



## 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: \_\_\_\_\_

Project Address: \_\_\_\_\_

Brief Project Description (this is not a replacement for the required detailed narrative) : \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Applicant Information

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

Name: \_\_\_\_\_ Email: \_\_\_\_\_

City Agency: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Main Contact (if different from Applicant): \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### 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.

## **Project Narrative for Forest Hill Neighborhood/Historic District Road Signs**

Forest Hill Neighborhood was listed on the state and federal registrars as a historic district in 2012. Since then, the Forest Hill Neighborhood Association has been working on designs and funding for roadside signs that will identify the Forest Hill neighborhood and historic district in contrast to the neighborhoods of Westover Hills and Woodland Heights. The association created the FHNA Sign Committee and earmarked a \$4,500 budget to purchase and install the signs along Forest Hill Avenue which bisects the neighborhood and the historic district. Both the committee and the neighborhood membership reviewed and changed the designs the committee submitted to arrive at the present choice.

Sign Shop on the Boulevard has worked closely with the committee to make suggestions and to provide drafts of the design. Sign Shop also will install the signs, once they have been approved by the City agencies. Please find attached their rendering of the sign and its measurements. It is built of 1 1/2 inch aluminum mounted on an aluminum pole with a decorative surround at the bottom. The colors are green and black on a white background. The total sign should weigh no more than 20 lbs. We chose the aluminum signs rather than cast aluminum or bronze because of the replacement costs in case of damage.

Included in the budget are funds for a million dollar liability policy (for which a State Farm Agency has given a quote), and for the Sign Application Permit required by the City. The FHNA plans to have the signs installed as soon as they are approved by the City.

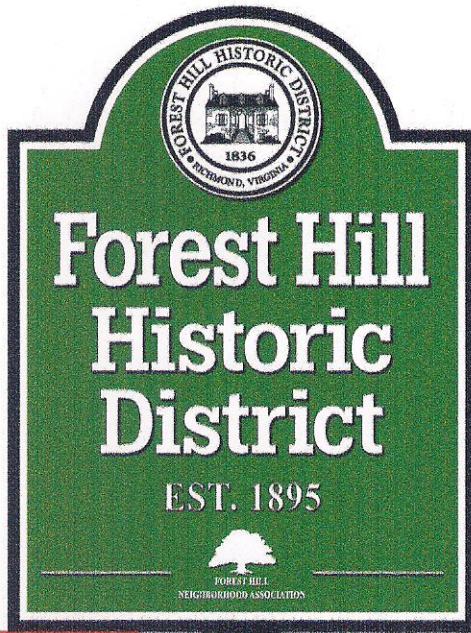
Submitted by

Carolyn Paulette

Chair, Forest Hill Sign Committee

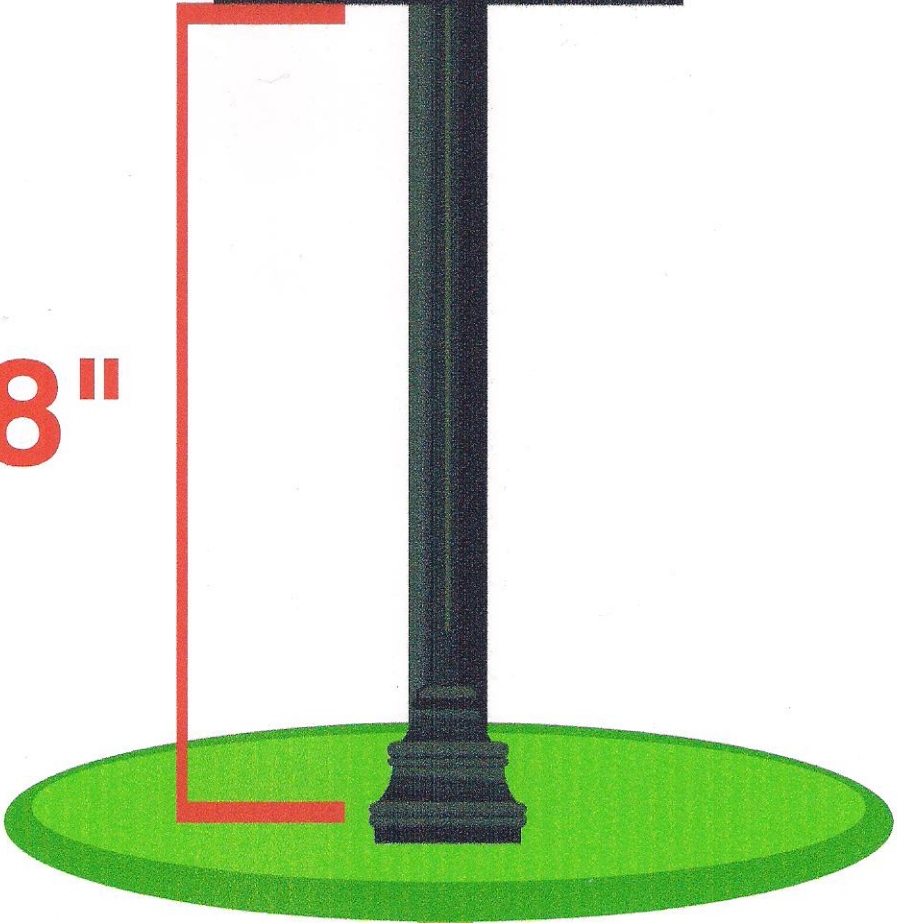
September 17, 2015

24"



32"

48"



24" deep  
and concrete

SIGN 1: Across from Brookside Rd / Forest Hill Ave. Intersection



lon: -77.47404098510742 lat: 37.516223440711556



30 yds

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1st SIGN NEAR INTERSECTION OF  
Brookside Rd  
&  
Forest Hill Ave.





SIGN 2: CEDAR LN & Forest Hill Ave.





