



CITY OF RICHMOND

DEPARTMENT OF PLANNING AND  
DEVELOPMENT REVIEW  
COMMISSION OF ARCHITECTURAL  
REVIEW

Previously-Approved  
Design

April 2, 2012

GTR Cedar, LLC  
c/o Marcellus Wright Cox Architecture  
5012 Monument Avenue Suite 300  
Richmond, VA 23230

RE: 1903 E MARSHALL ST  
Application No. 12-015

Dear Applicant:

At the March 27, 2012, meeting of the Commission of Architectural Review, the review of your application for a Certificate of Appropriateness resulted in the following action: **Approved with Conditions**. Specifically, the Commission approved the application for the reasons cited in the staff report with the following conditions: the notched corners at the site are allowed, the two projecting bays on the alley elevation shall have brick cladding carried up to the bottom of the fourth-floor level, the windows shall have a four-over-four configuration, the projecting building bays shall have a profiled cornice whereas the recessed portion of the building shall have a flat cornice, the cornice will not include brackets, the corner of the building at 20th and Marshall streets will not include metal panels and shall be clad in brick to the top of the fourth floor, the color of the roof and HVAC unit screening will be a compatible grey color or another color reviewed and approved by CAR staff, the stair tower shall have spandrel panels between windows, all balconies shall be coordinated with window and door openings, and the bottom of all Juliet-style balconies shall be level with the floor inside the building.

You, or any aggrieved party, have the right to appeal a decision of the Commission of Architectural Review to City Council as specified in Section 114.930 of the Richmond City Code. A petition stating reasons for the appeal must be filed with the City Clerk within 15 days of this meeting.

If you have any questions, please contact me at (804) 646-7550 or by e-mail at [Catherine.Easterling@richmondgov.com](mailto:Catherine.Easterling@richmondgov.com).



CITY OF RICHMOND

DEPARTMENT OF PLANNING AND  
DEVELOPMENT REVIEW

COMMISSION OF ARCHITECTURAL  
REVIEW

Kind regards,

*Catherine Easterling*

Catherine Easterling, Secretary  
Commission of Architectural Review



CITY OF RICHMOND

DEPARTMENT OF  
PLANNING AND DEVELOPMENT REVIEW  
COMMISSION OF ARCHITECTURAL REVIEW

July 26, 2012

GTR Cedar, LLC  
c/o Marcellus Wright Cox Architecture  
5012 Monument Avenue, Suite 300  
Richmond, VA 23230

Dear Applicant:

RE: Application No. 12-015  
1903 E. Marshall Street

The enclosed certificate has been issued with copies to the Commissioner of Buildings. Also enclosed is a copy of the March 27, 2012, meeting minutes regarding your application.

Kind regards,

Catherine Easterling, Secretary  
Commission of Architectural Review

CLE/tmr  
Enclosures



Commission of Architectural Review  
CITY OF RICHMOND  
900 EAST THIRD STREET  
RICHMOND VIRGINIA 23219  
(804) 646-6335

## CERTIFICATE OF APPROPRIATENESS

This certificate is issued pursuant to Chapter 114, Article IX, Division 4 of the Richmond City Code (Old and Historic Districts) to the applicant.

GTR Cedar, LLC  
c/o Marcellus Wright Cox Architecture  
5012 Monument Avenue, Suite 300  
Richmond, VA 23230

For the property at: 1903 E. Marshall Street

with respect to the exterior architectural features as described in the application for this certificate and the information and plans filed with the application for this property, pursuant to the following resolution adopted by the Commission of Architectural Review and recorded in the minutes of the Commission:

RESOLUTION: WHEREAS, the applicant proposes to construct a new multi-family dwelling, and

WHEREAS, the Commission supports the staggered corners, and

WHEREAS, the brick cladding along the alley elevation shall be carried up two bays to the bottom of the fourth floor, and

WHEREAS, the windows shall have a four-over-four configuration, and

WHEREAS, the projecting bays will have a profiled cornice and the recessed bays will have a flatter cornice, and CAR staff shall have final review and approval of all cornice details, and

WHEREAS, the brick cladding at the corner of 20<sup>th</sup> and Marshall will extend up to include the fourth floor, and

WHEREAS, the cornice will not have any brackets, and

WHEREAS, the roof and mechanical unit screening will be gray in color unless otherwise approved by staff, and

WHEREAS, the stair tower on Marshall Street will include spandrel panels between the windows, and

WHEREAS, the Juliet balconies will be coordinated with the window/door openings, and

WHEREAS, the bottom of the Juliet balconies will be level with the floor inside, and

WHEREAS, the application is otherwise approved as submitted,

NOW, THEREFORE, LET IT BE RESOLVED that the Commission approves the work as being in conformity with the intent of Division 4 Section 14-930 of the Richmond City Code

The applicant shall comply with all City Codes in the execution of this project. The certificate shall be valid for a period of one year from the date of issuance.



Catherine Easterling, Secretary  
Commission of Architectural Review

CLE/tmr  
Enclosures

Date of Issuance: March 27, 2012  
Document Date: July 26, 2012  
Certificate No. 12-015

Application No. 12-015 (GTR Cedar, LLC)  
1903 E. Marshall Street

Ms. Easterling presented the staff report and summarized the history of the Commission's review of the project. She stated that the Commission had deferred review of the project at the February meeting, expressing concern specifically with massing, a lack of pedestrian-scale elements, and a lack of features that would help the building reflect the transitional nature of the block. Ms. Easterling noted that the applicant made the following revisions to the design of the building based on Commission feedback:

- Additional pedestrian-scale elements, including: balconies, door openings, and ground level porch features
- Eight-foot corner setbacks at 20<sup>th</sup> and Marshall as well as Cedar and Marshall
- Additional masonry cladding at the south elevation
- Modifications to the cornice

Ms. Easterling stated that staff felt the current design met the guidelines, but she recommended against the use of staggered setbacks at the corners of the site. Ms. Easterling also noted staff's opposition to the proposed changes to the cladding material on the south elevation.

Ms. Easterling confirmed for Mr. Pearsall that she preferred to see the brick cladding extend up one entire bay instead of spanning the lower portion of several bays. She explained that it would be more effective at breaking up the massing of that elevation. She also noted her opposition to the proposed optional brackets at the cornice.

- Ms. Easterling noted that she had distributed written comments from members of the public.

Ms. Sadler opened the floor for applicant and public comment.

Mr. Fred Cox, one of the project architects, explained how he and Mr. Dennis Craig, his colleague, had estimated the height of the light pole on the site to be thirty-seven feet. Mr. Cox detailed changes to the design since the last meeting, and noted that the staggered corners help to address the massing. Mr. Cox commented that the project would sit very nicely within the site.

Mr. Pearsall inquired about the use of brick cladding on the south elevation. Mr. Craig noted that they would be willing to carry the brick up one entire bay, if the Commission required it.

Mr. Craig confirmed for Ms. Sadler that their preference for windows was a one-over-one configuration. He also noted that every balcony would have a door.

Mr. Craig confirmed for Ms. Sadler that the recessed portions of the cornice would be articulated in a different manner than the rest of the cornice.

Mr. Craig confirmed for Mr. Elmes that it was their intention to have pre-cast headers above all single windows and jack arches over the double windows.

Mr. Green suggested bringing the brick cladding all the way up on two bays of the south elevation. He noted that the current placement of the brick was not effective.

Mr. Craig confirmed for Ms. Sadler that the metal panels would have a smooth finish.

Mr. Craig confirmed for Mr. Yates that there would not be a series of full metal panels on the upper floor.

Ms. Easterling commented that the color of the roof should match the color of the HVAC screening.

Mr. Green asked about the notched corner design. Mr. Craig explained that they had designed the corners in order to reduce the massing.

Ms. Easterling commented that staff felt that a building as big as the proposed development should reflect the strong corners of other large-scale buildings in the area.

Mr. Elmes commented that it is only an eight-foot notch, and that it allows one to see around the corners easier.

Ms. Sadler stated that the corners set up the rhythm of the project.

Ms. Kathleen Morgan with the Historic Richmond Foundation thanked the applicant for working with the Commission to improve the project. She expressed her support for the notched corners as a way to break up the mass of the building.

