



Commission of Architectural Review SUBMISSION APPLICATION

City of Richmond, Room 510 – City Hall
900 East Broad Street, Richmond, Virginia 23219
PHONE (804) 646-6335 FAX: (804) 646-5789

12 COPIES OF SUPPORTING DOCUMENTATION ARE REQUIRED FOR PROCESSING YOUR SUBMISSION

LOCATION OF WORK: 418 N. 25th Street DATE: 1-23-13

OWNER'S NAME: Sterling Bilder, LLC & The Related Companies, LLC TEL NO.: 804-420-6462

AND ADDRESS: 40 Williams Mullen Attn: Jennifer Mullen EMAIL: jmulle@williamsmullen.com
200 S. 10th Street, Richmond, VA 23219 & josh.bilder@gmail.com

ARCHITECT/CONTRACTOR'S NAME: The Lawrence Group TEL. NO. 212-764-2454

AND ADDRESS: 307 W. 38th Street, Ste 1618 EMAIL: sebastian.guinn@thelawrencegroup.com

CITY, STATE AND ZIP CODE NEW YORK, NY 10018

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 114-930.6(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.)

Sterling Bilder, LLC
The Related Companies, LLC

Signature of Owner or Authorized Agent: Joshua Bilder

Name of Owner or Authorized Agent (please print legibly): Josh Bilder,

(Space below for staff use only)

Received by Commission Secretary **RECEIVED**

APPLICATION NO. 13-014

DATE JAN 24 2013

SCHEDULED FOR 2/26/13

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

Revised 08-24-2011

**LAWRENCE
GROUP**



307 W. 38th Street
Suite 1618
New York, NY 10018

p 212.764.2424
f 212.354.6909
www.thelawrencegroup.com/ny

REQUEST FOR CONCEPTUAL REVIEW

January 25th, 2013

Commission of Architectural Review
City of Richmond
900 East Broad Street, Room 510
Richmond, VA 23219

Dear Commission Members:

We are submitting Josh Bilder's East End Theater project for your conceptual review. The Lawrence Group has a long history of successful urban revitalization projects. We are excited to be working in Richmond and to presenting this project to the Commission of Architectural Review. This is a tax credit project under review by the Virginia Department of Historical Resources and the National Park Service. Josh Bilder has been pursuing this project through several previous iterations prior to the involvement of the Lawrence Group, generating valuable feedback from the Community, the City, the Department of Historic Resources (DHR), and the National Park Service (NPS). The Lawrence Group has redesigned the project based on those comments and a thorough review of your Commission's Design Guidelines.

The main volume of East End Theatre is a historic structure which we propose to renovate into apartments, and commercial space at the street level, while preserving the original structural walls, and restoring the front façade.

The proposed addition is subordinate in size, and also setback from the structure, maintaining the original street presence of the East End Theater and the adjacent freestanding home. This setback was required by the DHR and NPS.

Where the proposed addition sets back, we propose to reinforce the traditional street wall with plantings. The entire existing front façade of the East End Theater is to house a commercial use, yet to be determined. The front of the addition is to be the residential entrance. The function of this entrance area will be similar to that of the traditional row house found on Church Hill, which have porches beyond a planting strip.

The design of the proposed addition is inspired by the existing East End Theater. The windows read as elongated punched openings. While the East End Theater has vertical windows, our residential use strongly suggested rotating that to create horizontal punch windows, with mullions and metal and glass infill panels to break up the long horizontals and provide a secondary vertical reading. We are proposing an awning at the residential

