



Commission for Architectural Review

Application for Certificate of Appropriateness

900 E. Broad Street, Room 510
Richmond, VA 23219 | (804)-646-7550
www.rva.gov/planning-development-review/commission-architectural-review



Property (location of work)

Address: 219-225 West Broad Street, Richmond, VA 23220

Historic District: Broad Street

Applicant Information ☐ Billing Contact

Name: Rick Fischl

Email: rfischl@smbw.com

Phone: 804.715.0135

Company: SMBW, PLLC

Mailing Address: 111 Virginia Street, Suite 111
Richmond, VA 23219

Applicant Type: ☐ Owner ☐ Agent ☐ Lessee

☒ Architect ☐ Contractor ☐ Other (specify):

Owner Information ☒ Billing Contact

☐ Same as Applicant
BSA 219 Gas, LLC c/o Christian Kiniry

Name: _____

Email: ckiniry@bankstreetadvisors.com

Phone: 804.262.1585 x 301

Company: Bank Street Advisors, LLC

Mailing Address: 10120 West Broad Street
Suite J

Glen Allen, VA 23060

****Owner must sign at the bottom of this page****

Project Information

Project Type: ☐ Alteration ☐ Demolition ☒ New Construction (Conceptual Review Required)

Description (attach additional sheets if needed):

See attached

Acknowledgement of Responsibility

Compliance: If granted, you agree to comply with all conditions of the certificate of appropriateness (COA). Revisions to approved work require staff review and may require a new application and approval from the Commission of Architectural Review (CAR). Failure to comply with the conditions of the COA may result in project delays or legal action. The COA is valid for one (1) year and may be extended for an additional year, upon written request and payment of associated fee.

Requirements: A complete application includes all applicable information requested on checklists available on the CAR website to provide a complete and accurate description of existing and proposed conditions, as well as payments of the application fee. Applications proposing major new construction, including additions, should meet with staff to review the application and requirements prior to submitting an application. Owner contact information and signature is required. Late or incomplete applications will not be considered.

Zoning Requirements: Prior to Commission review, it is the responsibility of the applicant to determine if zoning approval is required and application materials should be prepared in compliance with zoning.

Signature of Owner

Date

8-25-21

Certificate of Appropriateness Application Instructions

In advance of the application deadline, please contact staff to discuss your project, application requirements, and if necessary, to make an appointment to meet with staff for a project consultation. The CAR website has additional project guidance and required checklists:

www.rva.gov/planning-development-review/commission-architectural-review

Staff Contact: (804)-646-7550 | Emily.Routman@richmondgov.com

Submission Instructions

Certain exterior work can be administratively approved by Staff. Please contact staff via email with the project address in the subject line. Submit the following items via email to staff:

- One (1) signed and completed application (PDF) – property owner's signature required
- One (1) copy of supporting documentation, as indicated on appropriate checklist (PDF)
- Application fee, if required, will be invoiced via the City's Online Permit Portal. Payment of the fee must be received before the application will be scheduled. Please see fee schedule brochure available on the CAR website for additional information.
- **Application deadlines are firm.** All materials must be submitted by the deadline to be considered at the following Commission meeting. Designs must be final at the time of application; revisions will not be accepted after the deadline. Incomplete and/or late applications will not be placed on that month's agenda.
- A complete application includes a signed application form, related checklist, legible plans, drawings, elevations, material specifications, and payment of the required fee as described in Sec. 30-930.6(b).
- The Commission will not accept new materials, revisions, or redesigns at the meeting. Deferral until the following month's meeting may be necessary in such cases to allow for adequate review by staff, Commissioners, and public notice, if required.

Meeting Schedule and Application Due Dates

- The CAR meets on the fourth Tuesday of each month, except for December when it meets on the third Tuesday.
- The hearing of applications starts at 4:00pm via Microsoft Teams. The owner and/or applicant is encouraged to attend the meeting.
- All applications are due at 12 noon the Friday after the monthly CAR meeting, except in December, when applications are due the following Monday. For a list of meeting dates and submission deadline dates for each meeting please visit www.rva.gov/planning-development-review/commission-architectural-review or contact staff.
- Exception: Revisions to applications that have been deferred or conceptually reviewed at a CAR meeting can be submitted nine (9) business days after that meeting in order to be reviewed at the following meeting. Please contact staff to confirm this date.

Fees

- Full Demolition: **\$1,500**
- New construction/addition to a building other than for a single- or two-family dwelling or accessory building, including multi-family or mixed-use developments: **\$500**
- New construction/addition to a single- or two-family dwelling, or accessory building: **\$250**
- Amendments to previous certificates of appropriateness (COAs) concerning non-structural alterations, changes to signage, and changes to plans: **\$150**
- Extension of a certificate of appropriateness (COA): **\$25**



smbw

219-225 W. Broad Street

Commision of Architectural Review

Application for Certificate of Appropriateness - Concept Review / 08.26.22

01 | Project Description

Project Description

219-225 W. Broad Street

CONTEXT

The proposed development is located in the Broad Street District at the combined parcels of 219 W. Broad Street, and 225 W. Broad Street, which share a common lot line. With a total of 0.26 acres, both parcels have frontage onto Broad Street at the primary face, and a public alley at the rear face. Given 225 W. Broad Street is a corner lot, it additionally fronts onto N. Madison Street at its secondary face.

Constructed in 1918, 219 W. Broad Street is a three-story infill building with a basement that previously served as home to the Natural Gas Company of Virginia for most of its relevant life until its sale two years ago. The building features brick facades, an iron storefront facing W. Broad Street, and a window/facade ordering system akin to many of the low-rise infill buildings in the district. Additionally there is unique, historic signage on the primary and secondary facades. Currently, the building is in a highly deteriorated state with significant structural, water, and finish damage of which were present at the time of the building sale.

225 W. Broad Street is a privately parked surface lot upon which a one-story professional office building was present until it's demolition in the late 1990's. Originally constructed in the early 1920's, the building once served as a post office for a significant period of its life. The current parking lot features a brick and wrought-iron fence around its entire perimeter with small planter beds incorporated into the depth of the fence along Madison and Broad. Entry to the parking lot is currently off the public alley at the rear.



Project Description

219-225 W. Broad Street

PROPOSED DEVELOPMENT

The project utilizes both properties cohesively to develop a vibrant mixed-use development to breathe new life into the site. The remaining historic structure will pair with a modern, but respectfully complimentary, structure so as to bring needed residential density to the block and reactivate the street corner of W. Broad Street and N. Madison Street. The project consists of street-fronting commercial space, multifamily dwelling units, a dedicated multifamily tenant street-fronting entry, tenant amenity spaces, and off-street parking.

While the existing three-story facade and general massing of 219 W. Broad is maintained, the new massing at the corner 225 W. Broad Street lot is an eight-story above grade zero-lot-line structure. Additionally, a basement level under the entirety of both parcels is incorporated to provide the project with the vast majority of required off-street parking as prescribed by the City of Richmond Zoning regulations in the applicable B-4 district. The entirety of the building mass is contained within the prescribed 1:4 incline planes defining the allowable building envelope, and the development both programmatically and architecturally is by-right.

Though the B-4 zoning regulations support the implementation of above-grade parking structures, the owner and design team deem such a solution inappropriate given the historical fabric and architectural expression of the entire district where no such precedent exists. The only proposed above-grade parking exists in the form of several surface spots within the building envelope and accessed from the rear alley, shielded architecturally from view on the public street frontage. Given the constrained size of the corner lot, it is not feasible to provide drive-ramp access and the necessary parking count solely within the basement footprint of the corner lot parcel, hence the design utilizes both sites for the garage footprint.

The needed parking solution, the general deterioration of the existing building, and the desire to create a denser, more viable urban building necessitates the partial removal and reconstruction of the 219 W. Broad Street building. The project maintains and restores the W. Broad Street facade in addition to the eastern adjoining party wall with the neighboring 217 W. Broad Street building. The new levels of the eight-story mass tie in and maintain the existing floor to floor relationships established. The owner and design team see the approach as a re-creation as opposed to pure demolition, as the primary and party-wall facades are maintained, preserving the 3-dimensional perception of the structure from the public view. The new massing also respectfully interfaces with the existing building in order to maintain its historic presence on the street and not overtake its visual impact.

The overall building has a concrete podium structure at the basement and first three levels, and a wood-framed construction above from level four through level eight. At its tallest point, the building is 89' high, with the single-membrane flat roof at 85' high, and a 4' tall parapet wall in order to screen rooftop mechanical equipment. The primary cladding material for the new massing is a thin-brick veneer, however architectural panels, stucco, and metal are used in select locations either as accents or in areas not visible from the public right-of-way. Aluminum storefront windows are used at the street-level of the podium, aluminum-clad single-hung windows at the remainder of the podium above, and composite single-hung windows above where they are not feasibly seen in detail from the street-level.

Project Description

219-225 W. Broad Street

KEY DESIGN REVIEW GUIDELINES INFORMING THE DESIGN

The project design was informed by the Chapter 3 Standards for New Construction (Including Additions): Commercial, in addition to the Standards for New Construction: Corner Properties - Commercial section.

SITING: While conforming to zoning setbacks and inclined planes, the new corner lot massing takes a further cue from adjacent buildings on the block to maintain the well-established street wall in addition to providing parking entirely not visible from the primary or secondary street frontages. Additionally, due the rear frontage onto a public alley, access to parking, back-of-house spaces, and trash collection are all strategically placed to be accessed from the alley rather than the primary or secondary street frontages.

FORM: The new corner lot design takes extensive cues from not just the immediate block, but the district as a whole. The placement of major program elements, facade ordering systems, fenestration patterns, cornice/roof lines, and floor-to-floor heights were influenced by the district and adjacent properties so as to strongly maintain the architectural identity of the neighborhood. The design presents as a modern piece of architecture that does not replicate a prevalent historic language, but rather reinterprets and compliments it.

HEIGHT, WIDTH, PROPORTION & MASSING: The new corner lot design, while proposed as one of the taller buildings in the district, remains within the precedent of overall building heights established in the district. In particular, it's shorter than the Quirk Hotel at the opposing end of the block. Due to the its wide mass, architectural bays are employed on the W. Broad Street facade to stay within the typical width/ordering systems present on the block of wider structures. Additionally, the N. Madison Street facade is visually broken so as not to provide a continuous imposing street wall. The new massing, given it's interface with the remaining 219 W. Broad Street elements, also preserves the feel of the original building's volume from the public view.

MATERIALS & COLORS: The primary cladding materials were chosen to compliment the existing palettes present on most every building in the district. The additional accents of architectural panels at signature window detailing and stucco at tertiary / non-visible facades from the public view, were also selected as a means to introduce modern building materials to employ a similar use and texture to their historic counterparts. Additionally, rooftop mechanical equipment and garbage collection are shielded from public view through architectural screening and/or locating them entirely concealed within the building interior.

