself. By breaking it down into so many bays the building seems bigger and busier. Mr. Green commented that they were trying to encourage with the new construction guidelines that applicants create single large buildings or two large buildings. He stated that this neighborhood takes larger buildings really well. Mr. Green went on to say that that if it is simplified in character, the building can be really big and not feel like it's imposing on the neighborhood.

RESPONSE: The building design has been simplified to be consistent with neighboring industrial buildings. Small bay projections and undulations have been removed allowing for a more streamlined and paired down monolithic structure.

The Commission members encouraged the applicant to look at other large buildings in the neighborhood.

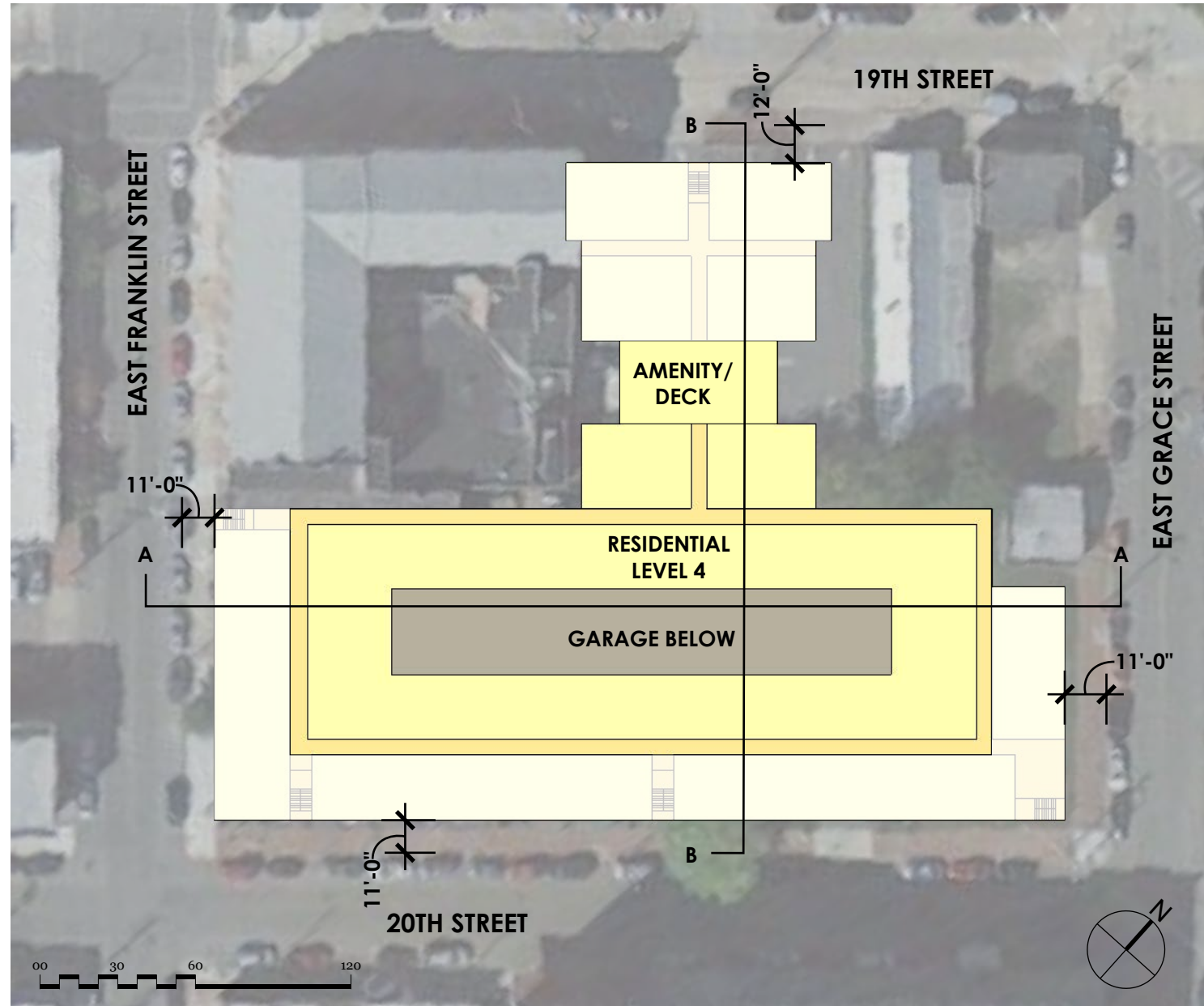
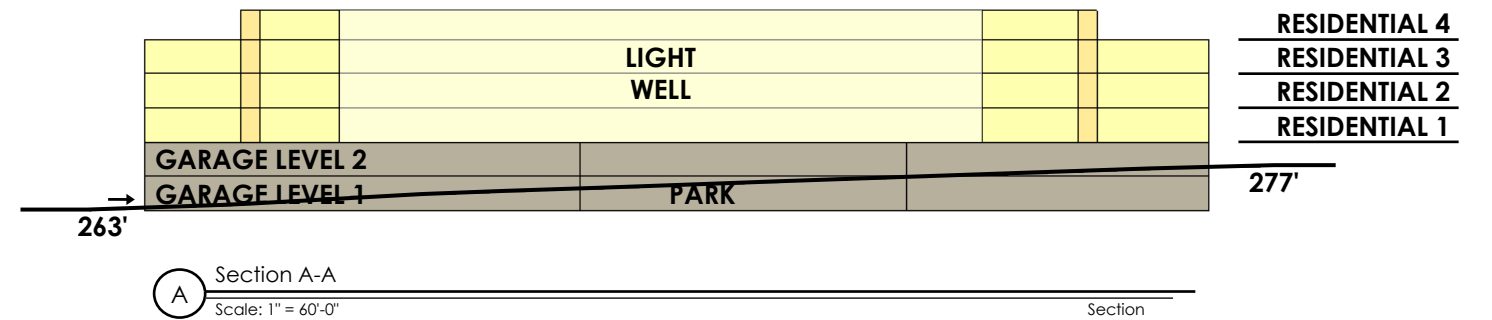
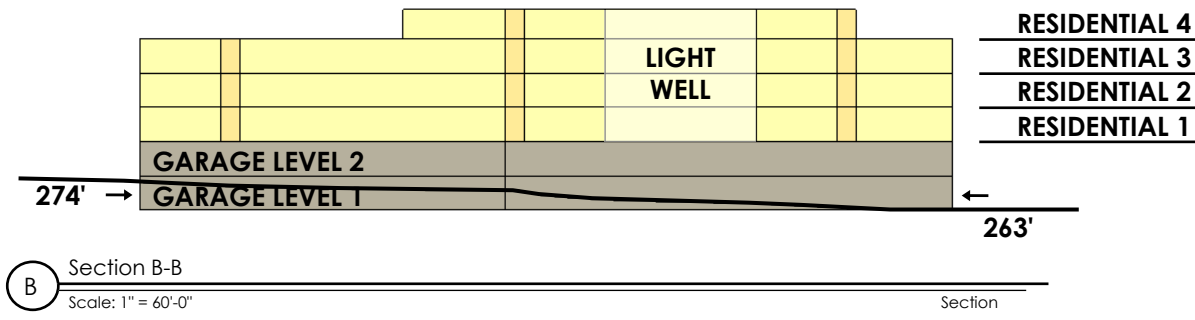
RESPONSE: A visual survey of the existing Shockoe Valley District was conducted and details of neighboring large industrial buildings were studied. Some of these details were

