



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: Monroe Park Restoration

Project Address: 719 West Franklin Street

Brief Project Description (this is not a replacement for the required detailed narrative):

Final review for Monroe Park wayfinding signage

Applicant Information

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

Name: Don Summers Email: donald.summers@richmondgov.com

City Agency: Special Capital Projects Phone: 804-646-6614

Address: 900 E. Broad St. Richmond, VA. 23219

Main Contact (if different from Applicant): Alice M. Massie

Company: Monroe Park Conservancy Phone: 804-516-3233

Email: amassie@monroepark.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.

Monroe Park - Wayfinding Signage Narrative for UDC Application

The applicant proposes the following measures to address the preliminary review recommendations of the UDC and Planning Commission.

1. The proposed fonts are presented as a package to show how the logo, branding and text work together.
2. The quantity and size of the signs have been reduced:
 - **Welcome/Map signs**—number reduced from 7 to 4, located at the corner entrances. Size is 3.5' x 3.5' with 3.5'x 2.23' face (reduced from 3.5'x 4')
 - **Park Policy signs**—number remains at 7 due to importance of communicating this information at each of 7 entrances. Size is 5'x 1.54' (reduced from 6'x 2')
 - **Bike path signs**—2 signs, one at each end of the city-designated bike boulevard within the park. Size is 2.5'x .77')
 - **Temporary sandwich-board-style signs** at 24"x 37.7". Up to 10 to communicate activities or closed areas, as needed.

3. Alternate location and form for donor recognition sign.

The donor sign will be modeled on the Welcome/Map sign form and located at the mid-block entrance on Laurel Street. Size is 3.5' x 3.5' with 3.5'x 2.23' face (reduced from 6.5'x 2')

4. Limit signage on Checkers House.

The donor recognition sign is no longer proposed for the wall of the Checkers House. The future vendor will make use of a sandwich-board-style sign.

