

**COMMISSION OF ARCHITECTURAL REVIEW
STAFF REPORT
June 24, 2013, Meeting**

3. **CAR No. 14-54** (Jackson's Corner, LLC) **618 N. 1st Street**
Jackson Ward Old & Historic District

Project Description: **Paint mural onto the side of the building**

Staff Contact: **W. Palmquist**

The applicant requests permission to paint a mural along a side elevation of this building located in the Jackson Ward Old and Historic District. The property is located at the western corner of the intersection of N. 1st St. and E. Jackson St. The historic brick building has been previously painted. The applicant proposes a mural on the north, secondary façade of the building facing E. Jackson St, and has included examples of styles of proposed work. Across N. 1st St. sits a vacant lot which would afford the mural prominent views along the southern approach of N. 1st St. The property is of commercial use, currently being occupied by a bar and restaurant.

Staff recommends approval of the project with a condition. The mural guidelines outlined in the *Richmond Old and Historic Districts Handbook and Design Review Guidelines* indicate that the Commission may approve murals painted directly onto non-primary elevations of previously-painted, contributing, commercial buildings on a case-by-case basis. The proposal meets these guidelines as it is a commercial, previously-painted building, and the mural would be on the building's secondary façade.

The *Guidelines* also state that, "A mural's appearance, colors, and scale should be compatible with the building and historic district of which the building is a part. The use of dayglow, luminescent, or reflective paint or materials is discouraged."

Staff recommends that the Commission approve the mural with the condition that the mural not be painted in dayglow, luminescent, or reflective paint. It is the assessment of staff that, with the condition noted above, the application is consistent with the Standards for Signage outlined in Section 114-930.7(f) of the City Code, as well as with the *Richmond Old and Historic Districts Handbook and Design Review Guidelines*, specifically the mural guidelines, adopted by the Commission for review of Certificates of Appropriateness under the same section of the code.