

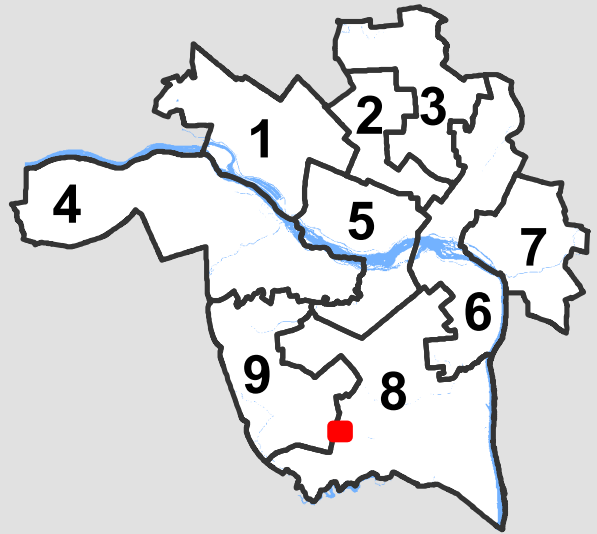
City of Richmond Department of Planning & Development Review

Location, Character, and Extent

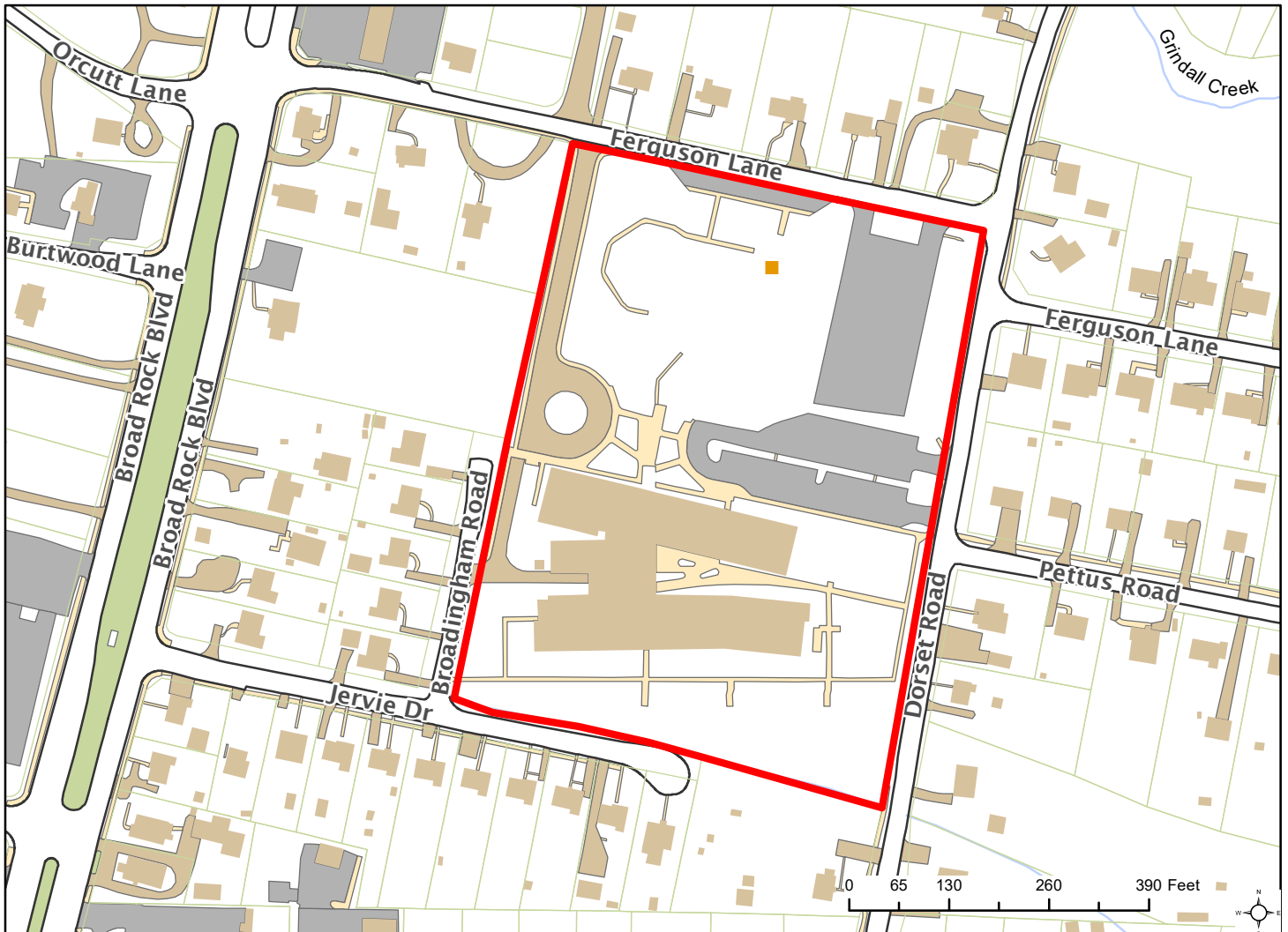
LOCATION: 4615 Ferguson Ln.

