



Staff Report
City of Richmond, Virginia

RICHMOND PLANNING & DEVELOPMENT REVIEW



Planning Commission

UDC 2024-15	FINAL Location, Character, and Extent Review	Meeting Date: 05/09/2024
Applicant/Petitioner	Kelley Banks – Carytown Merchant's Association	
Project Description	UDC 2024-15 FINAL Location, Character, and Extent review for an overhead gateway sign establishing the entrance of the Carytown Commercial District, located on Cary Street between Thompson Street and Nansemond Street.	
Project Location		
Address: Cary Street between Thompson Street and Nansemond Street.		
Property Owner: City of Richmond Right-of-Way		
High-Level Details: The project includes a new "Gateway" sign along Cary Street to establish the entrance to the Carytown Commercial District. The sign is proposed to be hung over the roadway and is inspired by area historic architecture. The gateway sign will include lighting. The project is lead and funded by the Carytown Merchants Association.		
UDC Recommendation	Approval	
Staff Contact	Ray Roakes, Planner, raymond.roakes@rva.gov	
Public Outreach/ Previous Reviews	This project was generated by the Carytown Merchants Association	
Recommended Conditions for FINAL	NA	

Findings of Fact

Site Description	The site is located in the Right-of-Way for Cary Street between South Nansemond and South Thompson Street, adjacent to the Carytown Kroger.
Scope of Review	The project is subject to location, character, and extent review under section 17.05 and 17.07 of the Richmond City Charter.
Project Description	<p>The purpose of the project is to provide a new gateway sign as drivers enter the Carytown Business District from the west.</p> <p>The sign will be suspended over the roadway, two sided, internally lighted, and is inspired by area historic architecture.</p> <p>The proposal includes two steel poles, roughly 25ft tall, to suspend the sign via steel wires over the roadway. The Department of Public Works has reviewed and offers support for the sign design in height and location. The sign structure has been designed to survive high winds.</p> <p>The sign will be internally lighted, but details still need to be worked out if proper electric service can be had at the location. That may be undertaken as a different phase.</p> <p>The graphic design has been chosen with inspiration from historical architecture such as the Byrd Theater and Carytown Court Shopping Center.</p> <p>Staff recommends approval. The proposal enhances an important commercial district within the City. Staff supports the graphic design of the sign as being neighborhood driven and inspired by historic architecture in the area.</p> <hr/> <p>This item was recommended for approval by the UDC via affirmative vote on Consent Agenda.</p>

Urban Design Guidelines and Master Plan

	Text	Staff Analysis
Master Plan	NA	
Urban Design Guidelines		
<i>Signage – Page 20</i>	<p><u>Messaging</u> <i>A sign's message should be easy to read and direct. It should not contain too much information. The message should clearly relate to the use of the building. The use of "sponsor" advertising should be discouraged. This type of advertising has an assembly line appearance, sends a confusing message, and does not promote individual store identity.</i></p> <p><u>Color</u> <i>Sign colors should relate to and complement the materials and color scheme of the building, including accent highlights and trim colors. The stronger the color contrast between the lettering and the background, the easier it is to read the sign. For example, light colored</i></p>	<p>Signage <i>The proposed messaging is concise and clear.</i></p> <p>The proposed lettering contrasts well with background colors.</p> <p>The proposed free standing sign includes significant landscaping.</p>

	<i>lettering will read better against a dark colored background.</i>	
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