Mr. Elmes stated that in looking at this initially he remembered the E. Clay and 18th Street project where there was a lot of undulation moving in and out of the bays. He was unclear what was capping it and it seemed a little frenetic. Mr. Elmes stated that when you talk about compatibility in that area, there are a lot of different cues to take from and stated that he is not finding any specifically here in this design that really aligns itself to the other buildings surrounding it. Mr. Elmes stated that the form seems to be more suburban and that there is a lot going on. He stated that a lot of that could be the fenestration because he is having difficulty to see how the floors are aligned horizontally. Mr. Elmes stated that his issue is more with the compatibility issue and whether it fits with other building in the district. He stated that he doesn't have a lot of concern with the parking lot, but the building seems incompatible with the immediate structures because it moves in and out.

RESPONSE: The building design has been greatly simplified. The undulating row-house look that was present in the previous design has now been removed. Likewise, window fenestrations have been simplified to only single and double window units. All inter-window spandrel panels have been removed.

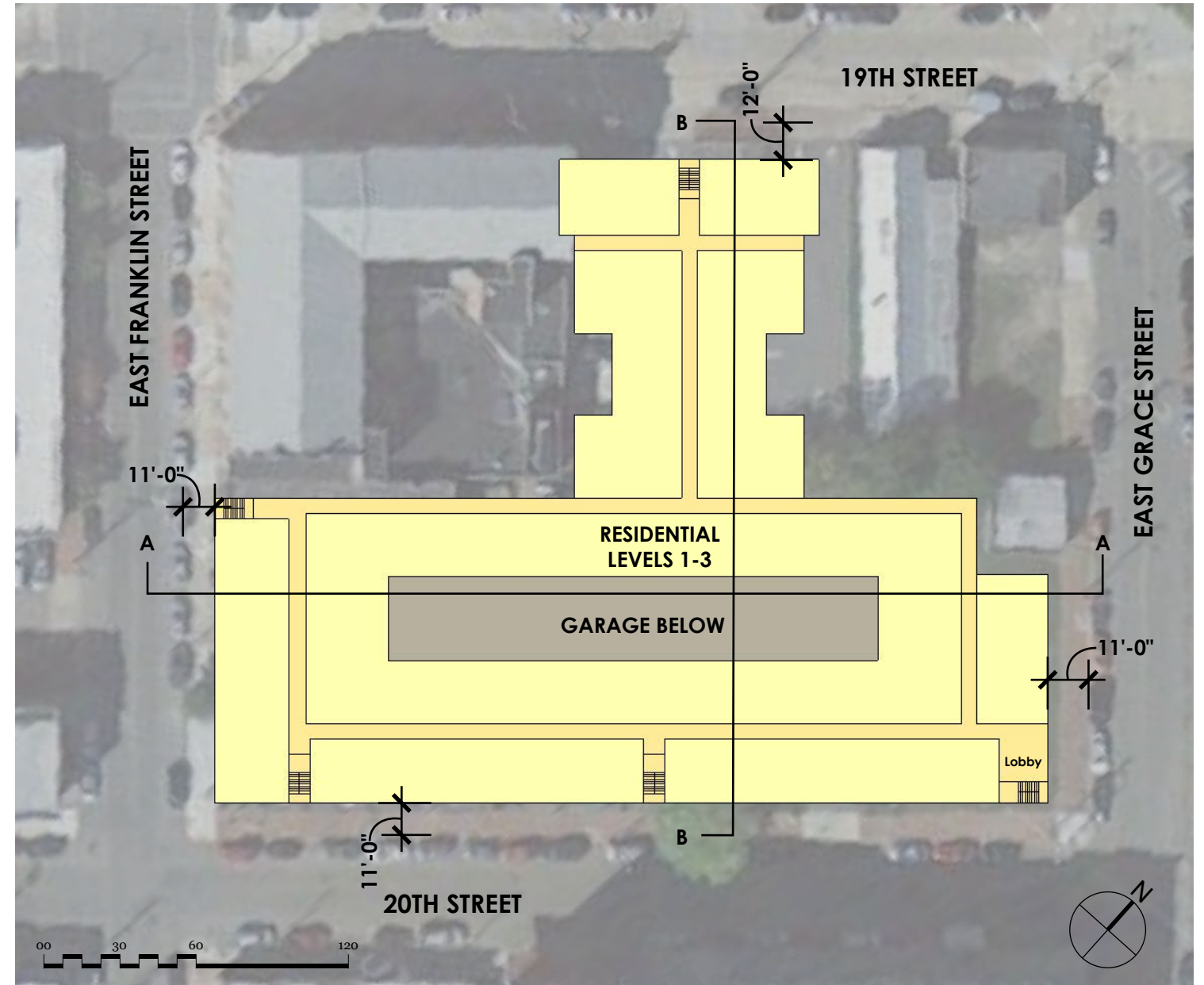
Ms. Wimmer stated that they will be interested to know where the HVAC will be going.

RESPONSE: It is anticipated that HVAC will be placed on the roof and screened by the building's parapet.