There was no additional public comment. Commission discussion began.

Mr. Craig confirmed for Mr. Yates that they would like to utilize Juliet balconies on the upper floors.

Mr. Andrews stated that he appreciates the time and energy the architects put into trying to make the design reflect the transitional nature of the block.

Mr. Elmes stated that he supports Mr. Green's suggested revisions to the brick on the south elevation. He noted his preference for the second alternative that depicts different cornices for the 20<sup>th</sup> and Marshall Street corner.

Mr. Green, Mr. Andrews, and Ms. Sadler expressed their opposition to the proposed cornice brackets.

Mr. Green commented that this is a challenging site, and that there will be scale clashes no matter what size project one does. He expressed his appreciation of the evolution of the design over the months. Mr. Green stated that he believes the nature of the site means that there will be dramatic differences in scale.

Mr. Yates agreed that this was a challenging site, and commended the architect for making multiple revisions to the project based on Commission feedback.

Mr. Yates introduced a motion to approve the project in accordance with the staff report with the following conditions:

- The Commission supports the cut corner design
- The alley side brick shall be carried up in two major bays to bottom of the fourth floor level
- The window pattern will be four-over-four
- The projecting bays will have a profile cornice and the recessed bays will have a flatter cornice, with final review and approval of the cornice deferred to CAR staff
- The brick cladding at the corner of 20<sup>th</sup> and Marshall will extend all the way up to

include the 4<sup>th</sup> floor

- The cornice will not have any brackets
- The roof and mechanical unit screening will be gray in color unless otherwise approved by staff
- The stair tower on Marshall Street will include spandrel panels between the windows
- The Juliet balconies be coordinated with the window/door openings
- The bottom of the Juliet balconies will be level with the interior floor

The motion was seconded by Ms. Sadler, and passed 5-1-0 (Pearsall opposed).

RESOLUTION: WHEREAS, the applicant proposes to construct a new multi-family dwelling, and

WHEREAS, the Commission supports the staggered corners, and

WHEREAS, the brick cladding along the alley elevation shall be carried up two bays to the bottom of the fourth floor, and

WHEREAS, the windows shall have a four-over-four configuration, and

WHEREAS, the projecting bays will have a profiled cornice and the recessed bays will have a flatter cornice, and CAR staff shall have final review and approval of all cornice details, and

WHEREAS, the brick cladding at the corner of 20<sup>th</sup> and Marshall will extend up to include the fourth floor, and

WHEREAS, the cornice will not have any brackets, and

WHEREAS, the roof and mechanical unit screening will be gray in color unless otherwise approved by staff, and

WHEREAS, the stair tower on Marshall Street will include spandrel panels between the windows, and

WHEREAS, the Juliet balconies will be coordinated with the window/door openings, and

WHEREAS, the bottom of the Juliet balconies will be level with the floor inside, and

WHEREAS, the application is otherwise approved as submitted,

NOW, THEREFORE, LET IT BE RESOLVED that the Commission approves the work as being in conformity with the intent of Division 4 Section 114-930 of the Richmond City Code.



VOTE

Affirmative	Andrews, Elmes, Green, Sadler, and Yates
Negative	Pearsall
Abstain	None



# Commission of Architectural Review SUBMISSION APPLICATION

City of Richmond, Virginia - City Hall  
1001 East Broad Street, Richmond, Virginia 23219  
Phone: (804) 646-1234; fax: (804) 646-1235

12 COPIES OF SUPPORTING DOCUMENTATION ARE REQUIRED FOR PROCESSING YOUR SUBMISSION  
1903 E. MARSHALL ST.

LOCATION OF WORK: CITY OF RICHMOND, VIRGINIA DATE: MARCH 9, 2012

OWNER'S NAME: GTR CEDAR, LLC TEL NO: 804.780.9067 x 114  
AND ADDRESS: c/o MARCELLUS WRIGHT COX ARCHITECTS, PC EMAIL: fcox@mwcarhitects.com  
CITY, STATE AND ZIP CODE: 5012 MONUMENT AVE., SUITE 300 RICHMOND, VA 23230  
MARCELLUS WRIGHT  
ARCHITECT/CONTRACTOR'S NAME: COX ARCHITECTS, PC TEL NO: 804.780.9067 x 114  
AND ADDRESS: 5012 MONUMENT AVE., SUITE 300 EMAIL: fcox@mwcarhitects.com  
CITY, STATE AND ZIP CODE: RICHMOND, VA 23230

Would you like to receive your staff report via email? Yes ☒ No

## REQUEST FOR CONCEPTUAL REVIEW

☐ I hereby request Conceptual Review under the provisions of Chapter 114, Article IX, Division 4, Section 114-130.6(d) of the Richmond City Code for the proposal outlined below in accordance with materials accompanying this application. I understand that conceptual review is advisory only.

## APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

☒ I hereby make application for the issuance of a certificate under the provisions of Chapter 114, Article IX, Division 4 (Old and Historic Districts) of the Richmond City Code for the proposal outlined below in accordance with plans and specifications accompanying this application.

## DETAILED DESCRIPTION OF PROPOSED WORK (Required):

STATE HOW THE DESIGN REVIEW GUIDELINES INFORM THE DESIGN OF THE WORK  
PROPOSED. (Include additional sheets of description if necessary, and 12 copies of artwork helpful in describing the project. See instruction sheet for requirements.)

PLEASE REFER TO PROPOSED GTR CEDAR, LLC APARTMENTS DETAILED DESCRIPTION DATED FEBRUARY 3, 2012 INCLUDING ALL ATTACHMENTS, DEFERRED AT THE FEBRUARY 28, 2012 MEETING OF THE CAR. ATTACHED IS A COPY OF THE STAFF REPORT WITH A RECOMMENDATION FOR APPROVAL AS PROPOSED AND A ROUGH DRAFT OF COMMENTS FROM CAR MEMBERS ON 2/28/12. ALSO ATTACHED ARE REVISED ELEVATIONS AND SKETCH-UPS AND RESPONSES TO THE CAR MEMBERS COMMENTS, DATED MARCH 9, 2012. ADDITIONAL INFORMATION WILL BE AVAILABLE AND PRESENTED AT THE MARCH 27, 2012 MEETING. THE CHAIR HAS REQUESTED AN ADDITIONAL VISIT TO THE SITE WHICH WE WILL BE PLEASED TO ATTEND.

Signature of Owner or Authorized Agent: X

Name of Owner or Authorized Agent (please print legibly): FREDERIC H. COX, JR

(Space below for staff use only)

RECEIVED  
Received by Commission Secretary

DATE: MAR 09 2012

APPLICATION NO. 12-015

SCHEDULED FOR 3/27/12

Note: CAR reviews all applications on a case-by-case basis.

Revised 08-24-2011

Proposed GTR Cedar LLC Apartments  
March 9, 2012

Detailed Description of the Proposed Work Required:

Statement of how the Design Review Guidelines Inform the Design of the Work Proposed

Description of Revision to Proposed Work:

1. Please refer to Description of Proposed Work dated February 3, 2012 and attached documents
2. Please refer to:
  - a. Letter of March 3, 2012 notification to applicant of result of application NO. 12-015 of February 28, 2012 Meeting of CAR: Deferred. (copy attached)
  - b. E-mail – PDR from Catherine Easterling, copy of rough draft compilation of commission members comments on Tuesday, February 28, 2012 (copy attached)
  - c. CAR staff report, February 28, 2012 Meeting (copy attached)
3. Revised Roof Plan and Elevations dated March 9, 2012 illustrating applicants responses to CAR members comments.
  - a. Cedar Street Elevation:  
Corner of Cedar: Additional Balconies and doors have been added to improve the scale. The addition of another story at the corner is allowable under B-6 zoning and the 50' proffer, but most members did not wish to do so.
  - b. 20<sup>th</sup> Street Elevation:  
Marshall Street corner is setback 8' in each direction to reduce the mass. The architects measured the height of the light pole at the corner which is approximately 34'. The building height is 37' at grade at this corner.
  - c. South Elevation (alley side):  
Masonry height has been increased in the pool and terrace courtyard and balconies added.
  - d. Marshall Street Elevation:  
20<sup>th</sup> Street corner has been set back in both directions 8' to reduce the scale and more balconies and doors have been added.  
Doors and small scale roofs have been added to the building setbacks overlooking small garden areas to related to a pedestrian scale.  
Removing a story from the 20<sup>th</sup> Street corner in exchange for increasing the height an equal amount towards the Cedar Street corner is not feasible under the B-6 and 50' proffer and zoning height requirements.
4. Commission Member Comments (Tuesday February 28, 2012)
  - a. Height of the church was measured by counting measured quoins at the corner. The church is much higher than GTR Cedar Apartments.

