



## 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: Albert Hill Middle School

Project Address: 3400 Patterson Ave.

Brief Project Description (this is not a replacement for the required detailed narrative) : \_\_\_\_\_  
Furnish & install (1) Double Face Internally Illuminated Monument Sign with Manual Changeable Reader Board per attached plans.

### Applicant Information

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

Name: Shante Knight Email: lknight@richmondk12.va.us

City Agency: Albert H. Hill Middle School Phone: (804) 780-6107

Address: 3400 Patterson Ave. | Richmond, VA 23221

Main Contact (if different from Applicant): Jeff Lee

Company: Superior Signs LLC Phone: (804) 271-5685

Email: 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.

## MEMORANDUM

Date: 11/12/2015

To: City of Richmond Urban Design Committee

From: Jeff Lee, Superior Signs LLC

Subject: Project Narrative for Albert Hill Middle School Freestanding Sign

The purpose of this project is to provide exterior identification to this City school and a means of communicating scheduled events to the students and community at large.

We've supplied signs just like this to various City public schools for years. Albert Hill Middle School likes what we provided elsewhere so the school PTA solicited donations through fundraisers to fund the project.

The construction cycle includes engineering, permitting, fabrication & installation of the sign. Electrical permits & work provided by others is not included in our scope of work. Fabrication will not begin until all permits have been secured.

The Planning Commission may be scheduled as early as January 4, 2016 to hear this case. Once approved, we expect fabrication to begin 3-4 weeks later, once the sign permit has been approved.



Albert Hill Middle School PTA  
3400 Patterson Avenue  
Richmond, VA 23221

December 7, 2015

Urban Design Committee, City of Richmond  
900 E. Broad St., Room 510  
Richmond, VA

***RE: Proposed Sign for Albert H. Hill Middle School at 3400 Patterson Avenue***

Members of the Urban Design Committee:

I am writing to share information in support of the proposed sign at Albert H. Hill Middle School as the AHMS PTA is heading the efforts to raise money and coordinate the installation of the sign. The reasons for the sign are twofold:

First, nobody outside the neighborhood (along with many in the neighborhood) have any idea as to what that big building is, as the only marker is the name at the top of the building which blends in with the color of the building (see photo.) The proposed sign would help to promote the school and identify the building to passersby.



Second and more importantly to the school, the proposed sign will have a message board. Parents receive less and less information about school events from their children as they move from elementary to middle school. The message board is vital so that the school can put weekly messages up for parents dropping off and picking up their children. Over 50% of the students at Hill are out of zone, and those children are not eligible for bus service and need to be driven to and from school. Thus, there are a lot of parents in front of the school on a daily basis. In addition, we feel the sign will help to promote school pride and spirit for our students and Hill families.

This covers AHMS's need for a sign which is the proposal your committee is reviewing this week. I truly don't believe there is any doubt that the need is there. The next step will be your approval of our design concept. Our hopes were that both items would be discussed at this week's meeting however, initial feedback from your committee has required us to split the process into two parts. Thus, I would like to address the design concept of the sign at this time as well.

Based on conversations with our school principal, LaShante Knight, on the need for a sign, the PTA went to work. I spoke with Glen Sturtevant, our RPS School Board representative, who pointed me in the direction of the alumni association at Thomas Jefferson High School who recently funded the installation of a sign at TJ. In turn, Mr. Negrin was very helpful and pointed me in the direction of Superior Signs who installed the sign at TJ. Basically, we chose the same design concept as TJ's thinking that since it had been approved for that school building, which is I believe older than Hill, we should be in good shape. We all, the PTA and the school administration, approved this design concept. As I said before, the message board section is vital, and the design of the sign will promote school spirit and pride within the Hill Family by incorporating the school colors of orange and black.

This project at Hill is being funded by the PTA, not RPS. I believe it is common knowledge in Richmond that RPS does not have the funds to keep some of the City schools open and in working order much less funds to make the exteriors more aesthetically pleasing by installing a school sign. And while our PTA has been surprisingly successful with our fundraising efforts, as a city middle school PTA with more than 75% of our students qualifying for free school lunches, we are by no means flush with cash either. Estimated costs for the proposed design are \$9,000 (\$8,000 for the sign and installation and an additional \$1,000 for electrical work.) The main reasons we even reached our goal? \$2,500 donated by RPS School Board and \$2,500 donated by the Museum District Association account for more than half the funds, and various donations from so many parents who are excited to have a sign to showcase our school that we are all so proud of account for the remainder! We have pretty much exhausted any means of raising more money – we have contacted local businesses, advertised in the Museum District Association newsletter, and promoted at PTA events at the school & in our weekly PTA e-newsletter.

