

Ebinger, Matthew J. - PDR

From: Kelley, Leigh V. - PDR
Sent: Tuesday, March 14, 2017 5:12 PM
To: Ebinger, Matthew J. - PDR
Subject: FW: Graduate Richmond - Privacy Screen Graphics
Attachments: image001.png; Graduate Richmond - Logo on privacy screen - r5.pdf

Doing Staff report now

From: Cyane Crump [mailto:ccrump@HistoricRichmond.com]
Sent: Wednesday, March 01, 2017 12:52 PM
To: Russ Cummings; John Pearsall III; Kelley, Leigh V. - PDR; Ermon Rush
Subject: RE: Graduate Richmond - Privacy Screen Graphics

Mr. Cummings –

Thank you for sending us this revised proposal for the Graduate Richmond signage. And thank you for leaving a voicemail message for me yesterday to alert me to your email below. I very much appreciate your consideration of our concerns and of your making revisions to your plans so as to remove any form of internal illumination from the signage. Jack Pearsall and I have discussed the revisions and both find the revised version of the sign (with precision cut metal and no internal illumination) acceptable. Jack is copied here.

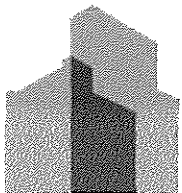
I am also copying Leigh Kelley with the City of Richmond Planning Department on this email.

Please let me know if you have any questions.

Cyane

PS – On a side note, I thought you might be interested in the Richmond Times Dispatch article below on the neighborhood around this new Graduate hotel. It was published in last Saturday's paper and provides a bit of context for the history, development and revitalization of this neighborhood as well as a number of photos. We look forward to having you as a new neighbor.

http://www.richmond.com/realestate/features/richmond-neighborhoods/rutherford-s-addition-one-of-the-city-s-earliest-subdivisions/article_0ea13ede-fad2-11e6-9550-03f0cef866c7.html



**HISTORIC
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From: Russ Cummings [mailto:russ@imageinnovationgroup.com]
Sent: Tuesday, February 28, 2017 10:42 AM
To: Cyane Crump <ccrump@HistoricRichmond.com>; John Pearsall III <pearsallaw@comcast.net>; Kelley, Leigh V. - PDR <Leigh.Kelley@richmondgov.com>; Ermon Rush <ermon@imageinnovationgroup.com>; Russ Cummings <russ@imageinnovationgroup.com>
Subject: Graduate Richmond - Privacy Screen Graphics

Ms. Crump and Mr. Pearsall,

I have included Mr. Kelley's report below on item 10. ORD. 2017-018 from the Planning Commission meeting last Tuesday, February 21.

Despite having gone through the required steps of **1)** submitting an SUP application to get consideration of my client's reasonable wish for an illuminating presence at his new \$15,000,000 renovation; and of **2)** leaving a message for comments from the Hon. Charles R. Samuels and the Downtown Neighborhood Association - receiving none; and of **3)** posting the required signage announcing a Zoning Application Pending (with phone number); and of **4)** the city receiving no negative feedback prior to last Tuesday's meeting of which I was made aware by the city; and of **5)** the subject property being outside of the historic district - I have never the less revised (attached below) our presentation drawing to replace the current drawing in our SUP application for the GRADUATE script logo **FROM** internally illuminated white LEDs **TO** computer routed .250" aluminum plate with no internal illumination, as is the RICHMOND tag-line.

I ask each of you to please review the detailed drawing and comment as soon as possible to Mr. Leigh Kelley, copying me, so Mr Kelley can get the information to Mr. Pool and his Planning Commission well in advance of their next meeting on March 20th. Also please feel free to contact me by phone at 336-880-8809.

Thanks to all.

Russ Cummings
Sales and Special Projects Manager
Image Innovation Group Inc.

Kelley, Leigh V. - PDR

Feb 23 (5 days ago)

to me

Hello Russ,

Please see the City of Richmond's Planning Commission action below.

10. ORD.

2017-018

To amend and reordain Ord. No. 82-7-16, adopted Feb. 8, 1982, as previously amended by Ord. No. 2007-98-69, adopted Apr. 9, 2007, which authorized the special use of the property known as 301 West Franklin Street for the purpose of a motel, together with accessory off-street parking, to authorize the installation of two canopy signs, upon certain terms and conditions.

A motion was made by Commissioner Johannas, seconded by Commissioner Greenfield, that this Item be removed from the Consent Agenda and discussed on the Regular Agenda. The motion carried by the following **vote: 9:0**.

