



COMMISSION OF ARCHITECTURAL REVIEW

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

PROPERTY (location of work)

207 West Franklin Street

Historic district Two Hundred Block West Franklin Street

Date/time rec'd: _____

Rec'd by: _____

Application #: _____

Hearing date: _____

APPLICANT INFORMATION

☐ Check if Billing Contact

Name Dave Johannas

Phone 804 874 1003 (c) 804 358 4993 (o)

Company Johannas Design Group

Email dave@johannasdesign.com

Mailing Address 1901 West Cary St
Richmond VA
23220

Applicant Type: ☐ Owner ☐ Agent
☐ Lessee ☒ Architect ☐ Contractor
☐ Other (please specify):

OWNER INFORMATION (if different from above)

☐ Check if Billing Contact

Name Alexander Bowman

Company 207 WEST FRANKLIN STREET PROPERTY
LLC

Mailing Address 410 PINE ST SE #300
VIENNA, VA 22180-4861

Phone 703-319-3940

Email abowman@bowmangaskins.com

PROJECT INFORMATION**Project Type:**

☐ Alteration

☐ Demolition

☒ New Construction

(Conceptual Review Required)

Project Description: (attach additional sheets if needed)

Please see attached sheet and drawings

This application is for a conceptual review comparing a couple sketches of two concepts.

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 payment of the application fee. Applicants 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 11/29/2021



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 in the office or on-site. The Commission of Architectural Review website has additional project guidance and required checklists:

<http://www.richmondgov.com/CommissionArchitecturalReview/index.aspx>

Staff Contact: 804.646.6335 Carey.Jones@Richmondgov.com

SUBMISSION INSTRUCTIONS

Certain exterior work can be administratively approved by Staff. Please contact staff for a preliminary determination of the level of review required prior to submitting an application.

Submit the following items to the Division of Planning and Preservation, 900 E. Broad Street, Rm. 510:

- One (1) signed and completed application – property owner's signature required
- One (1) copy of supporting documentation, as indicated on appropriate checklist, collated and stapled. All plans and elevations must be printed **11x17** and all text easily legible.
- One digital copy of the application and supporting documentation, submitted via email or OneDrive.
- Application fee, as required, will be invoiced. 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 the 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 in December when it meets on the third Tuesday.
- The hearing of applications starts at 4:00 PM in the 5th floor conference room of City Hall, 900 E. Broad Street. 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: <http://www.richmondgov.com/CommissionArchitecturalReview> or contact staff.
- **Exception:** Revisions to applications that have been deferred or conceptually reviewed at a Commission 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.



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T. Seddon Bruce House
207 West Franklin Street
CAR Conceptual Application/Discussion

After 2.5 years on the market, the T. Seddon Bruce House, 207 West Franklin Street was recently purchased at auction by Alex Bowman, President of Bowman Gaskins Financial Group, a securities and advisory services company. Mr. Bowman is experienced in real estate investment in the northern Virginia and Washington, DC area, but is new to the downtown Richmond market.

The building has been vacant and available for lease for three years with no interest. City records state that the building was sold as “2 - INVALID SALE- Foreclosure, Forced Sale etc.” Mr. Bowman was the sole bidder in the auction.

According to the National Register of Historic Places, the house is an “exemplar of the Queen Anne-Eastlake style and is one of the few of the more ambitious examples remaining” (in Richmond.) Of note is a grand stair hall at the entry and spacious stair halls at the upper levels.

City records list the building as having 13,060 square feet: 9,600 square feet of living area plus 3460 square feet of basement, and seem inaccurate. Our drawings of existing conditions contradict these figures with a gross area of approximately 10,250 square feet, and a potential of approximately 5,100 square feet of net rental in the living areas plus 2050 square feet of net basement area.

With previously deferred maintenance, the building has deteriorated. We have recently explored potential adaptive reuse concepts for office and multifamily, however the once former grand home is rather inefficient for typical multifamily use, and reusing the building in its current configuration is infeasible.

The property was for sale for an extraordinary amount of time during an aggressive real estate market. For three years with no success, the building has been marketed for rental use at lower than VCU/Downtown market rates. In our design process we have studied dividing the house into apartments. To sustain a renovated building, our best option is to increase the overall square footage and change the current office to multifamily use. We have submitted this CAR conceptual review application, currently investigating siting, scale and massing of two options. Moving forward, either of these options would require a Special Use approval or a zoning waiver.

While analyzing the reuse of this building we referred to these listed references:

GUIDELINES

SITING

Additions should be subordinate in size to their main buildings ...

New ... infill construction should respect the prevailing front and side yard setback patterns of the surrounding block...(and)... new building should be based on the historical pattern for the block.

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.

New commercial/residential infill construction should respect the prevailing front and side yard development patterns of the surrounding block.

FORM

New construction should use a building form compatible with that found elsewhere in the historic district. Building form refers to the specific combination of massing, size, symmetry, proportions, projections and roof shapes that lend identity to a building.

....maintain the existing human scale of nearby ... construction in the district

HEIGHT, WIDTH, PROPORTION & MASSING

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

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

RESIDENTIAL OUTBUILDINGS

Outbuildings, including garages... should be compatible with the design of the primary building on the site, including roof slope and materials selection.

Newly constructed outbuildings such as detached garages... the siting, massing, roof profiles, materials and colors of existing outbuildings in the neighborhood. New outbuildings should be smaller than the main residence and be located to the rear and/or side of the property to emphasize that they are secondary structures.

STANDARDS FOR DEMOLITION

In general, demolition is considered an option of last resort for contributing historic properties, and is it only permitted under extreme circumstances... unless the applicant can show that there are no feasible alternatives to demolition. The demolition of historic ... elements in Old and Historic Districts is strongly discouraged.

Under the provisions ... the Commission shall approve requests for demolition when:

1) There are no feasible alternatives to the proposed demolition. "Feasible alternatives" include an appropriate new use and rehabilitation...

In addition to the above criteria, the Commission has the authority to consider four other factors in arriving at decisions involving proposed demolitions:

The historic and architectural value of a building...

The effect that demolition will have on the surrounding neighborhood...

The type and quality of the project that will replace the demolished building: When demolition requests are made in conjunction with designs for a replacement structure, the overall quality of the new design is an appropriate factor in determining the merits of demolition. The Commission may vote to approve demolition of a non-contributing building when provided detailed plans for appropriate, compatible infill construction. Conversely, a demolition request to accommodate the installation of an open parking lot with little or no screening would almost certainly be rejected. In most cases, a demolition permit will not be issued until the Commission has approved the design of a replacement structure.

The historic preservation goals outlined in the Master Plan and Downtown Plan: The overriding goal of both documents is to facilitate the preservation, rehabilitation and adaptive re-use of the City's valuable architectural history. To the degree that proposed demolitions do not run counter to this goal, reasonable and objective consideration may be given to such requests.

In the event that the Commission denies a demolition request, the property owner may appeal to City Council for the right to carry out the demolition if that owner can show proof that reasonable efforts have been made to offer to sell the property at fair-market value...

MASTER PLAN

Vision 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. There is a critical mass of residents, shoppers, workers, and tourists who are attracted to the residential options, retail and restaurant destinations, jobs, and cultural attractions in Jackson Ward, the Arts District, and the Downtown Core. New pocket parks provide outdoor greenspace for Monroe Ward's residents, workers, and visitors, and are connected to other Downtown districts via greenways, bike lanes, and transit.

Support growth that preserves the historical urban fabric and enhances understanding of Richmond's multi-faceted past.

Goal 14 Preserve, expand, and create mixed income communities, by preserving existing housing units and developing new ones— both renter- and owner occupied—throughout the city.

Objective 14.1 Increase city-wide awareness of the importance of integrating housing at all income levels into every residential neighborhood so every household has housing choice throughout the city.

Objective 14.5 Encourage more housing types throughout the city and greater density along enhanced transit corridors and at Nodes by amending the Zoning Ordinance.

ZONING ORDINANCE

The zoning for Monroe Ward was recently revised to promote higher density development in the neighborhood. The 200 block of West Franklin Street retained its RO-3 zoning designation permitting high-rise development with height limits determined by an inclined-plane formula.

Pursuant to the general purposes of this chapter (in the zoning ordinance), the intent of the RO-3... District is to encourage a high-quality, walkable urban neighborhood with a variety of office and residential uses. Commercial uses shall be clearly incidental to other primary uses, though welcoming to the general public. The district is intended to promote pedestrian traffic and reduce the effect of vehicular traffic... intended to enhance... an active urban environment.

The area across the alley was recently up-zoned to TOD-1 permitting high-rise construction up to twelve stories. The rear yard setback in this location is 20 feet and the height is limited based on an inclined-plane formula.

Pursuant to the general purposes of this chapter (in the ordinance), the intent of the TOD-1 district is to encourage dense, walkable transit-oriented development consistent with the objectives of the master plan and to promote enhancement of the character... The district regulations are also intended to safeguard the character of adjoining properties...

The district regulations are intended to encourage redevelopment and place-making, including adaptive reuse of underutilized buildings, to create a high-quality urban realm. They are intended to improve streetscape character by providing continuity of building setbacks, to enhance public safety by encouraging an active pedestrian environment consistent with the mixed-use character of the district by providing for windows in building façades along street frontages, and to promote an environment that is safe for walking and biking.

