



Staff Report
City of Richmond, Virginia



Commission of Architectural Review

3. COA-098251-2021	Final Review Meeting Date: 10/24/2023
Applicant/Petitioner	Matt Jarreau & Casey White – C & M Properties
Project Description	Result of a Notice of Violation: Revision to previously issued COA to demolish and reconstruct two, one-story commercial storefronts originally proposed for rehabilitation.
Project Location	
Address: 3302-3308 E. Marshall Street	
Historic District: Chimborazo Park	
<p>High-Level Details:</p> <p>The applicant proposes to reconstruct two, one-story commercial buildings, 3304 East Marshall [ca. 1925] and 3306 East Marshall [ca. 1910] in response to an illegal demolition of the structures in September 2023 without a demolition permit or Certificate of Appropriateness. Both buildings were contributing buildings in the Oakwood-Chimborazo National Register Historic District</p> <p>The reconstruction will be in conjunction with the previously approved new construction at 3302 & 3308 East Marshall Street, and at the rear of 3304 & 3306 E. Marshall.</p> <p><i>This application focuses only on the demolition and reconstruction of the demolished storefronts, as the associated new construction approved by the Commission in 2021 has not changed in design or footprint.</i></p>	
Staff Recommendation	Approval, with Conditions
Staff Contact	Alex Dandridge, (804) 646-6569, alex.dandridge@rva.gov
Previous Reviews	<p>This application was reviewed at the September 2023 Commission meeting. The Commission discussed the merit of reconstructing the demolished buildings. The question of authenticity and faux historicism was discussed. The Commission deferred the application and asked that it be resubmitted for the October 2023 and include the associated new construction. It was determined that understanding the relationship of the reconstruction in the context of the previously approved new construction would be crucial in the review of the application. It was also determined that rather than being a new COA application, the following application should be submitted as an amendment to the previous COA issued in 2021.</p> <p>This application was reviewed conceptually at the July 2021 meeting. The Commission requested that the applicant consider a design that incorporates the two existing one-story commercial buildings located at 3304 & 3306 East Marshall Street rather than a design that proposes their demolition.</p>

	<p>In September 2021, the Commission approved a final design that incorporated new construction and the retention and rehabilitation of the 3304 & 3306 storefronts.</p> <p>A building permit was issued for the project in May 2023 for the new construction on the site, as well as the rehabilitation of the existing storefronts.</p> <p>On September 3, 2023, staff became aware that the two storefronts had been demolished and subsequently issued a notice of violation to the site and a stop work order was placed on the property.</p>
<p>Conditions for Approval</p>	<ul style="list-style-type: none"> • Staff recommends that the salvaged brick be incorporated into the reconstructed store fronts, or used to commemorate the lost buildings in some other way.



Historic Context

The Chimborazo Park Historic district is characterized by a mix of late 19th and early 20th century eclectic architecture. The district was largely undeveloped until after the Civil War. In the 1900s, commercial buildings began to be constructed throughout the district to meet the demands of the district's growing population. The 3300 Block of East Marshall Street features a mix of residential and commercial buildings. The south side of the block features a one-story, commercial storefront, as well as a two-story mixed-use building along with several other residential buildings. Framing the north side of the block are a one-story, corner commercial building, ca. 1920, with a corner entrance on 33rd Street and a one-story, commercial building facing Chimborazo Boulevard. 3302 East Marshall was a frame, two-story, mixed-use building, ca. 1905, that was demolished in 2009. 3304, built in 1923, and 3306 East Marshall, built in 1908, were two eclectic one-story, commercial buildings with large storefronts. 3308 East Marshall Street was a frame, one-story, Queen Anne-style dwelling, that was demolished before the creation of the district in 1987. The 3300 Block of East Marshall Street was reflective of the history of development for the neighborhood that incorporated residential and commercial, mixed-use buildings. The small-scale commercial architecture also enhanced the pedestrian scale of the block. The demolished 3304-3306 East Marshall Street have housed numerous community business over the years including a pharmacy, hardware store, grocery store, religious institutions, and auto repair. 3304 East Marshall Street housed Midway Barber Shop from at least 1923 to 1956 (last City directory consulted). It was a longstanding African American business owned and operated by Ennis L. and Joseph Montague. The demolition of these buildings marks the loss of the entirety of the grouping of mixed-use, commercial buildings on the north side of the street. The historic fabric important to telling the history of the block and the district has been permanently removed. **Staff finds the reconstruction of these buildings is crucial to maintaining the historic small-scale mixed-use nature of the block.**