A motion was made by Commissioner Johannas, seconded by Commissioner Greenfield, **that this Ordinance be amended and continued to the March 20, 2017 meeting of the Planning Commission in order to remove the internal illumination of the proposed signage. The motion carried by the following vote: 9:0**

Leigh V. Kelley

City Planner II

Land Use Administration

Department of Planning and Development Review

City of Richmond, Virginia

804-646-6384

Russ Cummings
Sales and Special Projects Management



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336-883-6010 Office

336-

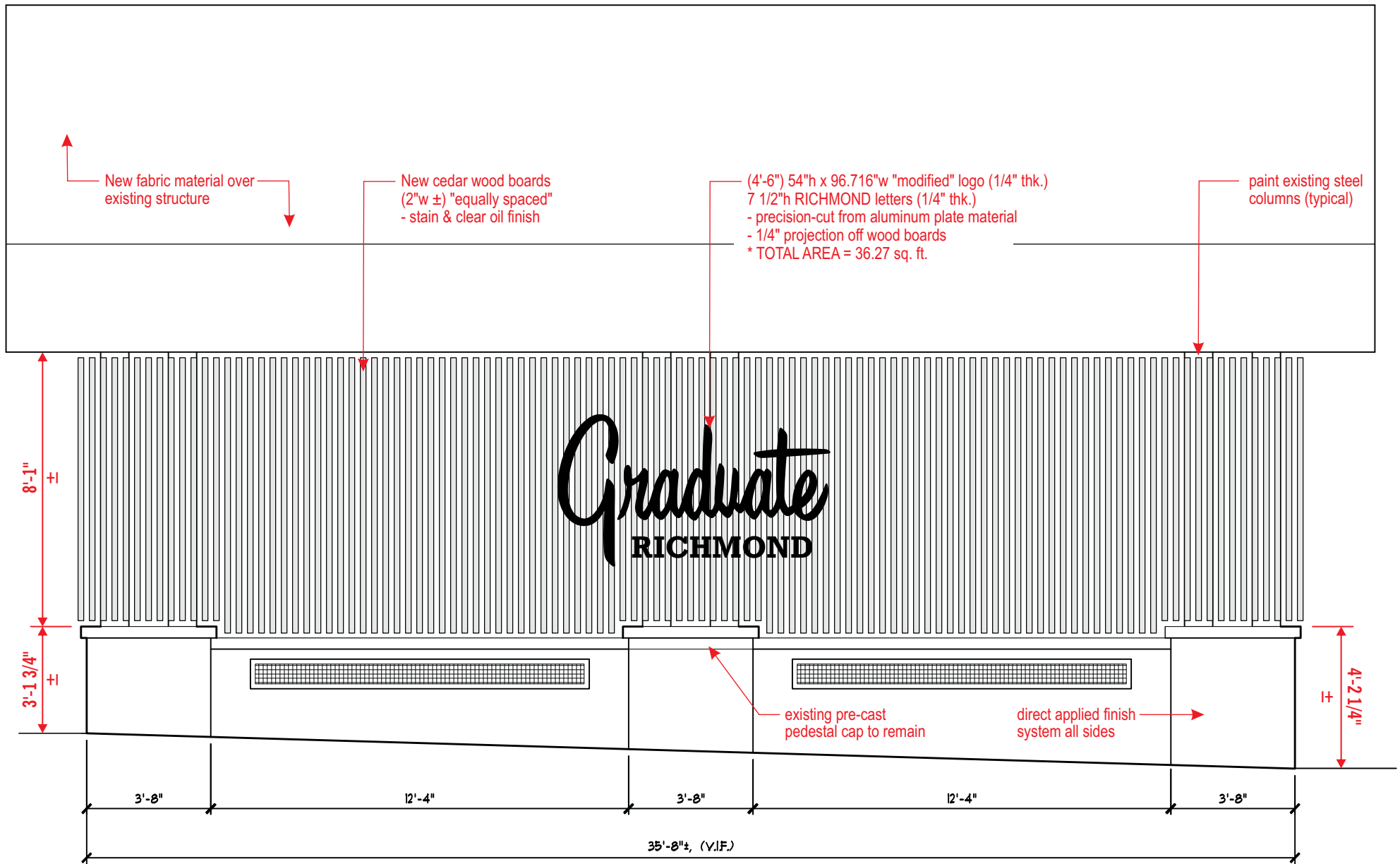
880-8809

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CANOPY FRONT ELEVATION (with Logo & Letter placement) — Scale: 1/4" = 1'-0"
 NO INTERNAL ILLUMINATION

TOTAL AREA = 36.27 sq. ft.

96.716" width

54" (G)
height



Graduate Logo w/ modified stroke

Scale: 1" = 1'-0"