SANBORN MAPS

Relevant Sanborn maps from 1924 have been included in this packet. They depict the pattern of development in the immediate area around the project site. The rear alley currently has four rear service wings on the north side of the alley, creating a prominent pattern of extended narrow appendages. The Sanborns present a different pattern, as viewed from the alley or streets, where there were one and two story out buildings in the alley and throughout the district. Many of these outbuildings were the full width of their lots.

PROCESS

This application for two concepts for conceptual review is part of our design process discussion. We have previously met with staff and have developed these studies in response to those discussions. Pursuant to the conceptual review, we anticipate developing the floor plans, elevations, materials, colors and details. We will also survey all areas requiring repairs.

Concept 1:

Concept 1 considers removing the rear wing of the building and constructing a new addition, and includes eleven parking spaces at the first level, minimally below grade, with three stories above. The demolition would consist of about 20 percent of the structure. All aspects of the “head house,” the unique “exemplar portions” of the building’s Queen Anne-Eastlake style, would remain intact. A new addition would provide the necessary scale to support the “head house” and sustain the Franklin Street facade.

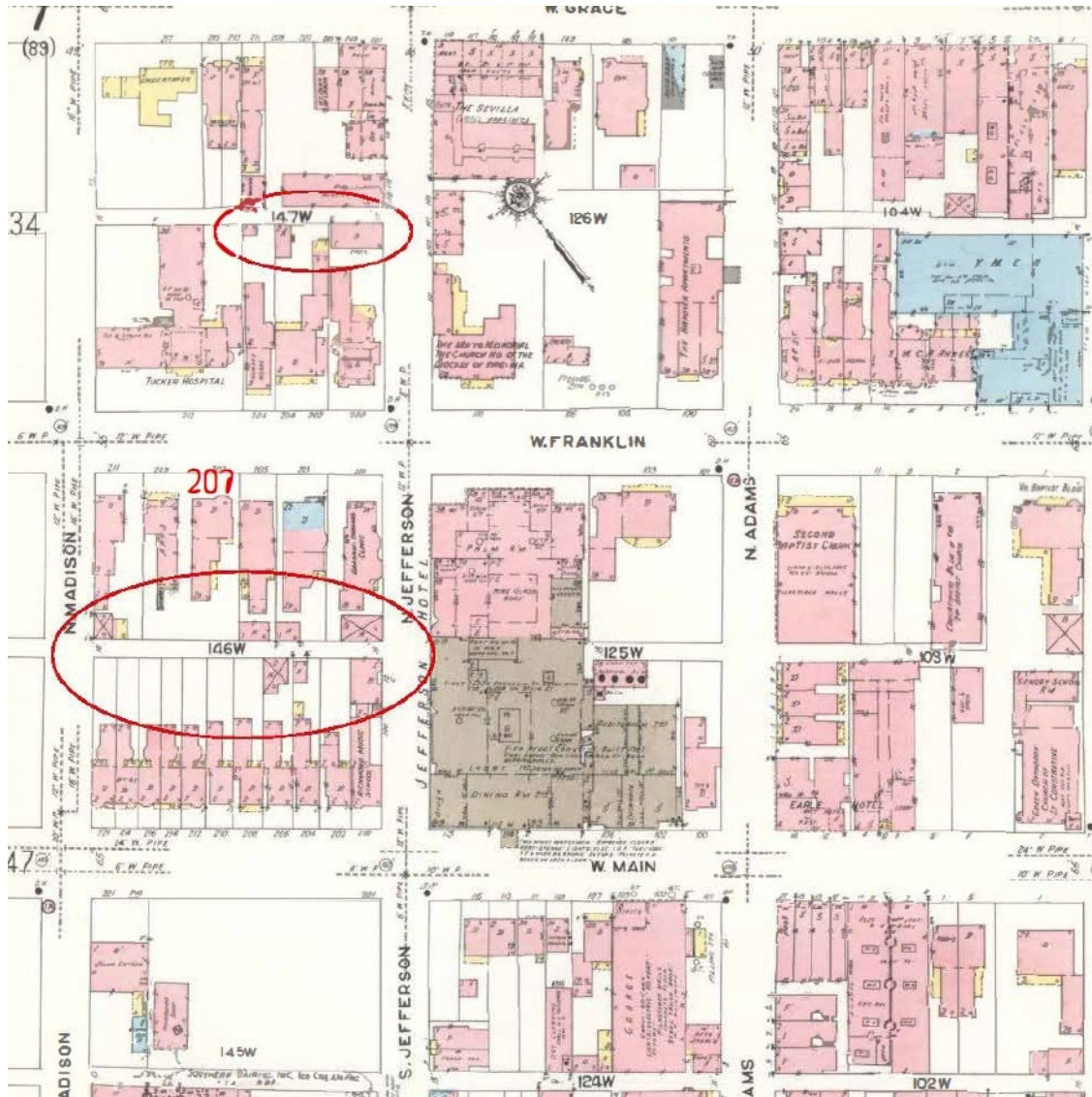
The design of the new construction reflects the current adjacent massing forms in height, width, and proportion intending to maintain the rhythm of alley scape.

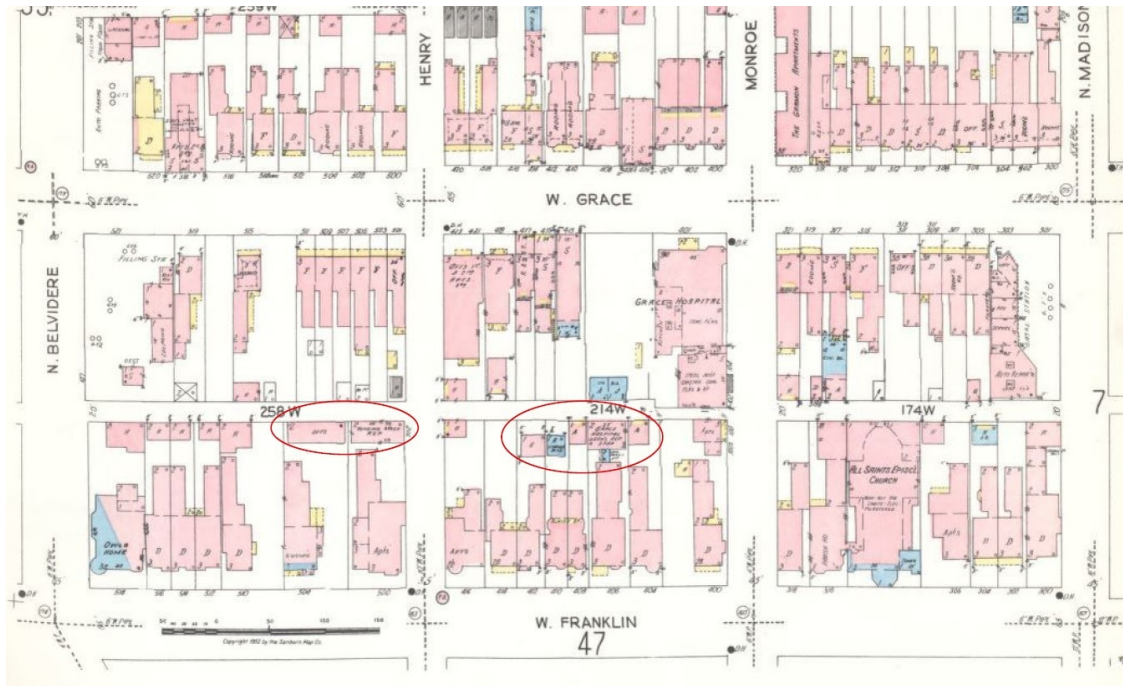
Concept 2:

Concept 2, derived from studying the Sanborn maps, considers providing a new outbuilding at the rear. Outbuildings in the district frequently differ in form from main houses, with roof slopes, dormers and overall design elements simpler than the elaborate main houses. The first floor, open at the base, shields six parking spaces, while providing views of the service wing of the house.

A smaller new addition to the main house mirrors the service wing, while separated with a vertical hyphen. We also request support for two monitors at the top of the visibly minimal new service wing and its sister existing wing.

The 1924 Sanborn maps depict outbuildings similar in scale to the proposed design. Although the carriage house would change the rhythm of the existing alley scape, it would be more reflective of the character of both this alley and other district alleys a hundred years ago.





