



Commission of Architectural Review

1. COA-186709-2026	Final Review	Meeting Date: 7/28/2026
Applicant/Petitioner	Rachel Zeeve	
Project Description	Paint mural on previously painted building	
Project Location		
Address: 2405 Jefferson Ave		
Historic District: Church Hill North		
High-Level Details: The applicant proposes a community-designed mural on the approximately 20-foot-high by 50-foot-long East Leigh Street elevation of a one-story brick building circa 1941. Local muralist Hamilton Glass will develop the final design through focus groups and sketches with youth served by Streamline Wellness Center. While the final design of the mural is yet to be created, the mural's themes will be centered around a youth-centered mural that celebrate resilience, family health, community wellness, and hope while reflecting the voices and creativity of young people.		
Staff Recommendation	Approval, with Conditions	
Staff Contact	Kevin Costanzo, Kevin.Costanzo@RVA.gov, (804)646-6335	
Previous Reviews	COA-188409-2026 (Signage Admin Approval)	
Staff Recommendations	- Mural be installed on a removable panel system. - Panel system be installed in a way that does as little damage to historic material as possible, and allows for ventilation between the panel and brick wall surface. - Mural not use dayglow, luminescent, or reflective paint. - Final paint type and general color scheme be submitted to staff for review and approval. - The applicant coordinate with the City of Richmond Public Art Commission and Planning Commission on any subsequent reviews needed prior to starting work. <i>Staff encourages the applicant to consider a previously painted, non-primary elevation, where direct painting may be considered only within the limits of the existing painted masonry.</i>	

Staff Analysis

Guideline Reference	Reference Text	Analysis
Paint, p. 63, #1	<i>Do not paint historic brick or stone masonry that has not previously been painted.</i>	The applicant indicates that the mural will be installed on the East Leigh Street elevation, which is unpainted brick. Painting the mural directly on this wall would be inconsistent with the guideline. <u>Staff recommends that the mural be installed on a removable panel system.</u> <i>Staff encourages the applicant to consider a previously painted, non-primary elevation, where direct painting may be considered only within the limits of the existing painted masonry.</i>
Mural Guidelines, p. 75, #1	<i>In general, murals should be painted on removable material, not directly on a building wall. Murals should be installed on framing that allows water to weep between the mural and the wall. Attachments should not irrevocably damage the building. Painting directly onto the walls of a non-contributing building will be considered by the Commission on a case-by-case basis. Adding a mural to a previously-painted, non-primary elevation of a contributing building will be considered on a case-by-case basis.</i>	<u>Staff recommends that the panel system be installed in a way that does as little damage to historic material as possible, and allows for ventilation between the panel and brick wall surface.</u>
Mural Guidelines, p. 75, #2	<i>Murals painted on primary facades are not permitted.</i>	The building's Jefferson Avenue elevation is the primary facade. The proposed mural would be located on the secondary elevation facing East Leigh Street and would therefore not be placed on the primary facade.
Mural Guidelines, p. 75, #3	<i>3. A mural's appearance, colors, and scale should reflect the history of the district of which the building is a part. The use of dayglow, luminescent, or reflective paint or materials is discouraged.</i> <i>4. A mural should not obscure or distort the historic features of a building.</i>	A final mural image and color palette have not yet been submitted because the design will be developed with youth participants. The proposed wall is largely un-fenestrated, but includes a door, light fixture, parapet coping, and remnants of earlier painted markings. <u>Staff recommend final paint type and general color scheme be submitted to staff for review and approval.</u> <u>To be in compliance with the mural guidelines, staff recommends that the mural does not use dayglow, luminescent, or reflective paint.</u>

Mural Guidelines, p. 75, #5,#7, and #8	<i>5. Murals should be in compliance with the general signage requirements for Old and Historic Districts, where applicable.</i> <i>7. Applicants must provide written approval from the building's property owner.</i> <i>8. Applicants are strongly encouraged to present designs unique to Richmond, not previously installed elsewhere.</i>	The City of Richmond, as property owner, signed the application. The mural will be created by local artist Hamilton Glass through a site-specific engagement process with local youth. Subject to the conditions above and review of the final design, staff finds the proposal can complement the building and the Church Hill North Old and Historic District. City GIS records indicate that the building is owned by the City of Richmond Department of Public Utilities. Murals painted on city owned buildings also require review by the City of Richmond Public Art Commission and Planning Commission. <u>Staff recommends that the applicant coordinate with the City of Richmond Public Art Commission and Planning Commission on any subsequent reviews needed prior to starting work.</u>
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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. Existing unpainted East Leigh Street elevation (proposed mural location)

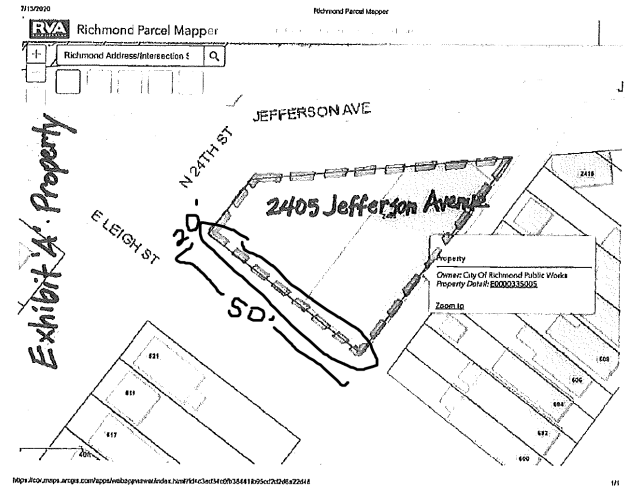


Figure 2. Parcel map showing the approximate 20-foot by 50-foot mural area