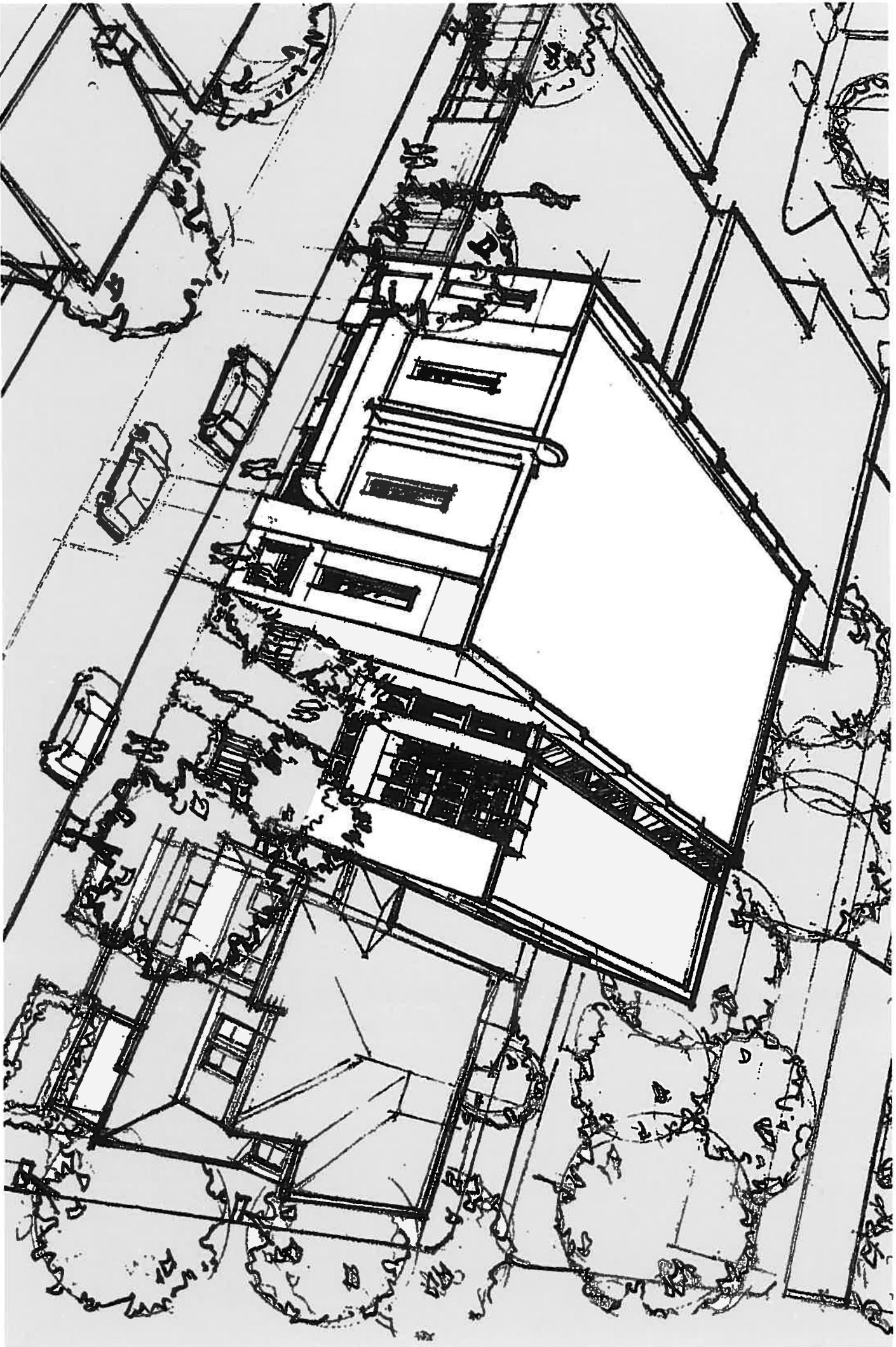
LAWRENCE
GROUP



entrance which mimics the form found at the front of the theater, and incorporate a human scale into the structure. We are proposing the use of brick at the addition to closely match the existing theater, and respect its historic significance. In compliance with the guidelines established by Department of the Interior we are providing a glass gasket to set the addition off of the existing structure. Our windows and doors are to be a high-quality aluminum storefront system, anodized black to match the color of the windows found at the historic theater.

