



Commission of Architectural Review

1. COA-129910-2023	Final Review	Meeting Date: 5/23/2023
Applicant/Petitioner	Brandi Battle-Brown	
Project Description	Install a mural on a previously painted masonry wall of a mixed-use building.	
Project Location		
Address: 23 W Marshall Street		
Historic District: Jackson Ward		
High-Level Details: Applicant proposes to install a mural on previously painted brick wall of a mixed-use building.		
Staff Recommendation	Approval, with Conditions	
Staff Contact	Samantha Lewis, Samantha.lewis@rva.gov , 804-646-5207	
Previous Reviews	None.	
Conditions for Approval	<ul style="list-style-type: none"> Installation of the new mural is to stay within the boundaries of the previously painted brick. 	

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 building at 23 W. Marshall Street is a masonry building. The bottom portion of the building has already been painted a brick red color. Staff believes a mural on the side elevation would be appropriate.

<p>Standards for Signage, p. 75, #1</p>	<p><i>Adding a mural to a previously-painted, non-primary elevation of a contributing building will be considered on a case-by-case basis.</i></p>	<p>The building is not considered contributing to the Jackson Ward Historic District. The building features a shaped parapet façade wall, a large center window that features 4/4 and 8/8 center window with matching transoms above. Above the center window is a brick arch with a keystone ornamentation with a center diamond made of brick. The bottom half of the building features a traditional storefront that wraps the corner and red painted brick. The mural will be located along North Adams Street on the already painted brick.</p>
<p>Standards for Signage, p. 75, #2</p>	<p><i>Murals painted on primary facades are not permitted.</i></p>	<p>The proposed mural will be painted on a secondary façade, the elevation facing North Adams Street.</p>
<p>Standards for Signage, p. 65, #4</p>	<p><i>A mural should not obscure or distort the historic features of a building.</i></p>	<p>Staff notes there are no defining features on the elevation facing North Adams.</p>
<p>Standards for Signage, p. 75, #5.</p>	<p><i>Murals should be in compliance with the general signage requirements for Old and Historic Districts, where applicable.</i></p>	<p>Staff notes that this mural is not considered a sign by the underlying zoning. <u>Staff recommends approval of the mural with the condition the new mural stays within the boundaries of the previously painted brick.</u></p>

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. Façade photo



Figure 2. Elevation on North Adams



Figure 3. 1924-1925 Sanborn map