- b. Proffer Height is 50'-0" above grade plane, maximum height at 144' above sea level.
- c. An early zoning model indicated a low mansard type parapet, not feasible under the current B-6.
- d. Understanding Height: Refer to 3h above, another site visit proposed.
- e. Current changes should improve massing even more especially if "transitional" is the model.
- f. Pedestrian scale addressed in 3d.
- g. The elevation at the corner of Marshall & 20<sup>th</sup> streets is 37' above grade and in our opinion is the best solution to apparent height at the corner, three feet taller than the light pole.
- h. The proposed building is situated on a one acre vacant site in a transitional area between the massive brick warehouses to the north and the residential neighborhoods including the massive church and the new five story apartment building on Broad Street. The massing is broken down in scale by the "U" shaped plan, smaller proportioned bays, brick and metal materials, the fenestration pattern and the smaller scale elements at the pedestrian level. This greatly reduces the overall massing in relation to the warehouses providing an appropriate transition between the warehouses and the residential neighborhood buildings.
- i. More brick has been added to the South elevation at the terrace.
- j. The roof line has been given more variation.
- k. Another site visit will be welcome.



CITY OF RICHMOND

DEPARTMENT OF  
PLANNING AND DEVELOPMENT REVIEW  
COMMISSION OF ARCHITECTURAL REVIEW

March 3, 2012

GTR Cedar, LLC  
c/o Marcellus Wright Cox Architecture  
5012 Monument Avenue Suite 300  
Richmond, VA 23230

RE: 1903 E MARSHALL ST  
Application No. 12-015

Dear Applicant:

At the February 28, 2012, meeting of the Commission of Architectural Review, the review of your application for a Certificate of Appropriateness resulted in the following action: **Deferred**. Specifically, the Commission deferred action on the application in order to allow the applicant to consider revisions to the design based on the Commission's comments.

If you have any questions, please contact me at (804) 646-7550 or by e-mail at [Catherine.Easterling@richmondgov.com](mailto:Catherine.Easterling@richmondgov.com).

Kind regards,

Catherine Easterling, Secretary  
Commission of Architectural Review

**Fred Cox**

**From:** Easterling, Catherine - PDR [Catherine.Easterling@Richmondgov.com]  
**Sent:** Monday, March 05, 2012 4:52 PM  
**To:** fcox@mwarchitects.com  
**Subject:** 1903 E Marshall comments  
**Attachments:** 1903 E Marshall February 28 CAR comments.doc

Mr. Cox, I have attached a copy of my rough draft compilation of Commission comments regarding your project from Tuesday, February 28<sup>th</sup>. I did not include comments from the public, so please let me know if you would be interested in those as well.

Kind regards,  
Catherine

**Catherine Easterling**  
Planning and Development Review  
900 E. Broad Street, Room 510  
Richmond, VA 23219  
Phone: (804) 646-7550  
Fax: (804) 646-5789

3/5/2012

Comments from Commission of Architectural Review members on 2/28/12  
Draft Form

Pearsall – Height of development compared to church? How did you determine height of church?

Elmes – Dry design material? Color?

Yates – What was the proffer to the City for the height of the development?

Pearsall – What is the earlier design to which two citizen letters refer? Were there sloped roofs on the design at that time?

Sadler – Notes for Mr. Anderson (citizen) that the CAR does not consider apartment size when reviewing projects.

Wimmer – Notes for Mr. Anderson that the Cedar/Broad development is outside of the district and was not reviewed by the CAR.

Pearsall – Development is still one story too tall.

Sadler – Having difficulty understanding the height of the building, despite the architect's numerous attempts to explain it. Difficult to understand due to the slope of the site. Would really like to see height from Jefferson Park. Could something be mocked up? (Suggests helium balloons with string the approximate height of building corners. Primary concern is understanding the mass and height.

Elmes – Site visit helped a lot. The introduction of more human scale elements has helped. Unfortunate that the houses on Cedar Street are being valleyed in, but doesn't know what you can do otherwise unless there is a massive reduction in height.

Andrews – Concerned with massing. Cold Storage buildings are a couple of blocks to the west, but to the east it is residential. Sees this as a transitional block. Just doesn't see the transition in the proposed design. Concerned with massing.

Wimmer – Agrees with Mr. Andrews. Distinct change in scale at this point. Biggest building in the area is the church – monumental. Apartment complex should not be monumental.

Johannas – Is not concerned about the height. He is an urbanist, and the Bottom is close to the urban core. How to integrate density. Architects have done huge job breaking up the massing, but with the repetition of building blocks, you lose the impact of breaking up the massing. Cornice and roof line are consistent with the exception of the rooftop stair bump-out. The "swoopy" roof breaks up the roofline. Concerned with the pedestrian scale of the project at eye level. Not a lot of breaks into the ground. Wants to see more doors, stairs, access points. Plinth needed for parking, essential that the parking be underground. Need balance in how we break up the street level.

Elmes – Historic warehouses adaptively reused as apartments lack that human scale. American Tobacco building as an example. Scale minimized in that instance, not necessary.

Johannas – Responds to Elmes – that is in a warehouse area.

Johannas – Does look at warehouses in the immediate area.

Sadler – But those warehouses are on the side of the hill, buffered by trees.

Yates – Concurs with Sadler. Concerned with the height, particularly at 20<sup>th</sup> and Marshall. Suggests removing upper units on 20<sup>th</sup> and Marshall and putting them in the middle of the development. Delineation of massing needs to be taken down to street level.

Elmes – What about the changes that the applicants have made to the design, as staff pointed out?

Yates – Commends architects for the changes they have made.

Sadler – We have ongoing concerns with the massing and scale.

Elmes – Concurs with staff report. Moves to approved per staff report.

Green – 2<sup>nd</sup>

Vote: 2-6-0 (Elmes and Green in favor, all others opposed.)

Yates: Move to defer.

Johannas: 2<sup>nd</sup>. Doesn't want to see the project fail. Likes to think that a resolution is not too far away.

Vote: 6-1-1 (Elmes opposed, Green abstaining)

Green – Design would be stronger if the massing came down to the ground, more brick on south elevation.

Pearsall – Lose a story. Add lost space to corner of Cedar and Marshall.

Johannas – Need to break up the ground plane, if possible. Need for more human scale elements – balconies, railings, etc. Break up the consistency of the larger cornice.

Yates – Would like to see a reduction in height at the corner of Marshall and 20<sup>th</sup> Streets. Perhaps step back the corner.

Andrews – Concern with scale at rooftop as well as ground level. Need to see more variation.



Sadler – Join Mr. Yates in requesting a demonstration of height. Special Commission site visit again to see that.

Wimmer – Calming of materials a success. Straight cornice makes this building look massive. Need to see more variation.

Fred Cox

**From:** Easterling, Catherine - PDR [Catherine.Easterling@Richmondgov.com]  
**Sent:** Monday, February 27, 2012 7:06 AM  
**To:** fcox@nwcarchitects.com  
**Subject:** Staff Report for Commission of Architectural Review Meeting on Tuesday, February 28, 2012  
**Attachments:** R12-015 1903 E Marshall.doc

Good Morning –

I have attached a copy of the staff report for your project. **Please note:** The Staff Report is only a **recommendation** to the Commission to help them in their review of your application. The Staff Recommendation should **not** be construed as **permission to proceed** with your project. The **final decision rests with the Commission**. At the meeting, after reviewing your application, the Commission will approve, approve with conditions or changes, deny, or defer your application. If you have requested conceptual review, the Commission will discuss your project and offer comments based on the *Design Review Guidelines*.