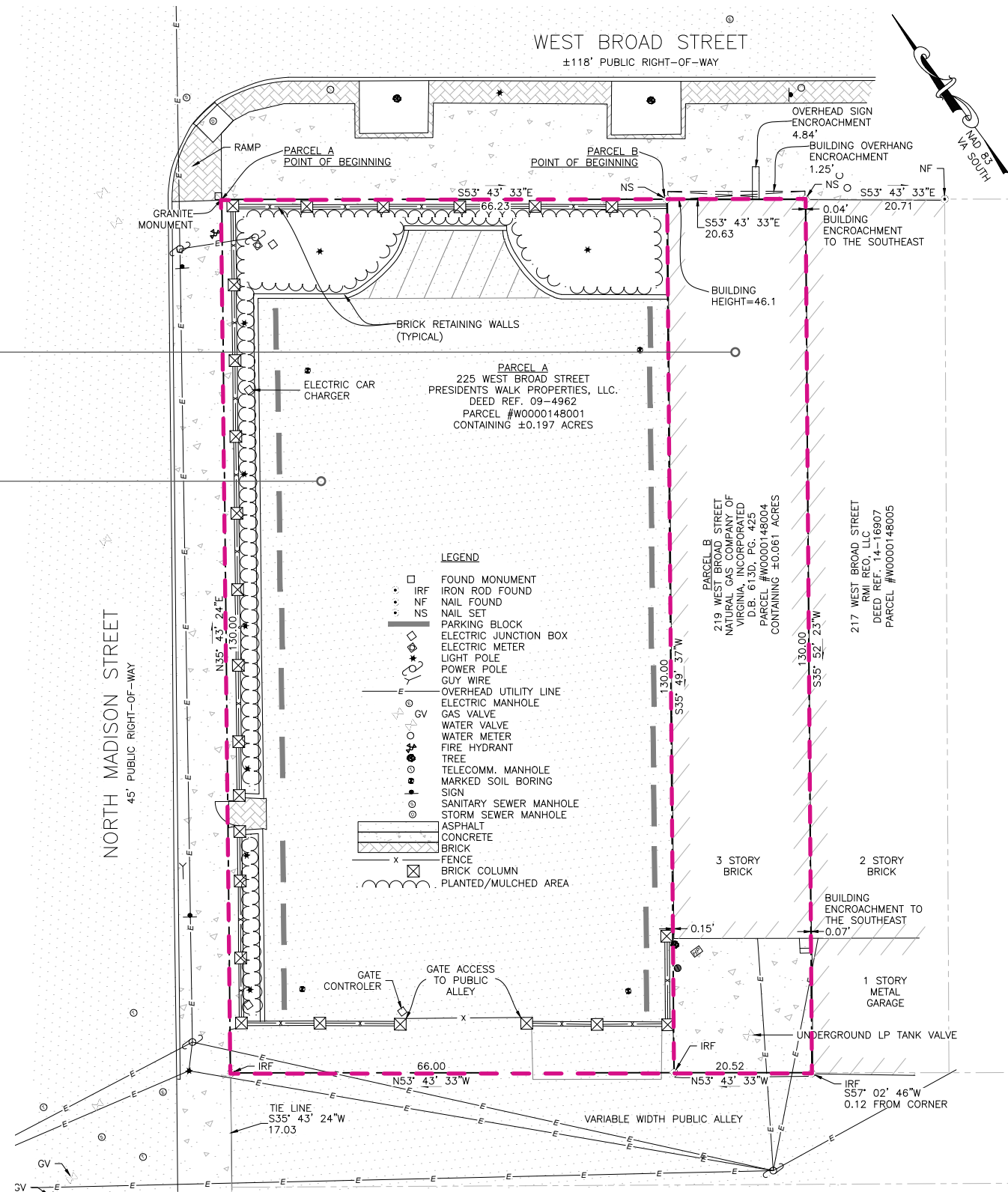
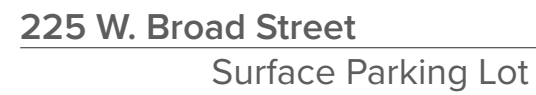
CORNER PROPERTIES: Akin to nearly all corner properties within the district, the W. Broad Street fronting storefront and podium turns the corner and continues back for a significant stretch of the facade along N. Madison Street to both respect that frontage and further activate the pedestrian experience. Commercial entrances front onto both streets, in addition to the residential lobby fronting on to N. Madison Street. The secondary facade additionally sees the same primary facade materials and ordering system, presenting a simplified but well-paired ordering system and fenestration pattern.

****Note, in addition to the Commision's Design Review Guidelines, the City's Richmond 300: A Guide for Grown guidelines as well as the applicable Monroe Ward POD Overlay Guidelines additionally informed the project design.*

02 | The Site

The Site

Existing ALTA Survey



The Site - Prior Conditions

Historic Photographs - 219-225 W. Broad Street

Image Notes

- 01 View from W. Broad Street across median
- 02 View from intersection of W. Broad Street and N. Madison Street

****Historic photographs courtesy of Virginia Commonwealth University Libraries*



The Site - Prior Conditions

Historic Photographs - 219-225 W. Broad Street

Image Notes

- 01 View from intersection of N. Madison Street and public alley
- 02 View from N. Madison Street looking down public alley

****Historic photographs courtesy of Virginia Commonwealth University Libraries*



The Site - Current Conditions

Existing Photographs - 219 W. Broad Street

Image Notes

- 01 View of front facade from W. Broad Street
- 02 View of rear facade from public alley
- 03 View of side facade from N. Madison Street



The Site - Current Conditions

Existing Photographs - 219 W. Broad Street

Image Notes

- 01 View of front entry door
- 02 View of front iron and glazed storefront
- 03 View of front historic blade signage
- 04 View of side historic wall-mounted signage



The Site - Current Conditions

Existing Photographs - 219 W. Broad Street

Image Notes

- 01 W. Broad Street commercial space at ground floor interior
- 02 Second floor interior depicting general building degradation
- 03 Third floor interior depicting failing assemblies and water damage



The Site - Current Conditions

Existing Photographs - 219 W. Broad Street

Image Notes

- 01 Basement interior depicting water damage and general building degradation
- 02 Rear facade and window interior depicting significant damage
- 03 Front facade and window interior



The Site - Current Conditions

Existing Photographs - 225 W. Broad Street

Image Notes

- 01 View from W. Broad Street
- 02 View from corner of W. Broad Street and N. Madison Street
- 03 View of alley from N. Madison Street



The Site - Context Conditions

Project W. Broad Street Block



The Site - Context Conditions

Key Corner Buildings in the Broad Street District



The Site - Context Conditions

Key Corner Buildings in the Broad Street District



Monroe Ward

Neighboring Development and Guidepoints

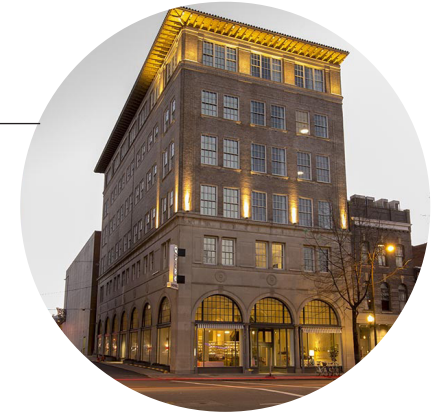
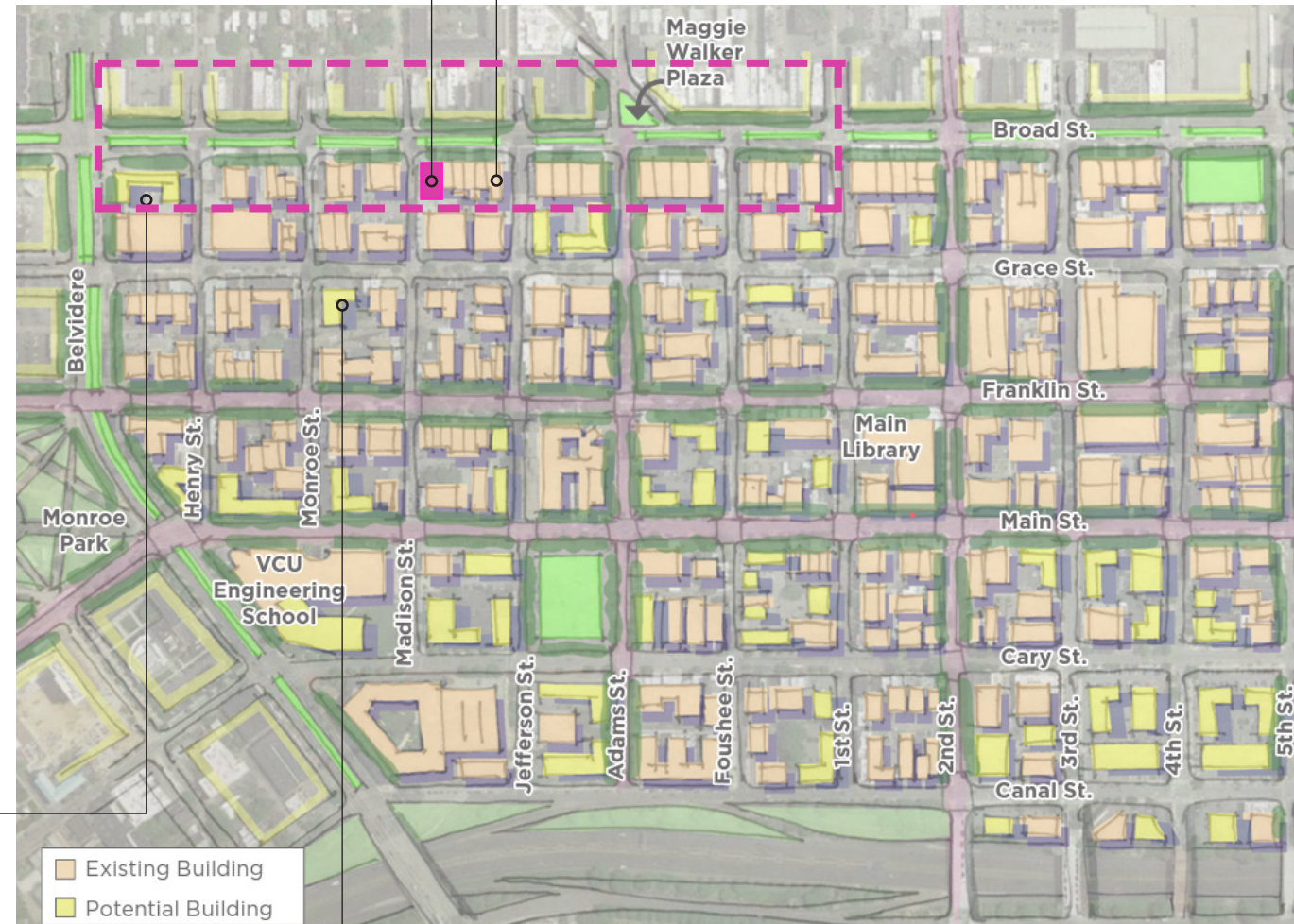
Project Site

219-225 W. Broad Street

Zoning: B4 - Business

General Zoning Requirments:

Incline Plane:	1:4
Open Space Ratio:	0.08 (min)
Floor Area Ratio:	6.0 (max)
Yards / Setbacks:	
Front:	Match Adj. Bldg.
Side:	None
Rear:	None



The Quirk Hotel
8-stories



Pinecrest, VCU
16-stories



VCU Arts and Innovation Building
9-stories

"Monroe Ward is transformed from the detached parking garage of the Downtown Core into a significant residential and office mixed-use district between two of the region's greatest concentrations of activity—the VCU Monroe Park Campus and the Downtown Core. Historic buildings are preserved and complemented by denser development on vacant lots that generate activity."