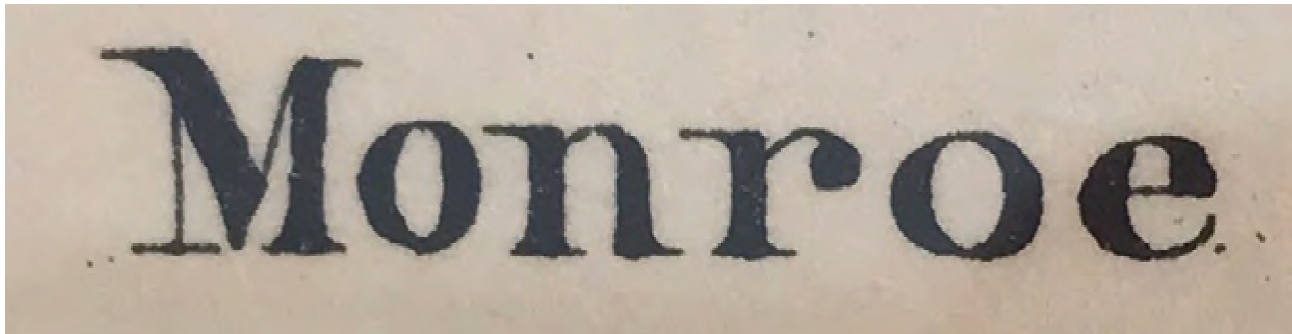
MONROE PARK

C 72
M 0
Y 76
K 0

C 100
M 100
Y 100
K 100

C 0
M 0
Y 0
K 5

Historic Richmond map typographic reference



Monroe

Branding based off of historic reference

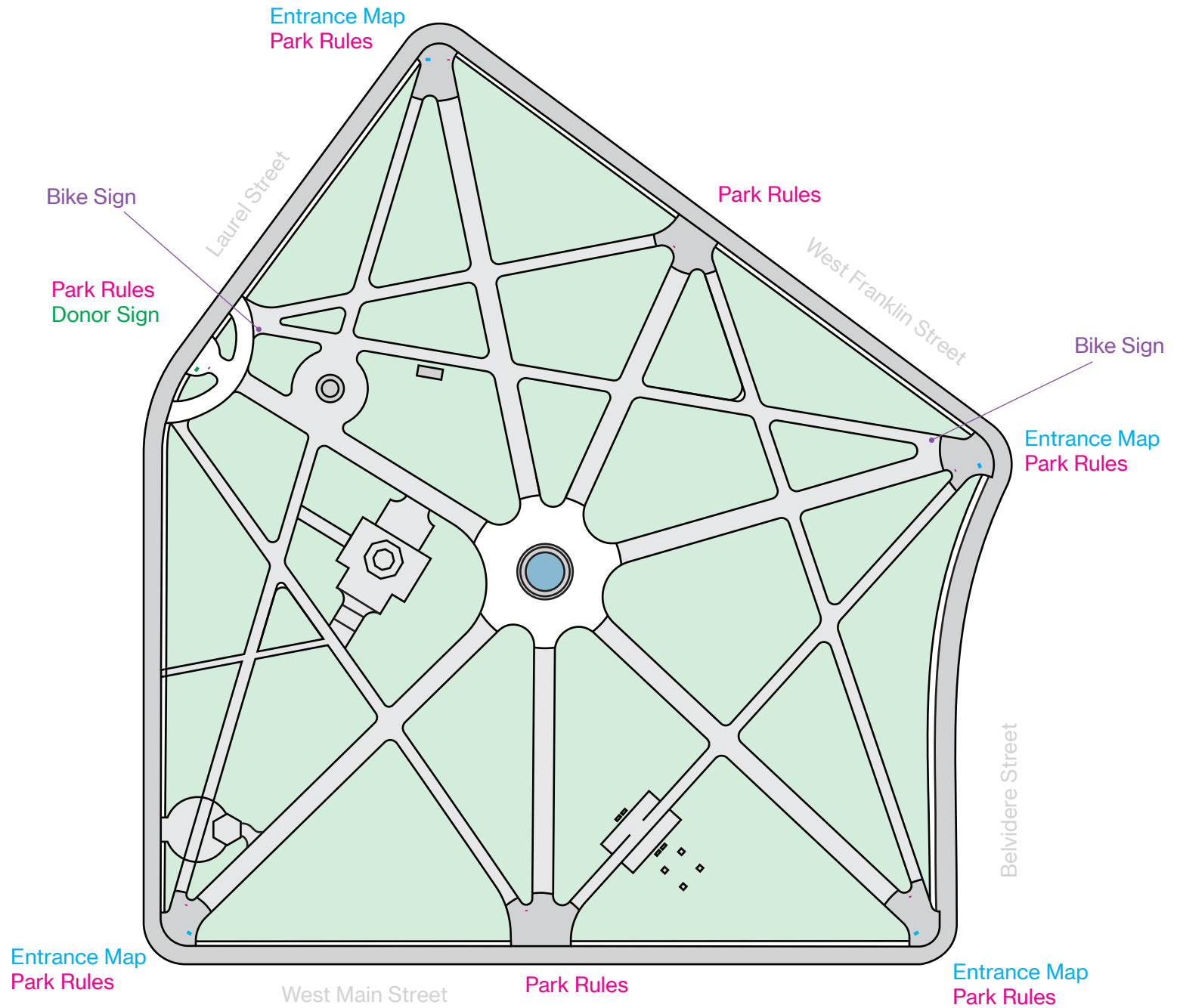
MONROE PARK

MONROE PARK
CONSERVANCY



The typeface is Neue Haas Grotesk Regular

Aa AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890



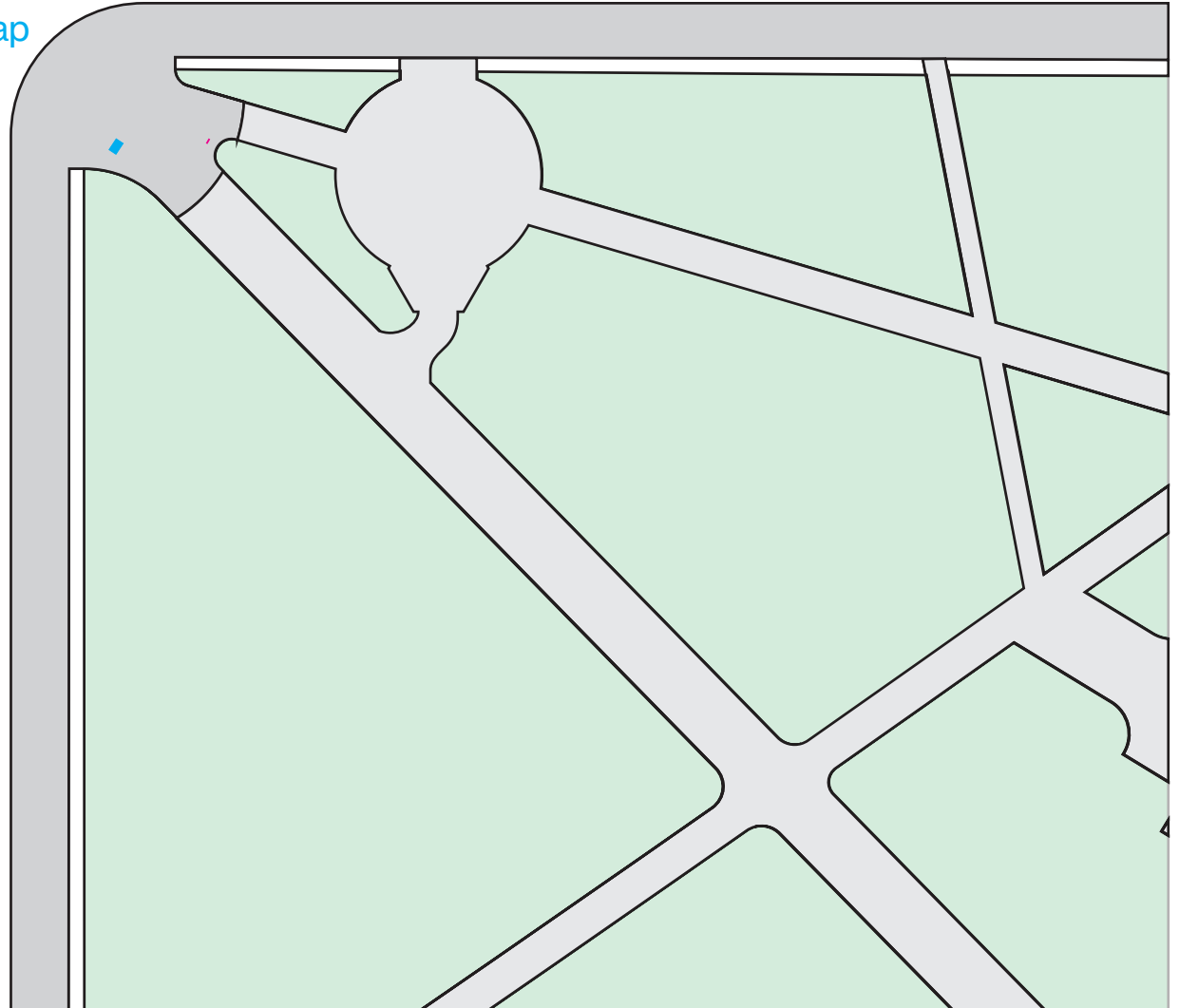
Signs are slightly enlarged to be visible
 Bike path signs are not visible on this map