I mention details of our fundraising to you because I am fearful that making a sign more "unique and sensitive to the architecture of the school building" may derail the entire project. While I appreciate the nature of the committee's initial feedback and your job of making sure the sign is appropriate, I would also hope that the Urban Design Committee takes into account the obvious need for a sign at the school and the difficulty that may arise if any additional funds are required to revise the design plans for a more

“unique” sign. In speaking with Superior Signs, if a stone-type base is what the committee has in mind for creating a “unique” design, it will increase the costs of the sign by 50% or an estimated \$4,000. The current design does take into account the exterior of the school building with an aluminum base matching the texture and color of the building while remaining feasible in cost. This is the same design idea implemented at TJ with an aluminum base (see photo).



I also understand that the coloring for the sign itself may be an issue. While orange and black may not be everyone’s first choice for colors, they are Albert Hill’s school colors and promote the school pride that we are trying to achieve with this sign. With that being said, a more subdued shade of orange is possible with no increase in the costs associated with it.

Prior to your next monthly meeting, I will be working with Superior Signs on some cost effective revisions in the hopes of reaching a mutually agreeable design. However, I did want to let my thoughts be known to you now so that during this process you are able to keep an open mind on what might not be ideal but still acceptable design parameters that are also realistic options based on the PTA’s finances.

Thank you for your time, and I look forward to meeting you all on Thursday at the meeting.

Sincerely,

A handwritten signature in black ink, appearing to read "Anne Ewald".

Anne Ewald  
AHMS PTA Treasurer



MUSEUM  
DISTRICT  
ASSOCIATION

P.O. Box 7186

Richmond, VA 23221-0186

July 21, 2015

Principal Lashante Knight  
Albert Hill Middle School  
3400 Patterson Avenue  
Richmond, VA 23221

Christine Murray  
Albert Hill Middle School PTA  
3400 Patterson Avenue  
Richmond, VA 23221

Thank you for attending the MDA Board of Directors July 2015 meeting last night, and informing us of your intent to have a sign installed at the school similar to the one at Thomas Jefferson High School. You explained the cost is approximately \$8,300 and School Board Representative Sturtevant has committed \$2,500 toward this effort. As you know Albert Hill Middle School is considered one of the best in the city and is located in the heart of the Museum District. The MDA has long been committed to the school with donations and helping to raise funds for various causes over the years as our members have children that attend the school.

We are pleased to announce a Challenge Donation to your sign fundraising efforts. The MDA has approved to donate up to \$2,500 towards the cost of the sign. For every dollar you raise up to \$1,250 we will match it two for one. If you raise \$1,250 we will donate \$2,500!

Warm Regards,

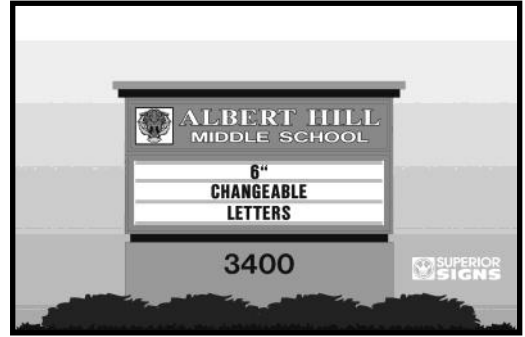
Steve Thompson, 2015 MDA President

## Albert Hill Middle School Annual Fund

School has started, and change is in the air at Albert Hill Middle School. The gym floor has been replaced, the elevator is under construction, and a new mural will greet our students this coming November.

The PTA is especially excited about another project that is in the works - a marquee sign for the corner of Nansemond Street and Patterson Avenue. Similar to the one recently installed at Thomas Jefferson High School, the much-needed sign at Hill will help to both identify the school and remind the community of upcoming dates and other information.

The PTA would like to thank the Museum District Association for generously offering a two-for-one matching grant to help us fund this initiative. The Hill community truly appreciates the ongoing support the neighborhood has provided and the grant, of up to \$2,500, has certainly helped to create excitement for our fund-raising efforts!



The total cost for the sign is approximately \$9,500 and the MDA's generous donation, along with a donation from RPS School Board, gets us well on our way to our goal. However, we are still short of our goal and are seeking personal or business donations from interested parties.

Upon completion, we will be publically thanking all our donors. Anyone interested in making a donation can send a check to the AHMS PTA at 3400 Patterson Avenue, Richmond, VA 23221 or visit our online donation site at [mkt.com/albert-hill-middle-school-pta](http://mkt.com/albert-hill-middle-school-pta).