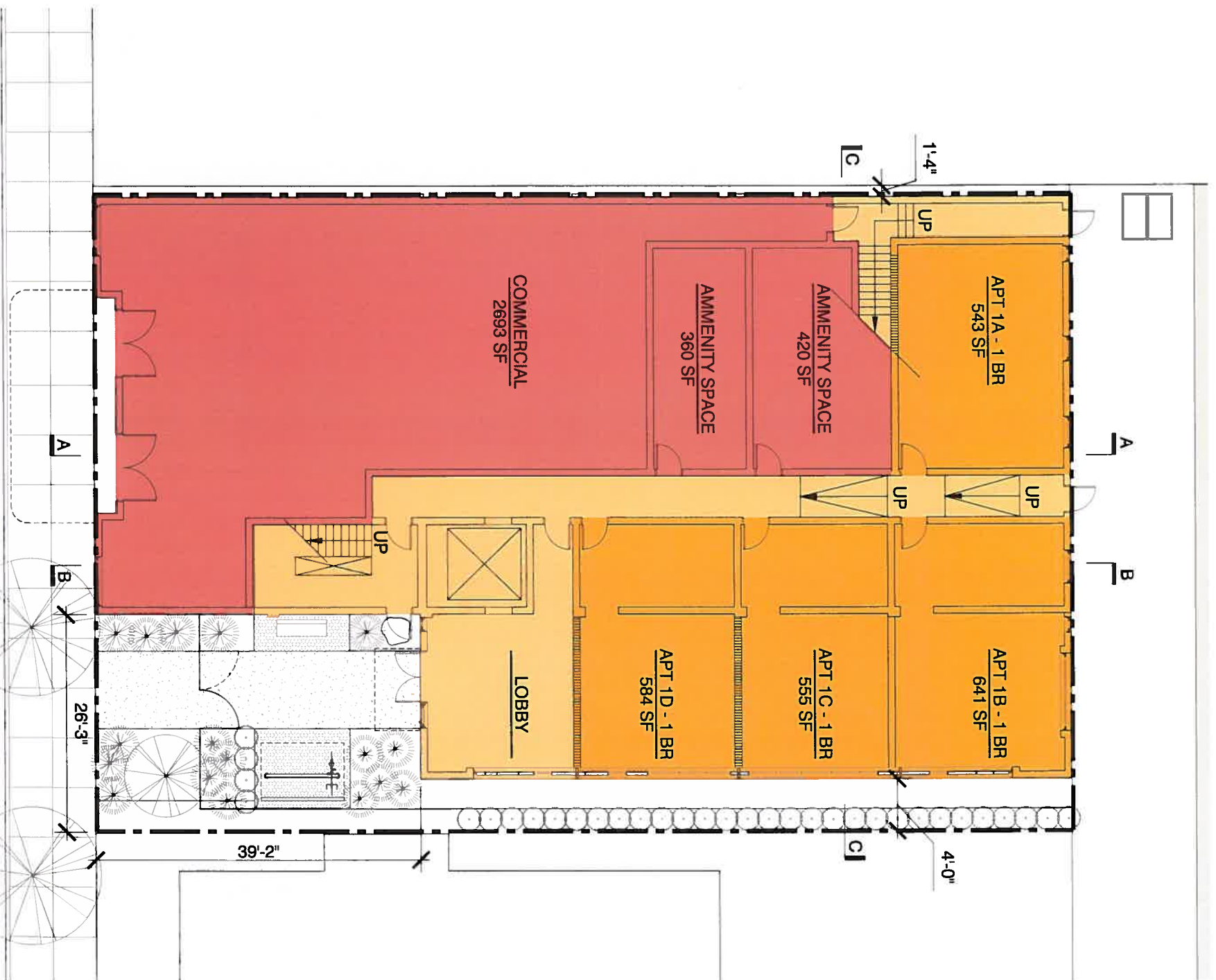
The proposed fence enclosing the residential entrance is a simplified version of the typical fences found in the neighborhood including the iron fence surrounding nearby St. John's Church.

