

City of Richmond Department of Planning & Development Review

Encroachment

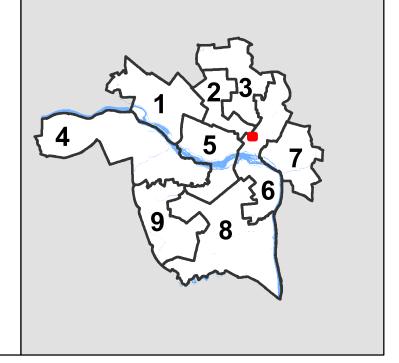
LOCATION: 5th and E. Broad Streets,

3rd and E. Marshall Streets

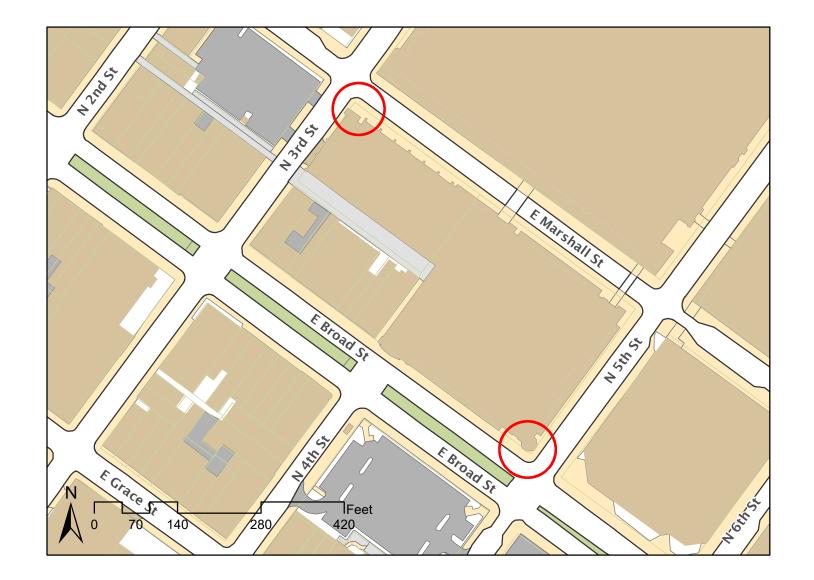
COUNCIL DISTRICT: 6

PROPOSAL: Review of electronic signage encroachments at the Greater Richmond Convention

Center



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: 6REATER TRICHMOND CE Project Address: 403 NOIZTH 3 2 Brief Project Description (this is not a replacement 3 NEW WAY MOVNTED E CENTERS (EMC) FOR MOVE AND EMARSHAN AND N. 3	ST RICHMOND It for the required detailed name XTERIOR ELECTRON TATEBROAL	rative):
Applicant Information (on all applications other than encroachments, a City agency Name: MICHARL CONC City Agency: Address: 11930 OLD STACE RD Main Contact (if different from Applicant): MICH Company: HOLIDAY SICKS Email: MUNCE HOLIDAYSICKS. CO	Email: MLONCE HOLL Phone: Phone: Phone: 85	Say SICHS. COM
Submittal Deadlines All applications and support materials must be file of the Urban Design Committee (UDC). Please se justed due to City holidays. Late or incomplete su	e the schedule on page 3 as	actual deadlines are ad-
Filing Applications can be mailed or delivered to the attellisted at the top of this page. It is important that the agencies, Zoning Administration staff, and are the application with the UDC.	e applicant discuss the propos	sal with appropriate City

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.

Greater Richmond Convention Center (GRCC)

403 North 3rd St

Richmond, Va 23219

Project: Installation and Operation of 3 Electronic Message Centers (EMCs)

Location: 2 Units on Building façade at E. Broad St and N. 5th St

1 Unit on façade of parking deck at E. Marshall St and N. 3^{rd} St Description of EMC's

3 Full Color EMC units with identical dimensions of 75.5" (H) x 126" (W)
Units to be placed with bottom edge placed 144" above sidewalk level
All power and communication equipment placed inside the building
Units will change message every 8 seconds (or less often as needed)
Units will not scroll data or show animation.
All transitions between messages will be full screen changes
Units to be controlled by approved GRCC staff
Units to show content related to operation of GRCC
See Specification Sheet for further description of units

Purpose of the Project;

The installation and operation of the EMC's will be for the purpose of educating the public about events that will be taking at the facility.

