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PUBLIC HEARING DATE

November 26, 2019

PROPERTY ADDRESS

3101-3105 East Marshall Street

DISTRICT

St. John's Church

Commission of Architectural Review

STAFF REPORT



APPLICANT

Datapro Investments, Inc.

STAFF CONTACT

C. Jones

PROJECT DESCRIPTION

Rehabilitate an existing building and construct a rooftop and rear addition; construct a new addition on a vacant lot.

PROJECT DETAILS – 3105 East Marshall Street

- The applicant proposes to renovate an existing 2-story mixed-use building and build a rooftop and rear addition. The renovation will include the removal of the non-historic masonry on the ground floor and the installation of a storefront window and door system.
- The storefront window system will include a recessed centered door flanked by large, plate glass windows with glass transoms on either side.
- The rooftop addition will contain one residential unit and a hallway. The addition will be set back from the existing roof line and will be clad in cementitious siding. The East Marshall Street elevation will have a pair of sliding glass doors.
- On the south (rear) elevation the applicant proposes to build a three-story addition. It will have one bay of brick veneer on the first story. The second and third story will have two bays that project past the rear wall and a two-story, full-width engaged porch. The second and third stories will be clad in cementitious siding.



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PROJECT DETAILS – 3101-3103 East Marshall Street

- The applicant also proposes to construct a new 3-story addition on the west elevation of the existing building. The addition will be connected to the historic building by an internal corridor.
- The new addition will be three stories in height with a roof parapet. On the East Marshall Street elevation there will be a recessed entry between the historic building and the new construction. The recessed entry will have large paired glass doors with clear glazing on the stories above. Other fenestration on the East Marshall Street addition consists of large storefront windows on the first story and single 1/1 windows on the upper two stories.
- The North 31st Street elevation repeats the vertical band of doors and windows as on the East Marshall Street elevation. The design of the ground level includes large storefront windows and masonry to match the existing historic building. On the upper two stories there are projecting balconies with sliding glass doors and 1/1 windows. The materials on the side elevation will be cohesive with the other elevations and will include brick veneer on the first story and cementitious panels on the upper two stories.
- The rear elevation will have the 2nd and 3rd stories projecting over a parking and trash receptacle area, and will utilize the same fenestration patterns and material as the front and side elevations.
- Site improvements include five parking spaces and screening.

The applicant has also applied for a special use permit (SUP).

DEFER**PREVIOUS REVIEWS**

The Commission conceptually reviewed this application during the August 27, 2019 meeting. In terms of the historic building, the Commission asked for more details on the proposed storefront design. The Commission also expressed concerns that the rooftop addition as proposed is too big and visible and overwhelms the existing building, and ultimately questioned if a rooftop addition is appropriate for this building. The Commission suggested the addition should be set back from the roof slope.

For the side addition, the Commission discussed how this should be viewed as an addition and not new construction since the buildings are connected on the interior. The Commission confirmed that the historic building and the new side addition needed to have a clear distinction with a physical and visual break. The Commission also discussed whether the height of the planned new construction is appropriate, and expressed concern about the L shape of the proposed addition and how it engulfs the historic building and obscures its architectural features. A number of the Commissioners also expressed concern about the parking on 31st Street and if the screening is appropriate for this location.

The applicant has responded to Commission feedback by reducing the size of the rooftop addition and moving the face of the rooftop addition back from the historic roof. The applicant has also added a 2-story porch on the 2nd and 3rd floors of the rear addition to the historic building.

For the new side addition the applicant has lowered the roof and changed the overall form, and reconfigured the fenestration pattern on the East Marshall Street addition to have a vertical band of recessed windows and to have large storefront windows on the 1st floor and two bays of windows on the upper stories. The North 31st Street elevation now has a more consistent use of materials, a fenestration pattern that matches the East Marshall Street elevation, and larger balconies.

The Commission most recently reviewed this application at the October 22nd, 2019 meeting. At this meeting the Commission voted to defer the application to allow the applicant the opportunity to make design changes in response to Commission feedback. For the rehabilitation of the existing building, the Commission generally expressed concern that the storefront does not accurately replicate the historic fenestration pattern, and requested more detailed information about the windows and doors. For the addition, the Commission noted that, though it is a different material from the historic building, it continues the wall and roof plane horizontally and vertically and engulfs much of the historic building, and is taller than the historic building. Commission members also mentioned that the roof line appears to extend over the inset. The Commission also noted that the sloped pitched roof form on the Marshall Street side is not a typical form found in the district. Members of the Commission also agreed that a previous design iteration had done a better job of addressing the corner guidelines. Finally, the Commission expressed concern about the lack of fenestration on the west elevation and questioned if new windows would be allowed on the east elevations, since it appears to be on the property line. The Commission also requested additional renderings and context elevations, including building heights.