Kind regards,  
Catherine

**Catherine Easterling**  
Planning and Development Review  
900 E. Broad Street, Room 510  
Richmond, VA 23219  
Phone: (804) 646-7550  
Fax: (804) 646-5789

COMMISSION OF ARCHITECTURAL REVIEW  
STAFF REPORT  
February 28, 2012 Meeting

5. CAR No. 12-015 (GTR Cedar, LLC)

1903 E. Marshall Street  
Shockoe Valley Old and Historic District

**Project Description:**

**Construct new multi-family dwelling**

**Staff Contact:**

**C. Easterling**

The applicant is proposing to construct a multi-family dwelling at a lot in the Shockoe Valley Old and Historic District that is bordered by Cedar, East Marshall, and North 20<sup>th</sup> Streets. The proposed building reaches a maximum height of sixty feet above grade at the roof peak of the stair tower along Marshall Street, though most of the building is significantly lower in height. The uppermost story of the building is metal panels, while the rest of the building is red brick. The site includes several terraces and a swimming pool facing a private alley. Portions of the building's alley elevation will be visible from East Broad Street. Parking is accommodated beneath the building with garage entrances on Cedar Street and the private alley. The site slopes significantly downward toward the south and west.

The project site is located in the Shockoe Valley Old and Historic District. Shockoe Valley has a tremendous diversity of building types and styles. The lot proposed for development is located along the hillside of Jefferson Park. Two-story residential dwellings on raised basements line Cedar Street immediately adjacent to the site, and a new, five-story multifamily building is located on the other side of Cedar Street, just outside of the Old and Historic District. Other notable buildings in the immediate area include New Light Baptist Church (formerly Trinity Methodist) and the Central Montessori School. The district contains a number of warehouses and industrial buildings that are three to five stories in height.

**Background:** Plans for the new development at 1903 E. Marshall Street were reviewed conceptually by the Commission of Architectural Review at their meeting on December 14, 2011. The Commission made recommendations to the applicant in an advisory capacity at this meeting. The general consensus of the Commission members present was that the proposed building needed to be more compatible in massing, height, and scale, particularly with respect to the row of historic Greek Revival residences along Cedar Street. The Commission was largely supportive of the materials selected for the development.

The applicant revised the plans for the development in response to Commission feedback to include the following changes:

- A one-story reduction in height along the Cedar Street elevation
- A one-story reduction in height at the corner of Marshall and Cedar Streets
- Additional pedestrian-scale elements along Marshall Street
- Additional definition of the pedestrian entrance to the building
- Revision to the materials for the upper story so that it is now consistently all glass and metal panels
- Information about the configuration and screening of rooftop mechanical units

The Commission reviewed the revised plans at their regular meeting on January 24, 2012. After discussing the project, the Commission voted 7-1-0 to deny the project, specifically citing standards for Siting, Form, Scale, and Height, Width, Proportion, and Massing. Several Commission members also expressed concern over building materials and the grouping of the rooftop mechanical equipment.

The applicant made the following revisions to the design of the building in response to Commission comments:

- Additional pedestrian-scale elements along the Cedar Street elevation
- Changes to the fenestration on the portion of the building closest to the historic dwellings along Cedar Street
- Addition of a substantial mid-block building setback along Marshall Street
- Elimination of the light-colored clay masonry for the building base
- Simplification of the color palette for the proposed metal panels
- Additional articulation of the cornice
- Grouping and additional screening of rooftop mechanical units

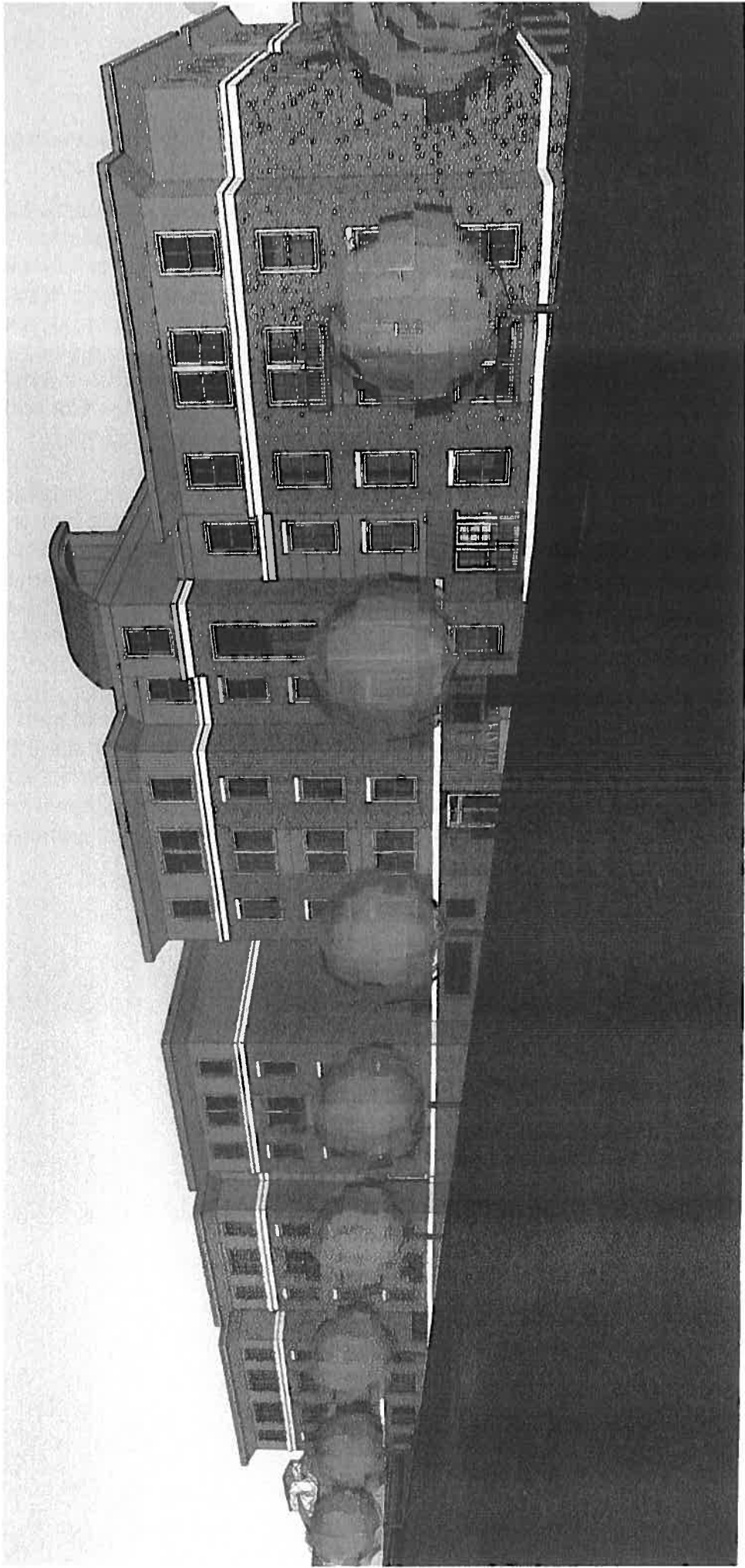
**Staff recommends approval of the project as proposed.** The revised design of the building addresses a number of the Commission's concerns that were articulated in January. The *Richmond Old and Historic Districts Handbook and Design Review Guidelines* states that buildings should respect the typical height of surrounding houses and commercial structures (pg. 45, Height, Width, Proportion, and Massing #1). Admittedly, the height, scale, and mass of the proposed development are much greater than those of the historic single-family residences on Cedar, but there is very little small-scale housing stock left in this portion of the Shockoe Valley Old and Historic District. Many of the historic buildings in and around the area are large in scale, including the Cold Storage buildings just outside the district and the New Light Baptist Church, massive even