- The Richmond 300: A Guide for Growth, page 28

Richmond 300: Future Land Use

Downtown Mixed Use Designation

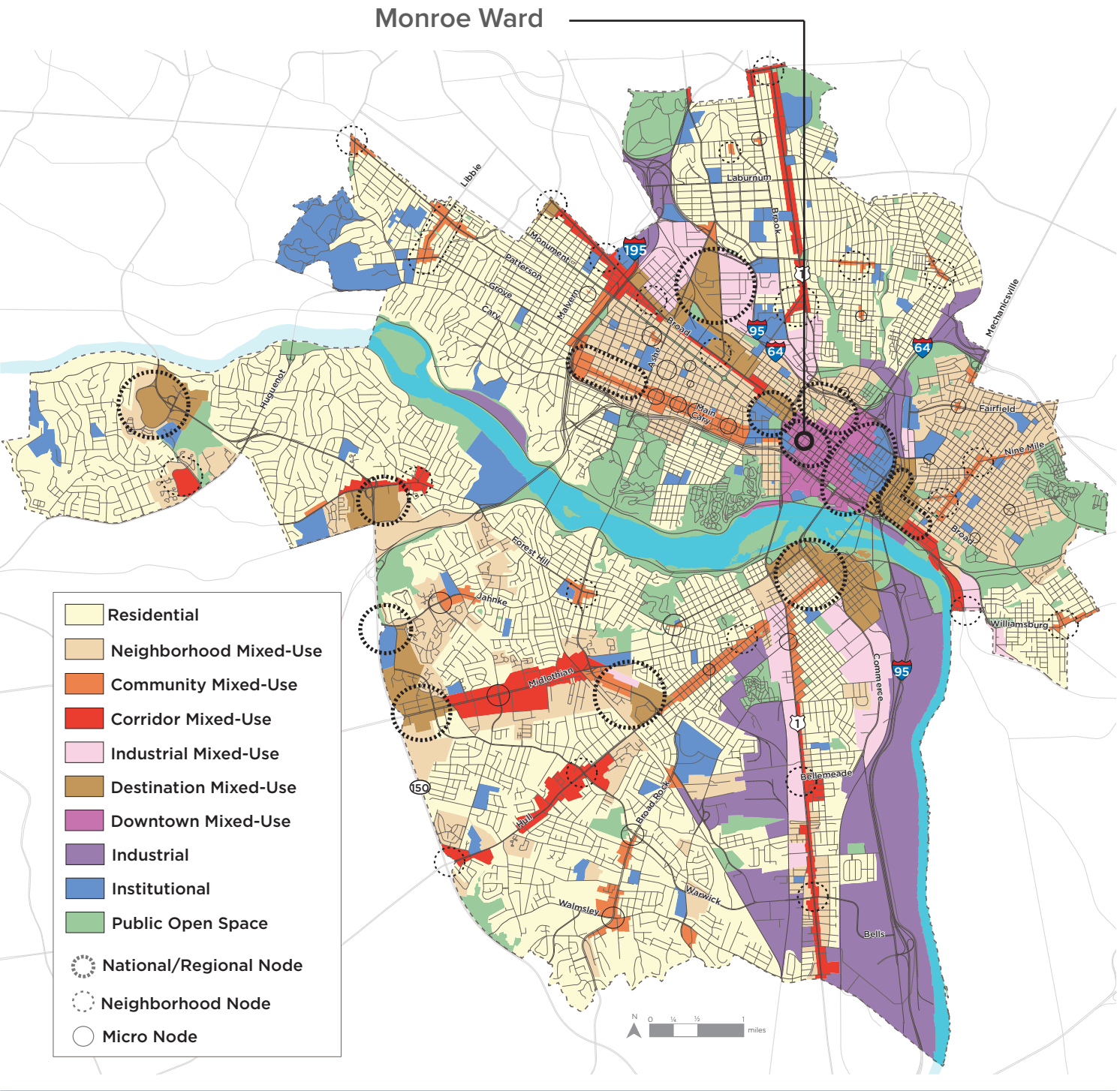


FIGURE 11 // Future Land Use Map

Downtown Mixed-Use

Central business district of the Richmond region features high-density development with office buildings, residential buildings, and a mix of complementary uses, including regional destinations in a highly-walkable urban environment.

Development Style: Higher-density pedestrian- and transit-oriented development encouraged on vacant or underutilized sites. Historic buildings are adapted for new uses. Future development should be urban in form and may be of larger scale than existing context. Plazas and setbacks create an engaging street life. Many buildings are vertically mixed-use.

New developments continue or introduce a gridded street pattern to increase connectivity.

Ground Floor: Ground floor uses engage with and enliven the street. Monolithic walls are discouraged, while windows, doors, storefronts, and other features that allow transparency and interaction between building and street are encouraged. Active commercial ground floor uses required on street-oriented commercial frontages.

Mobility: Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. Driveway entrances are required to be off alleys whenever possible; new driveways

are prohibited on priority and principal street frontages. Surface parking is prohibited as a principal use. Parking requirements are substantially less in these areas than other areas of the City and are largely eliminated.

Intensity: Buildings typically a minimum height of five stories.

Primary Use: Retail/office/personal service, multi-family residential, cultural, institutional, government, and open space.

Secondary Uses: Not applicable.



03



Proposed Design Approach

Proposed Selective Removal Remaining Elements

Legend



Existing Elements to Remain

219 W. Broad Street

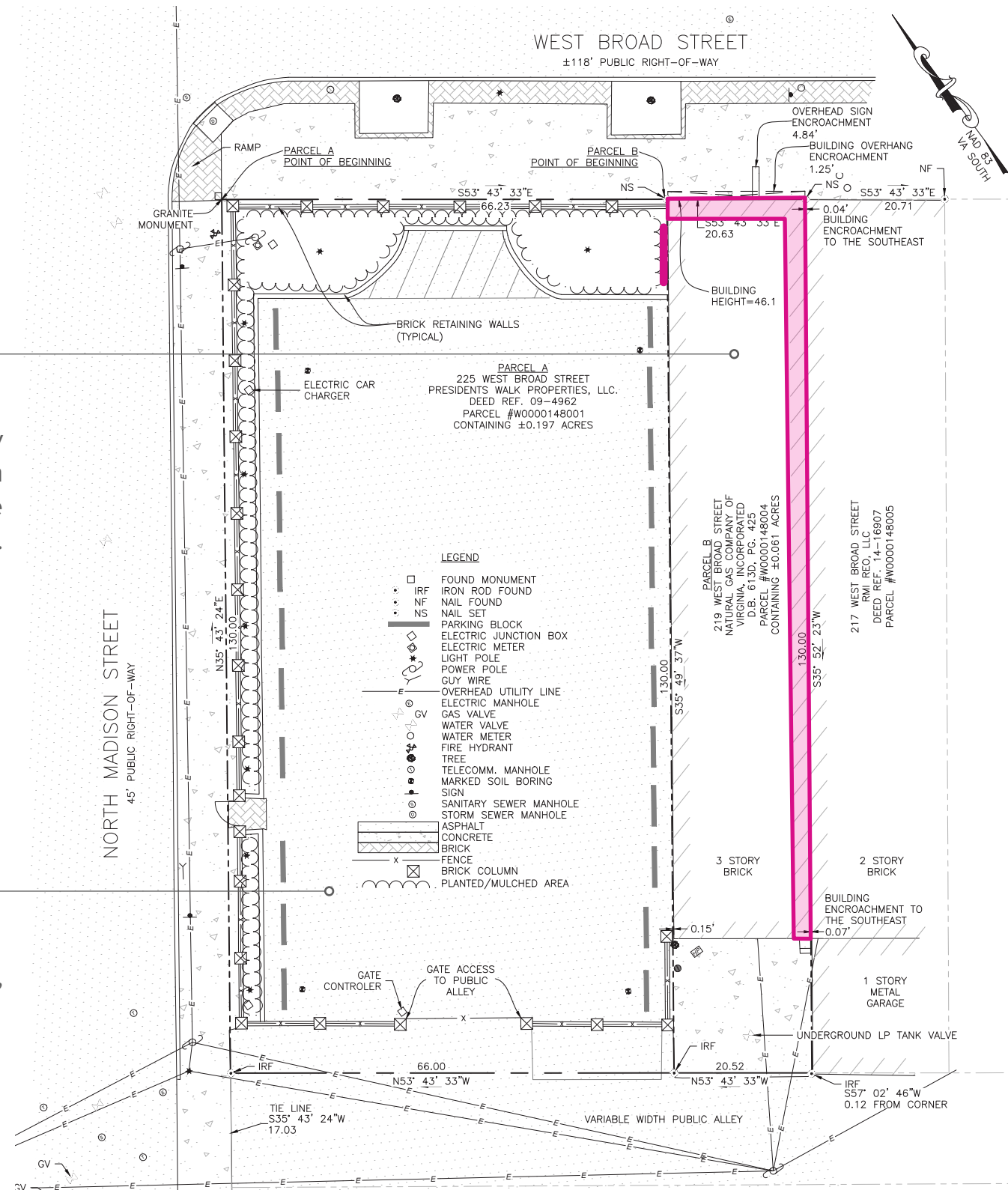
3-Story Building with a Basement

The primary facade facing W. Broad Street and the party wall adjoining 217 W. Broad Street to the east remain in place. Additionally, the historic building signage on the west facade is salvaged for re-use in new construction. The remainder of the building is removed.