- Albert Hill PTA

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Albert Hill Middle School  
3400 Patterson Avenue

— proposed FS sign  
with 6' setback from  
property line

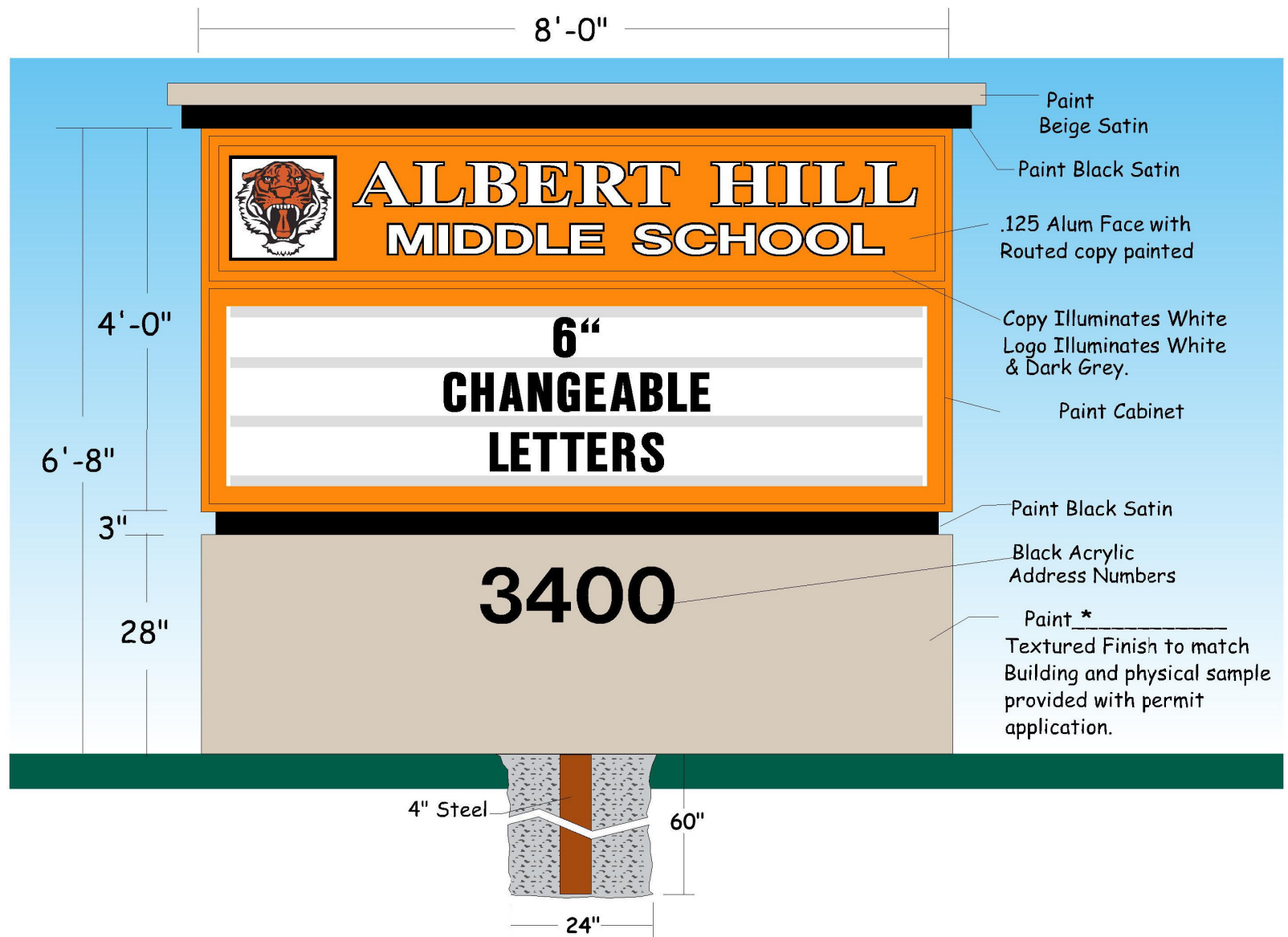
Patterson Ave.

Park Ave.

Roseneath Rd

Rd





D/F Monument has 3 lines of 6" changeable copy with a clear lexan security door.  
 Fabricated Aluminum Base\* painted Akzo Nobel 504-C1 Textured Finish to match Building.

\* THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE.



CUSTOMER: ALBERT HILL MIDDLE SCHOOL			LOCATION: RICHMOND, VA
TYPE OF SIGN: D/F MONUMENT WITH READERBOARD, ALUM. BASE, AND LEXAN SECURITY COVER			
DATE: 8-31-15	SCALE: SIZES NOTED	SALESMAN: ROP	CUSTOMER APPROVAL:
DRAWN BY: MLG	REVISION:		LANDLORD APPROVAL:
SAVED IN: SCHOOLS/RICHMOND/ THOMAS JEFFERSON HS			



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# Landscape Plan for Freestanding & Monument Signs

"A" - ILEX CRENATI-HELLERI HOLLY - (18" -24") CONTAINERS

"B" - ANDORA JUNIPER - (18"-24") CONTAINERS

