

**COMMISSION OF ARCHITECTURAL REVIEW
STAFF REPORT
June 24, 2014 Meeting**

15. **CAR No. 14-61** (C & L Holdings)

**18 W. Broad Street
Broad Street Old and Historic District**

Project Description:

Revise paint scheme

Staff Contact:

C. Easterling

The applicant requests permission to revise paint colors on a mixed-use property located in the Broad Street Old and Historic District. The applicant proposes painting the previously-painted brick building Valspar's "Praline Cake", painting the storefront with slightly brighter versions of the existing colors, and painting the upper cornice details with "Oatlands Violet" and "La Fonda Jalapeño."

Staff recommends approval of the project with a condition. The *Richmond Old and Historic Districts Handbook and Design Review Guidelines* notes that it is important that paint color selections complement the overall color schemes of properties in the area (pg. 55). Additionally, the *Guidelines* recommends that property owners should avoid the use of florescent or obtrusive colors on their properties and limit the number and variety of colors used. The paint color guidelines also recommend against emphasizing individual details in columns and cornices with additional colors. The applicant has proposed three paint colors for use on the building. Three of the colors closely resemble colors found on the palette that is used to guide staff and Commission approvals of painting projects in Old and Historic Districts. The fourth color, a muted purple, does not resemble any of the colors on the palette, but is not obtrusive.

The applicant proposes to use the colors at the first floor level in a manner consistent with the current paint scheme, which was previously approved by the Commission. The colors will be slightly brighter, but still in keeping with the character of a commercial district that has also been designated as an Arts District. The cornice of the building is currently a solid white, and the applicant has proposed alternating Oatlands Violet and La Fonda Jalapeño for various components of the cornice. Staff is not opposed to using two colors at the cornice, but the cornice color scheme as proposed does not appear to meet the guidelines. Staff suggests using the colors in a manner that is more reflective of the historic district. The *Guidelines* notes that previously-painted brick may be repainted the existing color or a color associated with the natural color of the brick (pg. 55). The applicant has selected a color that is slightly darker than the existing color, which has faded somewhat since the brick was painted 25 years ago.

It is the assessment of staff that, provided that the paint scheme for the upper cornice is revised, the application is consistent with the Standards for Rehabilitation outlined in Section 114-930.7(b) of the City Code, as well as with

the *Richmond Old and Historic Districts Handbook and Design Review Guidelines*, specifically the page cited above, adopted by the Commission for review of Certificates of Appropriateness under the same section of the code.