

**COMMISSION OF ARCHITECTURAL REVIEW
STAFF REPORT
April 24, 2018, Meeting**

6. COA-033457-2018 (C. Johnson)

**2201 East Franklin Street
St. John's Church Old and Historic District**

Project Description:

Install a halo lit blade sign.

Staff Contact:

M. Pitts

Description of Existing Structure: The existing structure is a former tobacco warehouse of which the Commission recently approved the rehabilitation. The building is a four story brick warehouse built about 1890, a three story brick addition to the south built prior to 1925, and a small three story addition incorporated into the property by 1950. The applicant is received rehabilitation tax credits for this project.



2201 East Franklin (April 2018)

Proposal: The applicant is proposes to install a projecting blade sign at the north corner of the building at the intersection of East Franklin and North 22nd Street. The sign will be attached into the mortar joint with the bottom of the sign being approximately 19'-6" above grade. The sign will be approximately 8' in height and will project 4'-6" from the building. The sign will be double sided, metal with acrylic letters, and internally illuminated.

Staff recommends approval of the project with conditions. In general, the proposed sign meets the Standards for Signage contained on pages 74-75 of the *Richmond Old and Historic Districts Handbook and Design Review Guidelines* as large scale blade signs like the sign proposed are characteristic of Richmond's historic commercial areas, and the sign installation will not obstruct or harm any historic fabric. As the Guidelines note that projecting signs should project from the building no more than four feet (pg. 74), staff recommends the proposed sign project a maximum of 4 feet from the building corner rather than the proposed 4.5 feet. The Guidelines specify that signs should not be internally illuminated (pg. 75, General Signage Guidelines #7). Staff recommends the proposed sign be externally illuminated in a manner to be administratively reviewed and approved by staff rather than the proposed internal illumination.

The Commission's approval should be conditioned upon the work being performed in conformance with the Part II Tax Credit application approval and conditions. In addition, the applicant should submit any additional conditions subsequently imposed by DHR or the National Park Service to CAR staff for administrative review and approval.

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