The applicant has responded to Commission feedback. For the historic building at 3105 East Marshall Street, the applicant now proposes to retain the chimneys at the existing height; replicate the historic storefront on the ground floor; use a consistent material along the East Marshall Street elevation; maintain the existing windows on the east elevation; and inset the wall of the new addition on the rear elevation from the east elevation and add a doorway.

For the new side and rear addition at 3101-3103 East Marshall Street, the applicant now proposes to use commercial doors in the inset; two brick soldier courses above the storefront windows that continue around the corner; a simple cornice line with consistent materials and a parapet wall; additional fenestration on the first bay of the 31st Street (west) elevation and to the ground floor commercial space; vertical elements to the 31st Street (west) elevation curtain wall; an additional row of windows to the east (left) side elevation; and screening for the parking area.

STAFF COMMENTS:

Staff finds that the proposed additions, both to the historic building and the new addition at 3101-3103 East Marshall, do not meet the *Secretary of the Interior Standards for Rehabilitation* or the Commission's *Guidelines*.

Staff finds that the proposed additions overwhelm the historic building and, if constructed as proposed, it appears that they would result in the destruction of a significant amount of historic fabric in a manner that would negatively impact the architectural integrity of the historic building. Staff further finds that the totality of the proposed side, rear and roof top additions compromise the historic character and integrity of the existing building.

Staff recommends:

- The applicant inset the addition from the side and reduce the depth of the addition in a manner that maintains the overall form, massing, and roof profile of the historic building
- Retain the majority of historic exterior walls

Staff requests the applicant submit:

- A dimensioned roof plan and line of sight drawing to determine the overall visibility of the rooftop addition
- A demolition plan to fully illustrate the nature and extent of the proposed removal of exterior historic materials
- A context elevation with the heights of the surrounding buildings and the proposed new additions
- The location of the HVAC units including a roof plan indicating the location and visibility of the HVAC equipment.
- Fully dimensioned existing and proposed elevations and floor plans
- A window and door schedule with window sizes and materials indicated and updated to not include vinyl clad windows.

Commission staff reviewed the project through the lens of the “Standards for New Construction” of the Richmond Old and Historic District Handbook and Design Review Guidelines utilizing the Guidelines presented below. Since the new construction will be internally connected to the historic building, staff reviewed it through the lens of an addition. The Guidelines do not specifically address rooftop additions and large, multi-story, side additions, so staff used the guidance found in the National Park Service Technical Preservation Brief #14, New Exterior Additions to Historic Buildings: Preservation Concerns, available on-line at: <https://www.nps.gov/tps/how-to-preserve/briefs/14-external-additions.htm> and presented below.

STAFF ANALYSIS

3105 East Marshall Street – storefront rehabilitation and rooftop addition, and rear balcony

Secretary of the Interior Standards, pg. 4-5

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

At the request of staff the applicant has provided additional information on the floor plans to illustrate the extent of demolition of the exterior walls of the historic building. Staff finds that the proposed demolition of the majority of exterior brick will result in the significant loss of historic materials that characterize the historic building. Staff recommends the retention of the majority of the historic exterior walls in such a manner that the historic building is still understood.

9. New additions, exterior alterations or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.

The applicant has updated the plans to indicate that the historic chimneys will be retained. Staff requests a dimensioned roof plan be submitted to show how the historic chimneys will interact with the proposed side addition.

10. New construction shall be undertaken in such a manner that if removed in the future the essential form and integrity of the historic property and its environment would be

Staff finds that the rear addition is not reversible and will destroy the overall form and integrity of the historic building.

unimpaired.

Technical Preservation Briefs #14, New Exterior Additions to Historic Buildings: Preservation Concerns, Rooftop Additions

- A rooftop addition is generally not appropriate for a one, two or three-story building—and often is not appropriate for taller buildings.
- A rooftop addition should be minimally visible.
- Generally, a rooftop addition must be set back at least one full bay from the primary elevation of the building, as well as from the other elevations if the building is freestanding or highly visible.
- Generally, a rooftop addition should not be more than one story in height.
- Generally, a rooftop addition is more likely to be compatible on a building that is adjacent to similarly-sized or taller buildings.

The applicant proposes to construct a rooftop addition on top of a 2-story building. The addition will be set back from the roof line of the existing building. Staff believes that the rooftop addition will be visible from East Marshall Street and again requests a dimensioned roof plan and line of sight drawing to determine the overall visibility of the rooftop addition.

