

City Planning Commission



Ordinance 2021-097 1500 North Lombardy Street Special Use Permit



May 3rd, 2021

Site Map: 1500 North Lombardy Street

The Belgian Building is located on the northeastern corner of the Virginia Union University campus, near the intersection of N Lombardy Street and Brook Road.



Purpose

To authorize the special use of the property known as 1500 North Lombardy for the purpose of four wall signs, upon certain terms and conditions.



Existing Conditions

The subject property is part of the Virginia Union University campus, which contains many buildings housing institutional uses. The four signs are presently erected on the 165-foot tower that is part of the Belgian Building, which is located directly southwest of the intersection of North Lombardy Street and Brook Road.

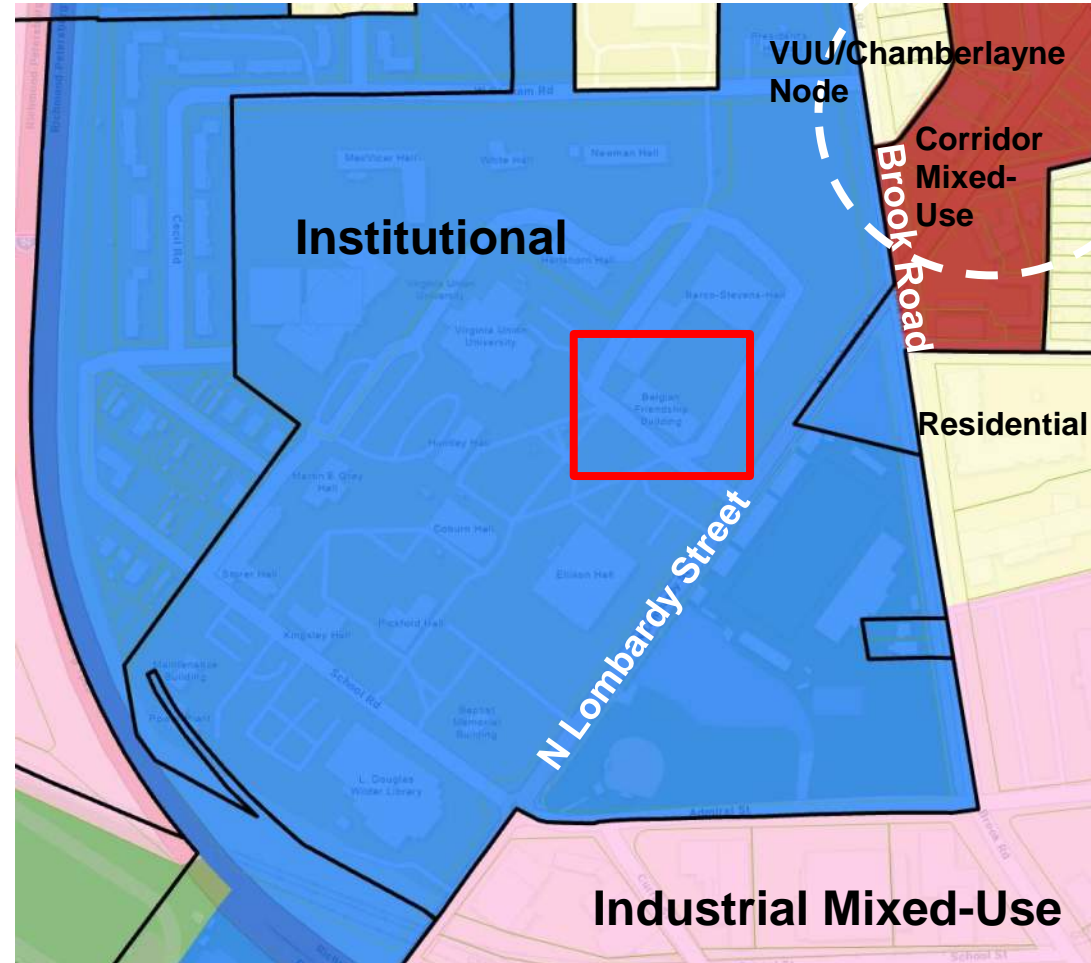


Richmond 300 Master Plan Designation: Institutional



Richmond 300 recommends a future land use of “**Institutional**” for the property, with primary uses recommended being institutional, cultural, government and open space. The property is also within the proximity of the VUU/Chamberlayne Neighborhood Node. The portion of N Lombardy Street that abuts the property is designated as a “major mixed-use street” on the Street Typologies Map in Richmond 300.