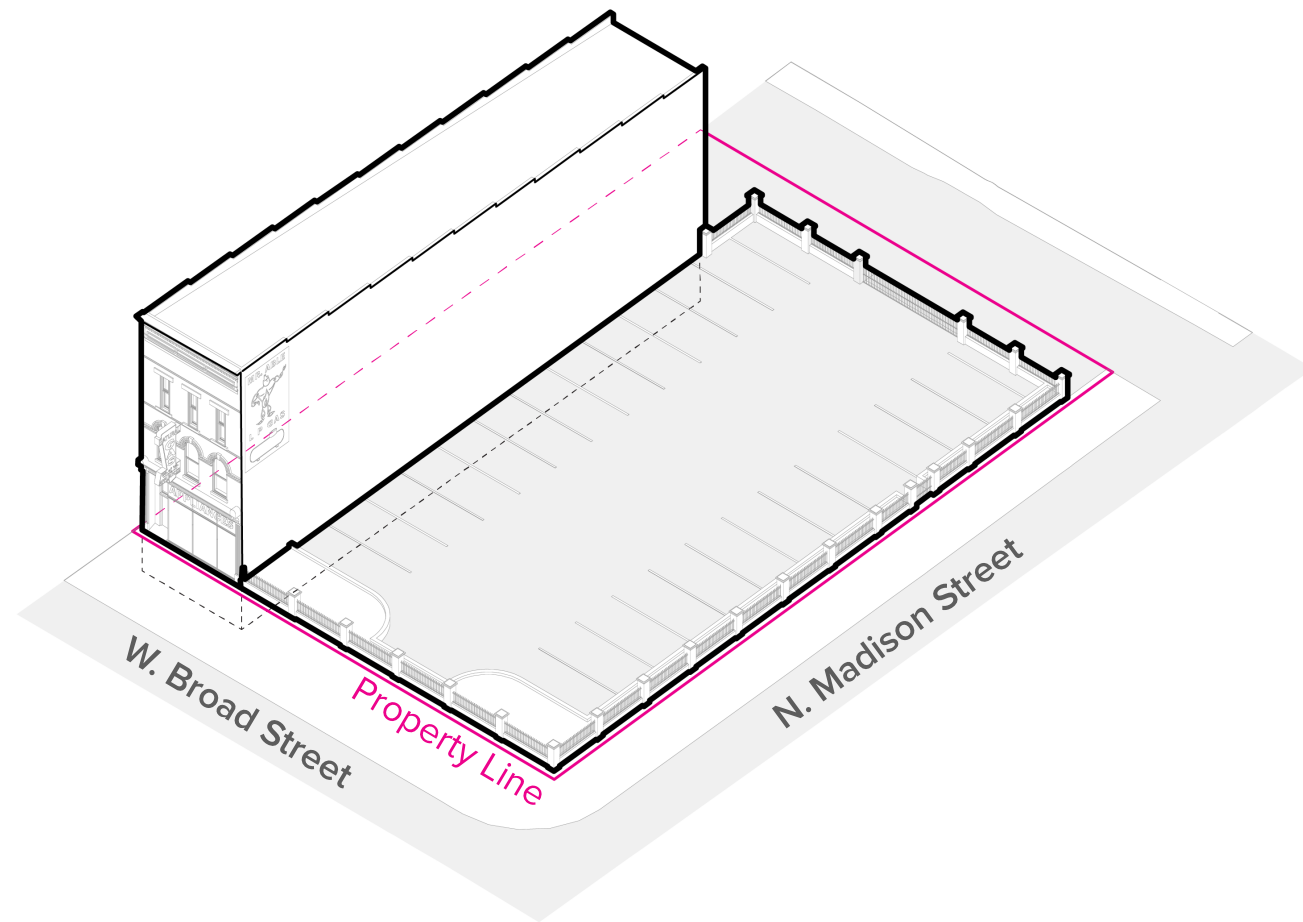
225 W. Broad Street

Surface Parking Lot

The entirety of the parking lot asphalt, site wall / fence, planters, and plantings are removed.

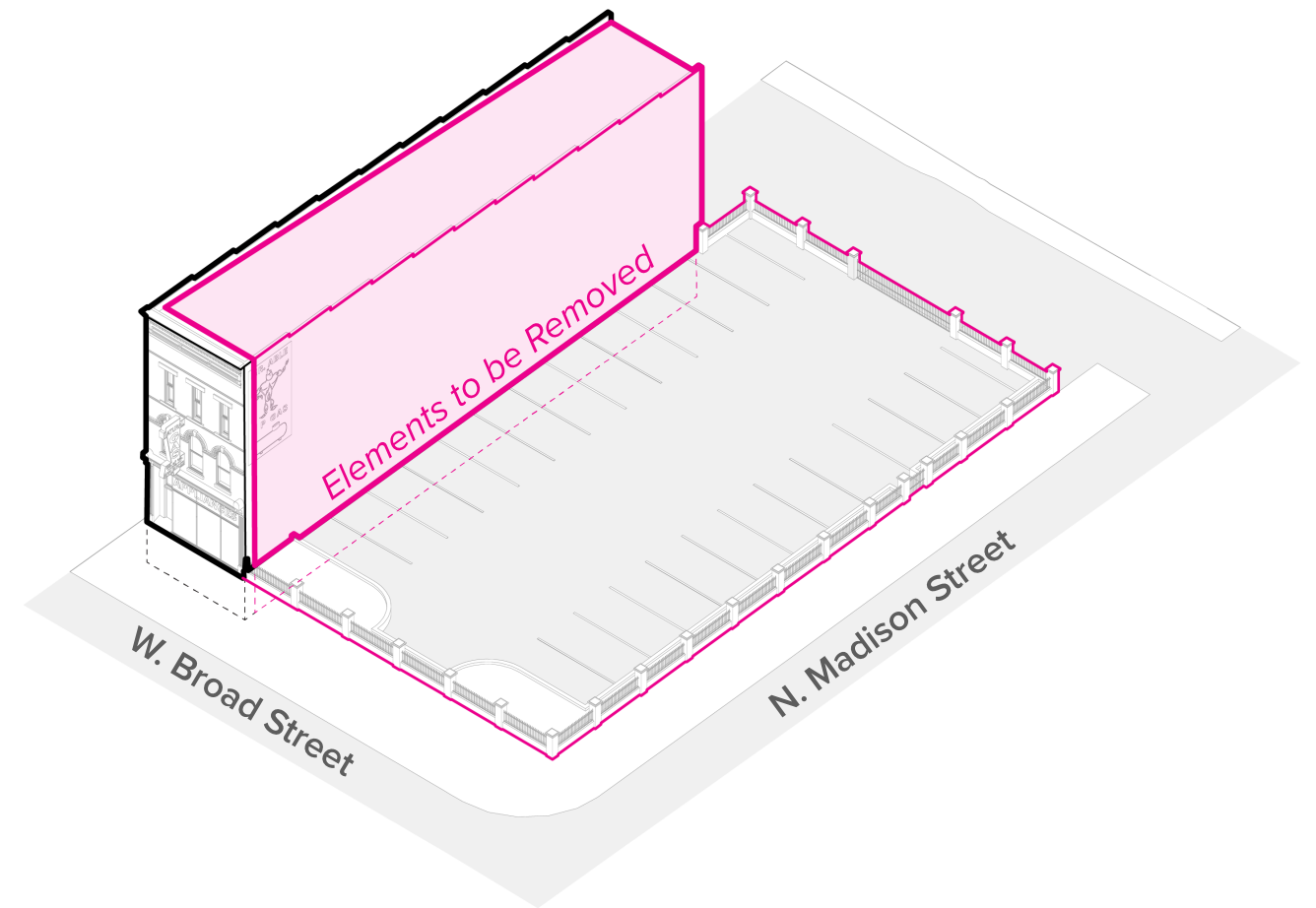


Proposed Selective Removal Remaining Elements



1. Existing Conditions

Building at 219 W. Broad Street and surface parking lot at 225 W. Broad Street as they exist today.



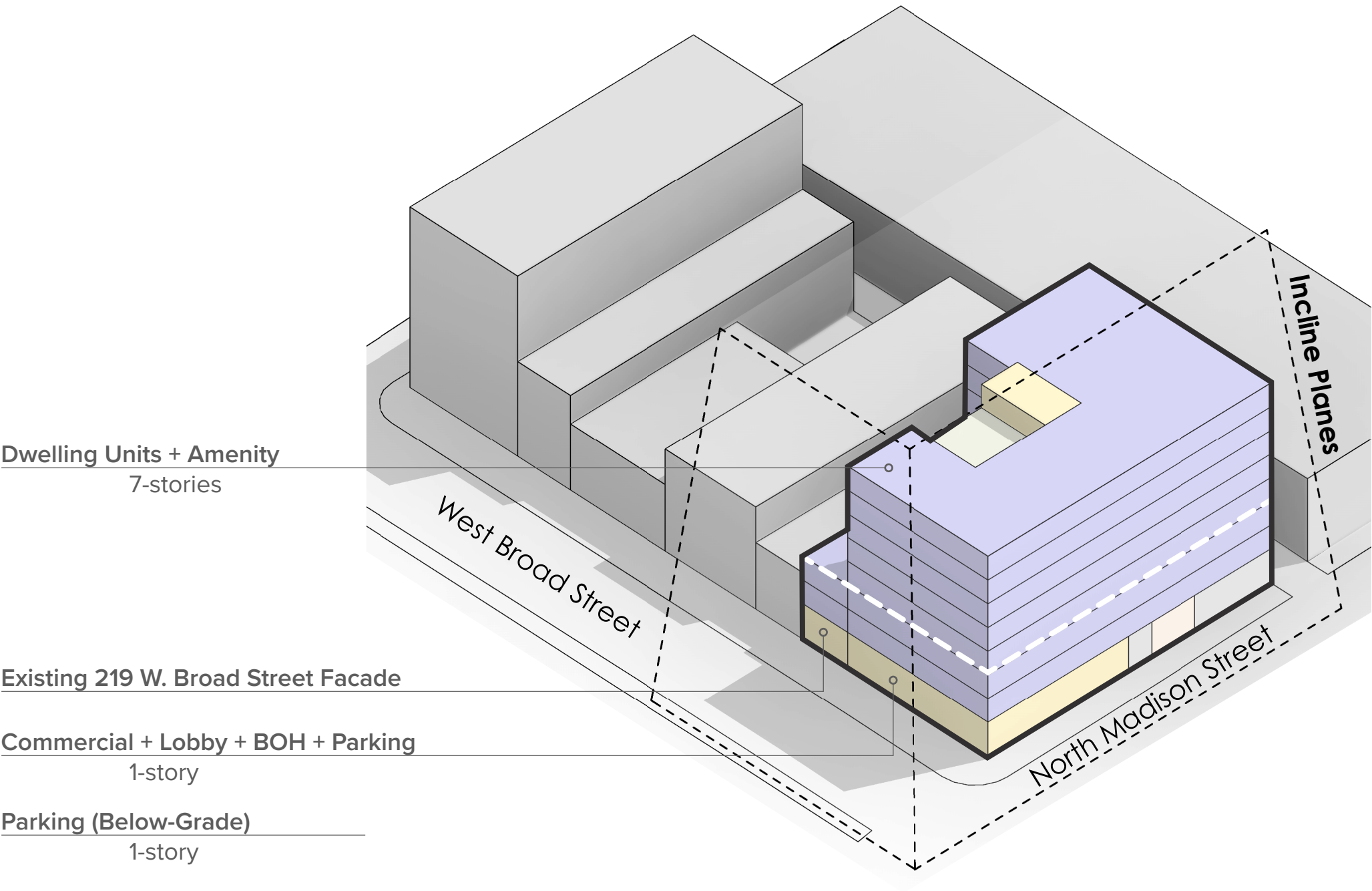
2. Existing Elements to be Removed

The primary facade facing W. Broad Street and the party wall adjoining 217 W. Broad Street to the east remain in place. Additionally, the historic building signage on the west facade is salvaged for re-use in new construction. The remainder of the building is removed.