Project scope is limited to the install of these 3 EMCs only

Project Background;

It is customary for convention centers to have one or more EMC's to help inform the public about upcoming events at the facility. EMC's were contemplated as part of the original build out of the GRCC but were removed from the original project due to value engineering to reduce the overall cost to build the facility.

Project Budget;

\$135,000.00

Funding Sources;

The venue's owner, the Greater Richmond Convention Center Authority, a political subdivision of The Commonwealth of Virginia whose incorporating jurisdictions include The City of Richmond, and the Counties of Henrico, Chesterfield, and Hanover.

Construction Start Date;

EMC units will be mounted on or about November 2nd, 2018

There will be a mounting frame attached to building which will be hidden behind the actual units. Only the EMC unit will be visible from sidewalk and street level.

The area around the GRCC is a mixture of retail, hotel, condominium, and the large convention center space with the attached parking facilities. These EMC units will be visible to the pedestrian and vehicular traffic on the key corridors of E. Broad St and traffic coming into downtown from 3rd and 5th Streets. The EMC's will inform the viewers about upcoming events of interest, and also inform GRCC attendees concerning current activities.



GREATER RICHMOND CONVENTION CENTER ELECTRONIC MESSAGE CENTERS

Screen Technical Data

1. LED

	Package	Colour	Wavelength	View Angle	Test Cond.
LED parameters	The state of the s	Red	620~630nm	120°/120°	25°C,20mA
	DIP 346	Green	520~530nm	120°/120°	25°C,20mA
		Blue	465~475nm	120°/120°	25°C,20mA

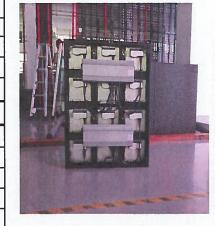
2. Module

Part Number	P10	
Pixel Pitch	10mm	
LED arrangement	DIP 346	
Physical Density	10000 pixels/m ²	
Resolution	32(w) x 24(h)	
Module Size (w*h)	320 x 240mm	

3. Panel

A Size (w*h*d)	640 x 960 x 90mm	
Resolution	64(w) x 96(h)	
Quantity(modules)	2pcs(w) x 4pcs(h)	
Panel Weight	about 46 kg	
Brightness	about 10000cds/m²	
Material	aluminum	

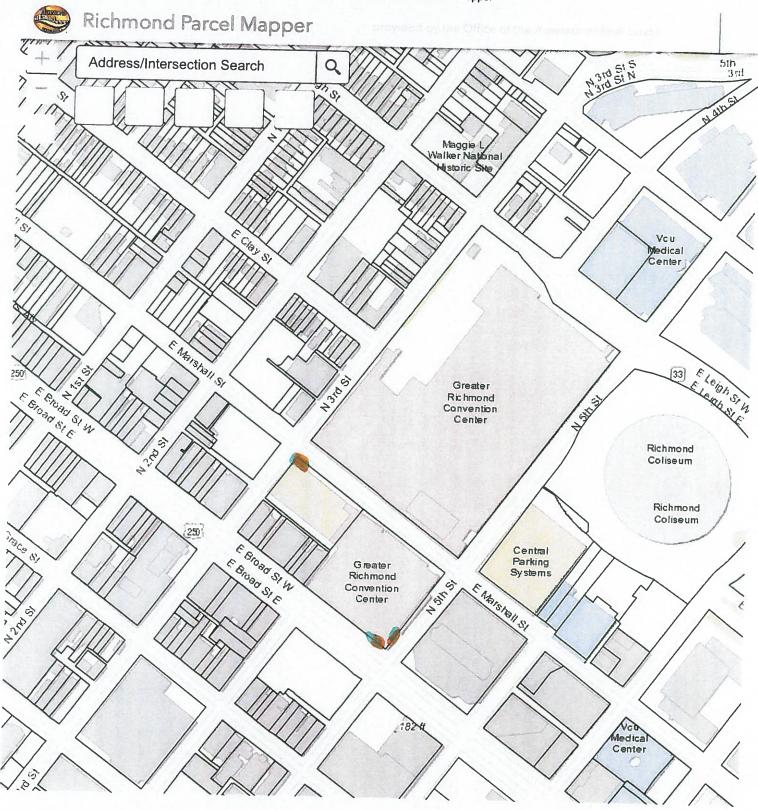
Panel Picture:front access,(photo for reference only)