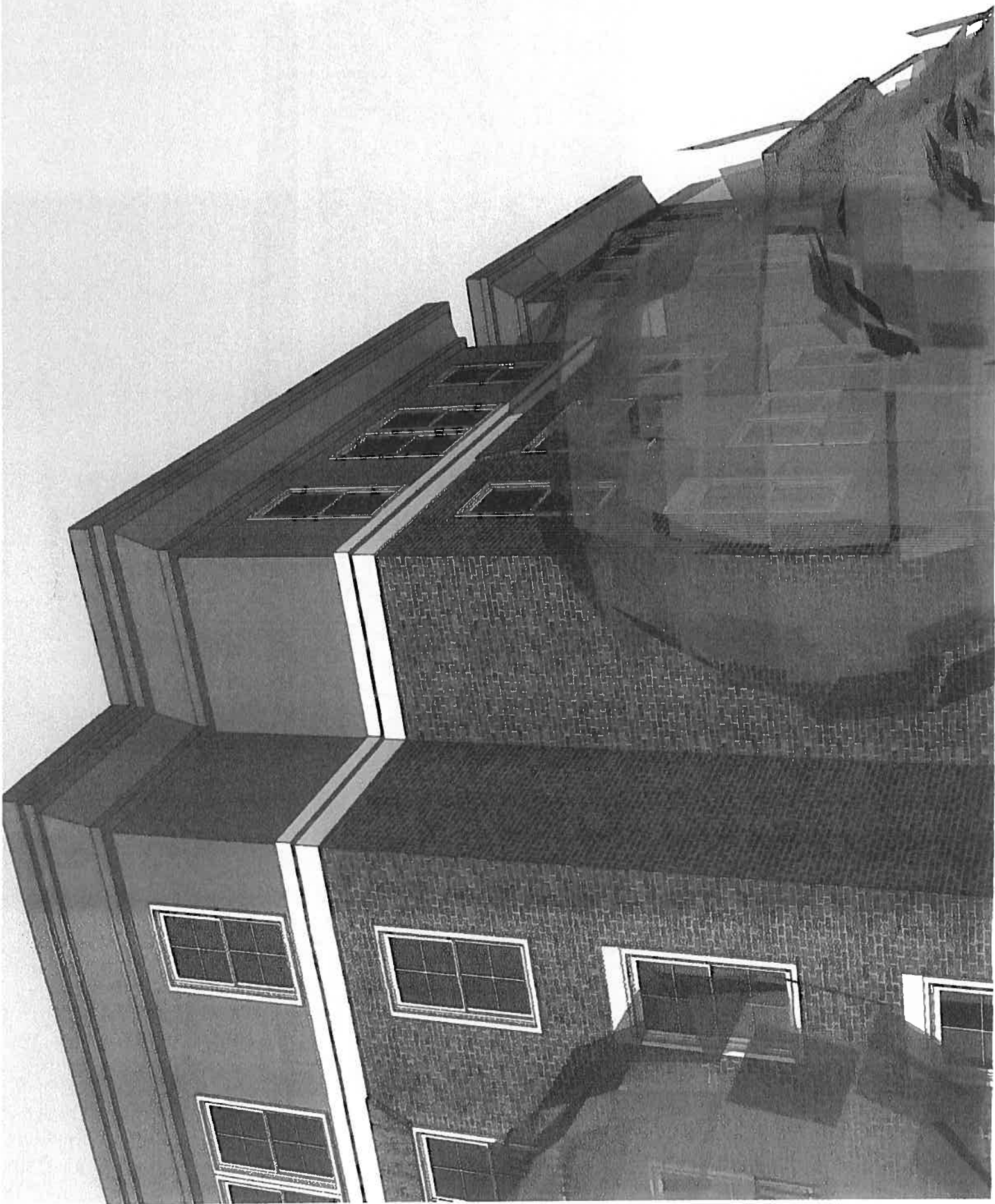
without its steeple. The proposed Cedar Street elevation is sensitive to the adjacent historic buildings in height, materials, and window patterning.

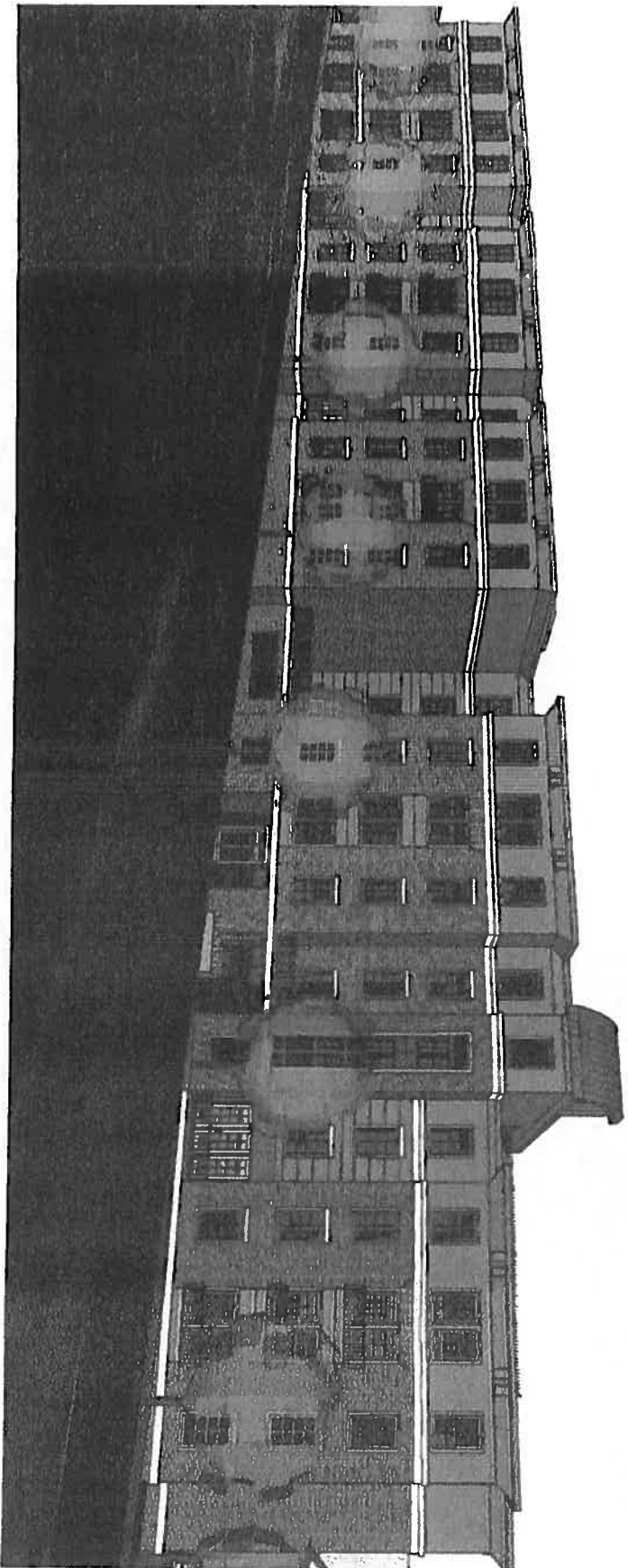
The *Guidelines* notes that new designs that call for wide massing should be broken up with bays (pg. 45, Massing #3). The massing of the proposed building is broken up with staggered bays that are approximately twenty-two feet wide. A larger building setback mid-block along Marshall Street, the change in the cladding material for upper story, and the strategic use of string courses also helps to mitigate the impact of the massing. The pedestrian-scale elements along Marshall Street add visual interest to what will most likely be the most highly-trafficked street along the site. Staff appreciates the addition of additional openings along the ground level of the Cedar Street side of the building.

The brick and metal materials proposed for the development are compatible with the district. The applicant has provided cut sheets for some of the construction products, and intends to bring material samples to the meeting for Commission review. The applicant has also simplified the color palette so that the metal panels are a consistent grey color. The rooftop mechanical units have been grouped and screened so as to minimize their presence when viewed from atop Jefferson Park.

It is the assessment of staff that that the application is consistent with the Standards for New Construction outlined in Section 114-930.7 (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 Code.