Correct size of signage

Entrance Map
Park Rules

West Main Street

Laurel Street



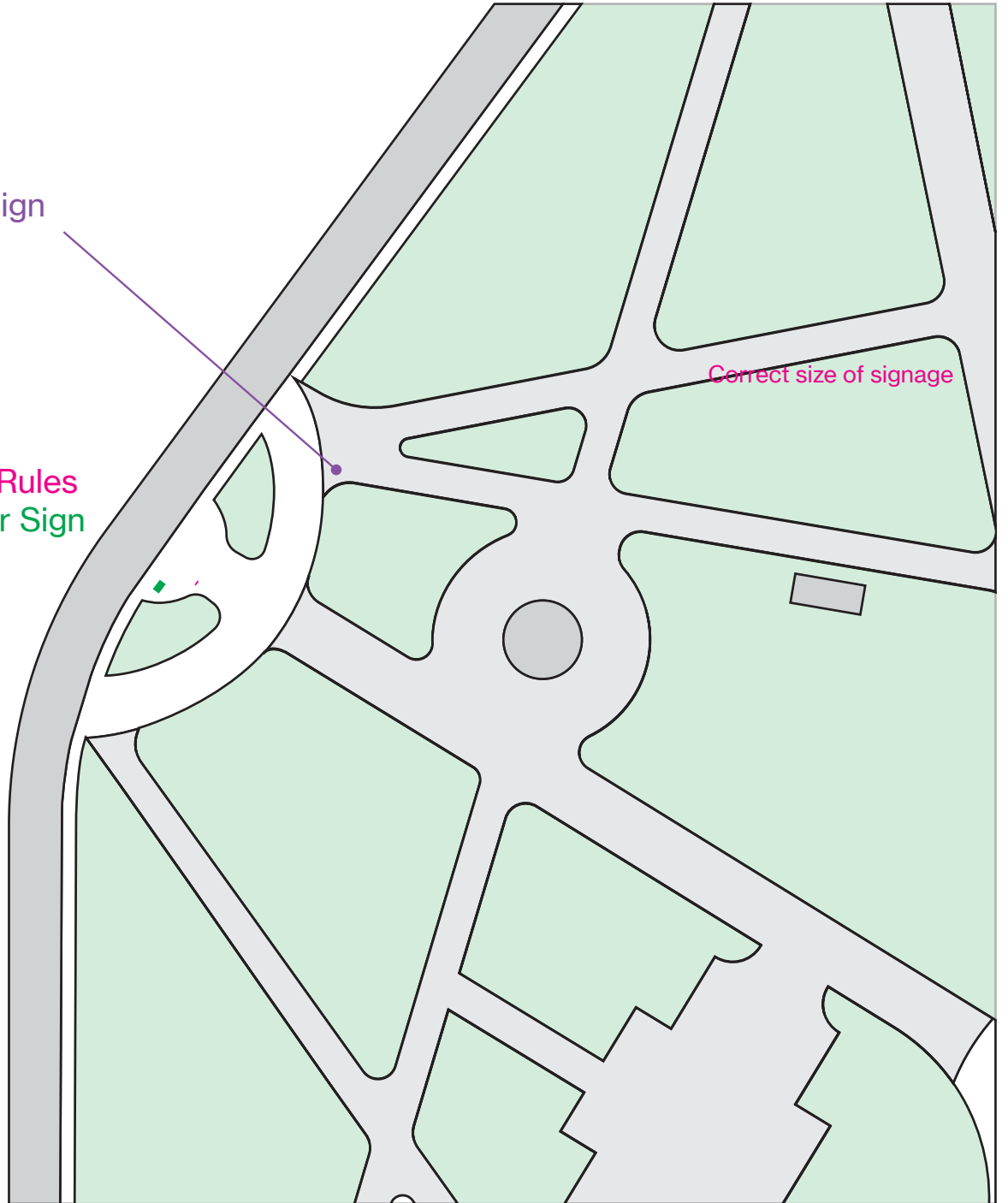
Correct size of signage

Bike Sign

Park Rules
Donor Sign

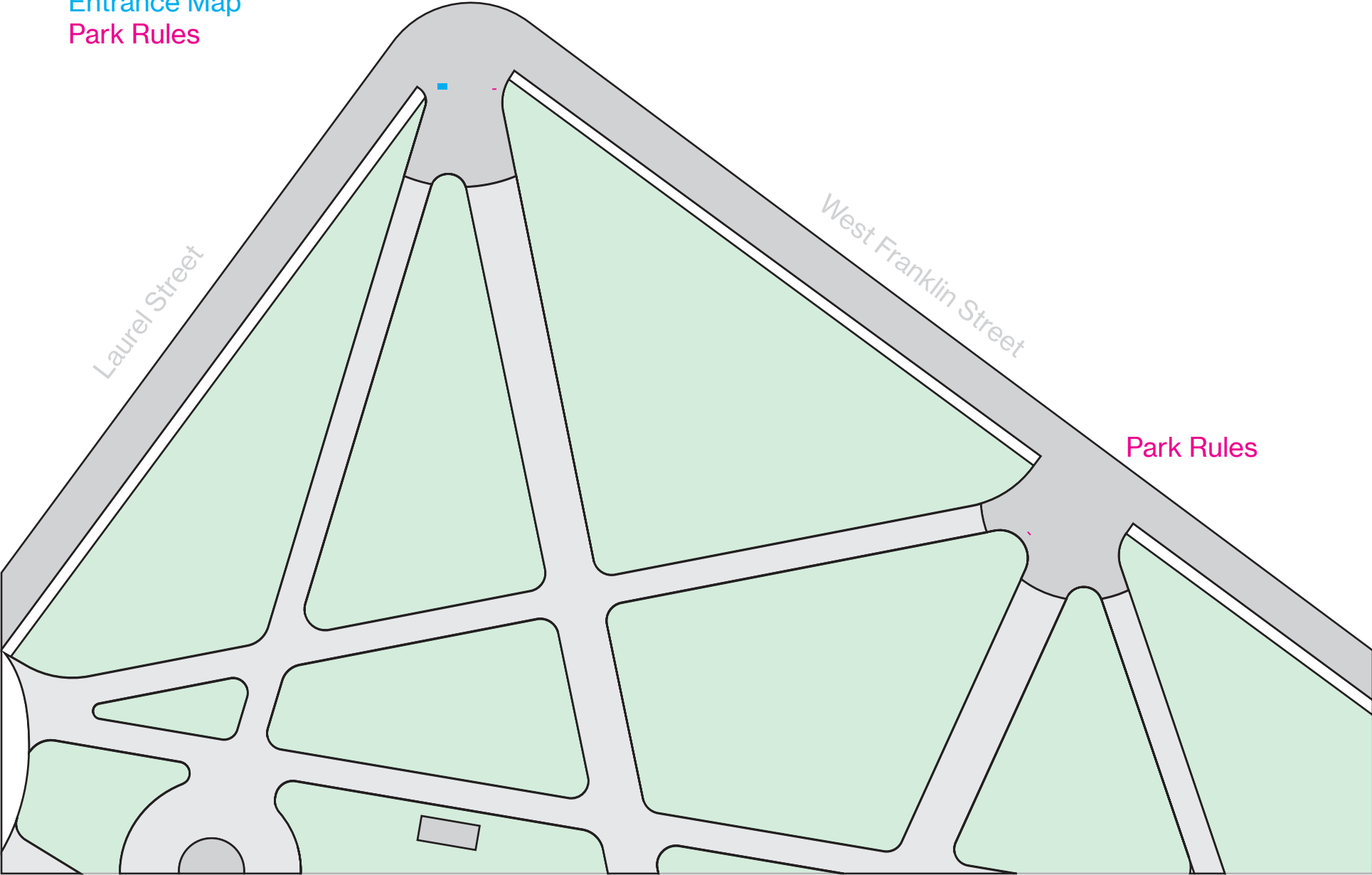
Correct size of signage