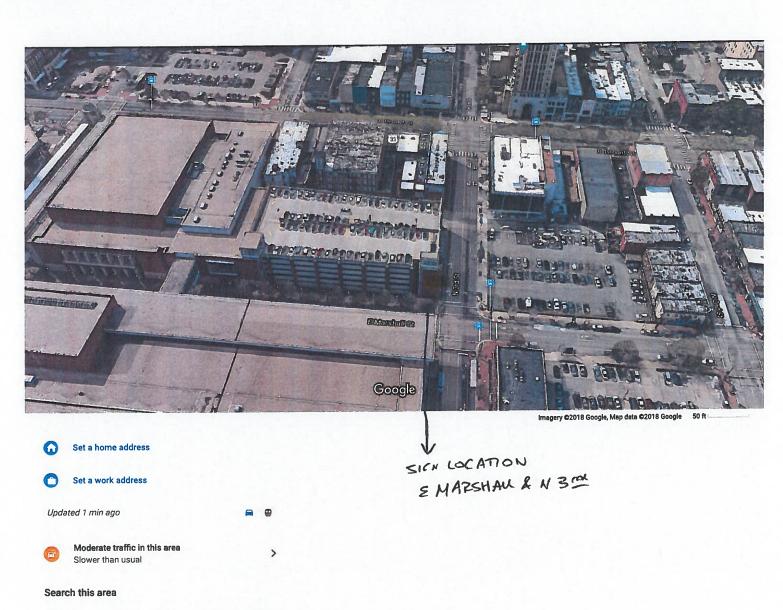


4. Proposal Screen Specification

View Angle	120°/120°	Viewing Distance	10m - 180m
Drive IC	MBI 5124	Scan mode	1/4 Scan
Controlling system	Linsn	Refresh frequency	about 1500Hz
Max. Power	about 650w/sqm	Ave. Power	about 215w/sqm
Control method	SYNCHRONOUS WITH PC	Gamma Correction	10 Levels
Operating System	WindowS1.8000/XP/7/8	Screen Color	281trillion
Input Voltage	AC220~240V, 50~60HZ	Grey Scale	16bits
Protective Grade	IP65 Front/IP54 Rear	Operating Life	100,000 hours
Control Distance	Cat5 100m/Optical fiber 10km	MTBF	5,000 hours
Operating Humidity	10 ~ 95 % RH	Defects Rate	≤0.02%