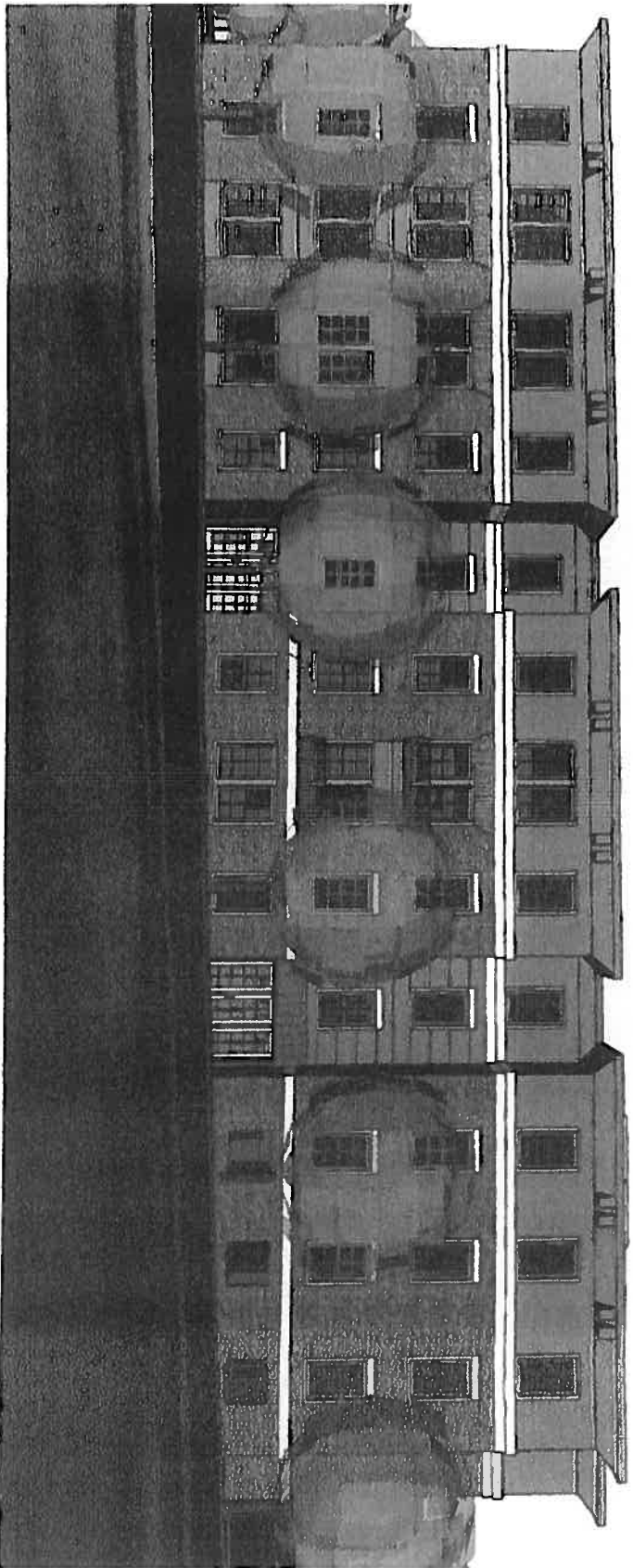




Marshall Street View

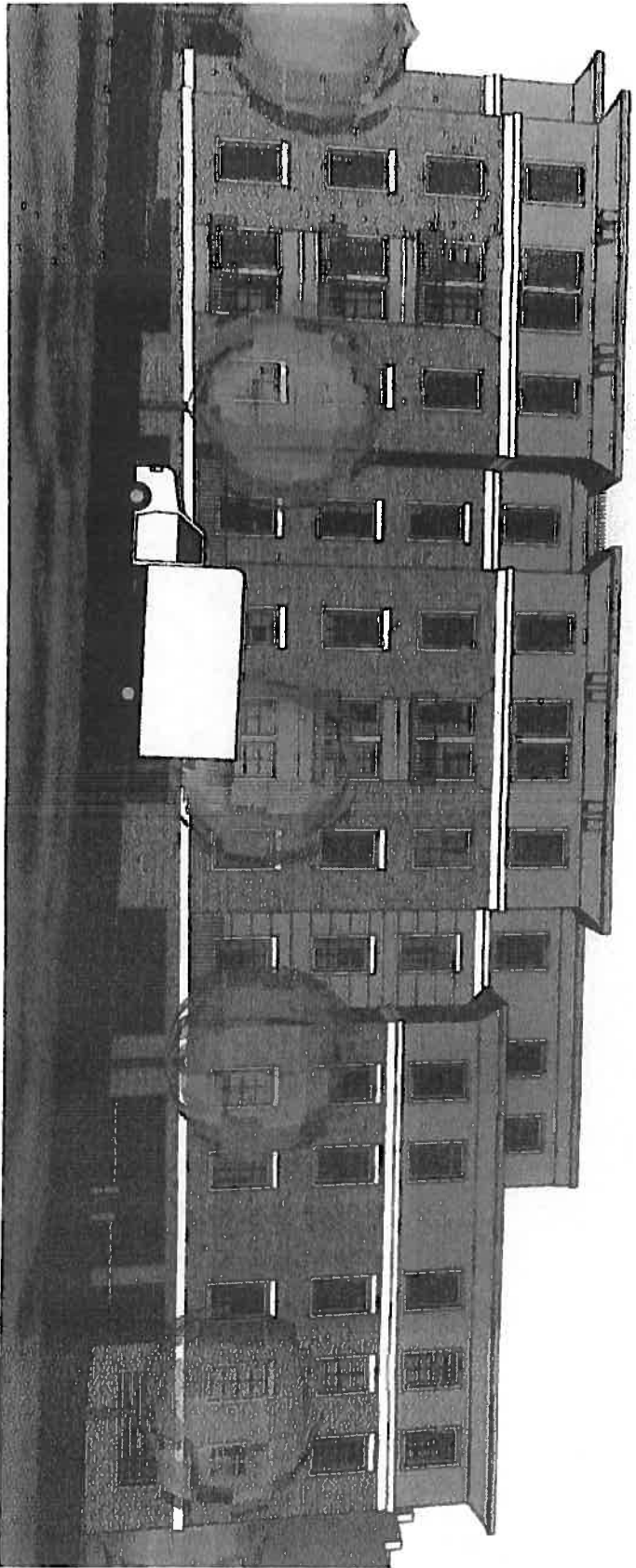
Alternate No. 1 – Add brackets to upper cornice.





