



To: Urban Design Committee
From: Planning and Preservation Division
Date: March 4th, 2021
RE: **Final location, character, and extent review of a new monument sign at River City Middle School, 6300 Hull Street; UDC 2021-05**

I. APPLICANT

Jason Kamras, Richmond Public Schools

II. LOCATION

6300 Hull Street

Property Owner:

City of Richmond School Board

III. PURPOSE

The application is for final location, character, and extent review of a new monument sign at the newly constructed River City Middle School.

IV. SUMMARY & RECOMMENDATION

The project involves the construction of a freestanding monument sign with an LED message board at the newly constructed River City Middle School. The monument sign will match the existing monument sign in material and design and will be compatible with the main school building, utilizing the same brick and cast concrete.

The new monument sign will be located in front of the main school building along the sidewalk that abuts Hull Street.

Staff recommends that the Urban Design Committee recommend that the Planning Commission grant final approval of the plan with the following condition:

- That the proposed sign does not change messages, produce animations, or flash any more than once every five seconds, per the zoning ordinance.

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V. FINDINGS OF FACT

a. Site Description and Surrounding Context

The subject property, totaling approximately 19 acres, is bounded by Hull Street on the south, a forested area on the northeastern side, and Elhardt Road on the west.

The sign will be located along Hull Street, which is a wide, heavily traveled, five lane road in this location. To the east are a few stand-alone buildings that house three businesses. On the western side of the subject property is Chippenham Plaza, a commercial strip mall.

b. Scope of Review

The proposed signage is subject to location, character, and extent review under Section 17.07 of the City Charter as identification for a “public building or structure”.

c. Project Description

Richmond Public Schools proposes to construct a brick and precast concrete monument sign with a LED display board at the newly constructed River City Middle school, formerly known as Elkhardt Middle School.

The new monument sign will be 4’8” tall, 1’10” wide, and will feature an electronic LED message board and address numbering on each face. The sign will be located along the front sidewalk at River City Middle School.

No landscaping is being proposed around the base of the new signage; however, this location has been recently landscaped with boxwood bushes.

d. UDC Review History

At the November 8th, 2018 meeting of the Urban Design Committee, the Committee reviewed and approved the Conceptual location, character, and extent review of a new middle school at 6300 Hull Street (UDC 2018-47).

Subsequently, the Planning Commission approved the conceptual design with UDC’s recommended conditions of approval at their November 19th, 2018 meeting.

At the January 10th, 2019 meeting of the Urban Design Committee, the Committee reviewed and approved the Final location, character, and extent review of a new middle school at 6300 Hull Street (UDC 2019-01).

Subsequently, the Planning Commission approved the final design with UDC’s recommended conditions of approval at their January 22nd, 2019 meeting.

The approved design included the review of an identification monument sign for the new school. The monument sign being reviewed with this submission is for an additional monument sign that will include an electronic LED message board.

e. Master Plan

Objective 1.4, k. of Richmond 300 proposes to “promote an attractive environment by minimizing visual clutter and confusion caused by a proliferation of signage, ensuring that public and private signage is appropriately scaled to the pedestrian experience (pg. 100).”

f. Urban Design Guidelines

Regarding placement and size, the Urban Design Guidelines have a number of recommendations pertaining to signage, including that “freestanding signs should relate to the architecture of the building”, and that the “the sign’s base may be constructed of like building materials” (pg. 23). The message on a sign must be “easy to read and direct” and also “relate to the use of the building”. A sign’s “lettering should be 4-14 inches high and should be in proportion to the area in

which it will be displayed” (pg. 23). The proposed sign will utilize an electronic message board that will have information on upcoming school events and important dates, and will relate to the use of the building.

The Urban Design Guidelines state that the “sign color should relate to and complement the materials and color scheme of the building, including accent highlights and trim colors” and that “freestanding signs should be landscaped with appropriate deciduous evergreen shrubs, ground cover planting, annuals and/or perennials” (pg. 24). The proposed monument sign will be constructed using the same color brick and brick pattern as the existing monument sign, and as the newly constructed school building.

Illuminated signs “are not appropriate in or adjacent to residential areas” (pg. 24). If a sign is illuminated, it “should have light lettering and dark, opaque backgrounds for improved readability and minimal glare” (pg. 24). For signs that are indirectly illuminated, “the spotlights should be shielded to minimize glare” and “all lighting and electrical parts should be concealed from view” (pg. 24). The guidelines also state that “Freestanding signs should be landscaped with appropriate deciduous evergreen shrubs, ground cover planting, annuals and/or perennials” (pg. 24). The new monument sign is not located within a residential area. There are no spot lights being proposed as a part of this design.

VII. ATTACHMENTS

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