The following are images of existing outbuildings in the immediate vicinity:



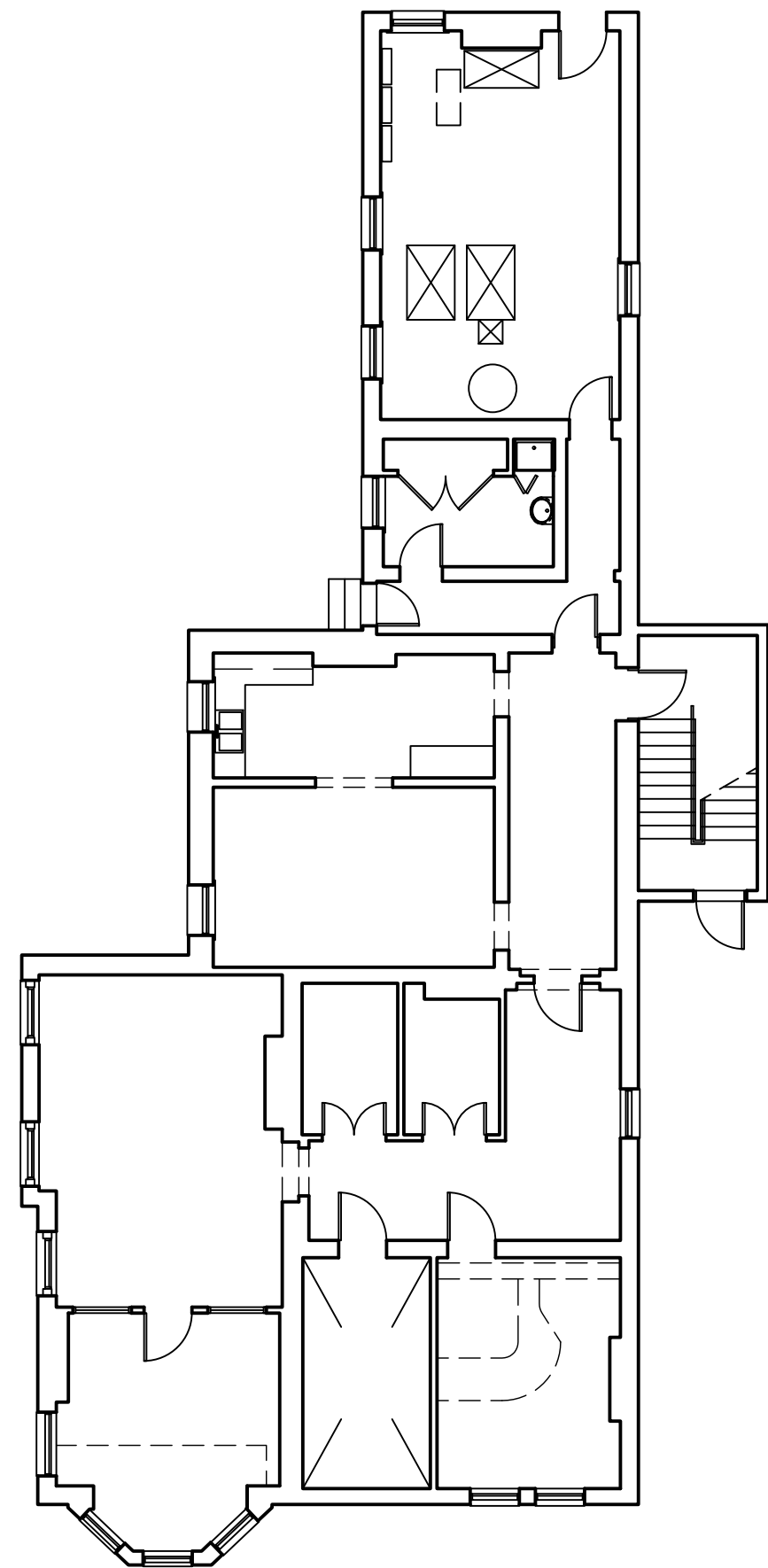
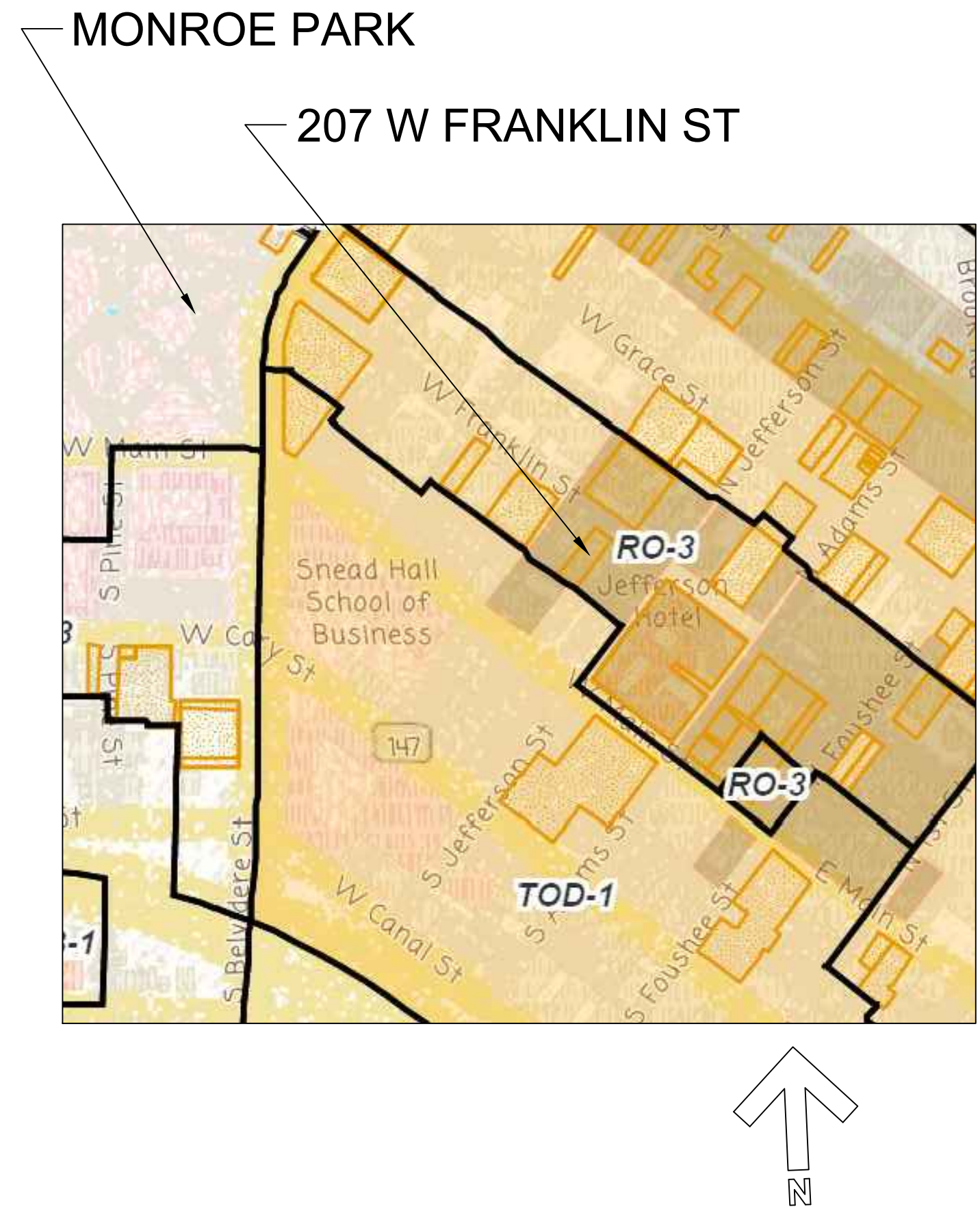
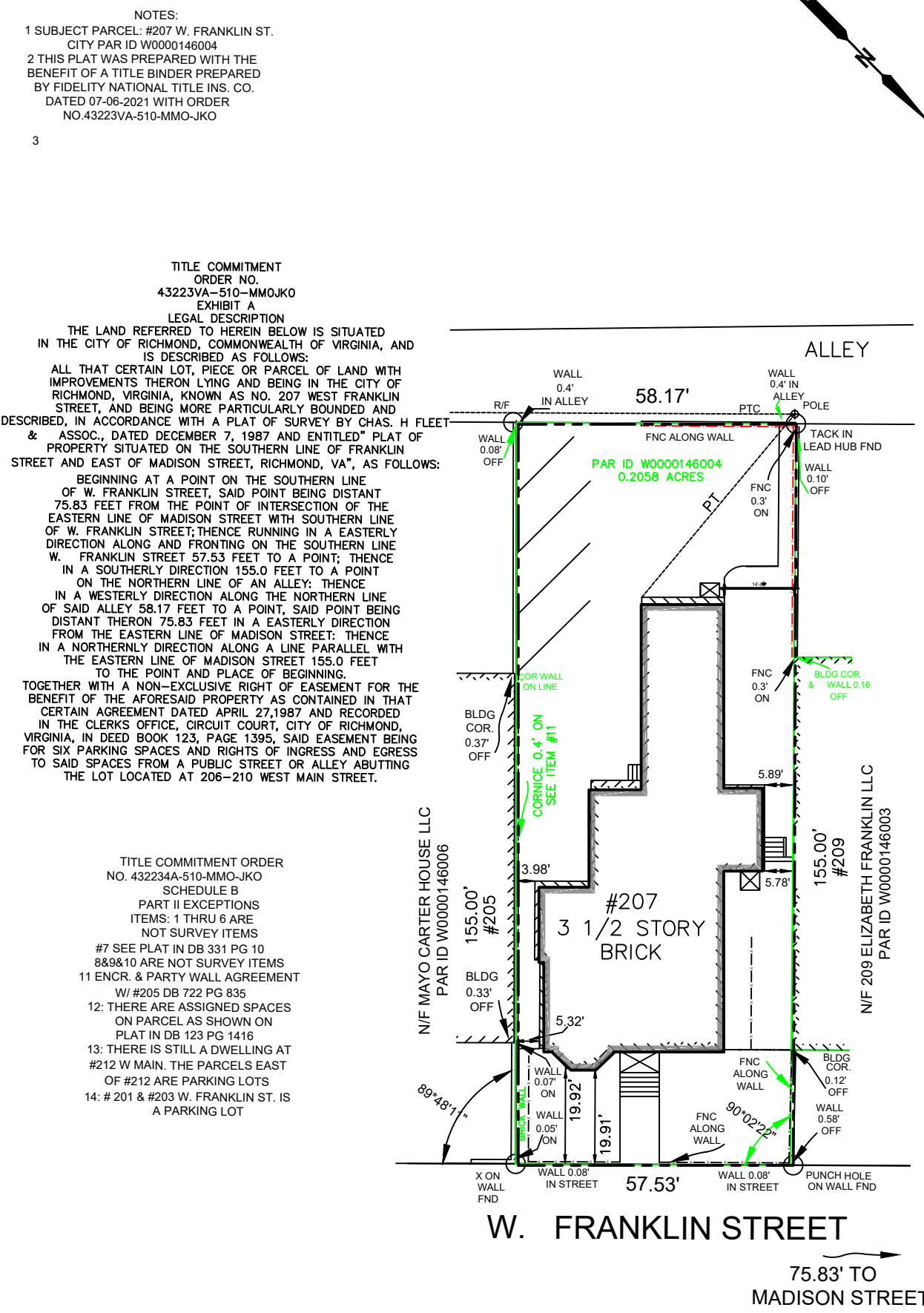
A mid-block building on the north side of Franklin St. with Monroe Tower in the background.