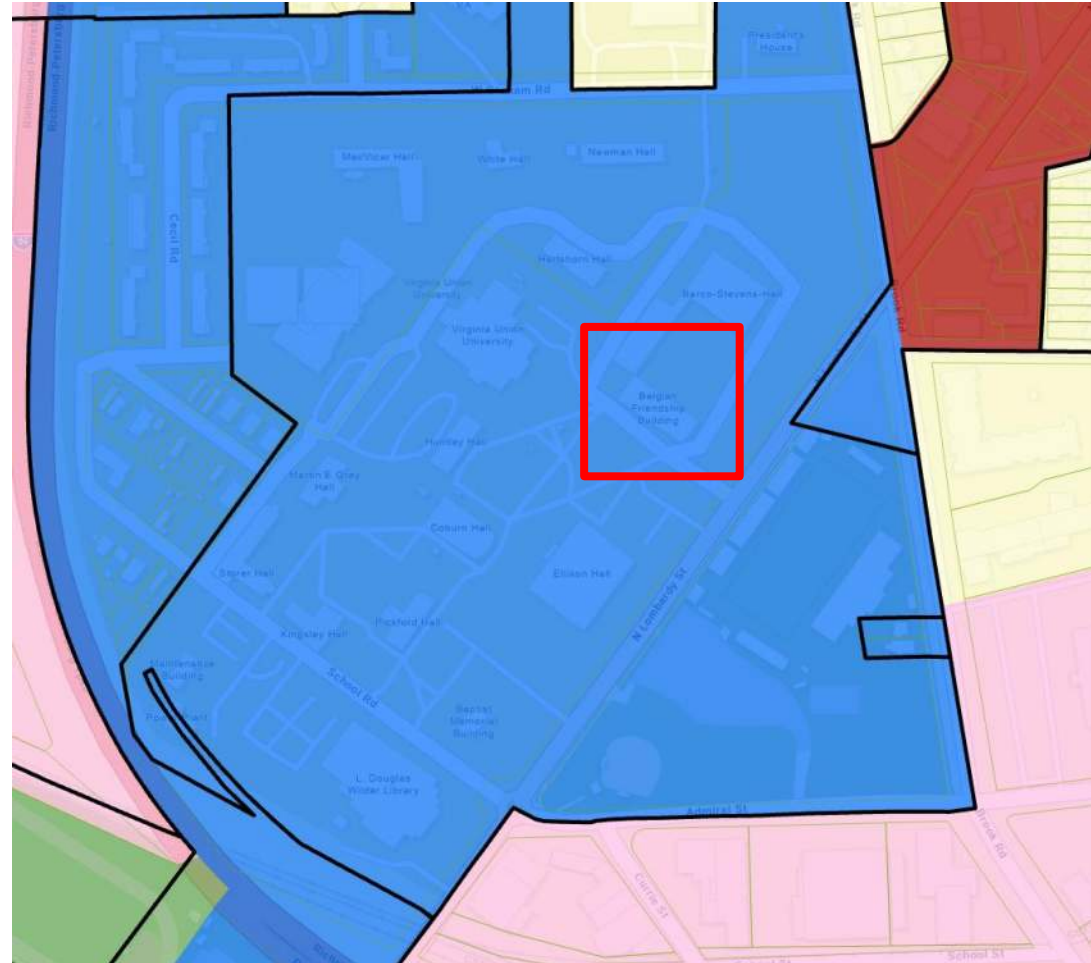
VUU/Chamberlayne Neighborhood Node: The plan envisions the node becoming more pedestrian-oriented with streetscaping, pedestrian lighting and signage being added to North Lombardy Street and surrounding streets.