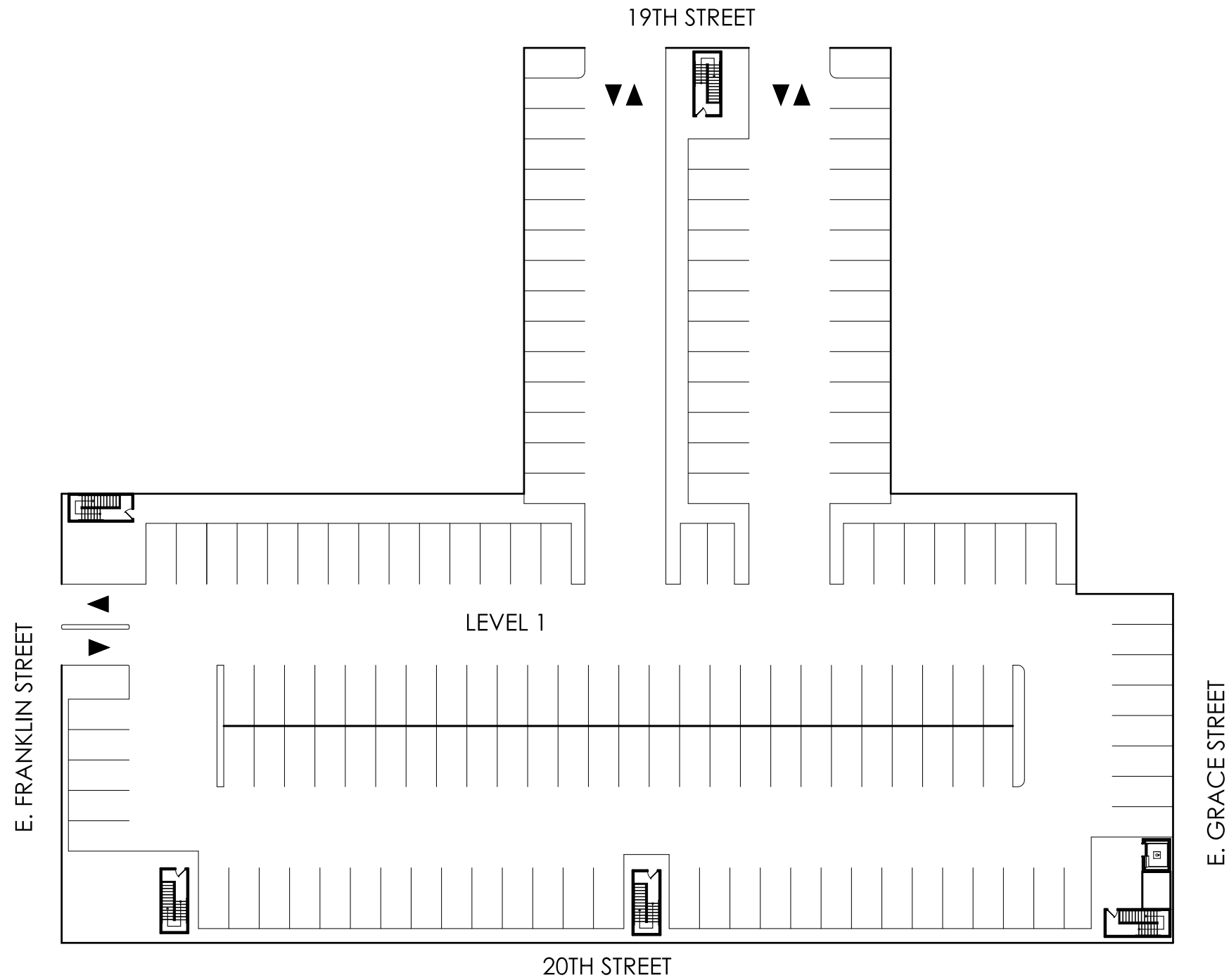
2 Residential Level 4
Scale: 1" = 60'-0"