Laurel Street



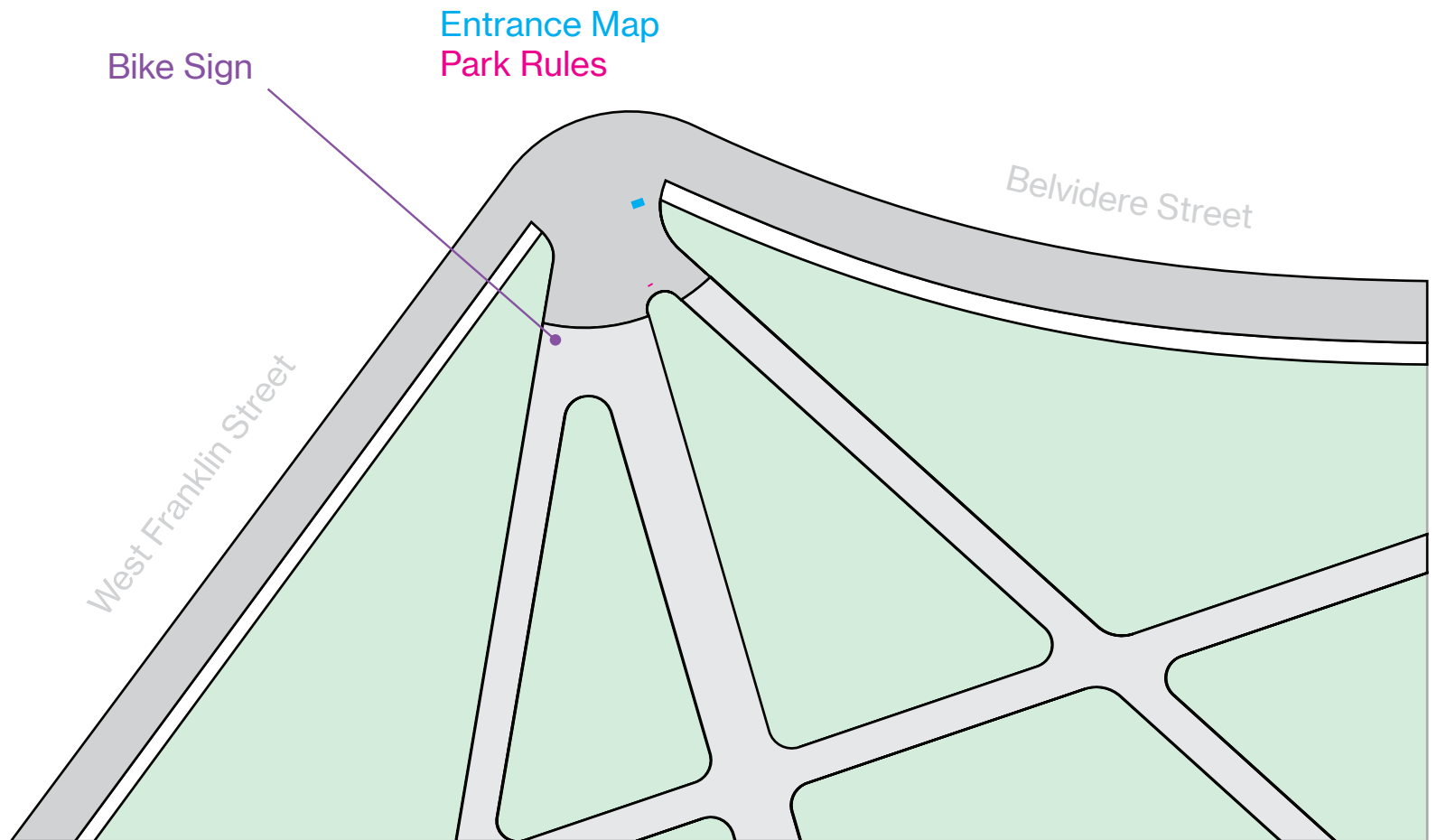
Correct size of signage

Entrance Map
Park Rules



Park Rules

Correct size of signage



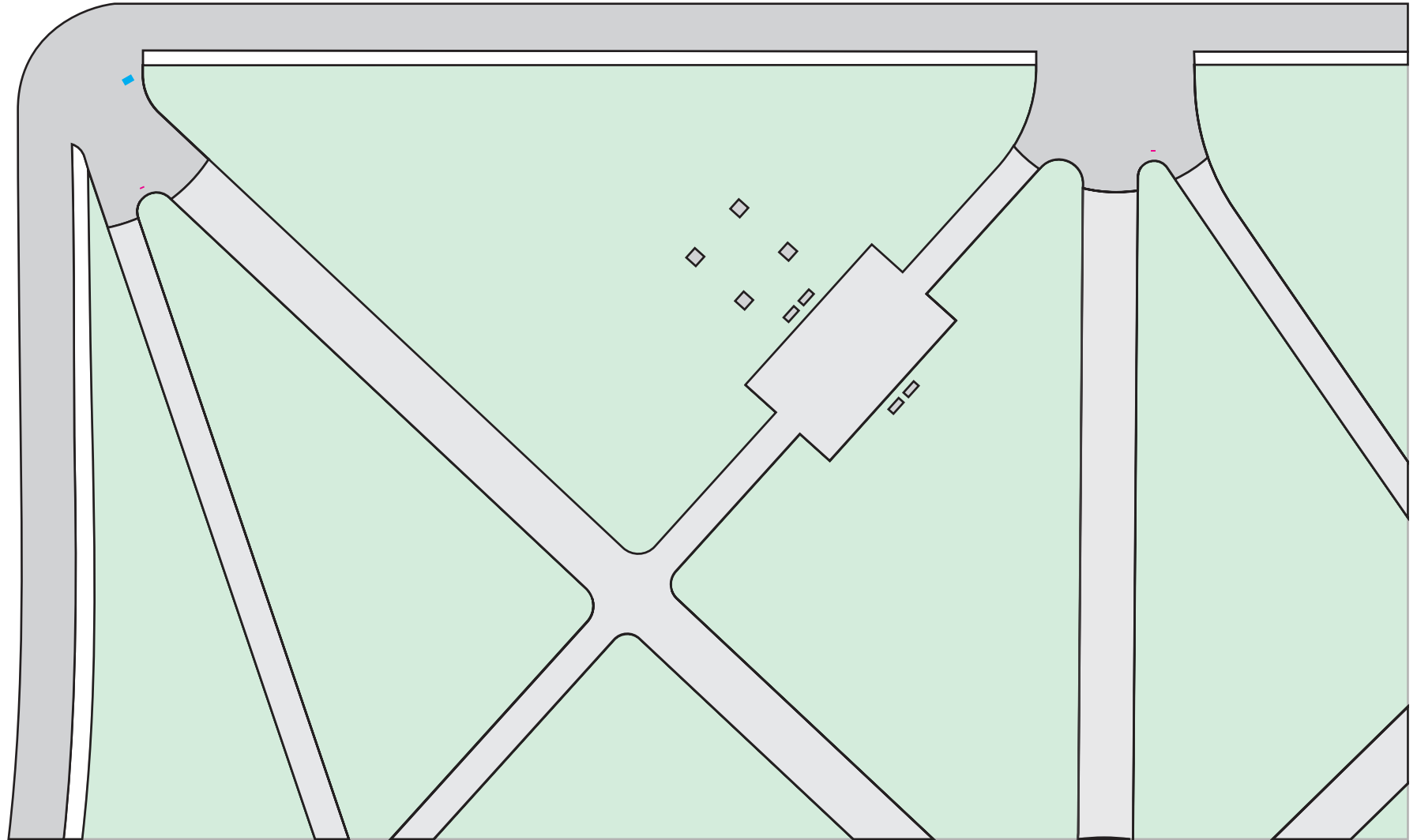
Correct size of signage

Entrance Map
Park Rules

