

**COMMISSION OF ARCHITECTURAL REVIEW  
STAFF REPORT  
January 23, 2018 Meeting**

10. **COA-028307-2018** (J. Sease)

**8 East Broad Street  
Broad Street Old and Historic District**

**Project Description:**

**Install a non-illuminated blade style,  
double sided projecting sign.**

**Staff Contact:**

**C. Jeffries**

The applicant requests approval to install a blade style projecting sign on an existing Second Empire commercial building in the Broad Street Old and Historic District. The three-story three-bay brick structure with a Mansard slate roof was built ca. 1890. The structure has an altered modern storefront. The proposed sign is 7' by 2'7" and will be installed 9' above the sidewalk.

**Staff recommends denial of the project.** *The Richmond Old and Historic District Handbook and Design Review Guidelines* state that signs should complement the signage of neighboring businesses (pg. 75, #2). Staff has concerns that the majority of existing signs within the adjacent area are window signs, awning signs, or flat wall signs. The proposed sign does not meet the Commission's guidelines for signs as it is not located in a traditional sign placement area, it does not relate to the architectural features of the building, and it does not complement the signage of neighboring businesses (pg. 75, #2, 3, 4). Staff also finds that the non-traditional shape of the sign is not in keeping with existing signs in the district. Staff recommends denial of the proposed sign as it does not complement the signage of neighboring businesses. Staff recommends that the applicant instead install a flat wall sign in a traditional placement area such as the cornice, sign-band, transom, or display window (pg. 75, #4).

It is the assessment of staff that the application is not consistent with the Standards for Rehabilitation outlined in Section 30-930.7(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.