We look forward to hearing your comments and we'll seek to integrate them into a second submission in the near future.



DRAWING LIST

- A00 COVER
- A01 GROUND FLOOR & 2ND FLOOR PLANS
- A02 3RD FLOOR & ROOF PLANS
- A03 ELEVATIONS
- A04 ELEVATIONS
- A05 N. 25TH STREET ELEVATIONS
- A06 RENDERING - NORTH 25TH STREET VIEW



GROUND FLOOR

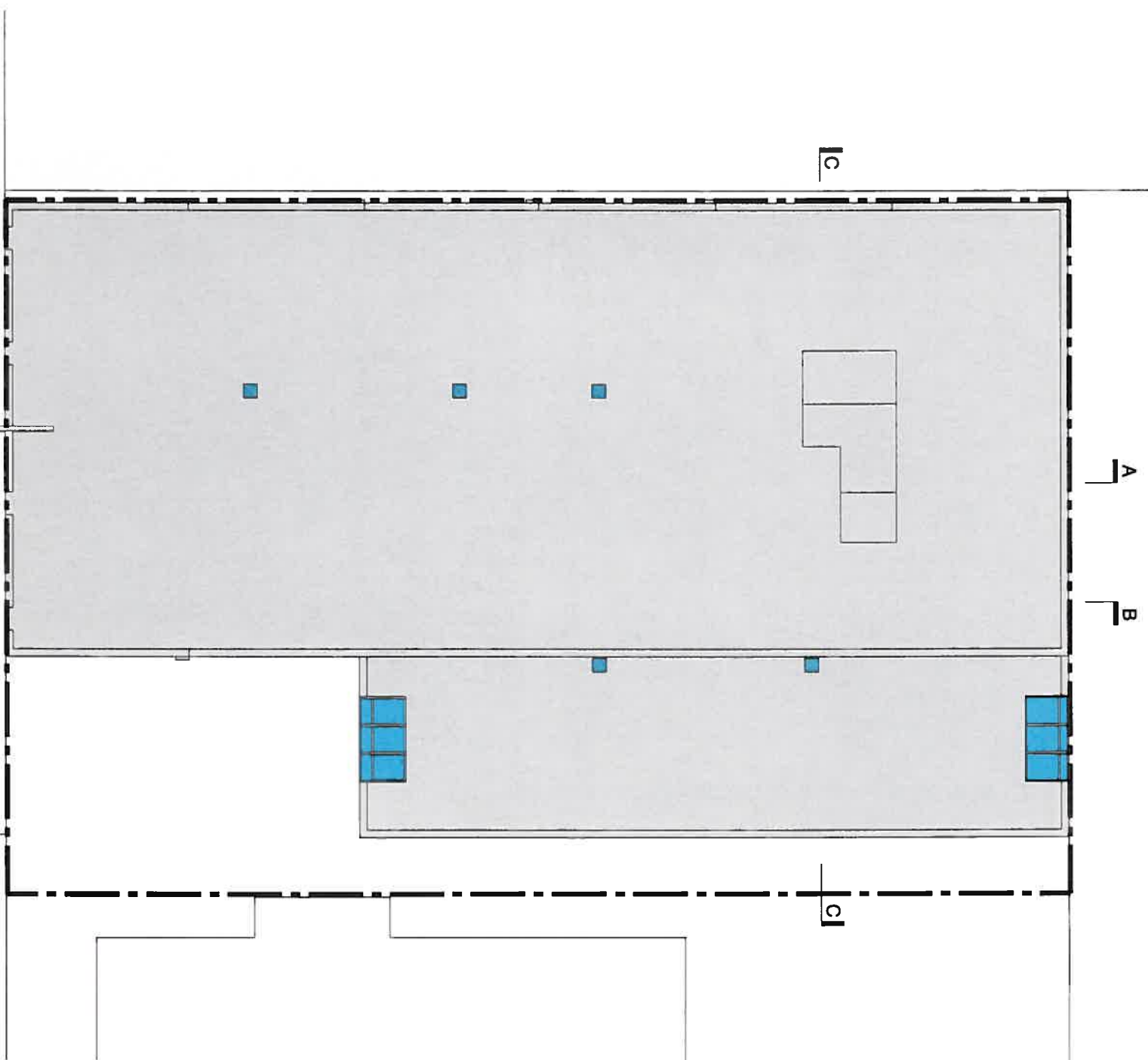


2ND FLOOR

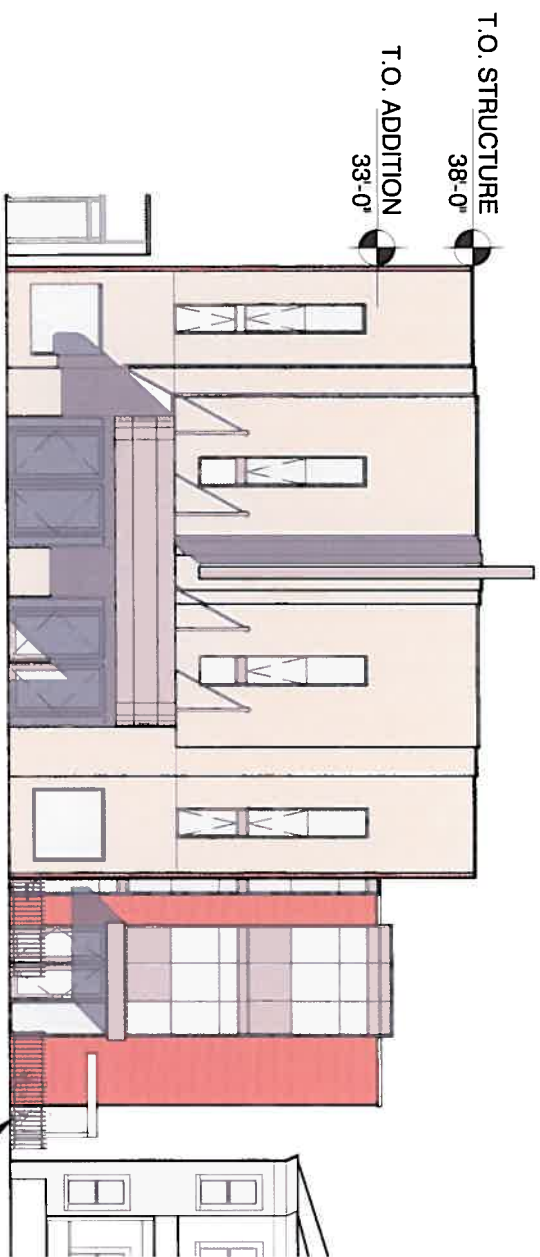




3RD FLOOR



ROOF



SOUTH ELEVATION



EAST ELEVATION

MARQUEE & SIGN -
UNDER DHR REVIEW

FRONT FAÇADE
RETURN - GREY STUCCO
UNDER DHR REVIEW

PARAPIT CAP -
MATCH EXIST.

TYP. ADDITION WALLS
BRICK TO MATCH EXIST.

PROPOSED WINDOWS -
ALUMINUM STOREFRONT
SYSTEM W/ METAL
INFILL PANELS

PROPOSED AWNING
TO MATCH FRONT
MARQUEE & SIGN
UNDER DHR REVIEW
PROPOSED FENCE -
PAINTED STEEL



NORTH ELEVATION



WEST ELEVATION

PROPOSED WINDOWS -
ALUMINUM FRAME
WITH CLEAR GLASS
RECESSED 1'-10" FROM
FACE OF EXIST. WALL

WINDOW TRANSOM
PITCHED IN @ 45°
FOR LIGHT ACCESS

LOCATION OF
NEIGHBORING
STRUCTURE