Google Maps 9/18/2018



Restaurants



Hotels



Bars



Coffee

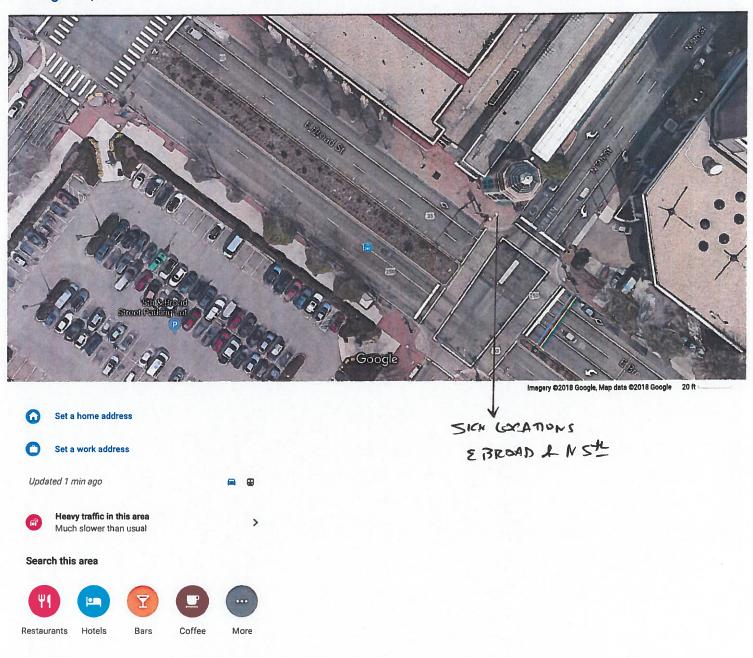


More

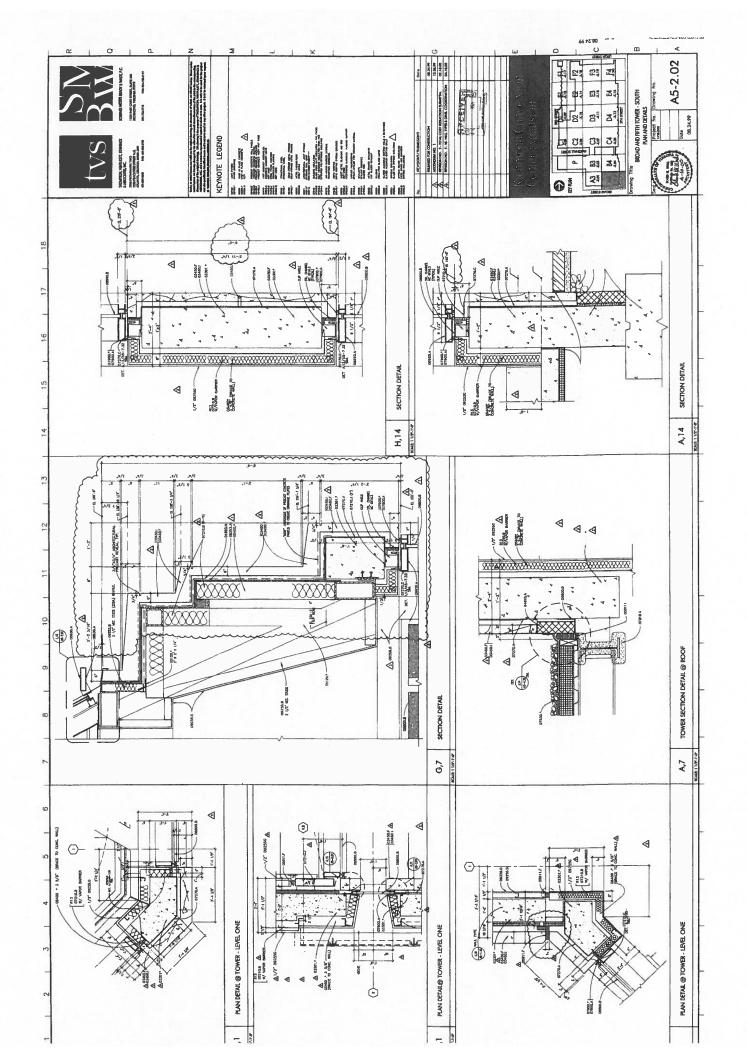
Hide

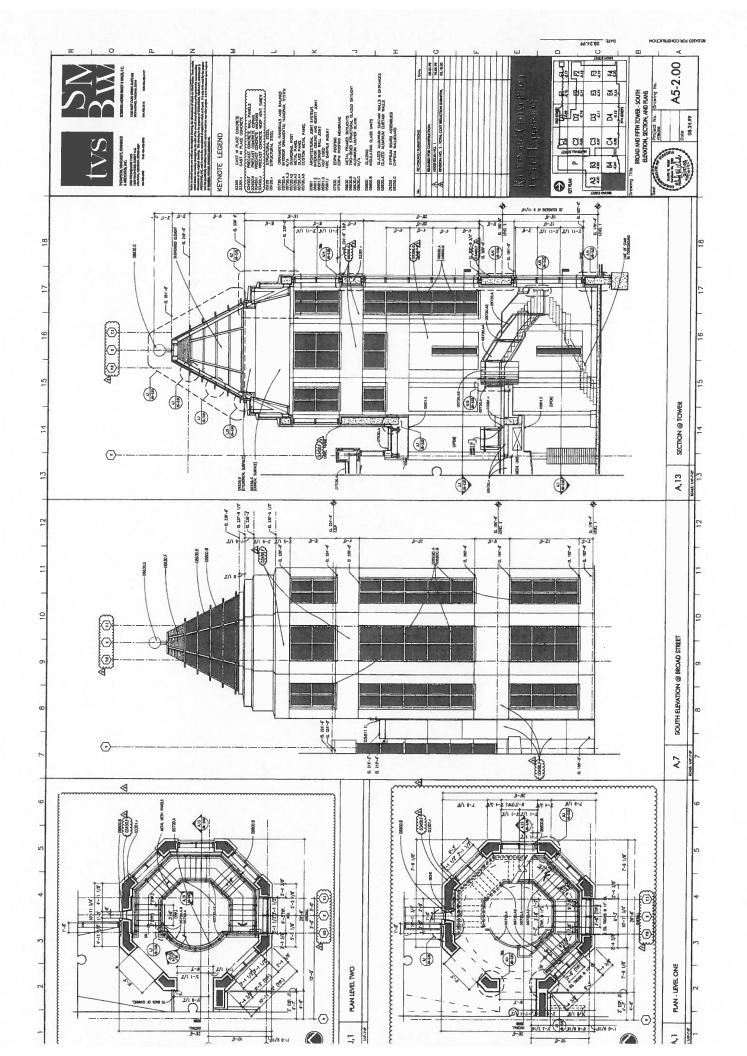
9/18/2018 Google Maps

Google Maps



Hide





JJATZNI



Fax (804) 796-9454 (804) 796-9443

11930 Old Stage Rd. Chester, Virginia 23836

Artwork: Customer Approved

Client: Greater Richmond Convention Center

Richmond Convention Scale: 1/4"=1'-0" Filename: Center Date: 11/1/16

Pages: D.B. Drawn By:_ Salesman: Mike L.

Customer Approved Placement:

All concepts, designs, and plans represented by this document are the property of Holiday Signs and may not be reproduced, copied, or exhibited in any fashion without written consent from an authorized officer of the company.



Client: Greater Richmond Convention Center

Scale: 1/4"=1'-0" Filename: Center Date: 11/1/16

Richmond Convention

Drawn By: Bambam Pages:

Salesman: Mike L.