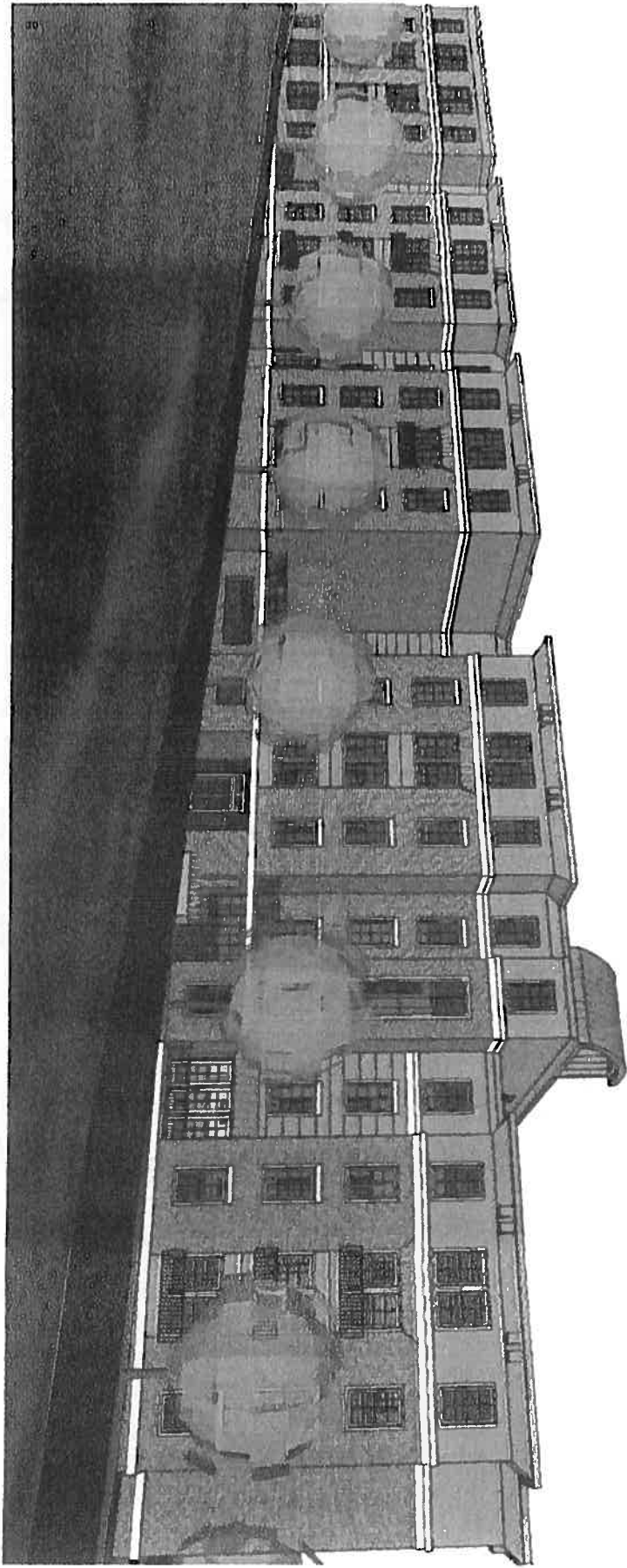
20<sup>th</sup> Street View

Alternate No. 1 – Add brackets to upper cornice.



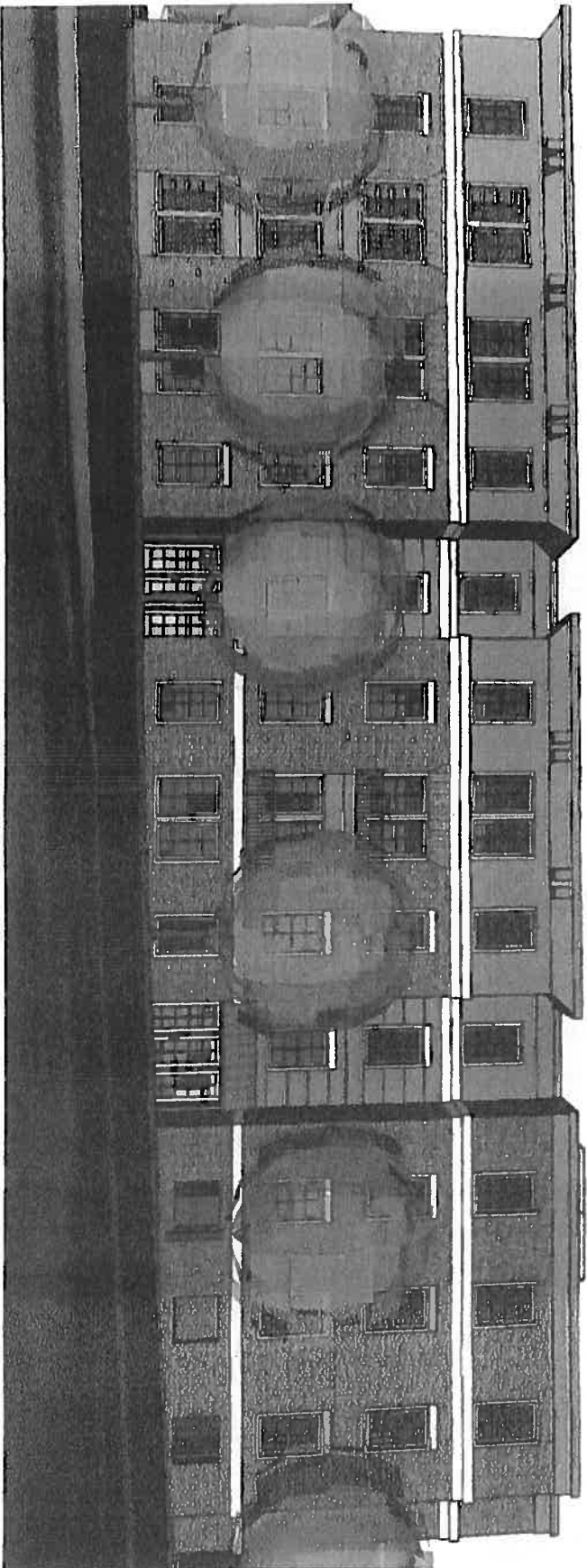
Cedar Street View

Alternate No. 1 – Add brackets in the upper Cornice.



Marshall Street View

Alternate No. 2 – Add brick at 4<sup>th</sup> floor at 20<sup>th</sup> Street and Marshall Corner in addition to cornice brackets (Alt No. 1).



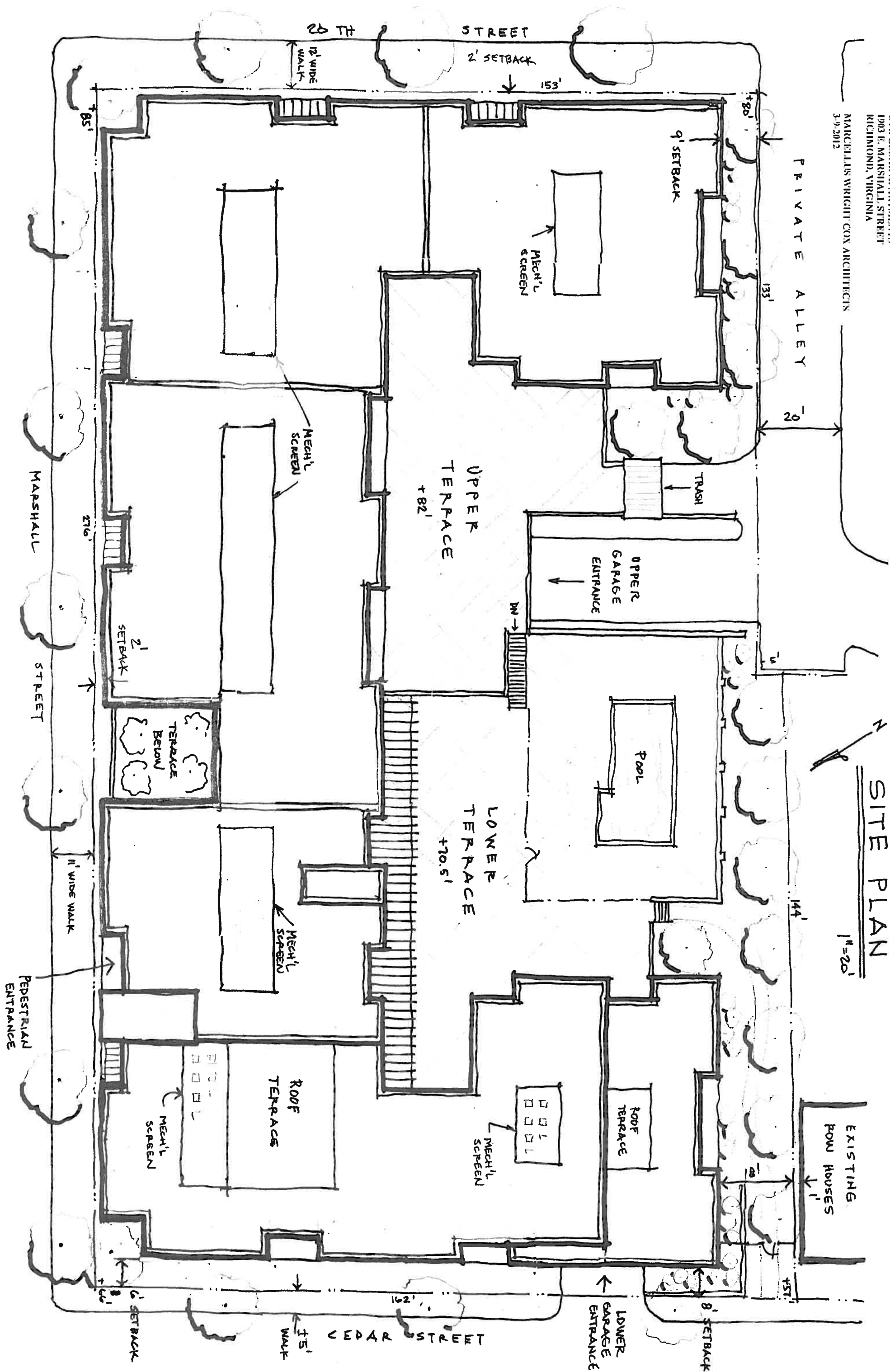
20<sup>th</sup> Street View

Alternate No. 2 – Add brick at 4<sup>th</sup> floor at 20<sup>th</sup> and Marshall Streets corner in addition to cornice brackets (Alt. No. 1)