Richmond 300 Master Plan: Other Considerations

Objective 3.1: “To preserve culturally, historically, and architecturally significant buildings, sites, structures, neighborhoods, cemeteries, and landscapes that contribute to Richmond’s authenticity.”

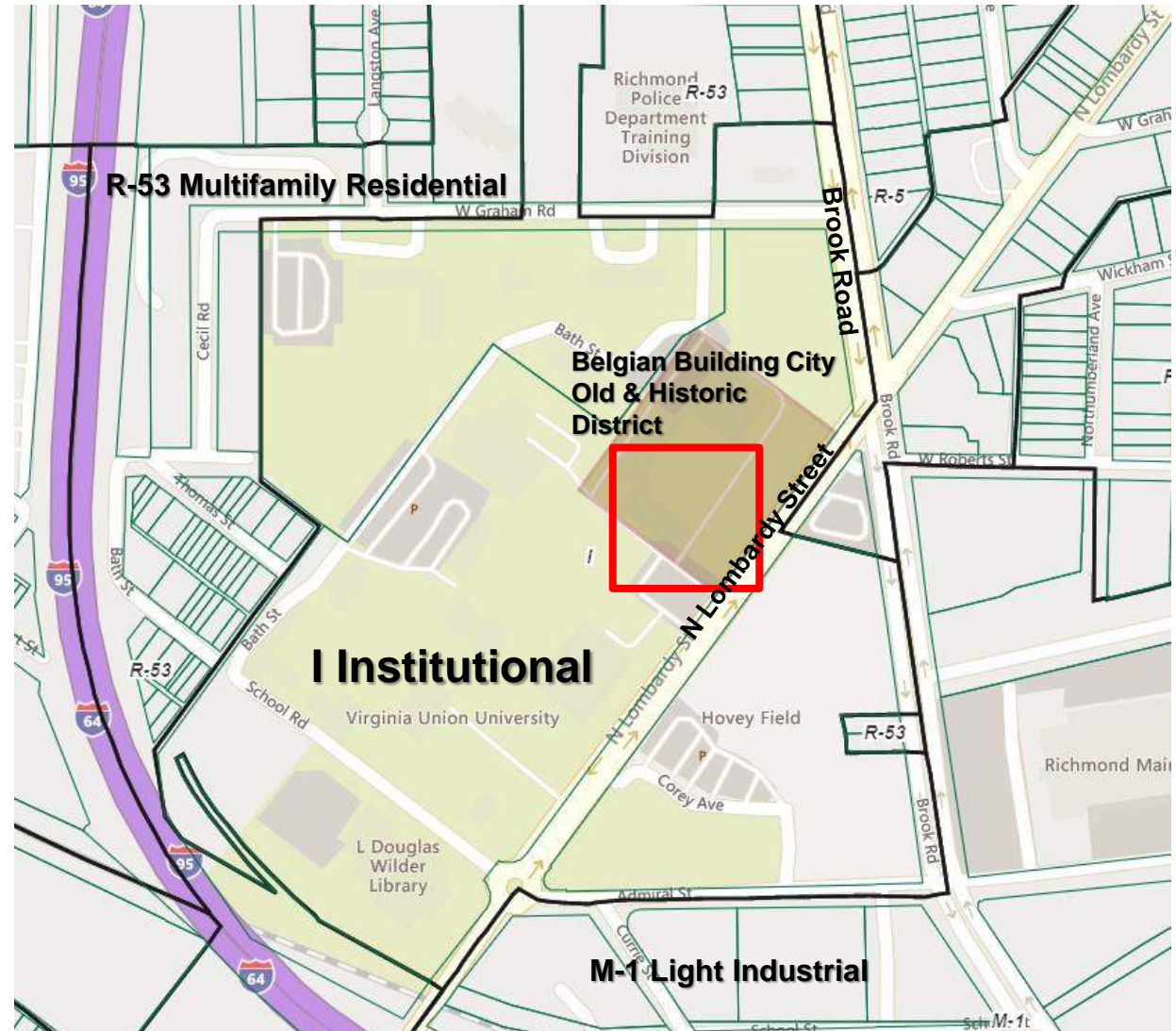
Objective 4.1, Strategy K: “promote an attractive environment by minimizing visual clutter and confusion caused by a proliferation of signage, ensuring that public and private signage is appropriately scaled to the pedestrian environment” in order to create and preserve high-quality, distinctive, and well-designed neighborhoods and nodes.