Staff Analysis

Guideline Reference	Reference Text	Analysis
Standards For New Construction: Siting, page 46.	<p><i>2. New residential infill construction should respect the prevailing front and side yard setback patterns of the surrounding block. The minimum setbacks evident in most districts reinforce the traditional street wall.</i></p> <p><i>3. New buildings should face the most prominent street bordering the site.</i></p>	<p>The new construction will have a zero setback and will match the setback of the original storefronts that were demolished.</p> <p>The reconstructed storefronts will face the most prominent street, East Marshall Street.</p>
Standards For New Construction: Form, page 46.	<p><i>1. New construction should use a building form compatible with that found elsewhere in the historic district.</i></p> <p><i>2. New residential construction should maintain the existing human scale of nearby historic residential construction in the district.</i></p> <p><i>3. New residential construction and additions should incorporate human-scale elements such as cornices, porches and front steps into their design.</i></p>	<p>The reconstructed storefront will be based off of the dimensions of the demolished 3304-3306 East Marshall Street which were documented and measured by the project architect.</p> <p>The reconstructed 3304 East Marshall Street will be 21' wide and approximately 15' tall. It will replicate the large storefront windows and side vestibules of the original building. 3306 East Marshall Street will be 23' 7" wide and approximately 15' tall. The reconstruction will replicate the storefront windows and the center vestibule entrance. The scalloped front façade parapet will be reconstructed as well, matching the dimensions of the original, and using still existing, similar commercial buildings in the district as reference.</p> <p>Storefront widths have been documented by the project architect and are referenced on an official survey of the site prior to the buildings demolition.</p> <p>The two demolished buildings were constructed during a time when the built environment of dense urban neighborhoods were more human-centric, constructing commercial buildings close to the sidewalk and with large storefront windows and entrances. Staff finds that the proposed reconstruction adequately references the original dimensions, design, and placement of the demolished buildings, maintaining their inherent human scale.</p>
Standards For New Construction: Height, Width, Proportion, & Massing, page 47.	<p><i>1. New residential construction should respect the typical height of surrounding residential buildings.</i></p> <p><i>2. New residential construction should respect the vertical orientation typical of other residential properties in surrounding historic districts.</i></p>	<p>The reconstructed buildings will be based off of the design and dimensions of the demolished buildings.</p>

	<p><i>3. The cornice height should be compatible with that of adjacent historic buildings.</i></p>	
<p>New Construction: Doors and Windows, page 49.</p>	<p><i>3. The size, proportion, and spacing patterns of doors and window openings on free standing, new construction should be compatible with patterns established within the district.</i></p>	<p>The reconstructed buildings will be based off of the design and dimensions of the windows and doors that were present on the original buildings.</p>
<p>New Construction: Commercial Storefronts, page 49.</p>	<p><i>1. Historically, storefronts were defined by simple piers, large storefront windows, a cornice, a signboard and/or attached signage, and awnings. The new storefront should be compatible with other historic storefronts within the district.</i></p> <p><i>2. Street level storefront facades should not have blank walls. Shops enhance the streetscape by providing visual interest to passersby.</i></p>	<p><i>3304 East Marshall Street -</i></p> <p>Prior to the illegal demolition of the property, the storefront appeared to be relatively intact with some alterations such as an area of vinyl siding and a large metal sign frame. Historic images indicate that the area above the storefront windows may have been a transom window or a traditional signboard. Based on other examples in the district of similar commercial buildings, staff believes that a transom window or sign board existed beneath the vinyl siding above the storefront windows.</p> <p>The reconstruction design plans indicate that the storefront windows will have division that resemble historic storefront configurations in the district.</p> <p><i>3306 East Marshall Street -</i></p> <p>Prior to the illegal demolition of the property, the storefront appeared to have been significantly altered as compared to historic photographs, having an aluminum storefront and a missing signboard. Historic photographs indicate that the storefront windows were larger and there was a large transom/signboard.</p> <p>The plans to reconstruct the storefront show that it will be a new aluminum storefront that increases the size of the storefront to be more in-keeping with the historic size of the window, and will also include windows that resemble transoms. Staff supports the design of the reconstructed building.</p>
<p>New Construction - Materials, page 53</p>	<p><i>2. Materials used in new construction should be visually compatible with original materials used throughout the surrounding neighborhood.</i></p> <p><i>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</i></p>	<p>The illegally demolished buildings were constructed of brick with glass storefronts. The masonry was painted. 3304 East Marshall Street had a flat roof with a small mansard portion on the façade with a painted stamped tin roof. 3306 East Marshall Street had a large scalloped front parapet wall that was clad in an unknown material.</p> <p>Because the demolition was done illegally without a demolition permit or CAR review,</p>

