

City of Richmond Gateway Sign: Hull Street Road

Project Narrative

Purpose and Description of the Project

Introduction / Purpose of Project

The City of Richmond Capital Improvement Projects (CIP) department is planning a new gateway sign into the City's southside. This sign is potentially a prototype that could be used and adapted to additional locations around the City in the future. Timmons Group has been contracted to assist with the design and planning for the new gateway sign and complementary landscaping to be placed along an existing median in Hull Street Road near the City's border with Chesterfield County. Currently, this location is home to a typical City of Richmond Greek column sign which is planned for removal. This project consists of demolition on a portion of an existing concrete median in Hull Street Road and replacement of the column sign and demolished concrete area with new landscaping to enhance the median and provide a more appropriate setting for a new gateway sign.

Project Background

In 2021, the City of Richmond CIP initiated discussions to begin developing schematic plans and renderings for a new gateway sign to be developed more appropriate with the scale of the several of the City's more significant entry points. Timmons Group, under direction from CIP, developed over a dozen design options the potential sign, varying scale, material, aesthetic, and content of each sign option. The option chosen is not far from the final design we are submitting for UDC approval.

Councilman Mike Jones has been involved in the process and has provided input based on his own preferences and feedback from his constituents in the district. Coordination with other City agencies and with the Urban Design Committee and Planning Department have also taken place. Since approval of the first concept, the team has shifted the design to relate to the existing City signage program through the City. While this was not an initial goal or criteria of the project, it does help to unify the branding of the City and provide opportunity for additional signs to be implemented in other gateways throughout the City, all with consistent look and messaging.

Project Budget and Funding Sources

The City of Richmond is funding this project through the Capital Improvement Program and has over \$200,000 earmarked for this project. The budget for the project is around \$125,000 based on current design and scope of work associated with construction.

Description of Construction Program

Site construction will occur within a linear roadway and will require lane closures and permits for working in streets. The program generally includes the following:

- Demolition of existing features on site, such as concrete, planters, and signage in the median
- Trenching and routing of a new electrical connection to supply power from a nearby source to the sign for lighting





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- Construction of concrete footing for sign below grade
- Fabrication and installation of the sign and appropriate breakaway base
- Installation of planting soil mix and plant material for finished condition

Estimated Construction Timeline

The timeline for construction is unknown at this time but permits and approved contract documents are anticipated to be completed in November, at which time the project can be advertised for bid. Construction will likely occur as early Spring of 2024 with an anticipated 2 month construction duration.