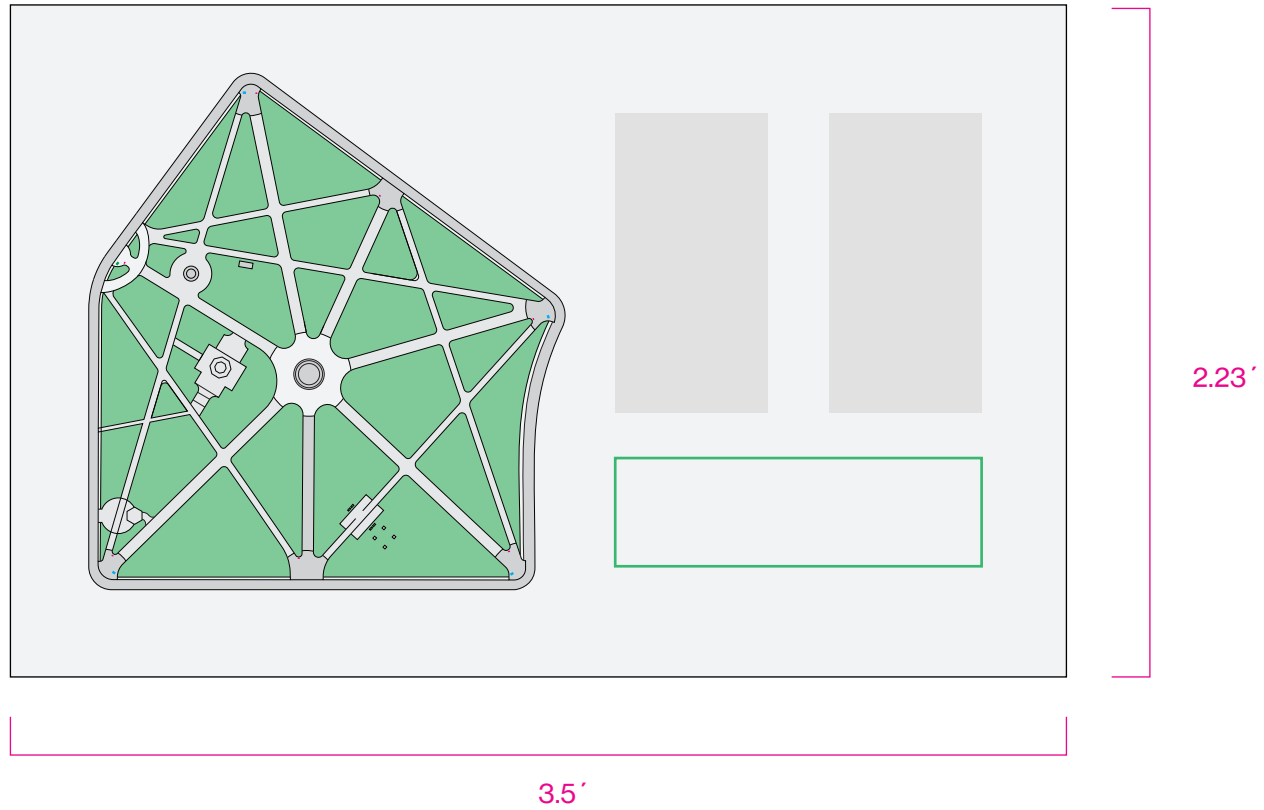
West Main Street

Park Rules

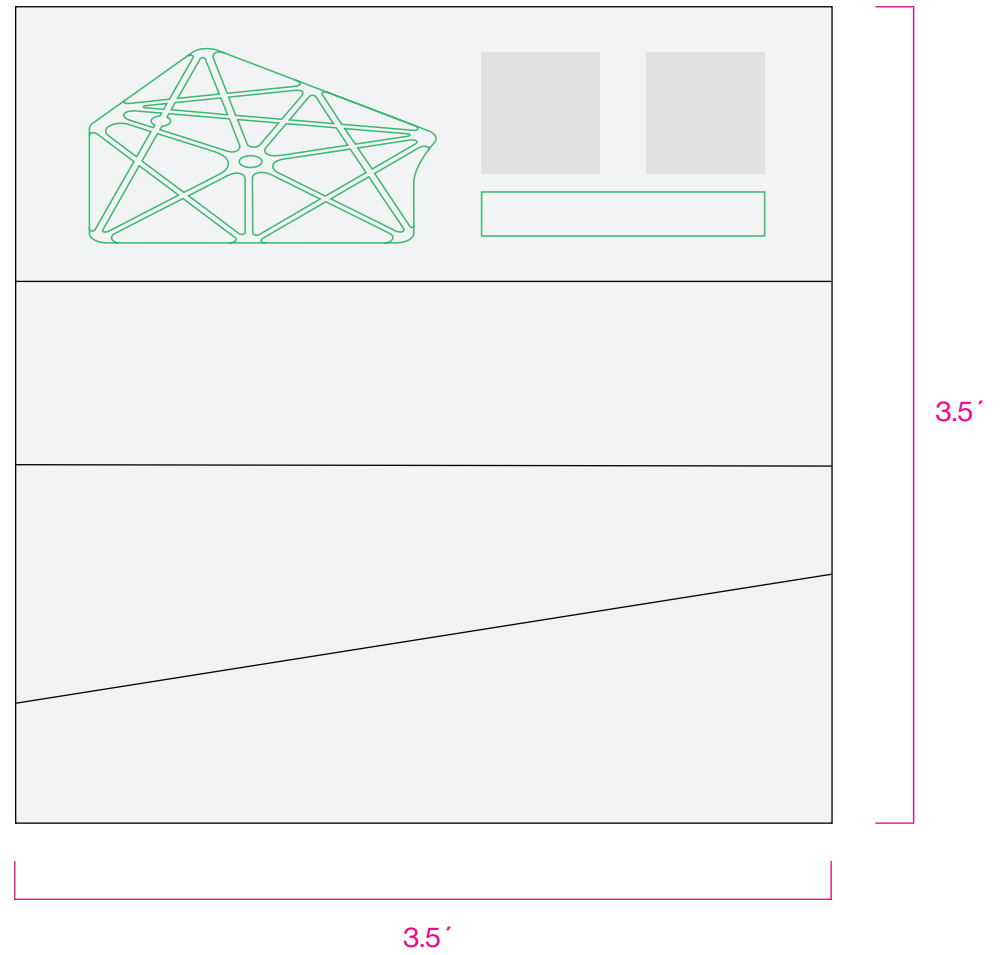
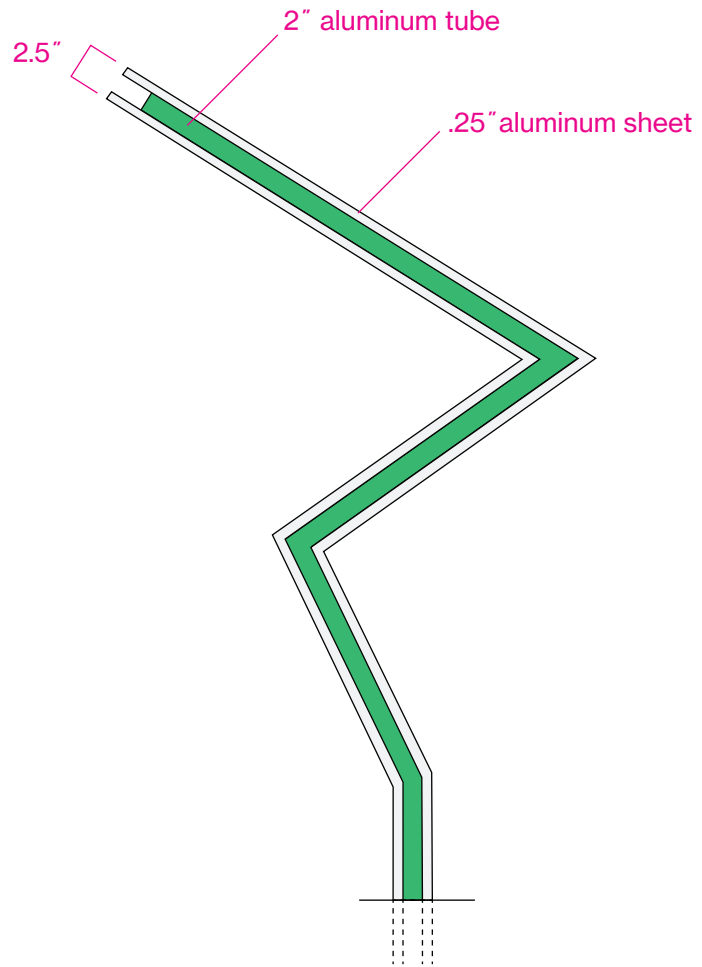
Belvidere Street



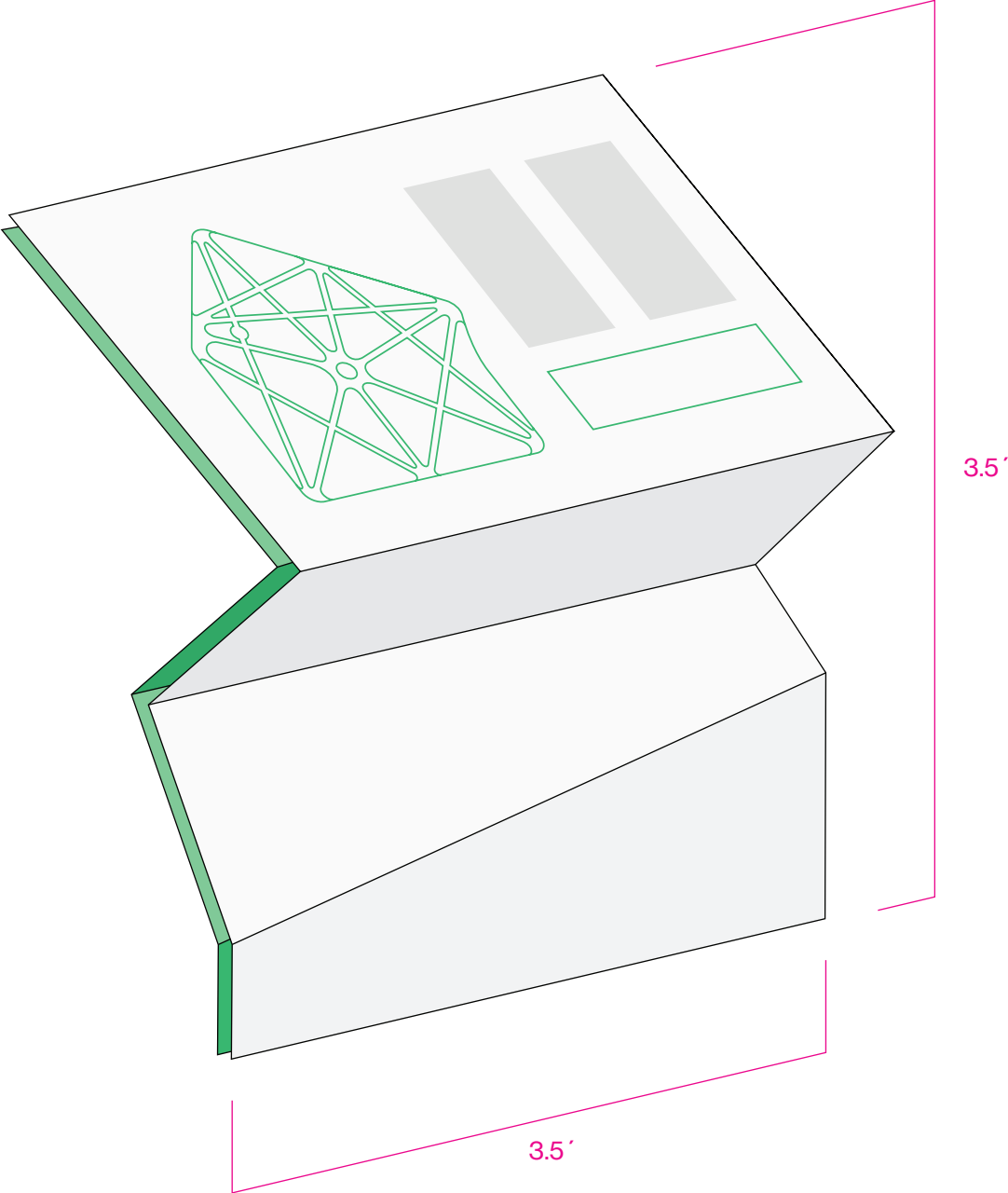
Top of map sign (non-final imagery)



