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To: Urban Design Committee  
From: Planning and Preservation Division  
Date: August 10, 2017  
RE: **Final Location, Character, and Extent review of Broad Rock Elementary School Signage, 4615 Ferguson Ln.; UDC File No. 2017-30**

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**I. APPLICANT**

Raymond A. Powel

**II. LOCATION**

4615 Ferguson Ln.

**Property Owner:**

City Of Richmond School Board

**III. PURPOSE**

The application is for final location, character, and extent review of a sign identifying Broad Rock Elementary School at 4615 Ferguson Ln.

**IV. SUMMARY & RECOMMENDATION**

The project involves the installation of a freestanding, two-sided identifying sign in front of Broad Rock Elementary School at 4615 Ferguson Ln. The sign is proposed to be installed closer to the entrance of the school closest to the intersection of Hopkins Rd. and Warwick Rd.

Staff is supportive of the sign and finds the sign to be consistent 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:**

Josh Son // (804) 646-3741 // [joshua.son@richmondgov.com](mailto:joshua.son@richmondgov.com)

**V. FINDINGS OF FACT**

**a. Site Description and Surrounding Context**

Broad Rock Elementary School is bounded by Broadingham Rd. to the west, Ferguson Ln. to the north, Jervie Dr. to the south, and Dorset Rd. to the east. It sits on approximately 9.6 acres within an R-4 zoned district, adjacent to an R-3 zoned district. It is surrounded by a residential neighborhood consisting of single-family, detached homes.

**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**

This proposal is to provide an onsite, freestanding sign with a manual change reader board selection 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 an 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 not include in this budget estimate.

RPS desires to have the sign in place by the time school starts on 9/5/17. The projected start date to install the sign is 8/28/17 with completion by 9/1/17.

**d. UDC Review History**

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

**e. Master Plan**

This project falls within the Broad Rock Planning District of the Master Plan. The Plan places the subject area in the Public and Open Space use category, with primary uses including government facilities (page 147).

**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**