New Construction, Storefront Facades, pg. 49, #1

Historically, storefronts were defined by simple piers, large storefront windows, a cornice, a signboard and/or attached signage, and awnings. The new storefront should be compatible with other historic storefronts within the district.

The applicant has updated the plans to show a storefront system that replicates the historic storefront. Staff recommends approval of the revised storefront plans with the condition that the applicant submit a complete window and door schedule in a subsequent application.

Siting, pg. 46

1. Additions should be subordinate in size to their main buildings and as inconspicuous as possible. Locating additions at the rear or on the least visible side of a building is preferred.

Since the previous application, the applicant has inset the side wall of the east side elevation. However, staff finds that the addition is still not subordinate to the historic building since the rear section is three bays deep and almost as wide as the historic building. The rear section will also be taller than the historic buildings. Staff finds that despite the revisions, the proposed addition still engulfs the historic building. Staff recommends the overall form, massing, and roof profile of the historic building be maintained.

Height, Width, Proportion, & Massing, pg. 47

1. New residential construction should respect the typical height of surrounding residential buildings.

The majority of the buildings in the surrounding area, both historic and new construction, are two stories in height with either a shed or side gable roof. Staff finds that the rooftop addition will be taller than the surrounding buildings.

2. New residential construction should respect the vertical orientation typical of other residential properties in surrounding historic districts.

The applicant has revised the plans and now proposes to align the paired doors of the rooftop addition to the dormer window.

3101-3103 East Marshall Street, new addition

Since the applicants propose to internally connect the historic building and the new construction, staff reviewed the proposed construction at 3101-3103 East Marshall Street as an addition.

Secretary of the Interior

9. New additions, exterior alterations or related new construction shall not

As explained above, the applicant has provided additional information on the floor plans that indicate

Standards, pg. 5 *destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.* the nature and extent of the destruction of the south and west walls of the historic building. Staff finds that the proposed plans will result in the destruction of the majority of the west (31st Street side) and south (rear) elevation. Staff finds that this is not in keeping with Standard #9.

10. New construction shall be undertaken in such a manner that if removed in the future the essential form and integrity of the historic property and its environment would be unimpaired. Staff further finds that the proposed side addition is not reversible and will destroy the overall form, massing, and integrity of the historic building. Staff finds that this is not in keeping with Standard #10.

Technical Preservation Briefs #14, New Exterior Additions to Historic Buildings: Preservation Concerns

In other instances, particularly in urban areas, there may be no other place but adjacent to the primary façade to locate an addition needed for the new use. It may be possible to design a lateral addition attached on the side that is compatible with the historic building, even though it is a highly-visible new element... Large new additions may sometimes be successful if they read as a separate volume, rather than as an extension of the historic structure, although the scale, massing and proportions of the addition still need to be compatible with the historic building. However, similar expansion of smaller buildings would be dramatically out of scale. In summary, where any new addition is proposed, correctly assessing the relationship between actual size and relative scale will be a key to preserving the character of the historic building.

- Incorporate a simple, recessed, small-scale hyphen to physically separate the old and the new volumes or set the addition back from the wall plane(s) of the historic building.
- Avoid designs that unify the two volumes into a single architectural whole. The new addition may include simplified architectural features that reflect, but do not duplicate, similar features on the historic building.
- Use building materials in the same color range or value as those of the historic building. The materials need not be the same as those on the historic building, but they should be harmonious; they should not be so different that they stand out or distract from the historic building. (Even clear glass can be as prominent as a less transparent material. Generally, glass may be most appropriate for small-scale additions, such as an entrance on a secondary elevation or a connector between an addition and the historic building.)
- Base the size, rhythm and alignment of the new addition's window and door openings on those of the historic building.
- Respect the architectural expression of the historic building type.

Technical Preservation Briefs #14, New Additions in Densely-Built Environments

Often the site for such an addition is a vacant lot where another building formerly stood. Treating the addition as a separate or infill building may be the best approach when designing an addition that will have the least impact on the historic building and the district. In these instances there may be no need for a direct visual link to the historic building. Height and setback from the street should generally be consistent with those of the historic building and other surrounding buildings in the district. Thus, in most urban commercial areas the addition should not be set back from the façade of the historic building. A tight urban setting may sometimes even accommodate a larger addition if the primary elevation is designed to give the appearance of being several buildings by breaking up the facade into elements that are consistent with the scale of the historic building and adjacent buildings.

Staff finds that the proposed side and rear addition generally meets the guidance of TPS #14. Staff finds the recessed vertical glazing on East Marshall Street helps to separate and differentiate the historic building and proposed side addition. Staff finds that the repetition of this element on the North 31st Street elevation creates an architecturally cohesive design. The use of the recessed glazing and setback on East Marshall Street helps to create a visual separation between the historic building and the new construction, and the fenestration patterns for the ground floor commercial and residential spaces use a simplified design that reflects the uses and relates to the

architectural language of the historic building. Staff remains concerned that the scale and massing, especially of the rear section that projects past the historic building, is not compatible with the historic building.