COUNCIL DISTRICT: 8

PROPOSAL: The application is for final location, character, and extent review of a sign identifying Broad Rock Elementary School at 4615 Ferguson Ln.



*For questions, please contact Josh Son
at 646-3741 or joshua.son@richmondgov.com*





Application for URBAN DESIGN COMMITTEE Review

Department of Planning and Development Review
Planning & Preservation Division
900 E. Broad Street, Room 510
Richmond, Virginia 23219
(804) 646-6335

<http://www.richmondgov.com/CommitteeUrbanDesign>

Application Type

- Addition/Alteration to Existing Structure
 New Construction
 Streetscape
 Site Amenity

- Encroachment
 Master Plan
 Sign
 Other

Review Type

- Conceptual
 Final

Project Name: Broad Rock Elementary School

Project Address: 4615 Ferguson Lane, 23234

Brief Project Description (this is not a replacement for the required detailed narrative) :
Fabricate and install one double face, internally illuminated sign with decorative aluminum base. Overall sign dimension is 4' high by 8' long and includes a manual change reader board and nameplate for school name and logo.

Applicant Information

(on all applications other than encroachments, a City agency representative must be the applicant)

Name: Raymond A. Powell Email: rpowell@rvaschools.net
City Agency: Department of Facility Services Phone: 804-780-6150
Address: 1201 Ingram Avenue, Richmond, VA 23224
Main Contact (if different from Applicant): Allen M. Twedt or Jeff Lee
Company: Superior Signs Phone: 804-271-5685
Email: atwedt@superiorsignsrva.com or jeff.lee@superiorsignsrva.com

Submittal Deadlines

All applications and support materials must be filed no later than 21 days prior to the scheduled meeting of the Urban Design Committee (UDC). Please see the schedule on page 3 as actual deadlines are adjusted due to City holidays. **Late or incomplete submissions will be deferred to the next meeting.**

Filing

Applications can be mailed or delivered to the attention of "Urban Design Committee" at the address listed at the top of this page. **It is important that the applicant discuss the proposal with appropriate City agencies, Zoning Administration staff, and area civic associations and residents prior to filing the application with the UDC.**

UDC Background

The UDC is a ten member committee created by City Council in 1968 whose purpose is to advise the City Planning Commission on the design of projects on City property or right-of-way. The UDC provides advice of an aesthetic nature in connection with the performance of the duties of the Commission under Sections 17.05, 17.06 and 17.07 of the City Charter. The UDC also advises the Department of Public Works in regards to private encroachments in the public right-of-way.

SIGNAGE FOR BROAD ROCK ELEMENTARY SCHOOL

PROJECT NARRATIVE

Purpose of the project

Provide an on site freestanding sign with a manual change reader board section that will communicate with the student body, parents and the public in order to create awareness of special events and activities that are being conducted at the school.

The sign will be internally illuminated with energy efficient LED lighting system and includes a nameplate above the reader board section that will display the school name and mascot. A locking cover will will protect against vandalism and prevent unauthorized changes to the message board.

