

**COMMISSION OF ARCHITECTURAL REVIEW
STAFF REPORT
March 27, 2018, Meeting**

9. COA-031857-2018 (B. Wein)

**2709 East Marshall Street
Church Hill North Old and Historic District**

Project Description: **Paint a previously painted masonry commercial building.**

Staff Contact: **M. Pitts**

Description of Existing Structure: The existing structure is single story brick commercial structure. Prior to the establishment of the district the structure was painted blue. The structure was approved to be painted the existing blue and yellow colors in 2013 based on a previous version of the paint Guidelines and an interpretation by the Commission that the color was similar to the color the structure was painted prior to establishment of the district.



2709 East Marshall Street (March 2018)

Proposal: The applicant proposing to paint the structure as follows:

- Brick body and storefront cornice: Chelsea Grey (SW2850)
- Panels (both below and above the glazing): Alabaster (SW7008)
- Storefront Framing: Black Bean (SW6006)

- The applicant is proposing to call out details in the cornice with Black Bean (SW6006) and to paint two stripes in a light grey color above the cornice.

Staff has administratively approved the proposed wall sign as the unlit wall sign meets the Commission's Guidelines for Signage.

Staff recommends partial approval of the project with conditions. Staff has concerns that the proposed paint scheme is not consistent with the Commission's *Guidelines* for paint (pgs. 62-65). The *Guidelines* note that the colors of natural brick to include reds, browns, and yellow-clay colors are appropriate for previously painted masonry structure (pg. 65). Staff recommends denial for the painting of the brick portions of the structure grey and white (the brick panels below the storefront glazing) and recommends the applicant submit a revised paint color consistent with the Guidelines for painting masonry structures to be submitted for administrative review and approval. Staff recommends approval of the proposed brown trim color and white wooden panel color as these neutral colors are consistent with colors on the Commission's paint palette for these elements. As the Guidelines note that individual details should not be emphasized with additional color (pg.63, #5), staff recommends denial of the applicants proposal to call out details on the cornice and in the sign band. The Guidelines note that the number of colors used on a structure should be limited to two to three colors (pg. 63, #4). As staff recommends denial of the proposed body color, staff recommends the applicant submit a revised color for the proposed cornice that is consistent with another color proposed to be used on the structure.

It is the assessment of staff that, with these conditions, the application is partially consistent with the Standards for Rehabilitation outlined in Section 30-930.7 (b) 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.