Height, Width, Proportion, & Massing, pg. 47, #s1-3	<i>1. New residential construction should respect the typical height of surrounding residential buildings.</i>	The applicant has provided a context elevation. Staff notes that this does not include heights of the existing or proposed buildings and notes that the proposed third story will be taller than the surrounding buildings.
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	<i>2. New residential construction should respect the vertical orientation typical of other residential properties in surrounding historic districts.</i>	Staff notes that the applicant has realigned the windows to create a consistent vertical orientation.
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	<i>3. The cornice height should be compatible with that of adjacent historic buildings.</i>	The proposed cornice line for the addition is a story taller than the neighboring historic building.
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Materials and Colors, pg. 47	<i>2. Materials used in new residential construction should be visually compatible with original materials used throughout the district.</i>	The applicant proposes a mix of masonry, cementitious panels, and large panels of glazing. Staff notes that the applicant has removed the corrugated metal which was previously proposed. Staff finds the newly proposed materials are in keeping with those found in the district and with the modern design of the addition.
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New Construction, Doors and Windows, pg. 49 #3	<i>3. The size, proportion, and spacing patterns of doors and window openings on free standing, new construction should be compatible with patterns established within the district.</i>	The applicant proposes large storefront windows for the commercial areas and smaller, single, 1/1 windows for the residential spaces. Staff finds that this is generally in keeping with the patterns found in the district. Staff notes that the plans indicate the use of vinyl clad windows. Staff requests the applicant submit a complete window and door schedule, and include specifications for windows that meet the <i>Guidelines</i> .
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Standards for New Construction: Corner Properties – Residential, pg. 48	<i>1. Secondary elevations of corner properties should reference massing similar to other corner locations in the historic district.</i>	The applicant proposes a consistent material palette for the façade and side elevations. Staff finds the newly proposed soldier course above the storefront window, the recessed glazing sections on the front and side elevations, and the consistent material pattern address the <i>Guidelines</i> for corner properties.
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Standards for Site Improvements, Parking Lots, pg. 77	<i>1. Parking lots should be broken up as much as possible with interior landscaped islands and should be well screened from the public right-of-way and adjacent properties.</i>	The plans indicate the use of fence screening for the parking section. Staff requests material and design specifications be submitted in a subsequent application.
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Mechanical Equipment, pg. 68	<i>The visual impact of new mechanical equipment should be minimized to protect the historic character of the district.</i>	The applicant has indicated to staff that the HVAC equipment will be located on the roof of the historic building. Staff requests that information about the proposed location of the HVAC units be included in a revised application, including a roof plan indicating the location and visibility of the rooftop HVAC equipment.
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FIGURES



Figure 1. 3105 East Marshall Street, ca. 1957

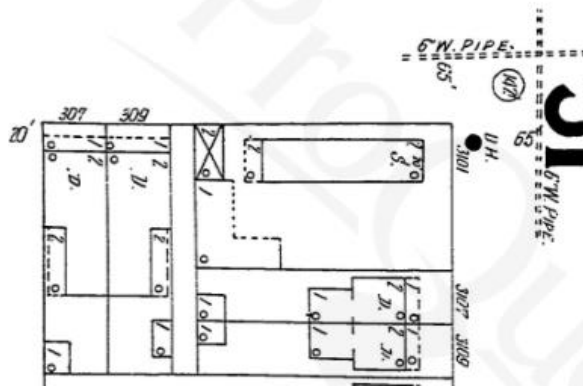


Figure 2. 3101 East Marshall Street, 1905 Sanborn map

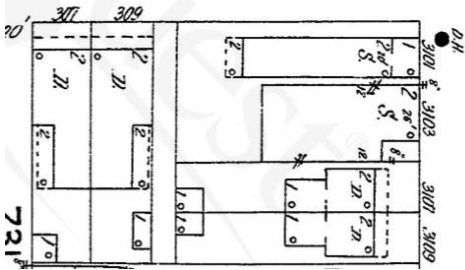


Figure 3. 3101, and 3103-3105 East Marshall Street, 1925 Sanborn map.



Figure 4. 3105 East Marshall Street.



Figure 5. 3105 East Marshall Street west and rear elevations.



Figure 6. 3105 East Marshall Street, rear elevation.



Figure 7. 3105 East Marshall Street, side and rear elevation.



Figure 8. 3101-3113 East Marshall Street.