



**Staff Report**  
**City of Richmond, Virginia**

RICHMOND PLANNING &  
 DEVELOPMENT REVIEW



**Commission of Architectural Review**

6. COA-126477-2023	<b>Final Review</b>	<b>Meeting Date: 3/28/2023</b>
<b>Applicant/Petitioner</b>	Pari Valad	
<b>Project Description</b>	Install a mural on a secondary elevation of a previously painted masonry building.	
<b>Project Location</b>		
<b>Address:</b> 301 W Broad Street		
<b>Historic District:</b> West Broad Street		
<b>High-Level Details:</b> The applicant proposes to install a mural on painted brick. The mural will take up the full scale of the building. The mural is not considered a sign by zoning.		
<b>Staff Recommendation</b>	<b>Approval, with Conditions</b>	
<b>Staff Contact</b>	Samantha Lewis, 804-646-5207, Samantha.lewis@rva.gov	
<b>Previous Reviews</b>	None.	
<b>Conditions for Approval</b>	<ul style="list-style-type: none"> <li>The lintels and sills not be painted, and that the design stay below the molding on the third floor as to not obscure the brick diamond pattern. Final mural design indicating that these architectural elements will not be painted as part of the mural to be submitted to staff for administrative review and approval.</li> </ul>	

**Staff Analysis**

Guideline Reference	Reference Text	Analysis
<b>Paint, p. 63, #1</b>	Do not paint historic brick or stone masonry that has not previously been painted.	The building at 301 W Broad Street is a masonry building, already painted a light blue-gray color. Staff notes that photographs show the building being painted as far back as 1988.

		Staff believes a mural on the side elevation would be appropriate.
<b>Standards for Signage, p. 75, #1</b>	Adding a mural to a previously-painted, non-primary elevation of a contributing building will be considered on a case-by-case basis.	The building is considered contributing to the West Broad Street Historic District. The building features granite lintels and sills. The building was first used by RE Burks and Company Furniture. The 1986 nomination form notes that the building is painted, and further says, "The storefront is modern and of no interest" but also notes that the building is handmade.
<b>Standards for Signage, p. 75, #2</b>	Murals painted on primary facades are not permitted.	The proposed mural will be painted on a secondary façade, the elevation facing Madison Street. Staff notes the Commission approved an 8-story building on the 200 Block of West Broad Street that will be located directly to the east of the subject property across Madison Street.
<b>Standards for Signage, p. 65, #4</b>	A mural should not obscure or distort the historic features of a building.	The nomination form calls out the granite lintels and sills, the brick arches, and brick diamonds above the third story windows as being character defining. The proposed design appears to partially paint or fully paint some of the window lintels and sills and not paint others. The nomination form specifically calls out the granite lintels and sills on this building. <u>Staff recommends the lintels and sills not be painted, and that the design stay below the molding on the third floor as to not obscure the brick diamond pattern. Final mural design indicating that these architectural elements will not be painted as part of the mural to be submitted to staff for administrative review and approval.</u>
<b>Standards for Signage, p. 75, #5.</b>	Murals should be in compliance with the general signage requirements for Old and Historic Districts, where applicable.	Staff notes that this mural is not considered a sign by the underlying zoning. Based on photographs, it appears the building had painted signs on the side bay closest to W. Broad Street and on the front elevation. (Figure 7).

*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. Façade photo



Figure 2. Proposed side elevation to be painted.



Figure 3. 1924-1925 Sanborn map

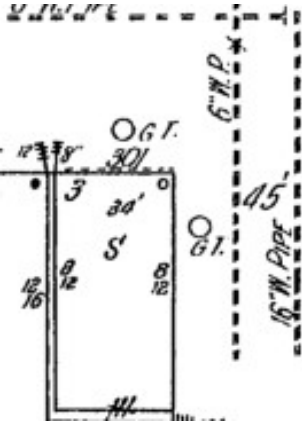


Figure 4. 1988 Madison St Side Elevation



Figure 5. 1988 Front and side photo



Figure 6. Excerpt from the nomination form

301-303 West Broad Street: brick (painted) with a metal cornice; 3 stories; flat roof; 4 bays; commercial (store); Italianate, c. 1905. Granite sills and lintels were used on the Broad Street facade. Second-floor windows have rectangular transoms, third-floor windows have arched heads with brick moldings defining the arch. A brick diamond is placed between each of the windows, and there is a recessed panel between each window. This building was first used by R. E. Burk's & Company, Furniture. The storefront is modern and of no interest. The building is handmade and makes a contribution to the district.

Figure 7. 1955 Assessor Card photo



Figure 8. Example of CAR approved mural where stone lintels were not authorized to be painted.

