



To: Urban Design Committee
From: Planning and Preservation Division
Date: February 8, 2018
RE: **Final Location, Character, and Extent review of G. W. Carver Elementary School Signage, 1110 W. Leigh St.; UDC File No. 2018-7**

I. APPLICANT

Robert (Bobby) Hathaway

II. LOCATION

1110 W. Leigh St.

Property Owner:

City of Richmond School Board

III. PURPOSE

The application is for final Location, Character, and Extent review of a sign identifying G. W. Carver Elementary School, 1110 W. Leigh St.

IV. SUMMARY & RECOMMENDATION

The project involves the installation of a freestanding, two-sided identifying sign in front of G. W. Carver Elementary School, 1110 W. Leigh St. The sign is proposed in this location for its economic feasibility and its close proximity to a power source. Additionally, this location provides an easier line of sight for student drop-offs.

Staff is supportive of the sign and finds the sign to be consistent with other school signs found within the city. Therefore, it is Staff's position that the Urban Design Committee should recommend that the Planning Commission grant final approval as submitted.

Staff Contact:

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V. FINDINGS OF FACT

a. Site Description and Surrounding Context

G. W. Carver Elementary School is bounded by interstate 95/64 to the north, an industrial parcel to the east, W. Leigh St. to the south, and N. Harrison St. to the west. It is located on a 5 acre parcel zoned R-6 and abuts an area zoned R-7 to the south and a parcel zoned M-1 to the east. It is predominantly surrounded by a residential neighborhood consisting mostly of single-family, detached homes to the south and single family attached homes to the west.

b. Scope of Review

The proposed sign is subject to location, character, and extent review under Section 17.07 of the City Charter as identification for a "public building".

c. Project Description

Provide an on-site freestanding sign with a manual change reader board section that will communicate with the student body, parents and the public in order to create awareness of special events and activities that are being conducted at the school.

The sign will be internally illuminated with energy efficient LED lighting system and includes a nameplate above the reader board section that will display the school name and mascot. A locking cover will protect against vandalism and prevent unauthorized changes to the message board.

The funding source will be Richmond Public Schools with an anticipated budget range between \$8,700.00 and \$13,000.00 depending on whether the sign will have an aluminum base or a brick base. Providing primary electrical service to the sign location is included in this budget estimate.

RPS desires to have the sign in place in February. The projected start date to install the sign is 2/19/17 with completion by the end of the month.

d. UDC Review History

Staff was unable to identify any prior projects involving this property.

e. Master Plan

This project falls within the Near West Planning District of the Master Plan. Aside from illustrating the property to remain as a public/institutional use, Overby-Sheppard Elementary is not specifically referenced in the plan.

f. Urban Design Guidelines

The Urban Design Guidelines impart that "sign lettering should be 4" to 14" high and should be in proportion to the area in which it will be displayed. The Guidelines also note that "freestanding signs should be landscaped with appropriate evergreen shrubs, ground cover planting, annuals and/or perennials" (page 24).

VII. ATTACHMENTS

- a. Vicinity Map**
- b. Application**
- c. Plans**