Plan



1 Residential Levels 1-3
Scale: 1" = 60'-0"

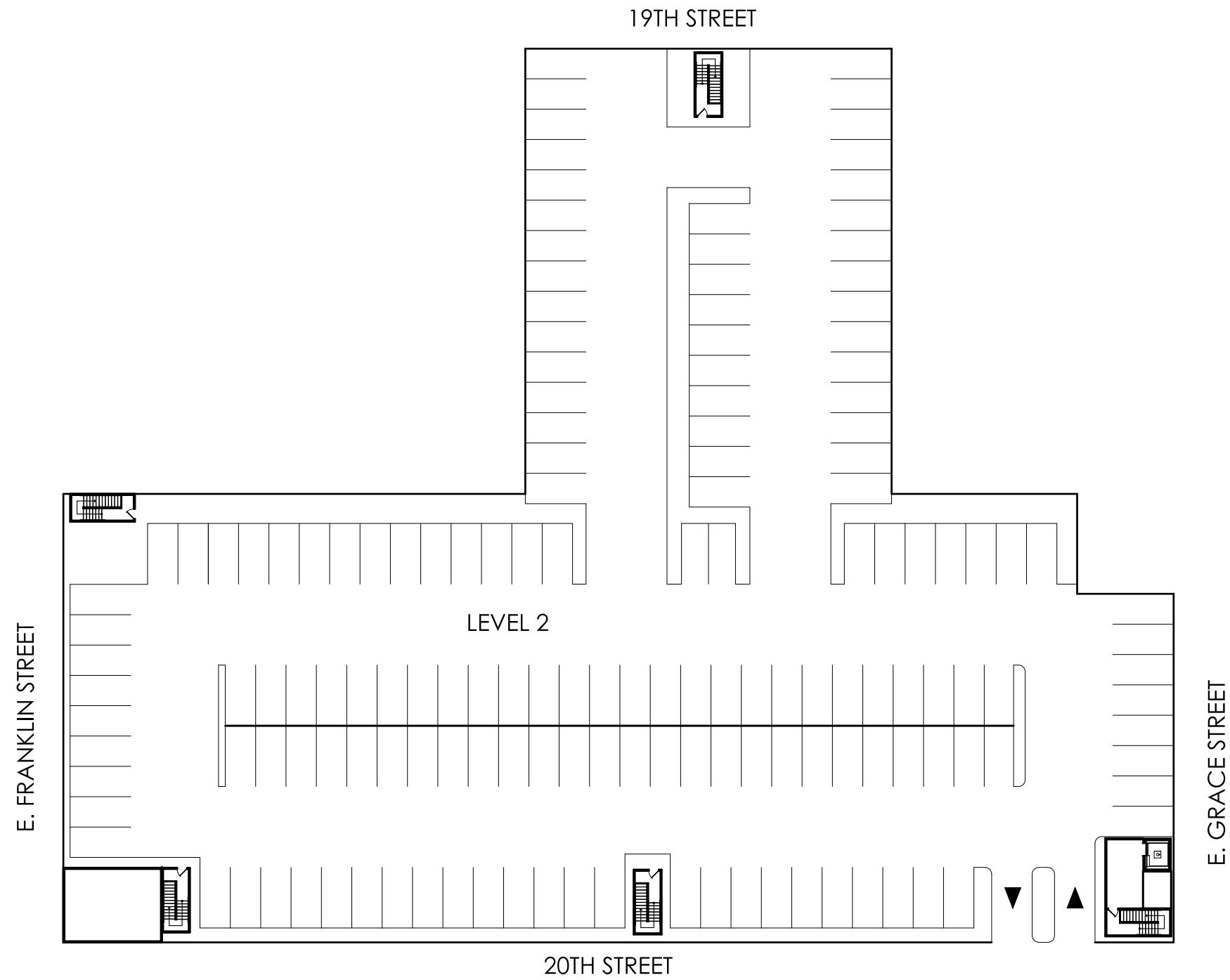
Plan



① Parking Podium - Level 1
Scale: 1" = 30'-0"

