

11. COA-086233-2021

PUBLIC HEARING DATE

February 24, 2021

PROPERTY ADDRESS

813 North 28th Street

DISTRICT

Church Hill North

**Commission of
Architectural Review**

STAFF REPORT



APPLICANT

Richmond Public Schools

STAFF
CONTACT

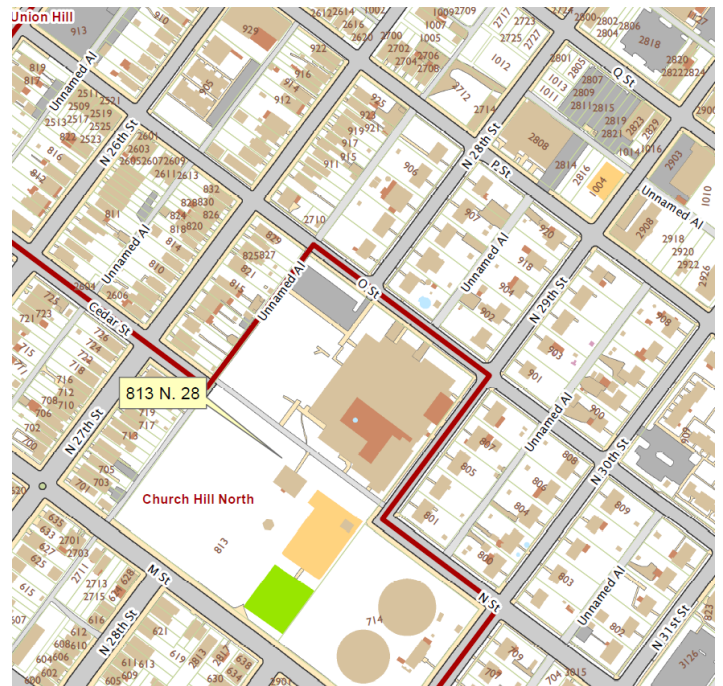
C. Jones

PROJECT DESCRIPTION

Install an electronic freestanding sign.

PROJECT DETAILS

- The applicant proposes alterations to an existing freestanding monumental sign on the grounds of the newly constructed Henry L. Marsh Elementary School.
- The existing sign is a freestanding sign, 5'-4" in height and 10'-10' in length, with a panel section with raised letters.
- The applicant proposes to convert the existing panel section to an all-digital LED display.



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STAFF RECOMMENDATION

DENY

PREVIOUS REVIEWS

The Commission approved the construction of a new elementary school on the site along the M Street frontage at the February 26th, 2019 monthly meeting. The Commission reviewed an application for the demolition of the George Mason Elementary School at the September 24, 2019, meeting. At this meeting the Commission voted to defer the application for demolition to allow the applicant the opportunity to consider all feasible alternatives to the demolition of the 1922 section, including an appropriate new use and rehabilitation, relocation of the structure to a compatible site, or re-sale of the property to an individual committed to suitable rehabilitation or relocation; and consider preservation of important architectural elements of the building. At the November 26, 2019 Commission meeting, the Commission partially approval the demolition of the historic George Mason Elementary School. At the May 26, 2020 meeting City Council voted to overturn the Commission decision and allow for the full demolition of the George Mason Elementary School.

STAFF RECOMMENDATIONS

- The applicant work with staff to determine a lighting plan for the existing sign that can be administratively approved.

STAFF ANALYSIS

General Signage Guidelines, pg. 75

8. Signs should not use animation or flashing or moving lights.
9. LED and plasma display signs will not be approved for use in City Old and Historic Districts.

The applicant proposes to convert the panel portion of the freestanding sign to an LED display. Since LED signs are not permitted in City Old and Historic Districts, staff recommends denial of the application.

Guidelines for Administrative Approval of Light Fixtures, Items Delegated for Staff Review

The installation of conduit, motion detection fixtures, security lights, sconces, freestanding lights minimally visible from the public right-of-way.

If the applicant is interested in additional illumination for the existing sign, staff recommends that they work with staff to determine a lighting plan that can be administratively approved.

FIGURES



Figure 1. 813 N. 28th Street, existing sign.



Figure 2. 813 N. 28th Street, existing sign.



Figure 3. 813 N. 28th Street, existing sign detail.