



To: Urban Design Committee
From: Planning and Preservation Division
Date: January 4, 2018
RE: **Final Location, Character, and Extent review of Overby-Sheppard Elementary School Signage, 2300 1st Avenue; UDC File No. 2018-3**

I. APPLICANT

Robert (Bobby) Hathaway

II. LOCATION

2300 1st Ave.

Property Owner:

City of Richmond School Board

III. PURPOSE

The application is for final Location, Character, and Extent review of a sign identifying Overby-Sheppard Elementary School, 2300 1st Avenue.

IV. SUMMARY & RECOMMENDATION

The project involves the installation of a freestanding, two-sided identifying sign in front of Overby-Sheppard Elementary School at 2300 1st Avenue. The sign is proposed to replace the existing sign but will be oriented perpendicular to 1st Avenue, whereas the existing sign is parallel.

Staff is supportive of the sign and finds the sign to be consistent with other school signs found within the city. Therefore, it is Staff's position that the Urban Design Committee should recommend that the Planning Commission grant final approval as submitted.

Staff Contact:

Josh Son // (804) 646-3741 // joshua.son@richmondgov.com

V. FINDINGS OF FACT

a. Site Description and Surrounding Context

Overby-Sheppard Elementary School is bounded by, currently, an undeveloped, forested area to the west, a small service road adjacent to single family detached homes to the north, Juniper St. to the south, and 1st Avenue to the east. It sits on approximately 10.3 acres that is split between R-5 and R-6 zoned districts. It is surrounded by a residential neighborhood consisting mostly of single-family, detached homes to the north and east with a mix of newly constructed single family attached homes to the south.

b. Scope of Review

The proposed sign is subject to location, character, and extent review under Section 17.07 of the City Charter as identification for a "public building".

c. Project Description

This proposal is to provide an onsite, freestanding sign with a manual change reader board selection 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 an 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 protect against vandalism and prevent unauthorized changes to the message board.

The funding source will be Richmond Public Schools with an anticipated budget of \$21,000.00 to include a brick base and providing primary electrical service to the sign location.

RPS desires to have the sign in place by 2/1/18. The projected start date to install the sign is 1/28/18 with completion by 2/1/18.

d. UDC Review History

In September 2017 Staff reviewed plans to update and enhance the character of roof elements by affixing a ribbed-metal cover to the existing wooden fascia and to use the same material to screen rooftop air conditioning equipment. This plan was approved by the Planning Commission in October 2017.

e. Master Plan

This project falls within the North Planning District of the Master Plan and the Highland Park Southern Tip Revitalization Plan. Aside from illustrating the property to remain as a public/institutional use, Overby-Sheppard Elementary is not highlighted in the plans.

f. Urban Design Guidelines

The Urban Design Guidelines impart that “sign lettering should be 4” to 14” high and should be in proportion to the area in which it will be displayed. The Guidelines also note that “freestanding signs should be landscaped with appropriate evergreen shrubs, ground cover planting, annuals and/or perennials” (page 24).

VII. ATTACHMENTS

- a. Vicinity Map**
- b. Application**
- c. Plans**