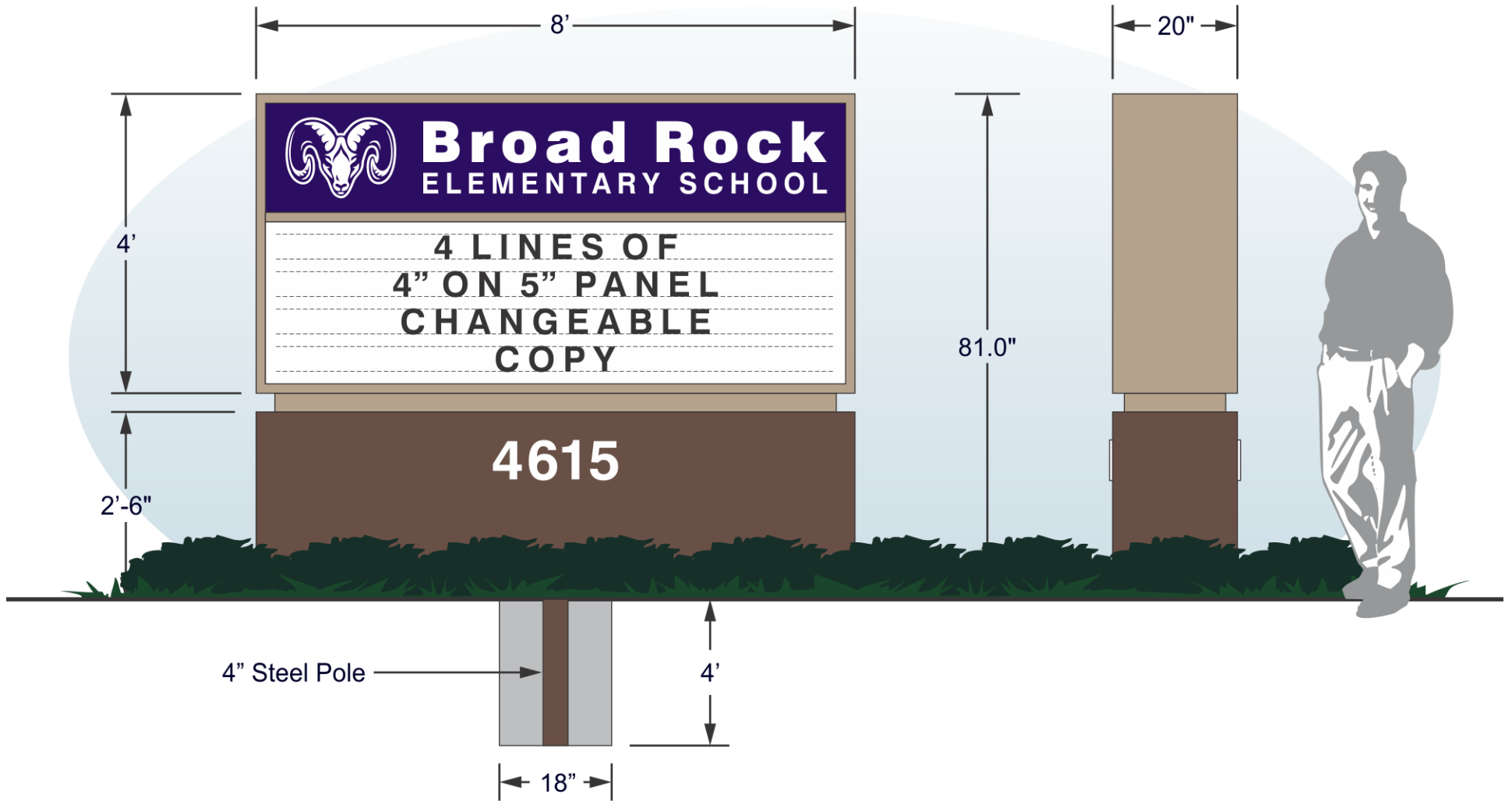
The funding source will be Richmond Public Schools with an anticipated budget range between \$8,700.00 and \$13,000.00 depending on whether the sign will have an aluminum base or a brick base. Providing primary electrical service to the sign location is not included in this budget estimate.

RPS desires to have the sign in place by the time school starts on 9/5/17. The projected start date to install the sign is 8/28/17 with completion by 9/1/17.

■ Match #87 Royal Blue

■ Match Color of Building Brick

■ Match Color of Building Fascia



2510 willis road, richmond, virginia 23237
 phone: 804-271-5685 fax: 804-743-9250
 SuperiorSignsRVA.com

Customer: Broad Rock Elementary School Job Location: 4615 Ferguson Ln. - Richmond, VA

Date: 7-20-17 Salesperson: Drawn By: C M Revisions: Scale: 1/2" = 1'-0"

Type of Signage: Monument Sign

File Name: Broad Rock

Customer Approval:

This drawing must be approved and signed by the customer before production can begin. Any changes made after the drawing has been approved will be done at the customers expense. This drawing is the property of Superior Signs, LLC and may not be shown to anyone outside of the customers own organization. Duplication or distribution of this drawing without the written permission of Superior Signs, LLC is prohibited by law and will be taken very seriously.

Richmond Parcel Map



Broad Rock Elementary
4615 Ferguson Ln.

proposed monument sign
5' behind the P/L

4015

Dorset Rd

445

3001

3011