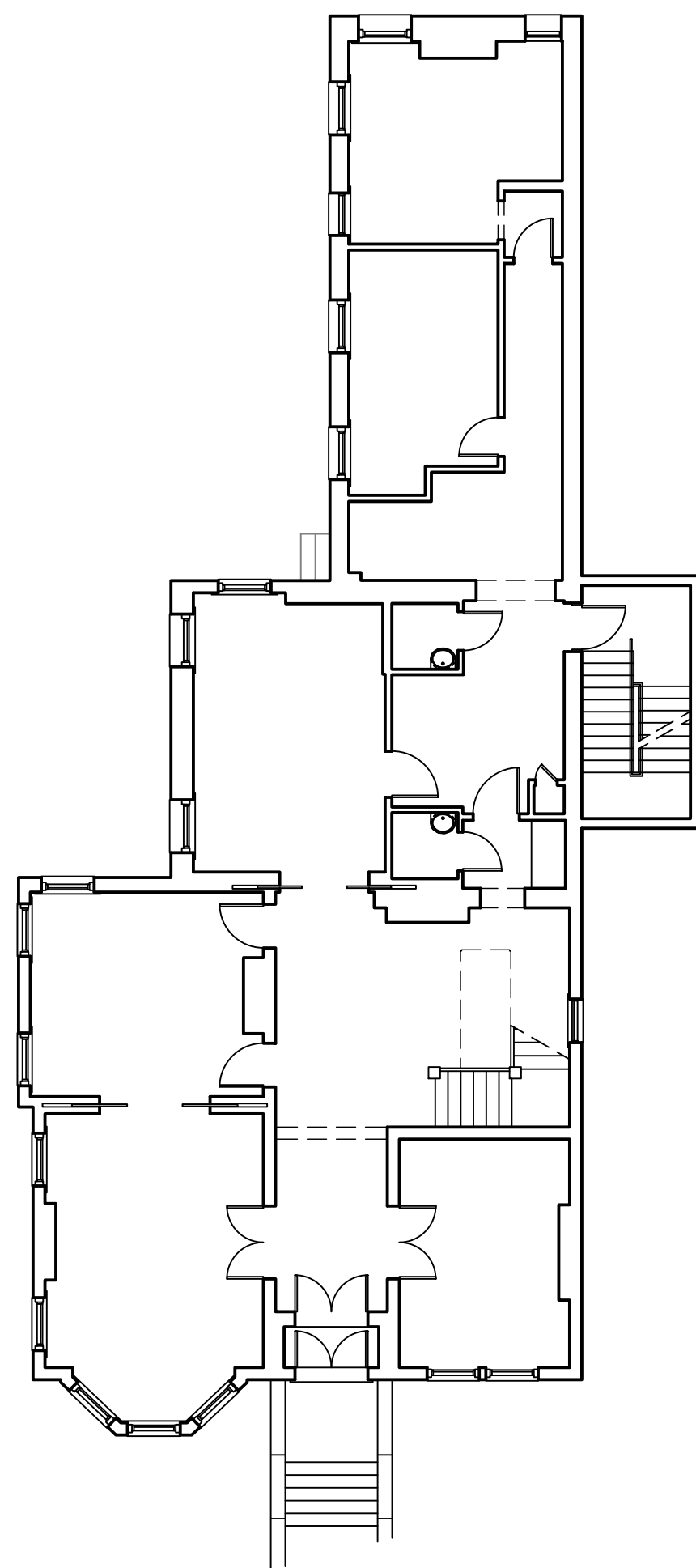
A variety of typical alley facing building types include 114 N. 2nd Street with wall dormers.



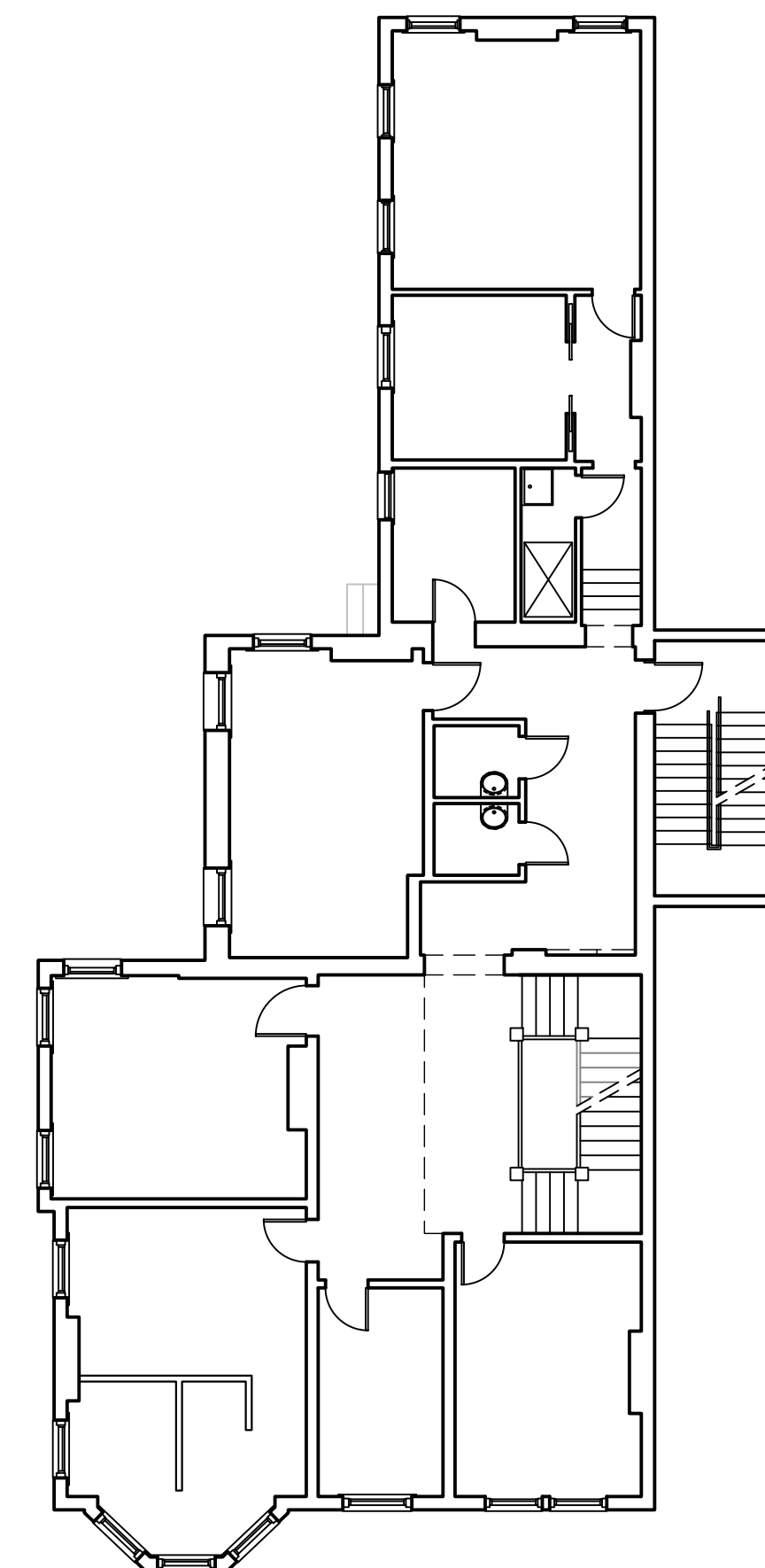
Two views of a Linden Row outbuilding, part of the Linden Row conglomeration.