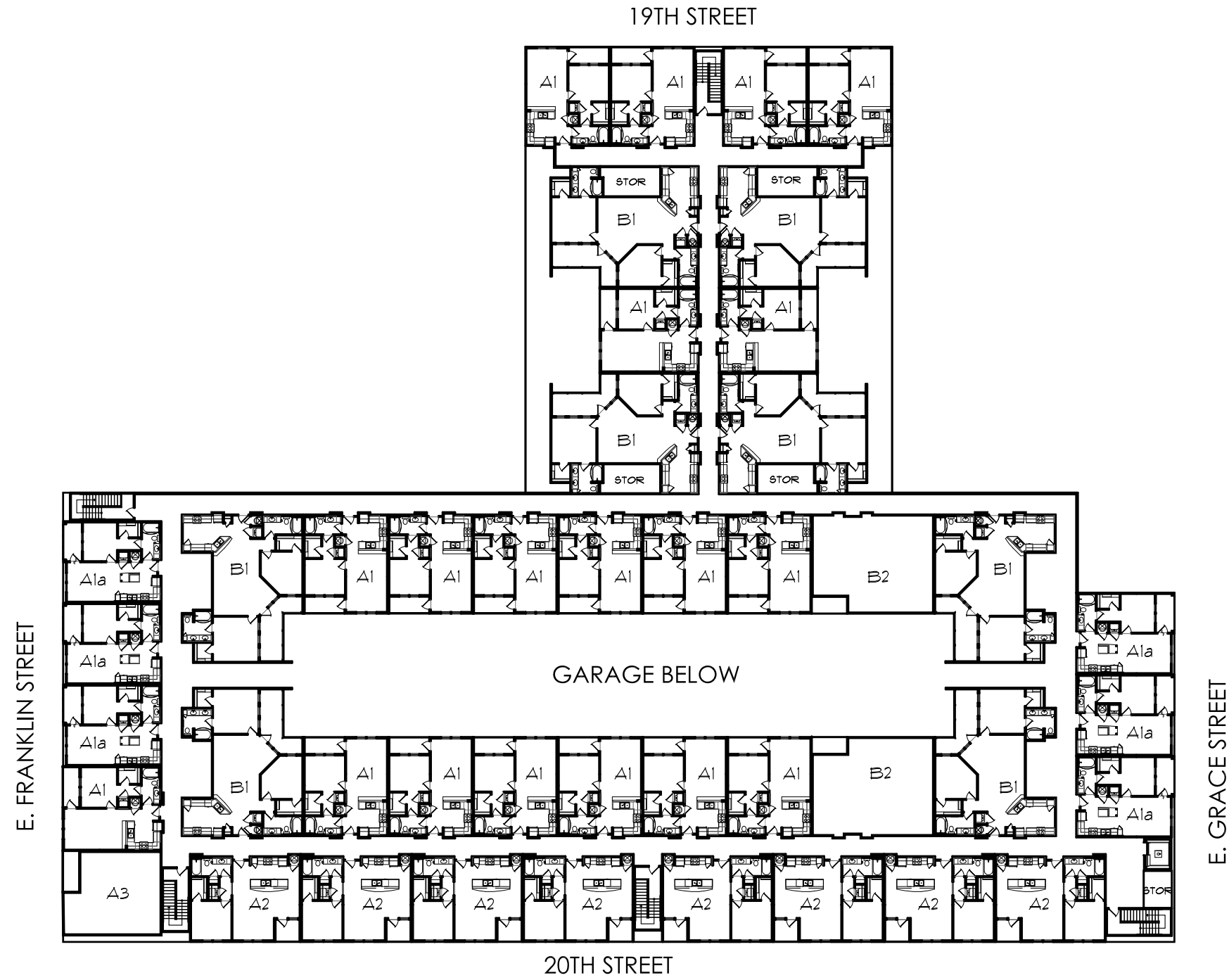
Plan





① Parking Podium - Level 2
Scale: 1" = 30'-0"