Proposed Massing Axon Diagram

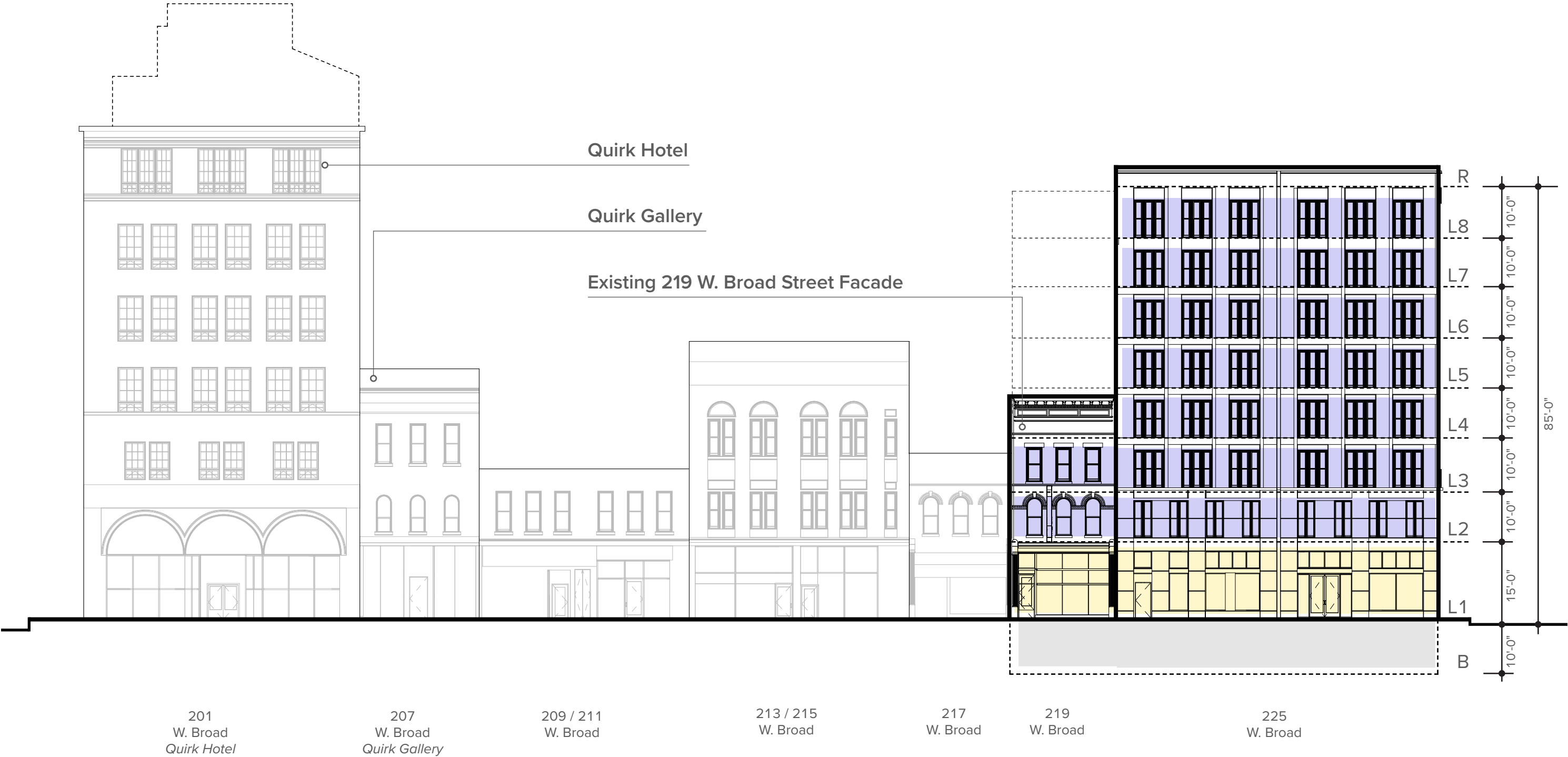
8 Stories + Basement

Program	Yield
Commercial	4,223 SF
Lobby / Amenity (Int.)	2,100 SF
Amenity (Ext.)	1,750 SF
Dwelling Units (1 Bedroom)	76 Units
Dwelling Units (Studio)	11 Units
Dwelling Units (TOTAL)	87 Units
Parking (At Grade)	5 Spaces
Parking (Below Grade)	21 Spaces
Parking (TOTAL)	26 Spaces



Proposed Massing Elevation Diagram

West Broad Street Block



Floor Plans

Level 01 / Ground Level

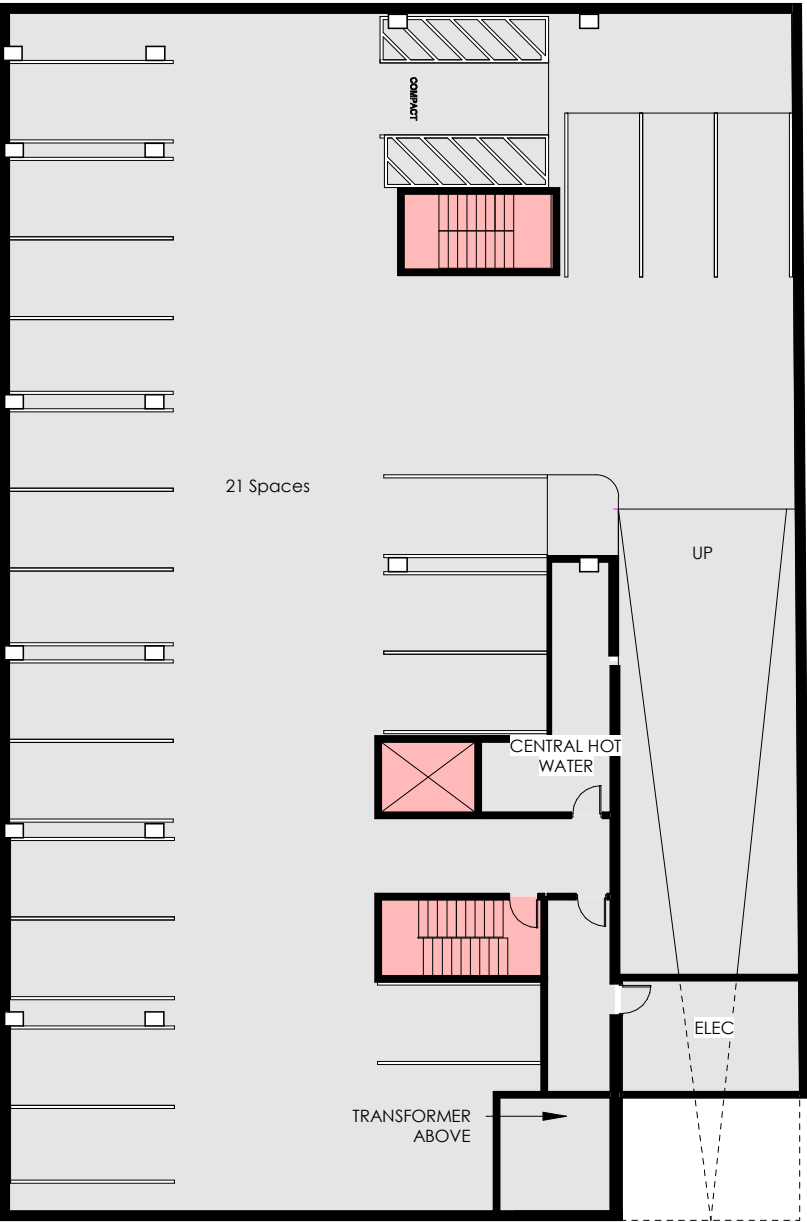
Level	Program Breakdown
B	Parking BOH
01	Commercial Multifamily Lobby / Amenity Parking BOH
02-03	Multifamily Amenity (Indoor/Outdoor) @ 02 Multifamily Dwelling Units
04-07	Multifamily Dwelling Units BOH (Pool Equipment Room) @ 07
08	Multifamily Amenity (Indoor/Outdoor) @ 08 Multifamily Dwelling Units