Existing Zoning: I Institutional District and Belgian Building City Old & Historic District

The current zoning for this property is I Institutional District. The property is also in the Belgian Building City Old & Historic District.

The proposed signage exceeds what is permitted in the I Institutional District. Each building on campus is permitted to have up to 12 square feet of sign area; 1,200 square feet is existing and proposed.



Existing Zoning: I Institutional District and Belgian Building City Old & Historic District

CAR reviewed the Certificate of Appropriateness application at its February 25, 2020 meeting and denied the request. CAR staff recommended denial because the signs do not meet the following CAR guidelines:

- Standards for Signage: “Designs for signs in City Old and Historic Districts should **reflect the pedestrian scale of the District. Signs within a District should be modest in size and addressed to pedestrians and slower vehicular traffic.** Large signs designed with heavy, high speed vehicular traffic in mind are not appropriate.” CAR staff feel that the four signs do not meet this standard because **the signs are not modest in size and are not designed to address pedestrians, but rather drivers on the surrounding streets and interstate highway.**
- Flat Wall Signs: “Flat wall signs are wooden or metal sign panels applied directly to a building façade when a storefront cornice is not present. Generally, these signs are **intended to be viewed from a moderate distance.** Flat wall signs should be designed to enhance the façade by **blending with the architectural features of the building.** They should not be merely applied to the surface of the building, nor should they cover or obscure important architectural elements.” CAR staff feel that the four signs do not meet this standard because they are **not designed to be viewed from a moderate distance.** CAR staff also finds that **the signs obscure important architectural elements of the building, namely the louvered belfry.** Additionally, CAR staff finds that **the signs are applied directly to a character-defining feature of the building, which obscure and likely damage this feature, and greatly detract from the overall character of the building.**

- General Signage Guidelines: “Signs should **not be internally illuminated.**” The four signs are **proposed to be illuminated,** so are not permitted under the general signage guidelines.

The period for appealing CAR’s decision to City Council was not met. Appeals must be filed within 15 days of CAR’s determination per Sec. 30-930.8 of the Zoning Ordinance. The Commission of Architectural review denied the Certificate of Appropriateness request February 25th, 2020, and the appeal request was received by the City Clerk’s office via facsimile on March 12th, 2020, which is one day past the deadline.



Ordinance Conditions

The special use permit would impose conditions on the property, including:

- (a) The Special Use of the Property shall be as four wall signs, substantially as shown on the Plans.
- (b) The dimensions and materials of the Special Use shall be substantially as shown on the Plans.