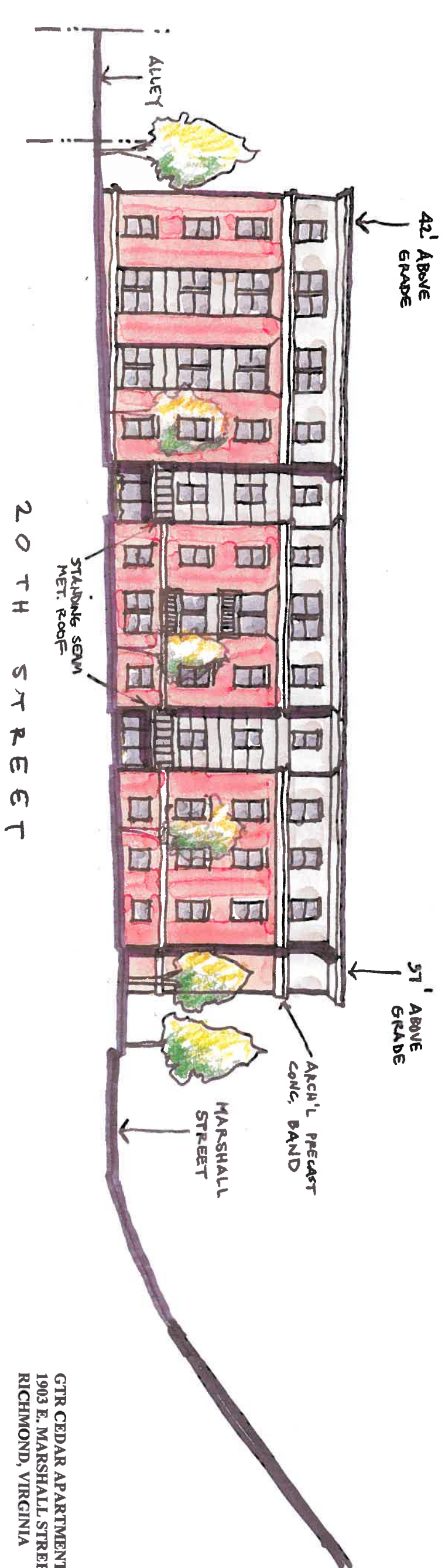
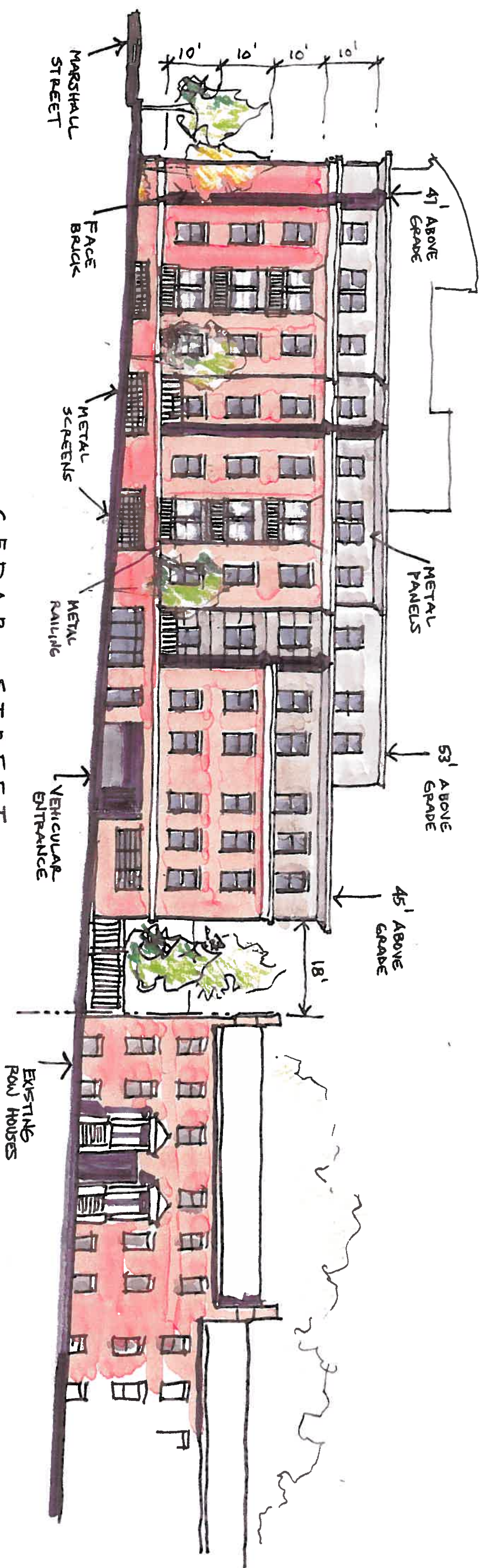
GTR CEDAR APARTMENTS  
1903 E. MARSHALL STREET  
RICHMOND, VIRGINIA

**MARCELLUS WRIGHT COX ARCHITECTS**  
3-9-2012

## SITE PLAN

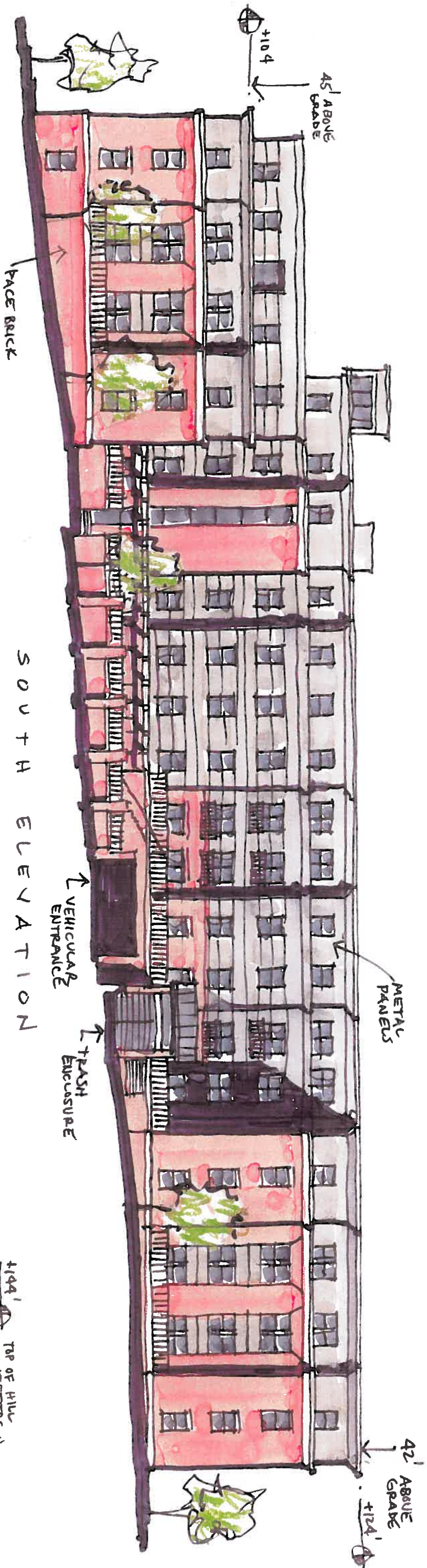
$$14 = 20$$






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# SOUTH ELEVATION



TOP OF CEDAR BROAD APTS.

TOP OF HILL AT JEFFERSON PARK

MARSHALL STREET

GTR CEDAR APARTMENTS  
1903 E. MARSHALL STREET  
RICHMOND, VIRGINIA  
MARCELLUS WRIGHT COX ARCHITECTS  
3-9-2012