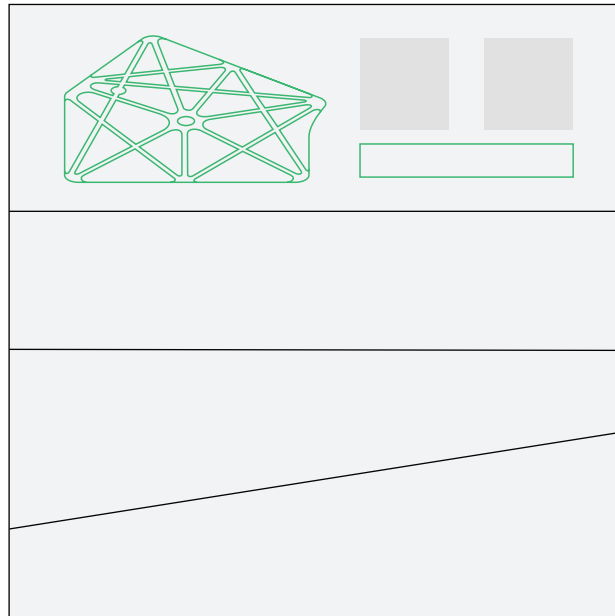
Map Sign. Front and side view



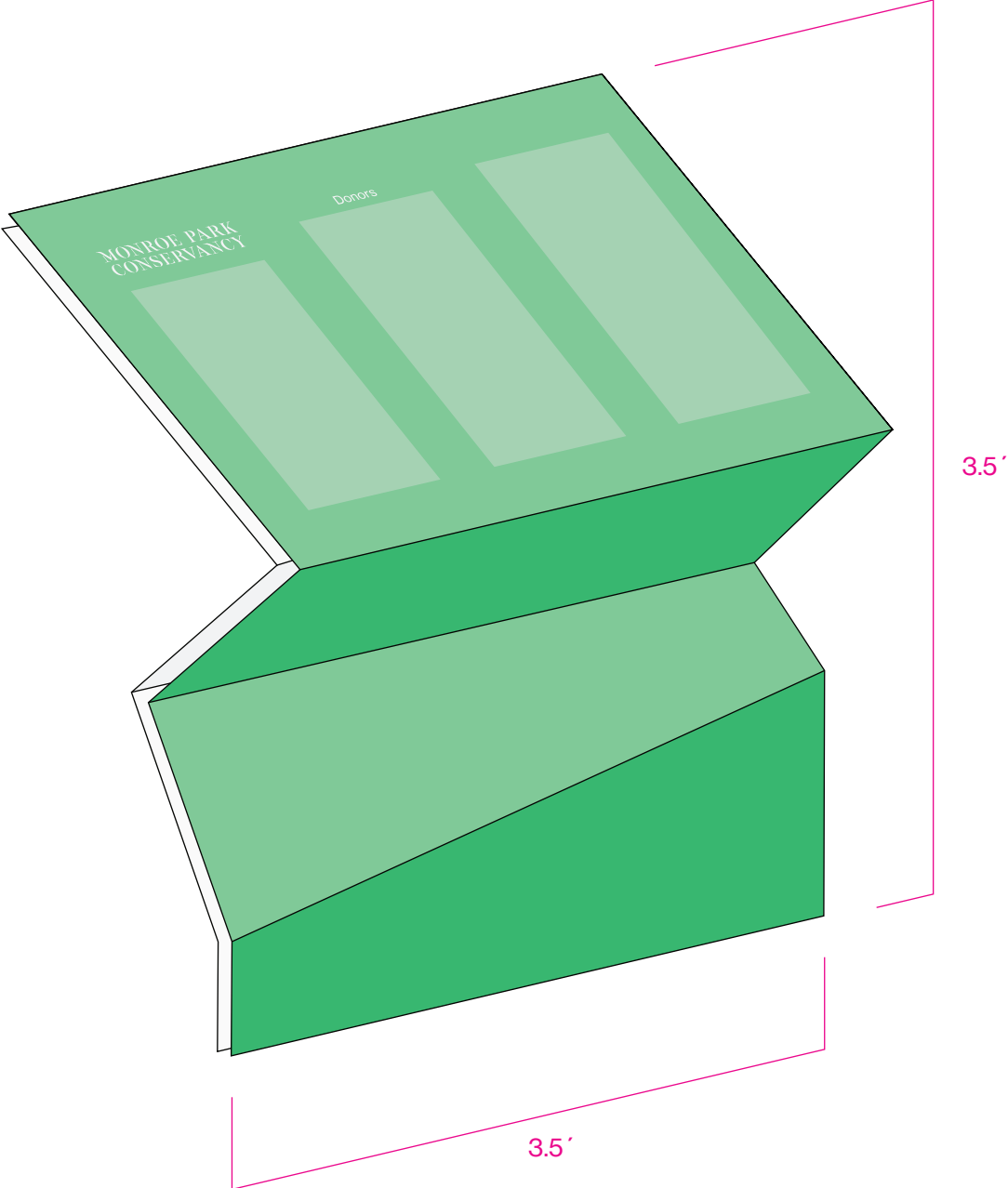
Map sign



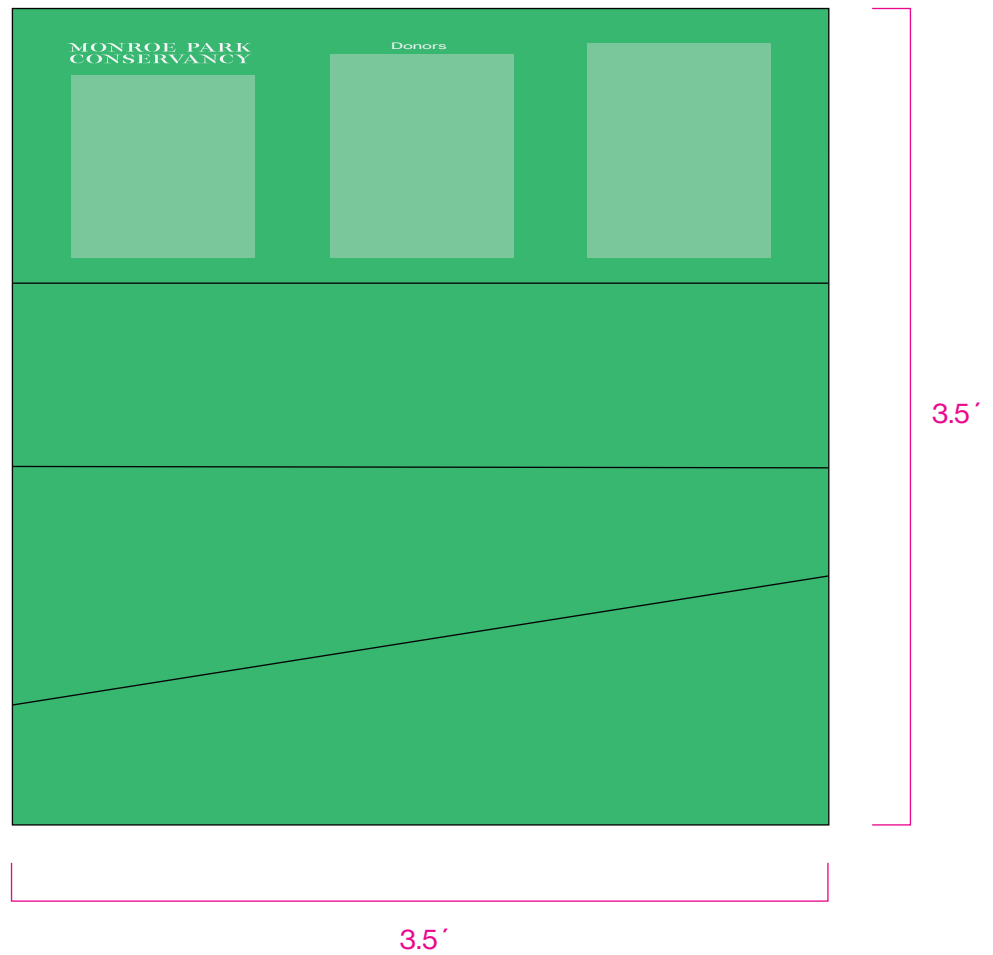
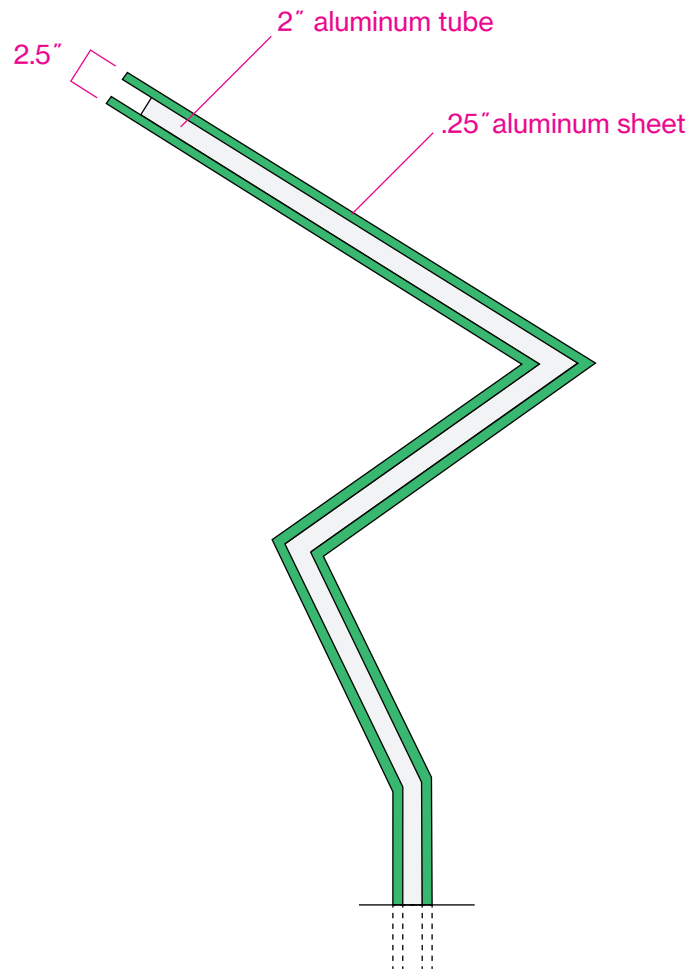
Map Sign