SIGNAGE LAYOUT FOR ELVATION 1 & 2
 MAIN SIGNAGE TO BE MOUNTED AT TOP OF TOWER AS SHOWN 300.16 SQ.FT. EACH

SIDE 1

ARTWORK NOT TO SCALE
FOR CONCEPTUAL PURPOSES ONLY

SIDE 2

ARTWORK NOT TO SCALE
FOR CONCEPTUAL PURPOSES ONLY

TALLEY SIGN COMPANY <small>ARCHITECTURAL & COMMERCIAL</small> <small>1900 Chamberlayne Ave., P.O. Box 27266 Richmond, Va. 23261</small> <small>Phone 804-646-0022 Fax 804-646-1721</small>	CLIENT: VUU	REVISION:	Attention: This drawing is the sole property of Talley Sign Company. Upon receipt of this drawing, the client agrees it shall not be copied, plagiarized or reproduced in part or whole, that includes resending this drawing to another vendor for any reason, nor used for any other purpose without written permission of Talley Sign Company. The client is to copyright infringement and theft of intellectual property.	
	DATE: 11/2/18	JOB:		1 8/21/19
	REP: ERIC SALMON	BY: JG		2 8/26/19
	LOC: RICHMOND, VIRGINIA			3 8/27/19
				4 9/16/19
		5 10/8/19		

SIGNAGE LAYOUT FOR ELVATION 3 & 4
 MAIN SIGNAGE TO BE MOUNTED AT TOP OF TOWER AS SHOWN 300.16 SQ.FT. EACH

SIDE 3

ARTWORK NOT TO SCALE
FOR CONCEPTUAL PURPOSES ONLY

SIDE 4

ARTWORK NOT TO SCALE
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TALLEY SIGN COMPANY <small>ARCHITECTURAL & COMMERCIAL</small> <small>1900 Chamberlayne Ave., P.O. Box 27266 Richmond, Va. 23261</small> <small>Phone 804-646-0022 Fax 804-646-1721</small>	CLIENT: VUU	REVISION:	Attention: This drawing is the sole property of Talley Sign Company. Upon receipt of this drawing, the client agrees it shall not be copied, plagiarized or reproduced in part or whole, that includes resending this drawing to another vendor for any reason, nor used for any other purpose without written permission of Talley Sign Company. The client is to copyright infringement and theft of intellectual property.	
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Surrounding Area and Neighborhood Participation

Surrounding Area

Properties to the north are also located within the I-Institutional District. Properties to the east and south are also located within the I-Institutional District and the UB-2 Urban Business District. Properties to the south and west are located within the R-53 Multifamily Residential District. Additional institutional uses that are part of the Virginia Union University campus are located to the east and northwest of the subject property. A Richmond Police Department Training Facility exists to the north of the subject property. Single family and multi-family uses exist to the west and Interstate 95/64 exists to the south of the subject property.

Neighborhood Participation

Staff notified area residents, property owners, and the Edgehill Chamberlayne Court Civic Association of the application. A letter of support was received from the Edgehill Chamberlayne Court Civic Association.

Staff Recommendation: Denial

The applicant is requesting a special use permit to allow for the continued use of four illuminated wall signs that are attached on the sides of the bell tower connected to the Belgian Building on the Virginia Union University campus. The existing signage exceeds the sign area permitted in the I-Institutional District. Additionally, the existing signs are located within the Belgian Building City Old and Historic District. The Commission of Architectural Review (CAR) denied the request for a Certificate of Appropriateness for the signage because it does not meet the City's historic preservation guidelines. A special use permit is therefore required.

The Belgian Building, originally a pavilion designed by Henry Van de Velde in the International style for Belgium's entry into the 1939 New York World's Fair, is an individual City and Old Historic District and is individually listed on the State (1969) and National (1970) Registers. The approximately 165-foot tower originally held bells, which were donated to President Herbert Hoover for his Stanford University library. Representative of the International Style, the complex has minimal ornamentation and colors, uses modular forms and flat surfaces, and has an emphasis on volumes. The belfry section of the prominent tower is defined by a distinctive use of louvers.

The existing signage, which was erected without a sign permit, consists of 1,200 square feet of sign area, exceeding the 12 square feet permitted by the sign regulations in the zoning ordinance by 1,188 square feet. Moreover, the Commission of Architectural Review (CAR) denied the request for a Certificate of Appropriateness for the signage because it does not meet CAR guidelines. Land Use Administration staff finds that the sign area of the signage significantly exceeds what is permitted by the zoning ordinance, and that the signage does not meet the City's historic preservation guidelines.

Therefore, staff recommends denial of the special use permit request.