Floor Plans

Garage

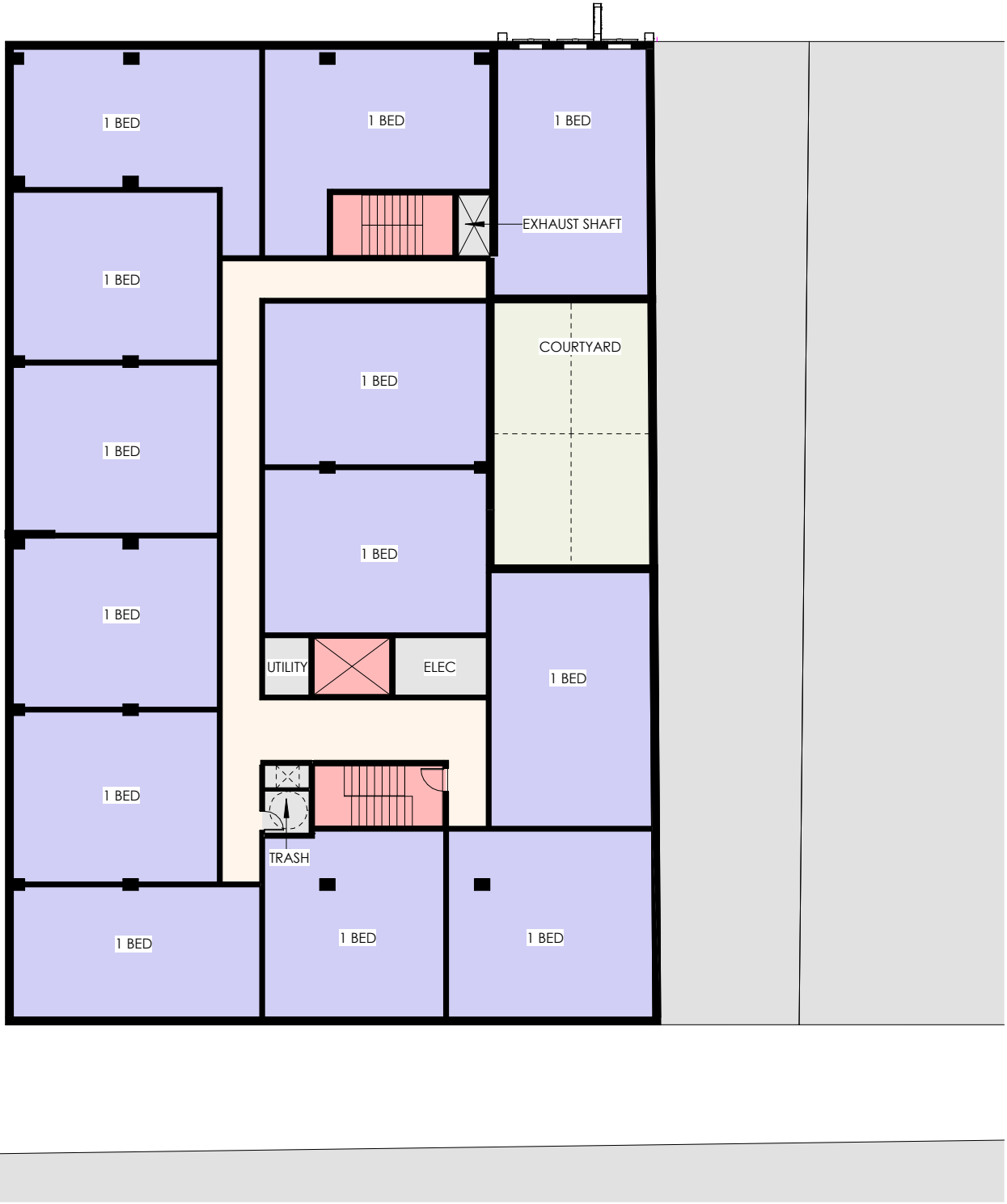
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Floor Plans

Levels 02-03

Level	Program Breakdown
B	Parking BOH
01	Commercial Multifamily Lobby / Amenity Parking BOH
02-03	Multifamily Amenity (Indoor/Outdoor) @ 02 Multifamily Dwelling Units
04-07	Multifamily Dwelling Units BOH (Pool Equipment Room) @ 07
08	Multifamily Amenity (Indoor/Outdoor) @ 08 Multifamily Dwelling Units



Floor Plans

Levels 04-07

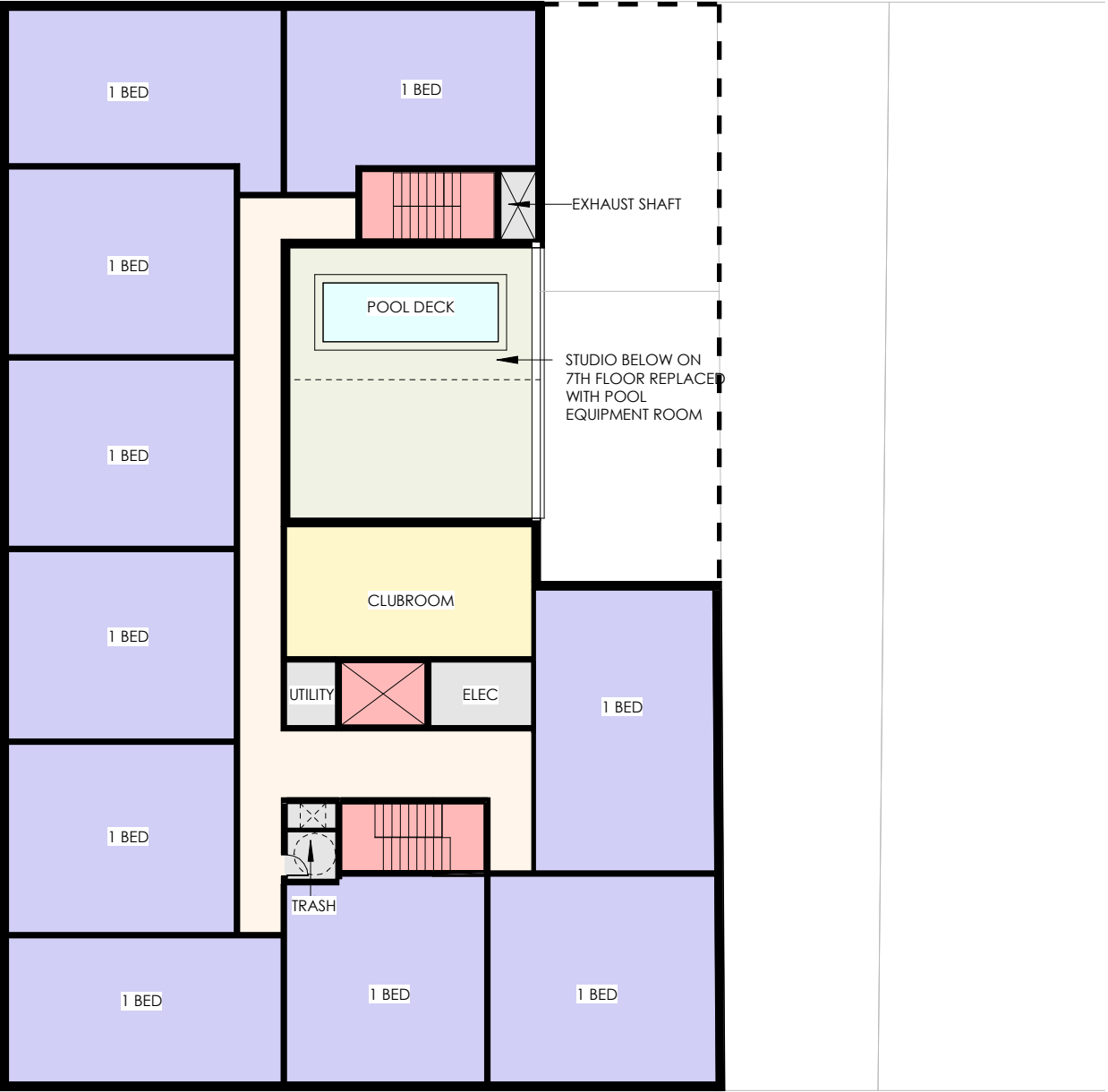
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04-07	Multifamily Dwelling Units BOH (Pool Equipment Room) @ 07
08	Multifamily Amenity (Indoor/Outdoor) @ 08 Multifamily Dwelling Units



Floor Plans

Level 08

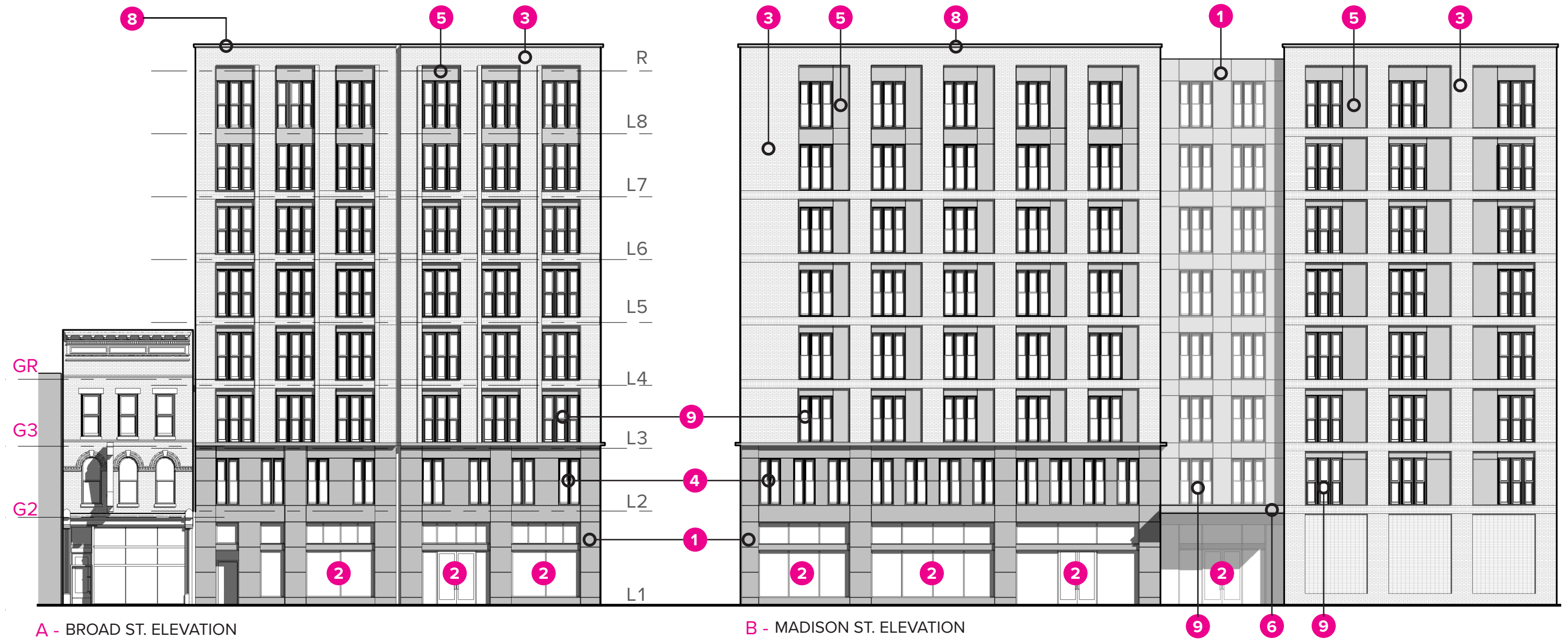
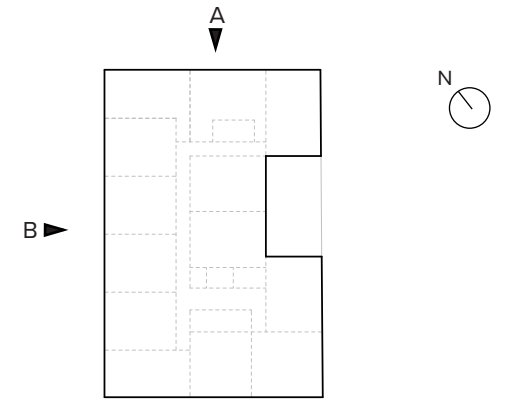
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04-07	Multifamily Dwelling Units BOH (Pool Equipment Room) @ 07
08	Multifamily Amenity (Indoor/Outdoor) @ 08 Multifamily Dwelling Units