Artwork: Customer Approved

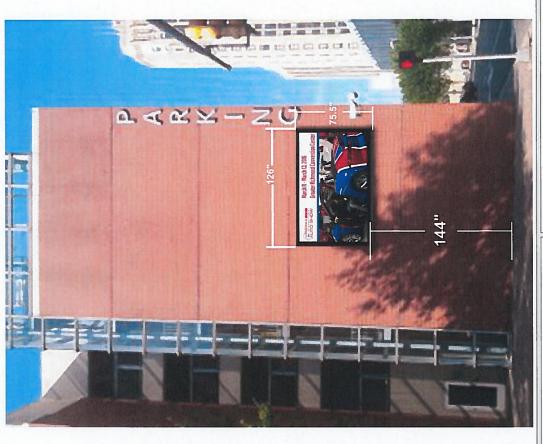
Fax (804) 796-9454 (804) 796-9443

11930 Old Stage Rd. Chester, Virginia 23836

Placement: Customer Approved

All concepts, designs, and plans represented by this document are the property of Holiday Signs and may not be reproduced, copied, or exhibited in any fashion without written consent from an authorized officer of the company.

© Copyright 2016 Holiday Signs



EMC SIZE: 75.6" x 126"

11930 Old Stage Rd. Chester, Virginia 23836

Salesman: Mike L. Date: 11/1/16 Customer Approved Artwork: Fax (804) 796-9454 (804) 796-9443

Client: Greater Richmond Convention Center

Scale: 1/8"=1'-0" Filename: EMCDisplay Drawn By: Bambam Pages:

Customer Approved Placement:

All concepts, designs, and plans represented by this document are the property of Holiday Signs and may not be reproduced, copied, or exhibited in any fashion without written consent from an authorized officer of the company.