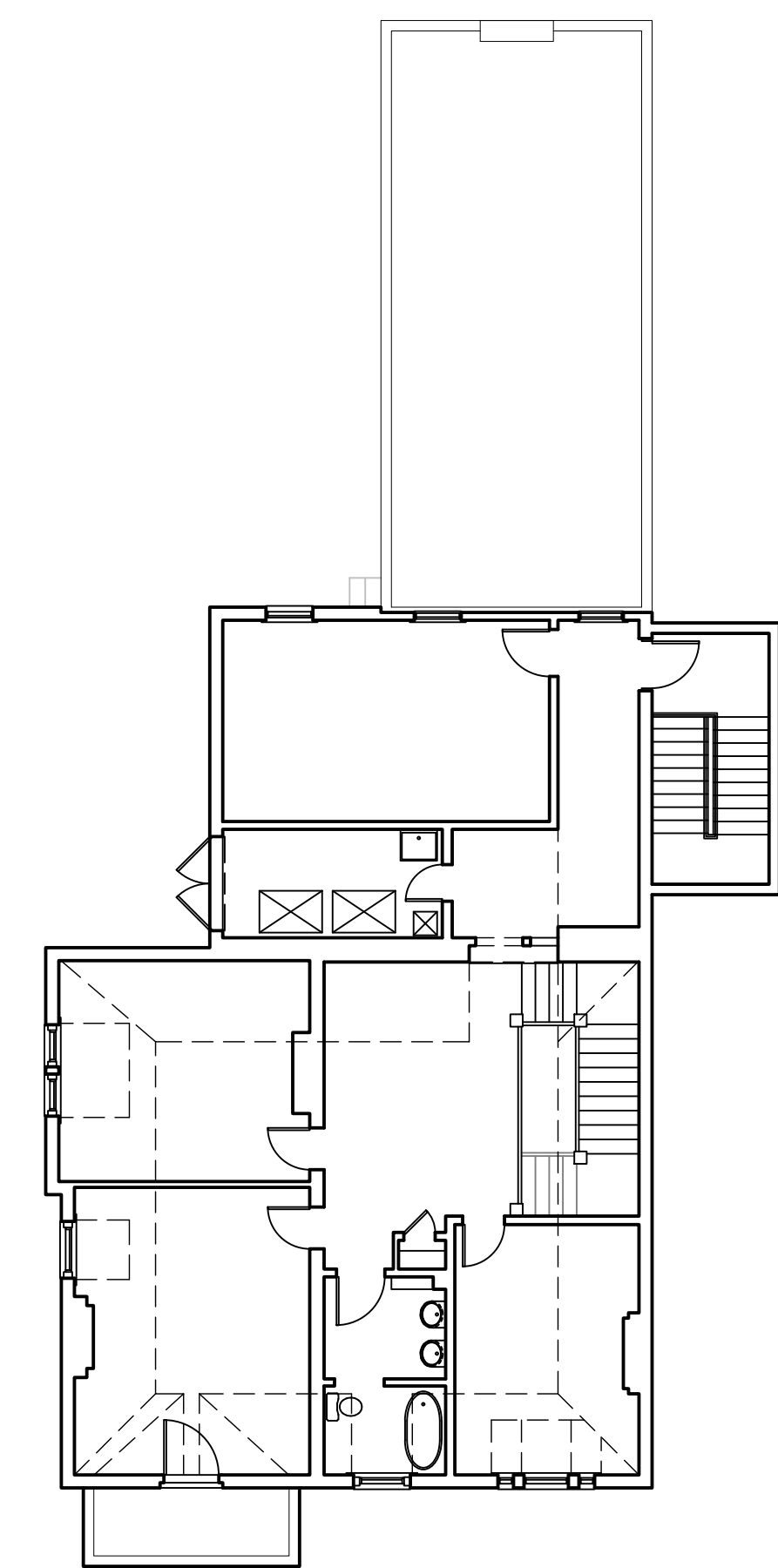
GROUND



1ST



2ND



3RD

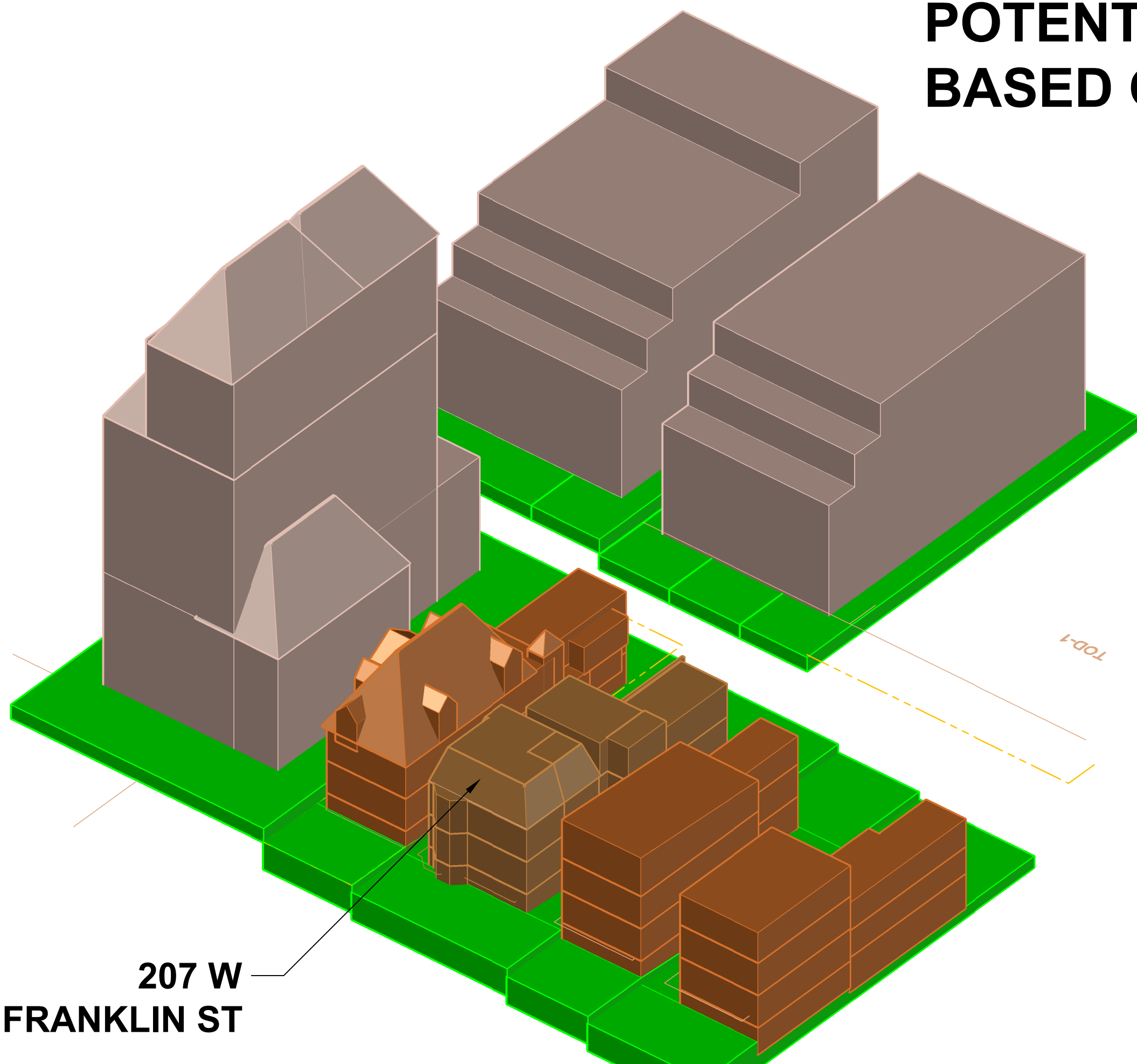


CONCEPTUAL REVIEW

207 W FRANKLIN STREET

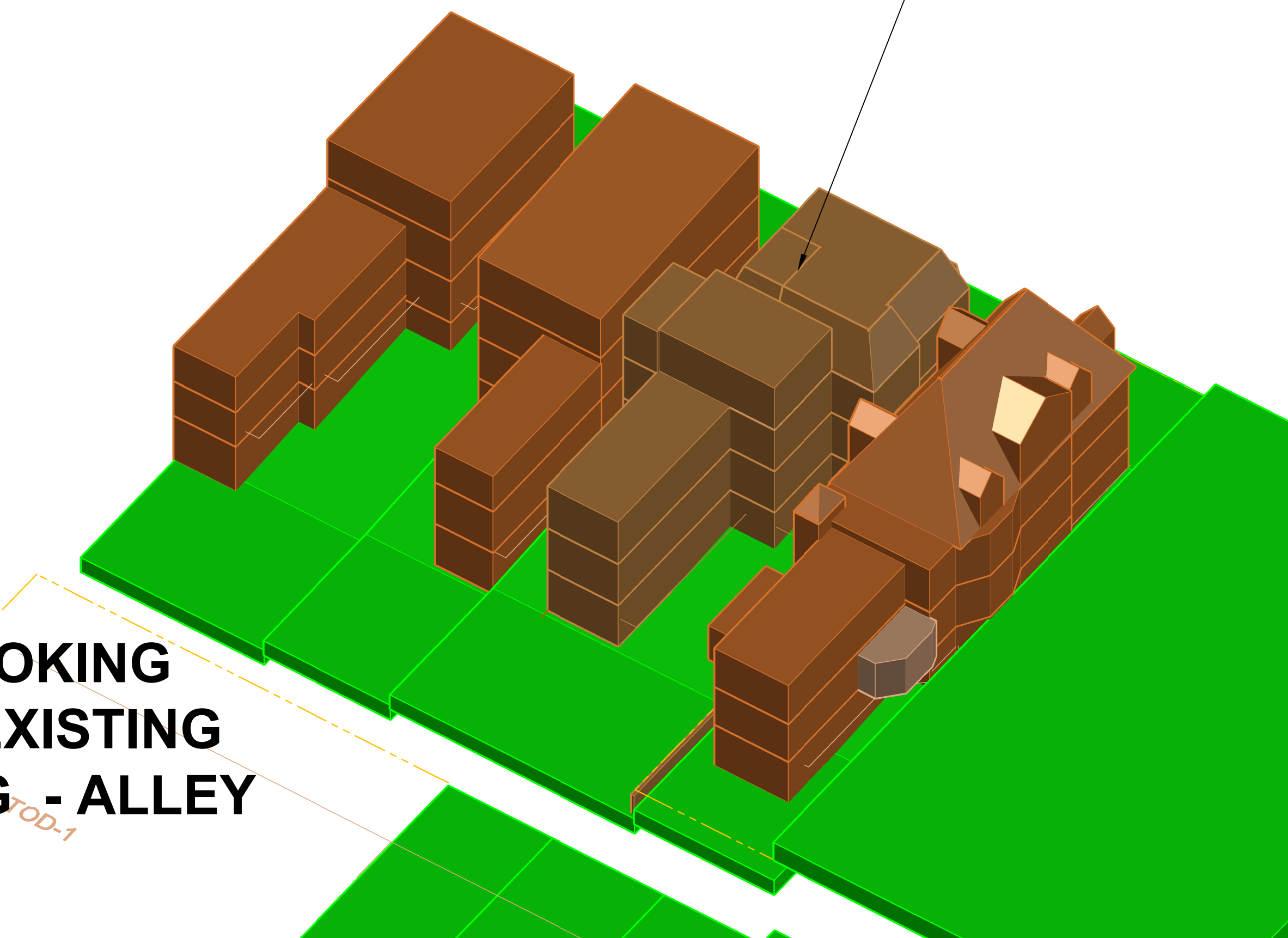
POTENTIAL IMPACT OF RO-3 AND TOD-1 ZONING

VIEW LOOKING SOUTH
POTENTIAL GROWTH
BASED ON ZONING



207 W
FRANKLIN ST

VIEW LOOKING
