

2. COA-073680-2020

PUBLIC HEARING DATE

June 23, 2020

PROPERTY ADDRESS

416 W. Broad Street

DISTRICT

Broad Street

APPLICANT

Jam One Realty, LLC



Commission of
Architectural Review

STAFF REPORT

STAFF CONTACT

Carey L. Jones

PROJECT DESCRIPTION

Paint exterior of building and install new awning.

PROJECT DETAILS

- The applicant proposes to paint the exterior of the building and install signage on a ca. 1890, two-story, mixed-use building built in the Italianate style.
- The applicant proposes to paint the majority of the exterior in Rockwood Dark Green (SW 2816), the window sashes in Tricorn Black (SW 6258), and use Roycroft Bottle Green (SW 2847) as a trim color.
- The applicant requests permission to install a blade sign, 24" in width, 14" in height, and 3" depth and an awning that spans the width of the façade.
- The applicant also proposes to restore the glass in the transom windows and install new LED wall sconces.



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STAFF RECOMMENDATION

APPROVE WITH CONDITIONS

PREVIOUS REVIEWS

The Commission has not previously reviewed this application. In October 2019, staff approved new roof materials on the rear porch and replacement gutters and downspouts.

STAFF RECOMMENDED CONDITIONS

- Any unpainted masonry remain unpainted
- Any new glass be clear, and not tinted or covered in a reflective coating
- The cornice and trim be painted one color

STAFF ANALYSIS

Paint, Masonry Buildings, All Styles, pg. 65

Trim – yellow, dark grey, green-black, tan, deep red, olive green

Sashes – white, blacks, neutrals

The applicant proposes to paint the majority of exterior in Rockwood Dark Green (SW 2816), the window sashes in Tricorn Black (SW 6258), and use Roycroft Bottle Green (SW 2847) as a

Paint, Historic Masonry, pg. 63	1) <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.</i>	trim color. Staff finds the proposed paint scheme is in keeping with the Commission's paint palette. Staff recommends approval with the condition that <u>any unpainted masonry remain unpainted.</u>
Paint, Frame Structures #5, pg. 65	<i>Individual details in cornices and columns should <u>not</u> be emphasized with additional color.</i>	Though the present color scheme includes individual elements painted a contrasting color, staff finds that this is not consistent with the guidelines and <u>recommends the cornice and trim be painted one color.</u>
Standards for Signage, Projecting Wall Signs, pg. 74	<i>Projecting Wall Signs may be made of wood or metal and may be hung from brackets or otherwise mounted on buildings in order to hang perpendicular. These signs are intended to be viewed from a moderate distance and close at hand by pedestrians.</i>	Staff finds that the proposed sign is in keeping with the standards for projecting wall signs and the general guidelines for signs. <u>Staff recommends approval of the projecting wall sign.</u>
Window Replacement and/or Reconstruction, pg. 69	<i>10. The architectural appearance of original windows should be used as a model for new windows. Changes in the sash, depth or reveal, muntin configuration, frame or glazing is strongly discouraged. New glass should not be tinted or receive reflective coatings.</i>	The applicant proposes to restore the existing transom glass. Staff finds that this is not the original fenestration pattern and recommends approval of the restoration of the glass with the condition that <u>any new glass be clear, and not tinted or covered in a reflective coating.</u>
Awning Design & Placement, pg. 72	<p>1. <i>Awnings should be placed carefully so that building elements or existing materials are not damaged or obscured.</i></p> <p>2. <i>The size and placement of awnings should not interfere with existing signs, distinctive architectural features of the building or with street trees or other elements along the street.</i></p> <p>4. <i>The use of metal, plastic or overly ornate fabric awnings should be avoided.</i></p>	The applicant proposes to install a new awning that spans the entire width of the facade. Staff finds the proposed awning is in keeping with the guidelines and recommends approval of the new awning.
Signs on Awnings, pg. 72	<i>8. The front panel or valance of an awning may be used for signage as long as the resulting square footage, when added together with all other signage for a particular building, does not exceed the maximum allowed by the zoning code. It is the responsibility of the applicant to obtain the approval of the zoning department, if necessary. In most cases, signage on awnings is allowed only in non-residential areas. Letters may be sewn, screened or painted onto the awning fabric.</i>	The applicant proposes to add a company name and logo to the awning. Staff finds that awnings are a traditional place for signage and recommends approval of the awning. Staff recommends the applicant consult the Zoning Department to determine if the combined logos and branded phrases meets the existing zoning codes.
Guidelines for Administrative Approval of Light Fixtures	<i>Items delegated for staff review: wall sconces and porch ceiling lanterns on the street façade of building that are compatible with the scale and style of the historic building.</i>	The applicant proposes to install two small (4" 5/8 width, 7" 1/4 in height, and 7 1/4" in depth) wall sconces on either side of the entrance door. Staff finds that the proposed location and design of the sconces are in keeping with the administrative approval guidelines and

recommends approval of the sconces.

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. Facade, 416 W Broad St, assessor's photo