

**COMMISSION OF ARCHITECTURAL REVIEW  
STAFF REPORT  
April 26, 2016 Meeting**

11. **CAR No. 16-052** (D. Tupponce)

**2306 Jefferson Avenue  
Union Hill Old and Historic District**

**Project Description:** **Construct a patio area for outdoor dining with bench seating and signage.**

**Staff Contact:** **M. Pitts**

The applicant requests approval to modify an existing outdoor dining area by replacing an existing picket fence with bench seating and installing a free standing sign on a commercial property in the Union Hill Old and Historic District. The proposed patio area is for the Union Hill Market. The applicant is proposing to enclose the patio area with benches clad with opaquely stained pressure treated wood 1" by 6" boards which will run horizontally. Behind the bench, a 3'-6" fence will be constructed of 1" by 6" wooden boards which will run horizontally to match the bench construction. In between the bench and the fence, the applicant is proposing to construct planters. Additionally, the applicant is proposing two gates adjacent to the building which will match the proposed fence. At the southwest corner of the property near the intersection of North 23<sup>rd</sup> Street and Jefferson Avenue, the applicant is proposing to install a free standing hanging sign on a fluted post. The proposed post will be 8'-11", and the fabric sign which will display the name and logo of the Union Market will be 2' by 2'-4".

**Staff recommend partial approval of the project with a condition.**

**Fence/Bench:**

The *Richmond Old and Historic Districts Handbook and Design Review Guidelines* note that a new fence should be constructed using materials and designs appropriate to the District (pg. 74, #4) and that for site features which are highly visible such as the proposed benches, a strongly compatible historic design should be used (pg. 72). The proposed wooden construction of the fence and bench is characteristic for the historic district, yet the horizontal orientation of the boards clearly differentiates the fence from the historic vertically oriented fences. Staff recommends approval of the proposed fence and benches with the condition that the color of the proposed opaque stain be submitted to staff for administrative review and approval.

**Sign:**

The Guidelines note that signs should be located on traditional sign placement areas (pg. 71, General Signage Guidelines #4) and for freestanding signs such as the one proposed, the traditional placement area is in front of buildings and setback from the street (pg. 70, Freestanding Signs). The proposed freestanding sign is not located in a traditional placement area as the sign is located at the

side of the building and at a considerable distance from the structure. The Guidelines note that signs should complement the signage of neighboring businesses (pg. 71, General Signage Guidelines #2). The majority of the commercial businesses along Jefferson Avenue have flat wall signs or window signs. As freestanding hanging signs are not found in the neighborhood and the proposed sign is to be located in a non-traditional sign placement area, staff cannot recommend approval of the sign as proposed. Staff recommends the applicant consider installing a flat wall sign to the proposed fence if the desire is to install a sign which will be visible while traveling east on Jefferson Avenue.

It is the assessment of staff that the application is partially consistent with the Standards for Site Improvements in Section 30-930.7(e) and the Standards for Signage in Section 30-930-7(f) 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.