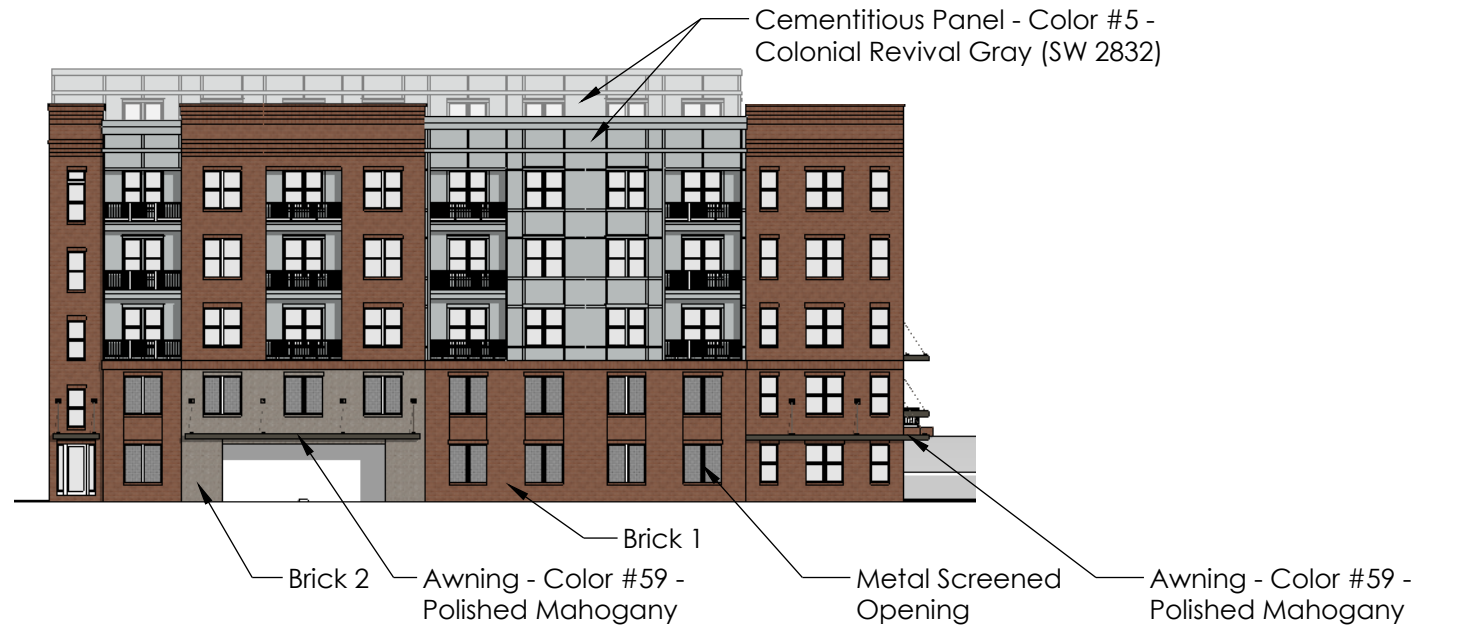
Plan



1 Typical Building Plan
Scale: 1" = 30'-0"

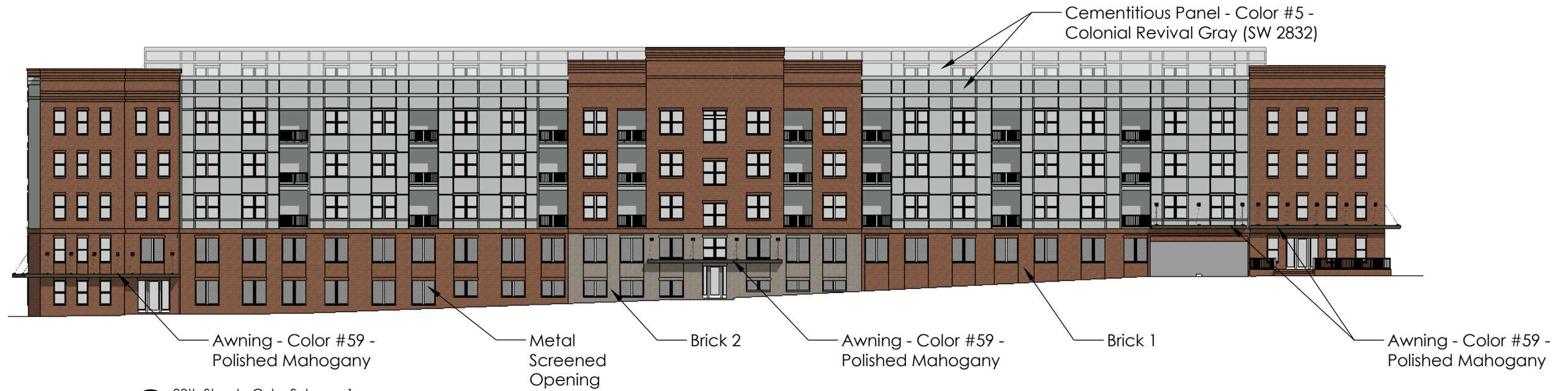
Plan





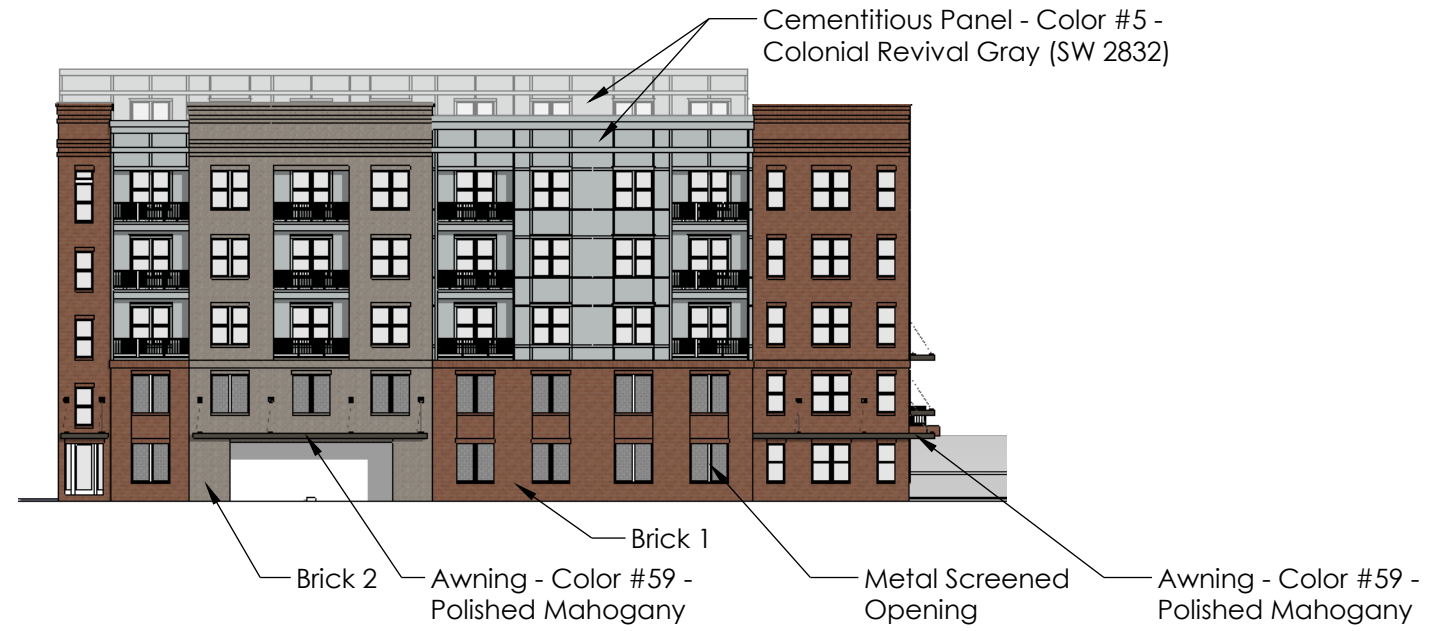
2 Franklin Street - Color Scheme 1
Scale: 1" = 30'-0"

Elevation



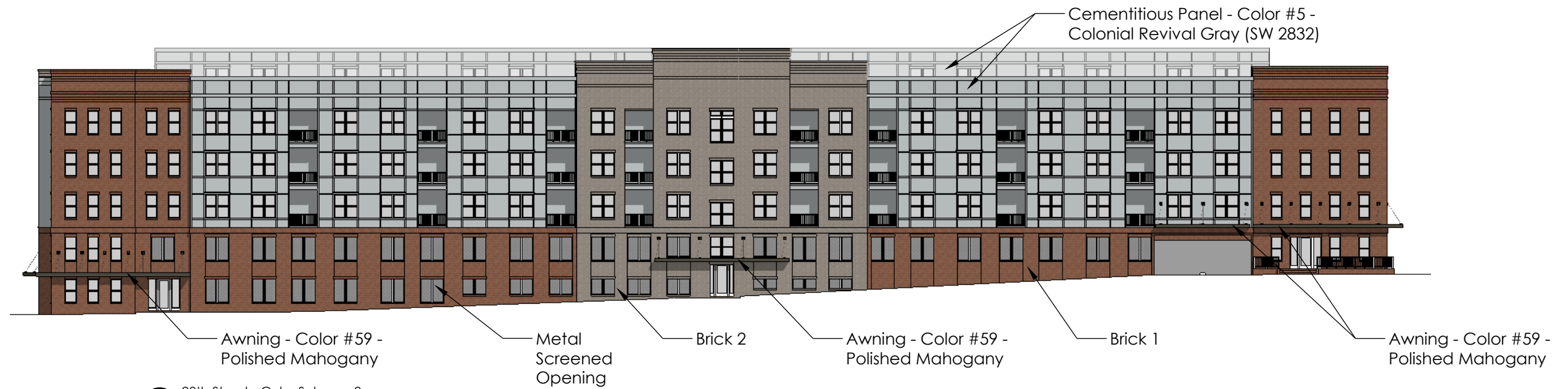
1 20th Street - Color Scheme 1
Scale: 1" = 30'-0"

Elevation



2 Franklin Street - Color Scheme 2
Scale: 1" = 30'-0"

Elevation



1 20th Street - Color Scheme 2
Scale: 1" = 30'-0"

Elevation



2 20th Street Elevation
Illustrative / Not To Scale

Plan



1 E. Franklin Street Elevation
Illustrative / Not To Scale

Plan