NORTH EXISTING
MASSING - ALLEY
VIEW



SEAL

REVISIONS

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F 804.358.8211

1901 WEST CARY STREET RICHMOND, VA 23220

JOHANAS DESIGN GROUP

207 WEST FRANKLIN ST

SHEET TITLE

EXISTING MASSING AND ZONING

PROJECT NO.

2125

DATE

11.29.21

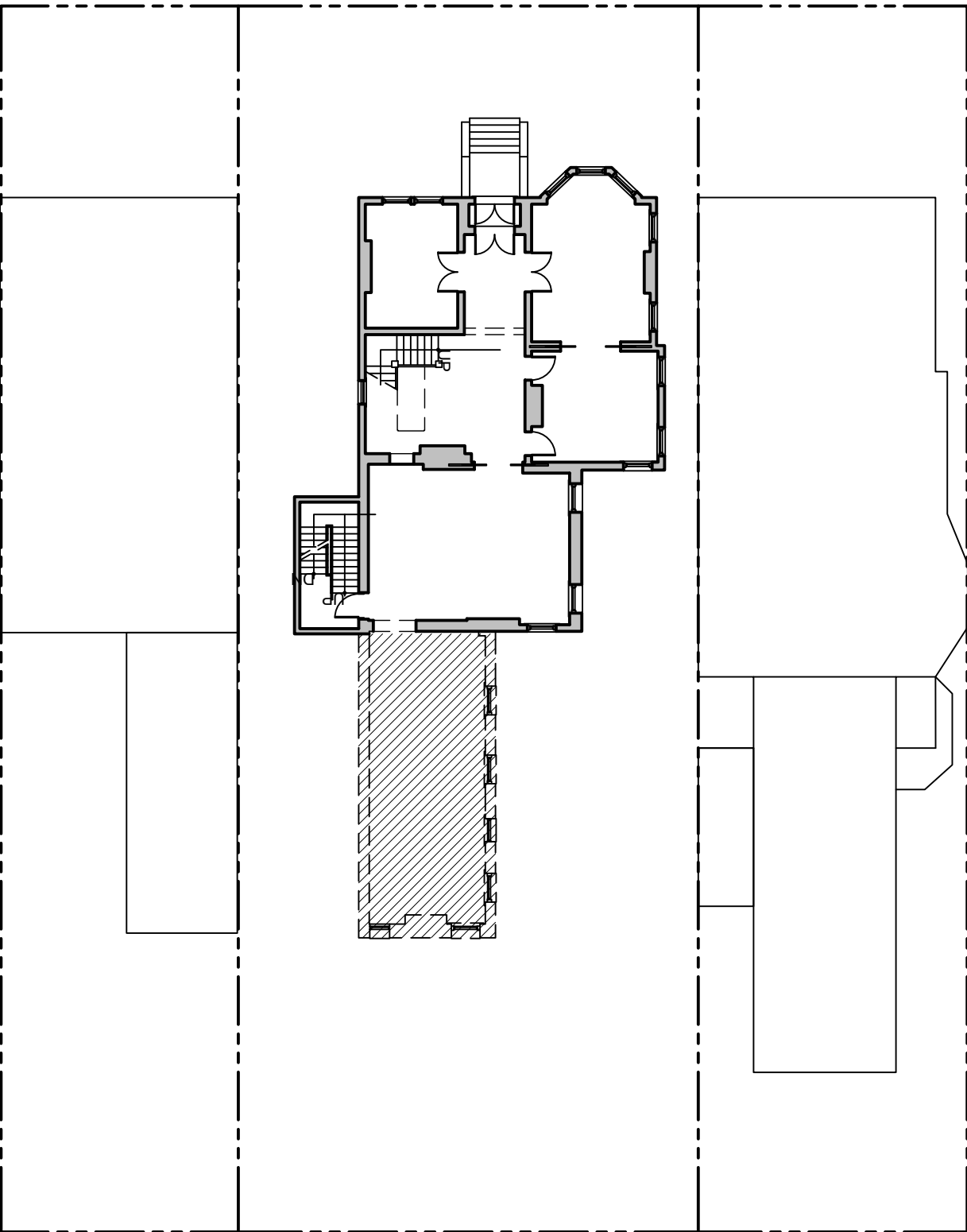
SHEET NO.