Donor Sign



Donor Sign. Front and side view

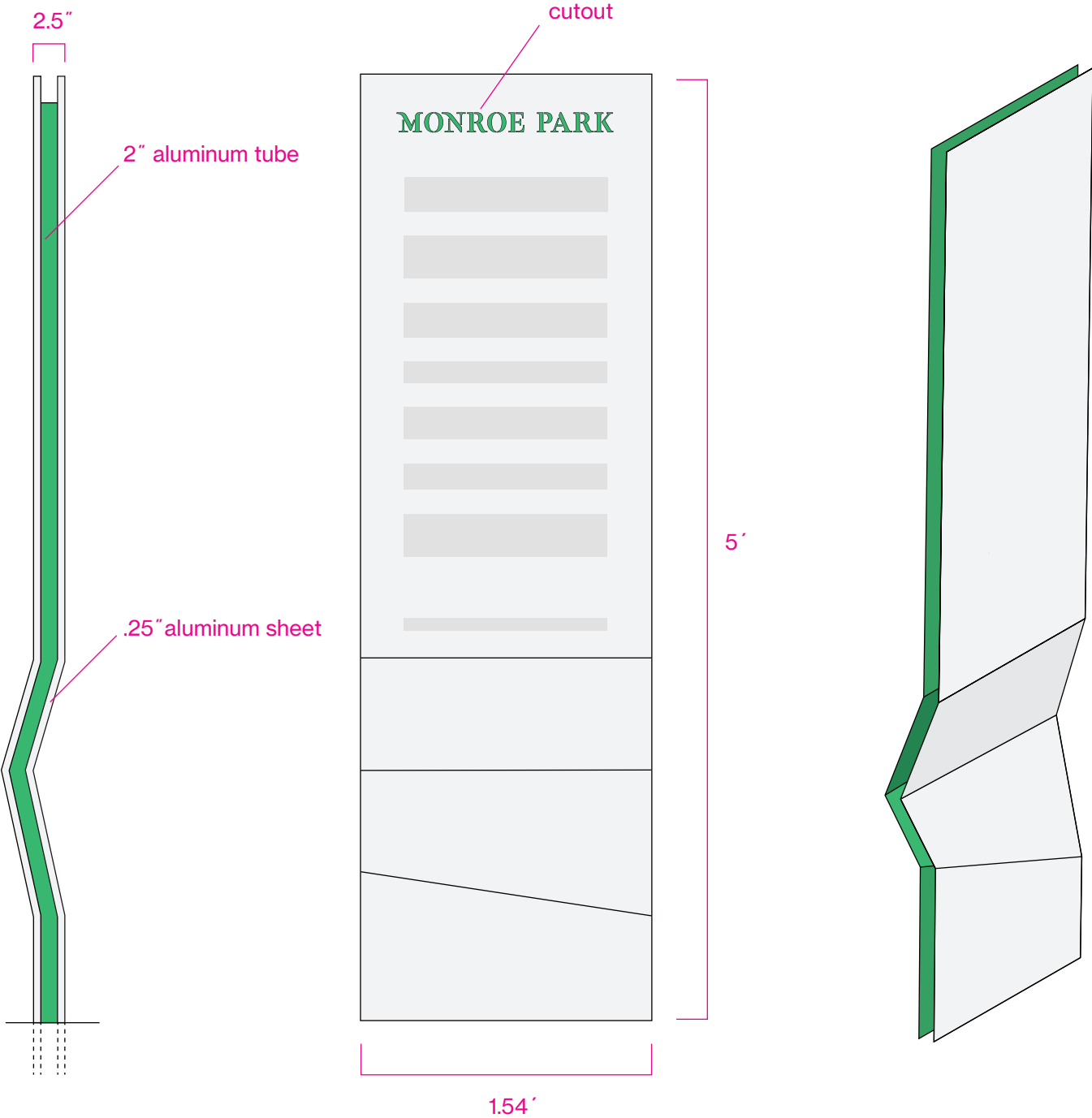


Donor Sign.



MONROE PARK CONSERVANCY	Donors	

Park Rules Sign



Park Rules Sign

Front



Back



MONROE PARK

Park Rules

Monroe Park is open from sunrise to sunset

City Code 8-280

Please recycle trash, don't litter

City Code 19-82

No motorized vehicles

City Code 8-268

Unattended items are subject to removal without notice

City Code 8-268

No drugs, no alcohol

City Codes TDB & 8-372

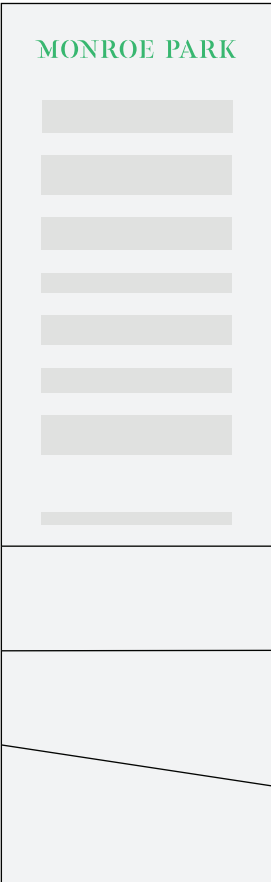
Sidewalk and pathway encroachment is prohibited