Building Elevations

W. Broad Street / N. Madison Street Facades

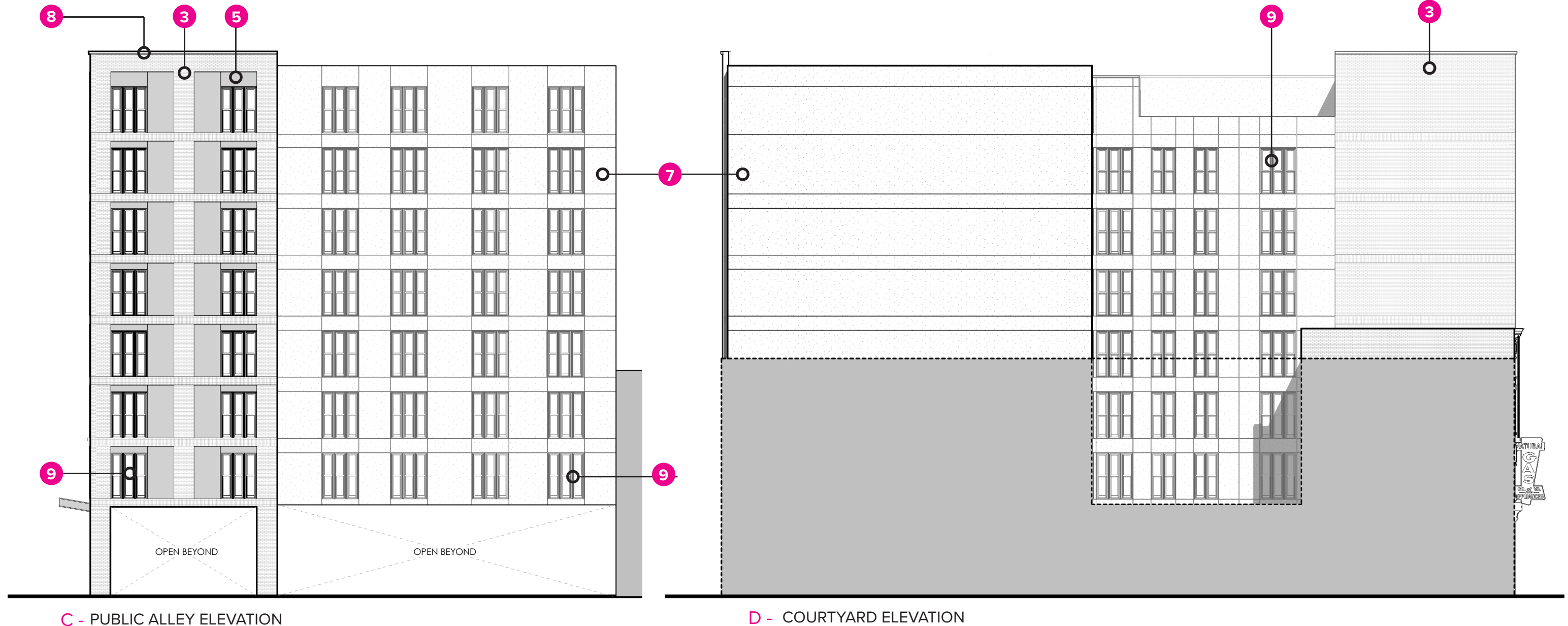
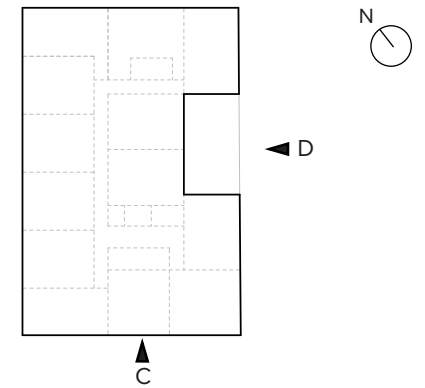
- 1** MEDIUM GRAY STUCCO
- 2** ALUMINUM STOREFRONT ASSEMBLY WITH CLEAR GLASS
- 3** THIN BRICK VENEER(LIGHT)
- 4** ALUMINUM CLAD WINDOWS
- 5** ARCHITECTURAL PANEL
- 6** METAL CANOPY
- 7** LIGHT GRAY STUCCO
- 8** METAL COPING
- 9** COMPOSITE WINDOWS



Building Elevations

Alley / Adjoining to 217 W. Broad Street Facades

- 1** MEDIUM GRAY STUCCO
- 2** ALUMINUM STOREFRONT ASSEMBLY WITH CLEAR GLASS
- 3** BRICK TYPE 1 (LIGHT)
- 4** ALUMINUM CLAD WINDOWS
- 5** ARCHITECTURAL PANEL
- 6** METAL CANOPY
- 7** LIGHT GRAY STUCCO
- 8** METAL COPING
- 9** COMPOSITE WINDOWS