CAR 02

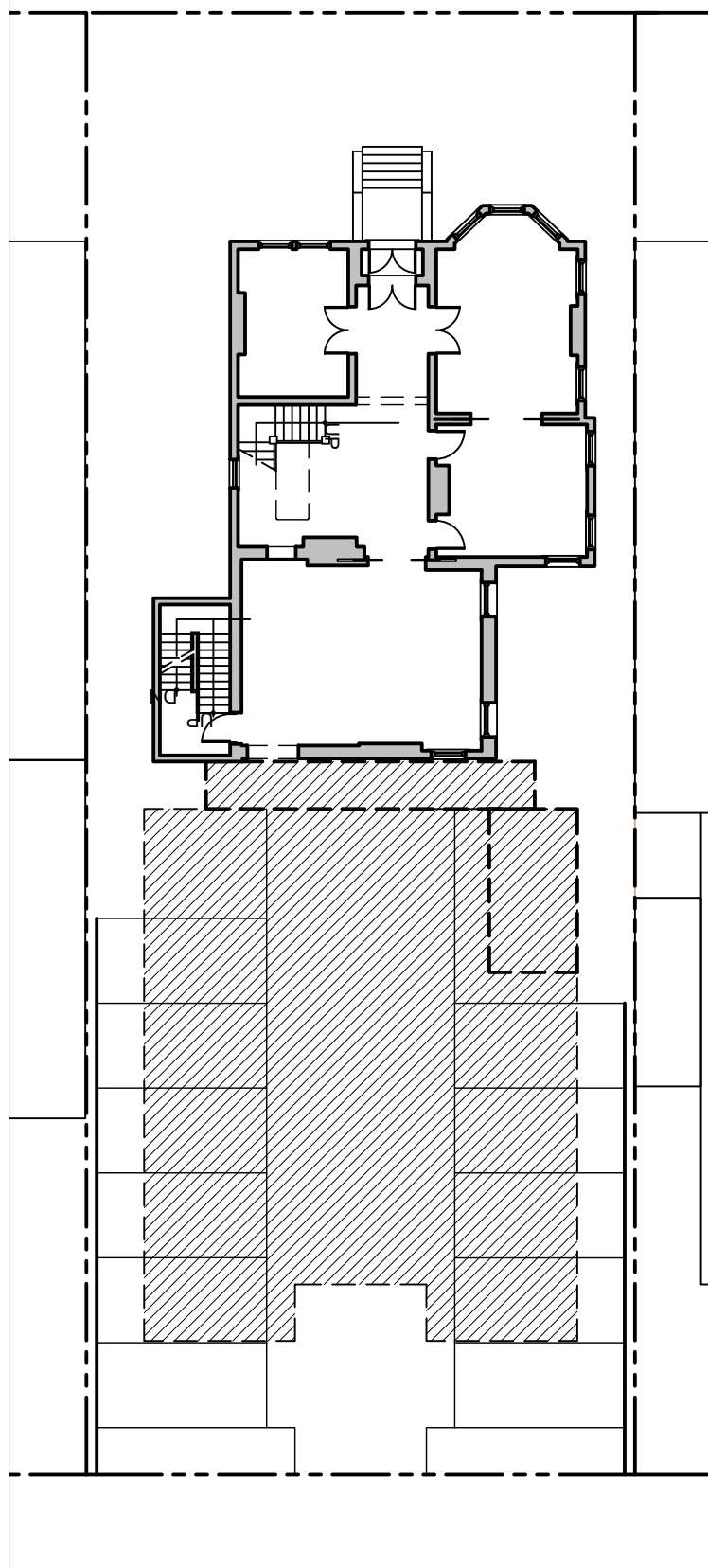
CONCEPTUAL REVIEW

207 W FRANKLIN STREET

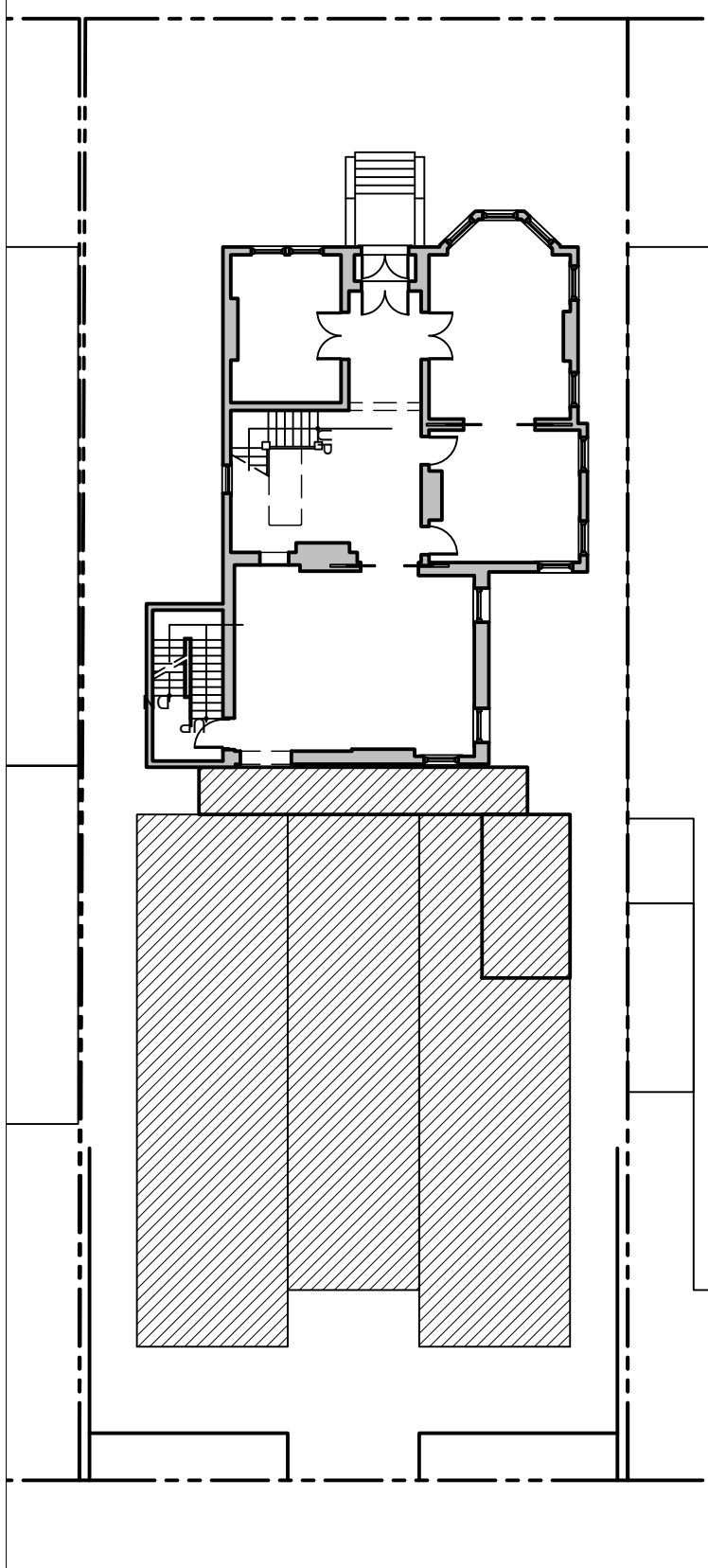
OPTION 1 REMOVE REAR WING AND BUILD NEW ADDITION