City Code 8-264

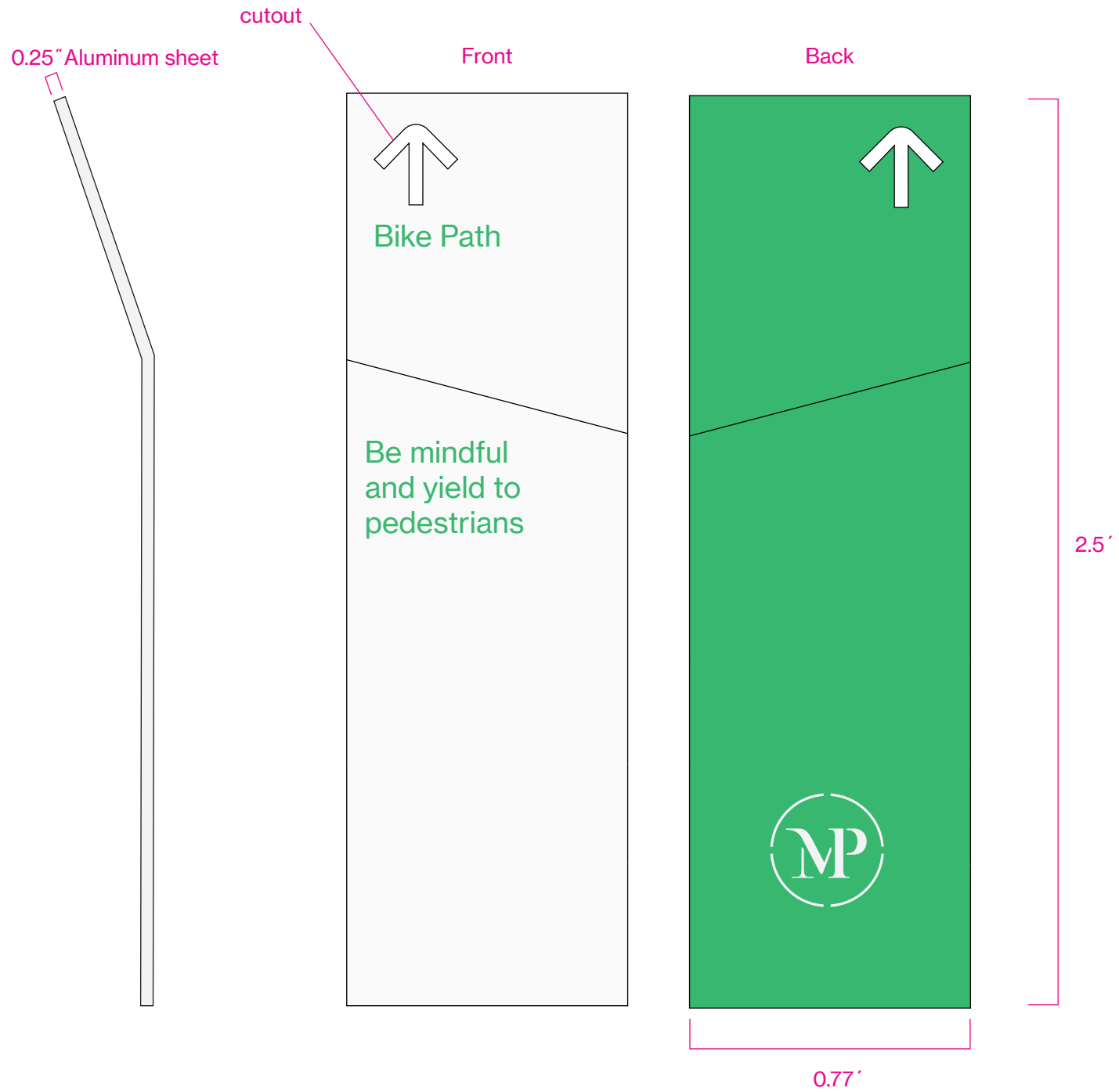
Monroe Park adheres to the Virginia Department of Health
guidelines for food distribution

State Code 35.1-14.2

Park Rules Sign



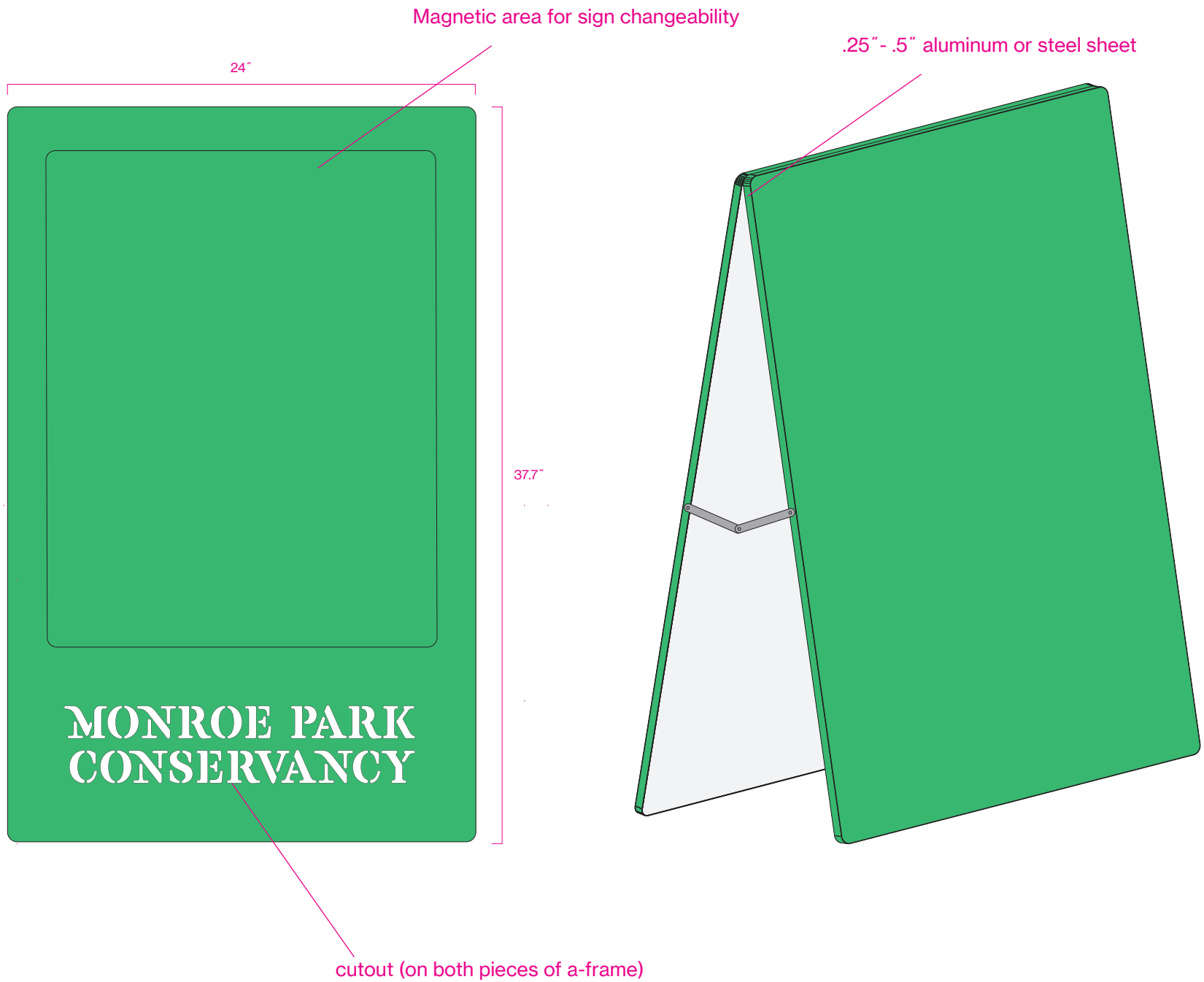
Bike Path Sign



Bike Path Sign



Movable A-Frame Sign



MONROE PARK