



Commission of Architectural Review

1. COA-167466-2025	Final Review	Meeting Date: 6/24/2025
Applicant/Petitioner	Jennifer Mullen	
Project Description	Modify the main elevation of a warehouse structure to install a new commercial storefront and door	
Project Location		
Address: 210 W Marshall Street		
Historic District: Jackson Ward		
<p>High-Level Details:</p> <p>The applicant proposes to rehabilitate an extant warehouse building, altering the façade to include a new large storefront window.</p> <p>The building was constructed in 1970 and doesn't contribute to the overall character and history of development of the district.</p>		
Staff Recommendation	Approval, with Conditions	
Staff Contact	Alex Dandridge, Alex.Dandridge@RVA.gov, (804)646-6569	
Previous Reviews	The Commission reviewed conceptual plans for a new four-story apartment building on this site in February 2023; however a final application was never submitted.	
Staff Recommendations	<ul style="list-style-type: none"> Any new exterior venting, hoods, and HVAC be placed in a location that is not visible from the public right-of-way. 	

Staff Analysis

Guideline Reference	Reference Text	Analysis
New Construction, Storefront Facades, pg. 55	<p><i>1. Historically, storefronts were defined by simple piers, large storefront windows, a cornice, and a signboard and/or attached signage.</i></p> <p><i>2. Street-level commercial facades should not have blank walls. Commercial activity at the ground-floor level enhances the streetscape by providing visual interest to passersby.</i></p>	<p>The extant building is rectangular in form. Its façade features two small rectangular windows with a center door. The applicant is proposing to remove these windows and doors and surrounding brick, installing a new aluminum storefront system.</p> <p>The new storefront windows will be defined by large glass that will create more transparency and connection to the street at the pedestrian scale, unlike the existing fenestration.</p>
Standards for Rehabilitation, Commercial Construction, pg. 58	<p><i>4. Materials and modifications typically considered inappropriate for use on most historic structures include: replacing historic wood storefront with aluminum storefront, enameled panels, stone veneer, textured wood siding, artificial siding, wood shingles, mansard roof, metal awnings and plastic shutters.</i></p>	<p>While aluminum storefront systems are not typically recommended by the <i>Guidelines</i>, given the age of the building, and its lack of contribution to the character of the Jackson Ward COHD, staff finds the aluminum appropriate. Furthermore, the used of a metal storefront could also be considered compatible with the industrial past of the building, as well as help the storefront read as a modern alteration that did not previously exist.</p>
Building Elements, Windows, Window Maintenance, pg. 69	<p><i>8. The number, location, size or glazing pattern of windows should not be changed by cutting new openings, blocking out windows or by installing replacement sash that do not fit the original window. Changes to existing windows or the addition of new windows along a secondary elevation will be considered by the Commission on a case-by-case basis.</i></p>	<p>The new storefront windows will be installed on a primary elevation. While the <i>Guidelines</i> state that, “new windows along a secondary elevation will be considered by the Commission on a case-by-case basis”, the new storefront windows will increase the buildings connection to the street more so than if it were to remain in its current design. The storefront will introduce a pedestrian scale element that is currently missing on his building, but present on many other historic buildings in the Jackson Ward COHD.</p>

It is the assessment of staff that, with the conditions above, the application is consistent with the Standards for Rehabilitation and New Construction outlined in Section 30-930.7 (b) and (c) of the City Code, as well as with the Richmond Old and Historic Districts Handbook and Design Review Guidelines, specifically the pages cited above, adopted by the Commission for review of Certificates of Appropriateness under the same section of the code.

Figures



Figure 1. 210 West Marshall Street façade, June 2025.



Figure 2. 210 West Marshall Street façade, June 2025.

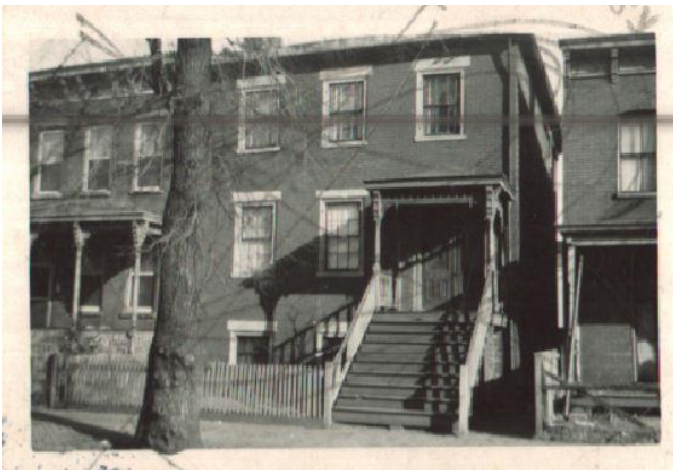


Figure 3. Original building located at 210 West Marshall Street, 1950s. *Demolished*