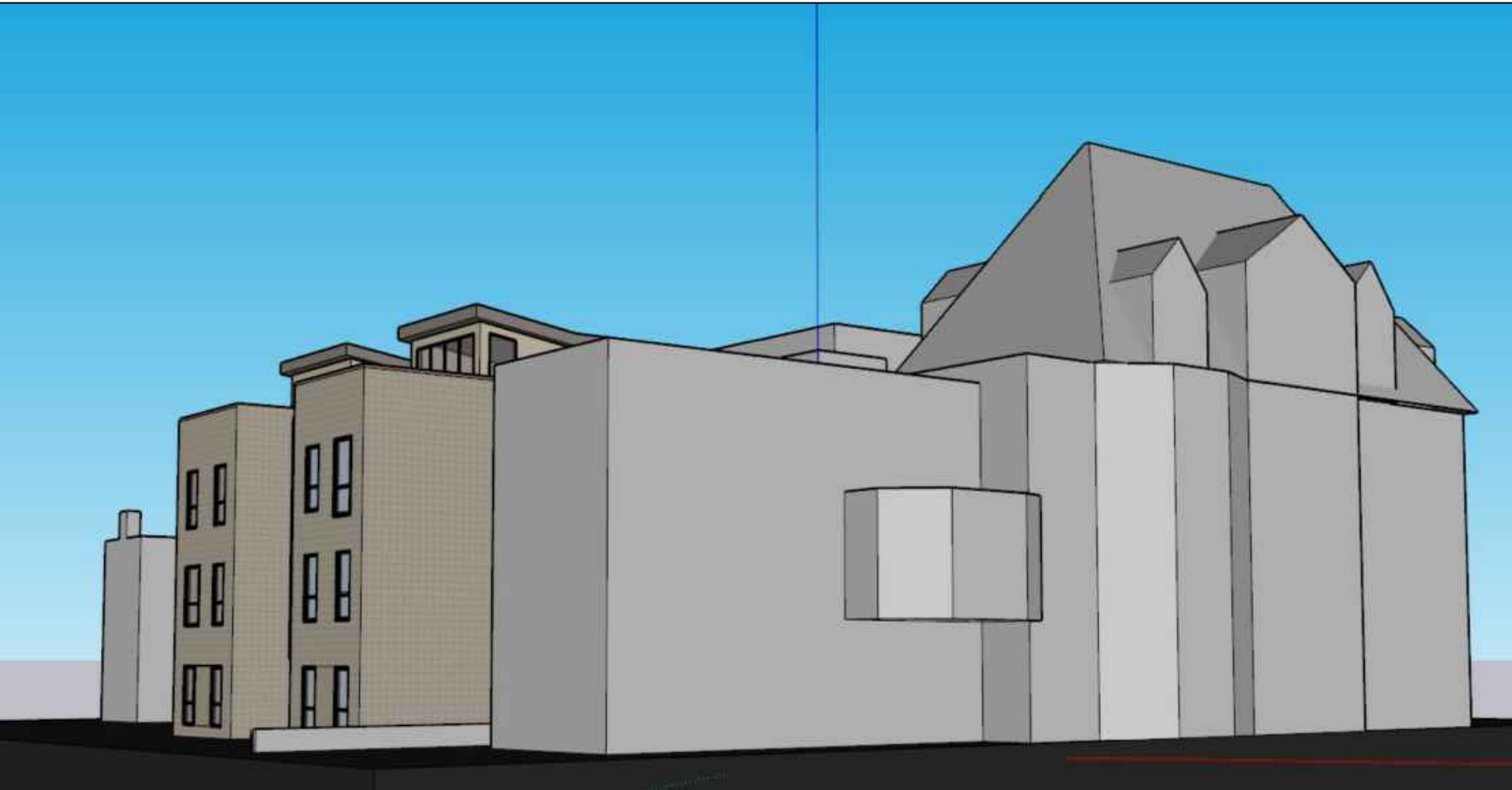
SITE
HATCHED AREA TO BE
REMOVED



**GROUND
LEVEL**
HATCHED AREA
DENOTES FLOORS
ABOVE

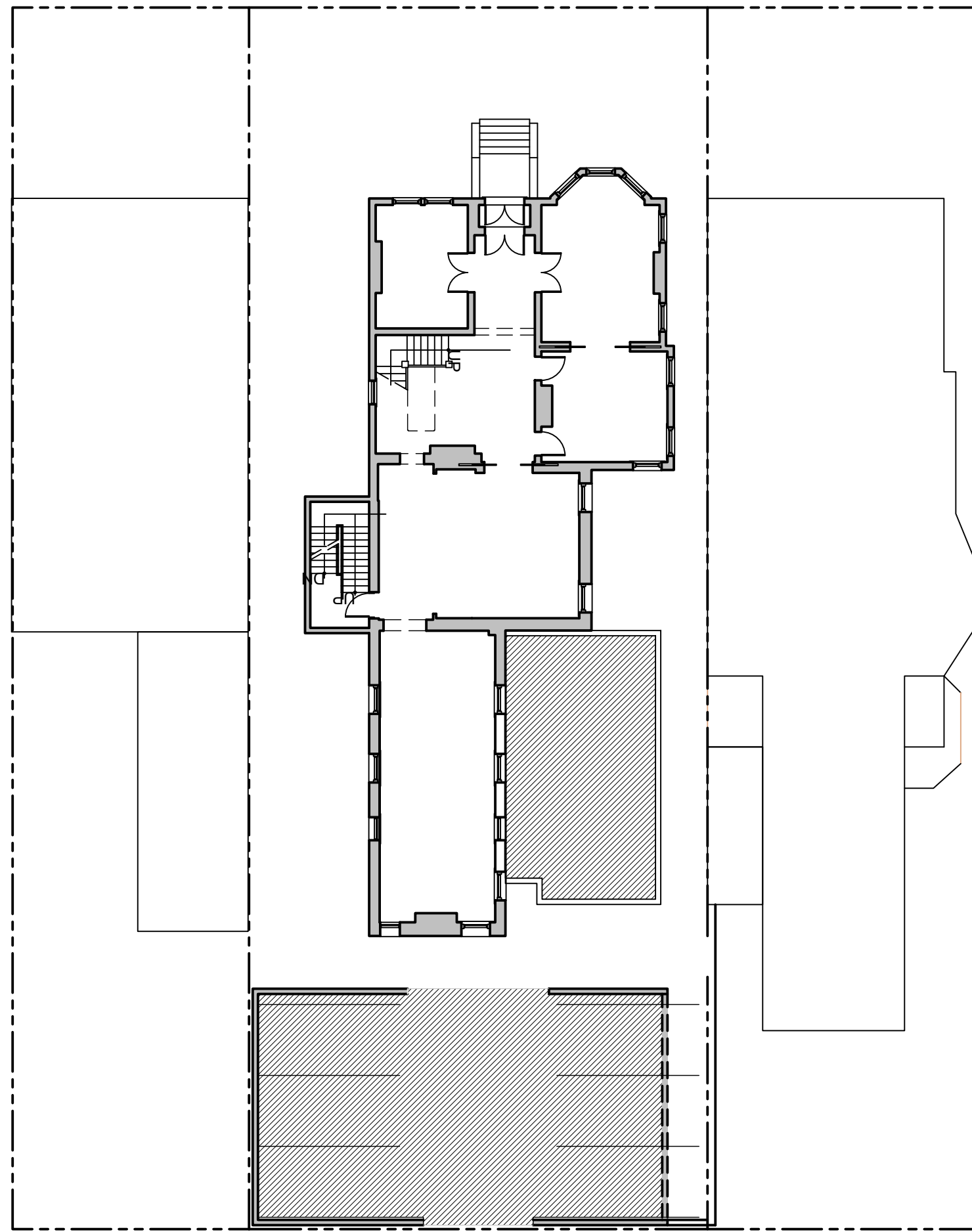


**FLOORS 2 AND
3 & 4 ABOVE**
HATCHED AREA
DENOTES FLOORS



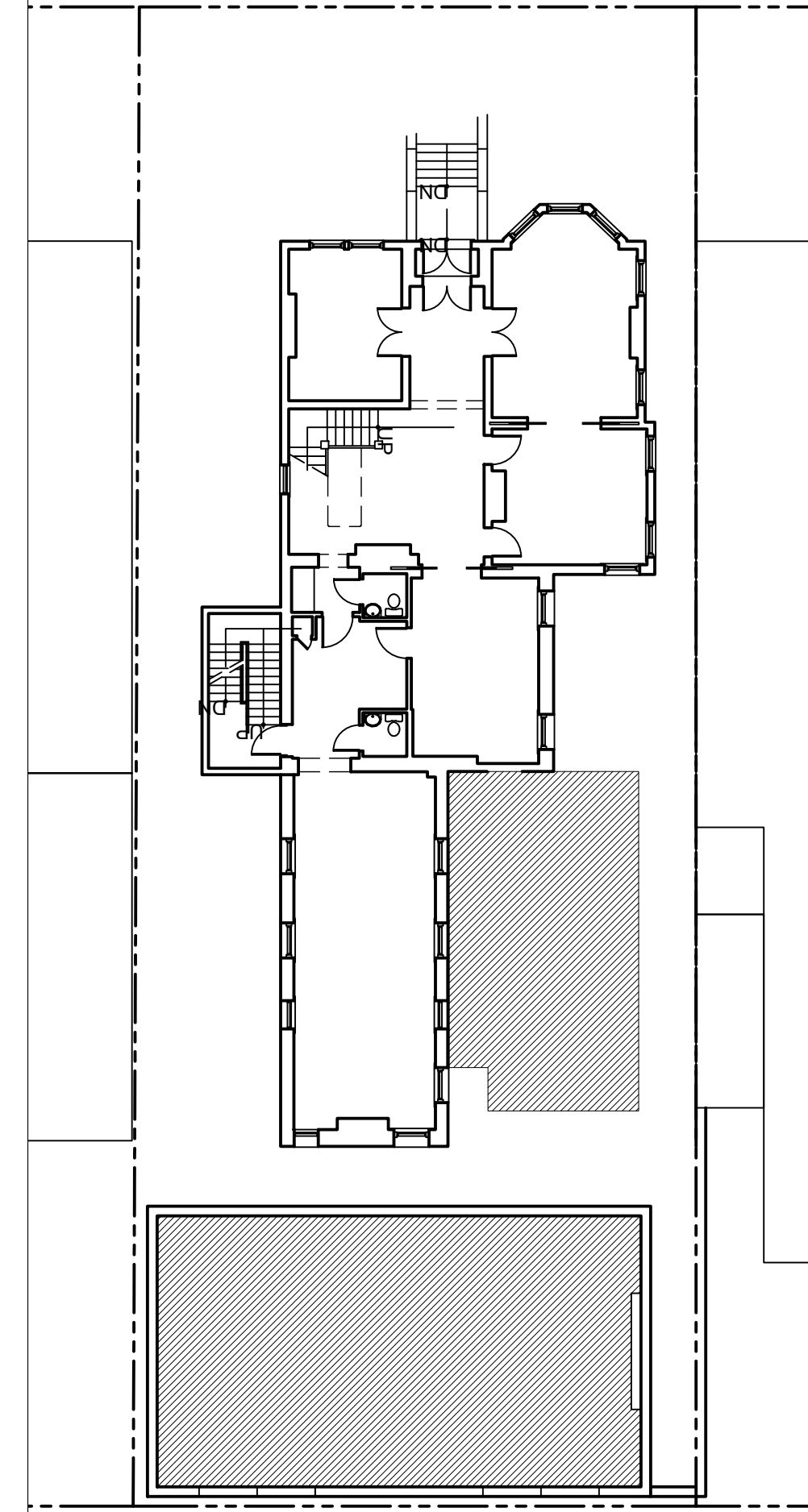
JOHANNAS DESIGN GROUP 1901 WEST CARY STREET RICHMOND, VA 23220 P 804.358.4993 F 804.358.8211

SEAL
REVISIONS
207 WEST FRANKLIN ST
SHEET TITLE
OPTION 1 PLAN ELEV MASSING
PROJECT NO.
2125
DATE
11.29.21
SHEET NO.
CAR OPT1



GROUND LEVEL

HATCHED AREA DENOTES
NEW CONSTRUCTION



FLOORS 2 & 3 ABOVE

HATCHED AREA
DENOTES NEW
CONSTRUCTION

CONCEPTUAL REVIEW

207 W FRANKLIN STREET

OPTION 2

NEW OUTBUILDING AND ADDITION



ELEVATION LOOKING NORTH @
THE NEW OUTBUILDING FROM
THE ALLEY



ELEVATION LOOKING @
THE NEW ADDITION FROM
THE COURTYARD