04 | Perspectives

Perspectives

Street View at Corner of W. Broad Street + N. Madison Street



Perspectives W. Broad Street



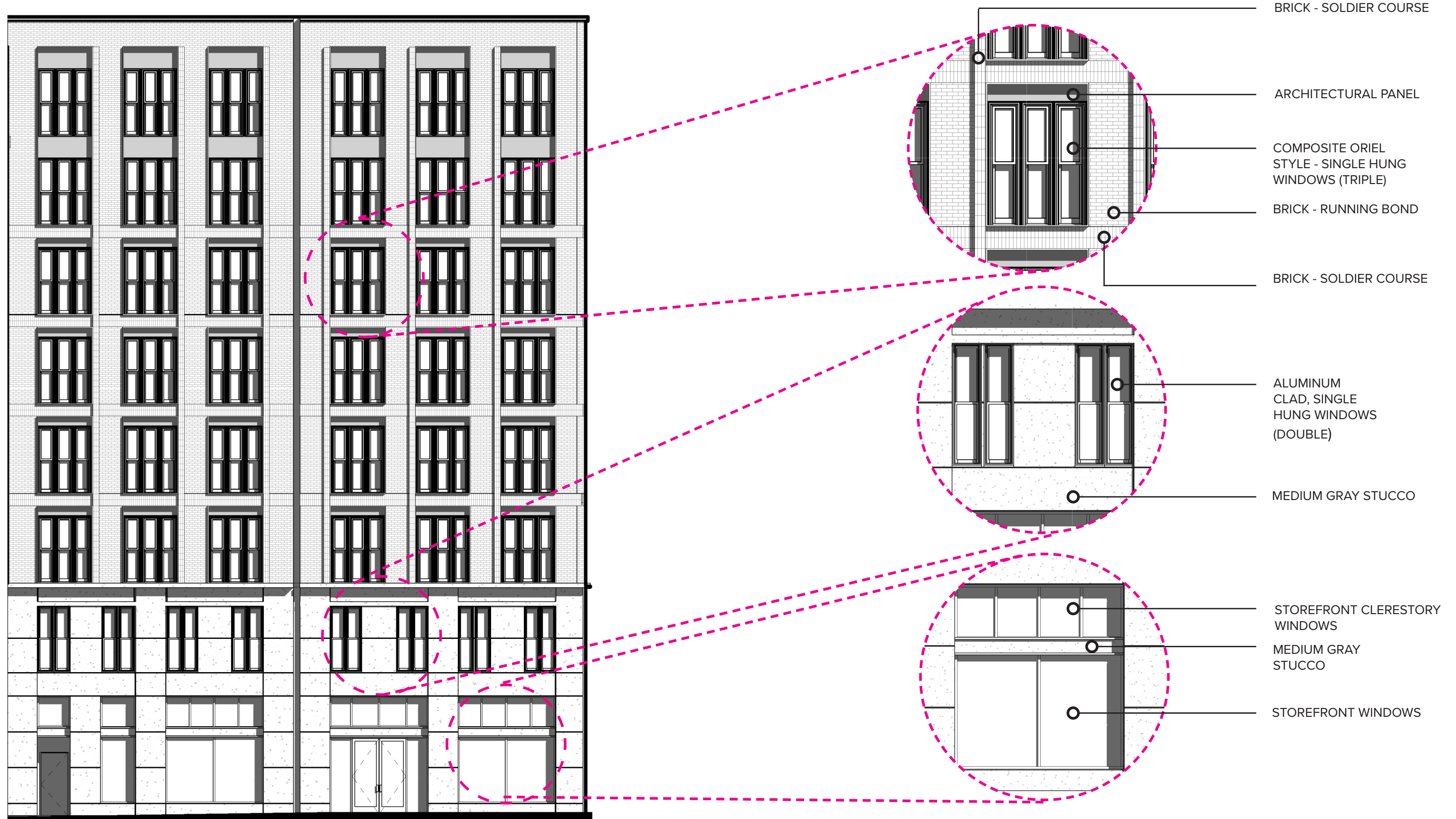
Perspectives

N. Madison Street



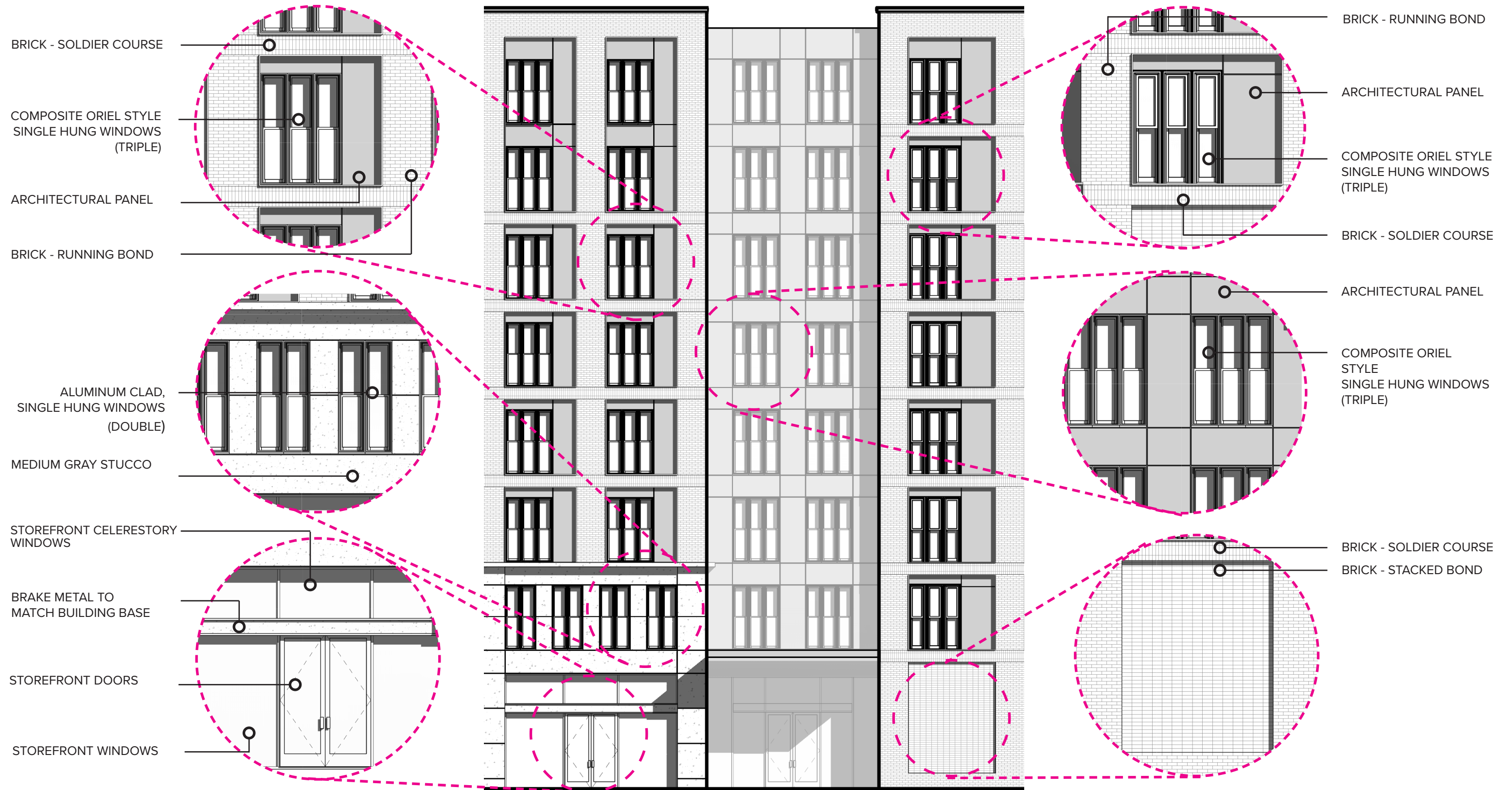
05 | Materials + Details

Facade Language - Broad st. Glazing Systems



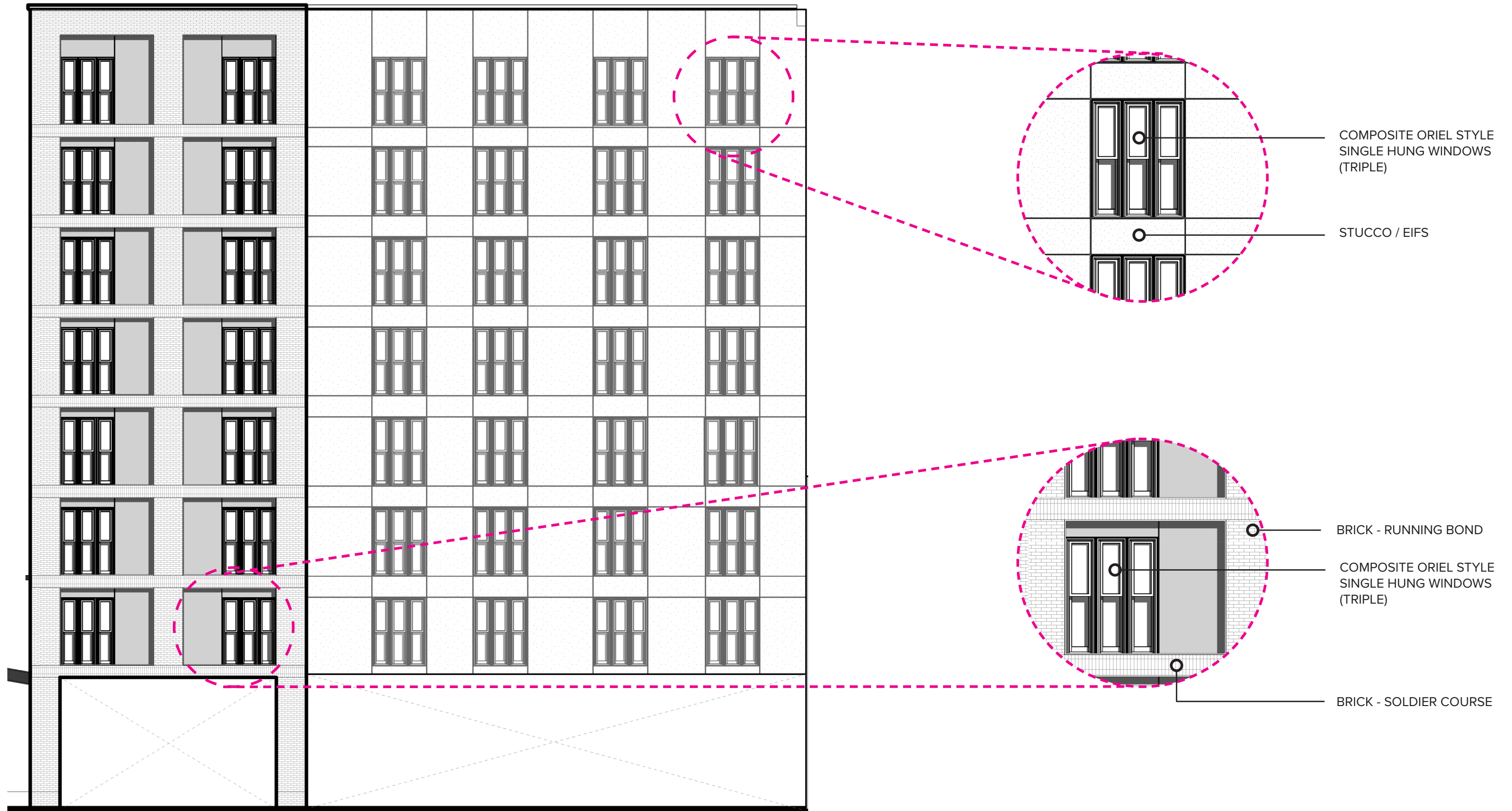
Facade Language - N Madison St.

Glazing Systems

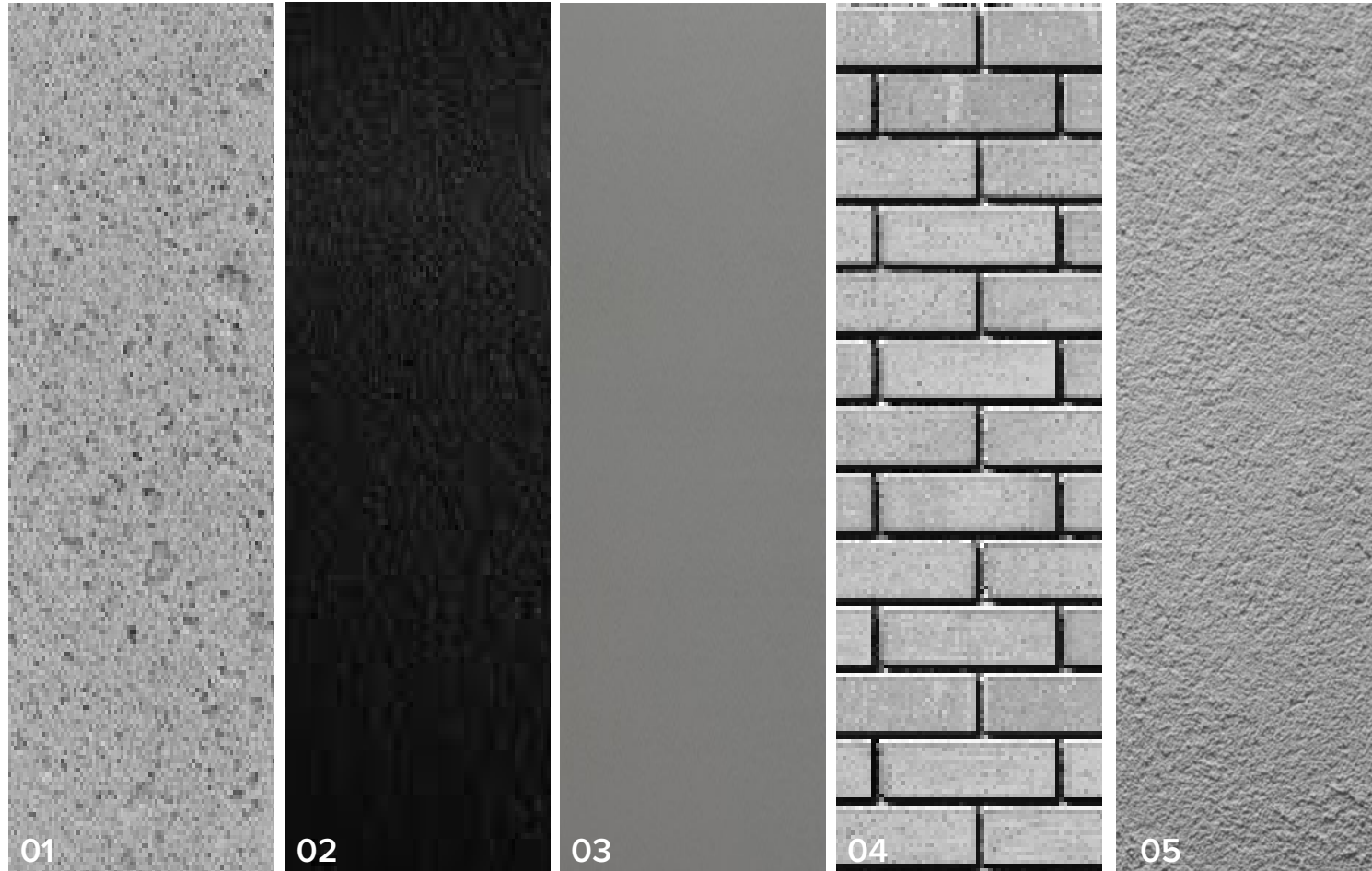


Facade Language - Alley

Glazing Systems



Facade Language Building Materials



- | | | | | | |
|----|--------------------|----|---------------------|----|-------------------|
| 01 | Medium Gray Stucco | 03 | Architectural Panel | 05 | Light Gray Stucco |
| 02 | Black Aluminum | 04 | Thin Brick Veneer | | |