	<p><i>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.</i></p> <p><i>6. For larger-scale projects that involve communal garbage collection (such as dumpsters or other large collection device), these garbage receptacles should be located away from the primary elevation or elevations of the building (preferably to the rear) and screened from view</i></p>	<p>the demolition was not completed in a way that was sensitive to the historic materials of the two buildings, therefore many of the bricks and other materials used in the original construction have been lost or damaged beyond reuse.</p> <p>The applicant states in the application that only 75-100 brick units were salvaged from the demolition site, which is not enough to use on the entirety of the reconstructed buildings. <u>Staff recommends that the salvaged bricks be incorporated into the reconstructed store fronts, or in some way used to commemorate the lost structures.</u></p> <p>The reconstructed storefront located at 3304 East Marshall Street will be clad in Redland - Driftwood Modular or Pine Hall - Milestone Modular Brick. Both brick types are finished to have a molded and age appearance. The new storefront will feature a black or dark bronze anodized aluminum frame. Staff notes that the storefront of the demolished building had been replaced with an aluminum/metal storefront configuration. The fascia will be wood painted SW6258. New roof tin shingles with match the original, having a horseshoe design and painted SW6207.</p> <p>The reconstructed storefront located at 3306 East Marshall Street will be clad in Redland - Driftwood Modular or Pine Hall - Milestone Modular Brick. Both brick types are finished to have a molded and age appearance. The new storefront will feature a black or dark bronze anodized aluminum frame. Staff notes that the storefront of the demolished building had been replaced with an aluminum/metal storefront. The knee board will be a cementitious panel with applied molding painted SW6258. The Cornice will be wood and painted SW6258. The molded parapet panel will be a cementitious panel and painted SW7008. The projecting Trim/Parapet cap will be wood and painted SW7008. Metal coping will be painted SW7069.</p> <p>The applicant has submitted a specification sheet for the new stamped tin roof that will be used on 3304 East Marshall Street. Staff finds that the proposed material adequately resembles the original.</p>
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Figures

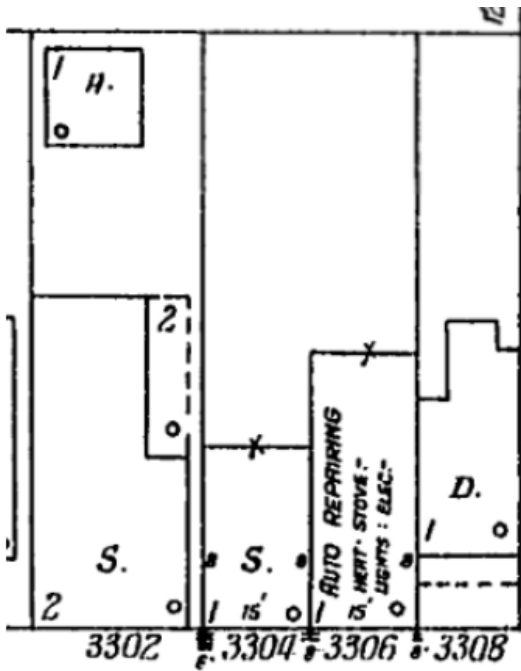


Figure 1. 1924-1925 Sanborn Map showing 3302, 3304, 3306 and 3308 East Marshall Street.

Figure 2. July 2021 elevation showing 3304-3306 East Marshall Street.



Figure 3. 2003 photo of 3302 East Marshall Street (demolished).

Figure 4. Historic photo of 3306 East Marshall.



Figure 5. Historic photograph showing 3302-3306 East Marshall Street



Figure 6. Historic photograph showing 3308 East Marshall Street (demolished).



Figure 7. View of 3304-3306 East Marshall Street facades facing west.



Figure 8. View of 3304-3306 East Marshall Street facades facing east.



Figure 9. View of buildings across the street, on the south side of east Marshall Street



Figure 10. View facing west on East Marshall Street.