



Staff Report
City of Richmond, Virginia

RICHMOND PLANNING & DEVELOPMENT REVIEW



Commission of Architectural Review

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| COA-093110-2021 | Final Review | Meeting Date: 6/22/2021 |
| Applicant/Petitioner | Richmond Public Schools | |
| Project Description | Install an electronic message board on an existing monument sign. | |
| Project Location | | |
| Address: 813 N. 28th St. | | |
| Historic District: Church Hill North | | |
| High-Level Details: <ul style="list-style-type: none"> The applicant proposes alterations to an existing freestanding monumental sign on the grounds of the newly-constructed Henry L. Marsh Elementary School. The existing sign is a freestanding sign, 5'4" in height and 10'10" in length. The applicant proposes adding an all-digital LED display to the panel section. | | |
| Staff Recommendation | Deferral | |
| Staff Contact | Emily Routman, Emily.routman@richmondgov.com | |
| Previous Reviews | The application to install an electronic sign was heard by CAR in February 2021 and was denied. In May 2021, staff Administratively Approved the construction of a standalone brick and concrete monument sign with a non-illuminated marquee display board. | |
| Staff Recommendations | <ul style="list-style-type: none"> The applicant work with staff - with final approval from the Chair and Vice Chair - to determine a lighting plan for the existing sign that can be administratively approved. | |

Staff Analysis

| Guideline Reference | Reference Text | Analysis |
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| General Signage Guidelines, pg. 75 | <p>8. Signs should not use animation or flashing or moving lights.</p> <p>9. LED and plasma display signs will not be approved for use in City Old and Historic Districts.</p> | The applicant proposes to convert the panel portion of the freestanding sign to an LED display. Since LED signs are not permitted in City Old and Historic Districts, staff recommends denial of the application. |

Guidelines for Administrative Approval of Light Fixtures, Items Delegated for Staff Review

The installation of conduit, motion detection fixtures, security lights, sconces, freestanding lights minimally visible from the public right-of-way.

If the applicant is interested in additional illumination for the existing sign, staff recommends that they work with staff to determine a lighting plan that can be administratively approved.

Figures



Figure 1. 813 N 28th Street, existing sign.



Figure 2. 813 N 28th Street, existing sign.



Figure 3. 813 N 28th Street, existing sign detail.