

# City of Richmond Department of Planning & Development Review

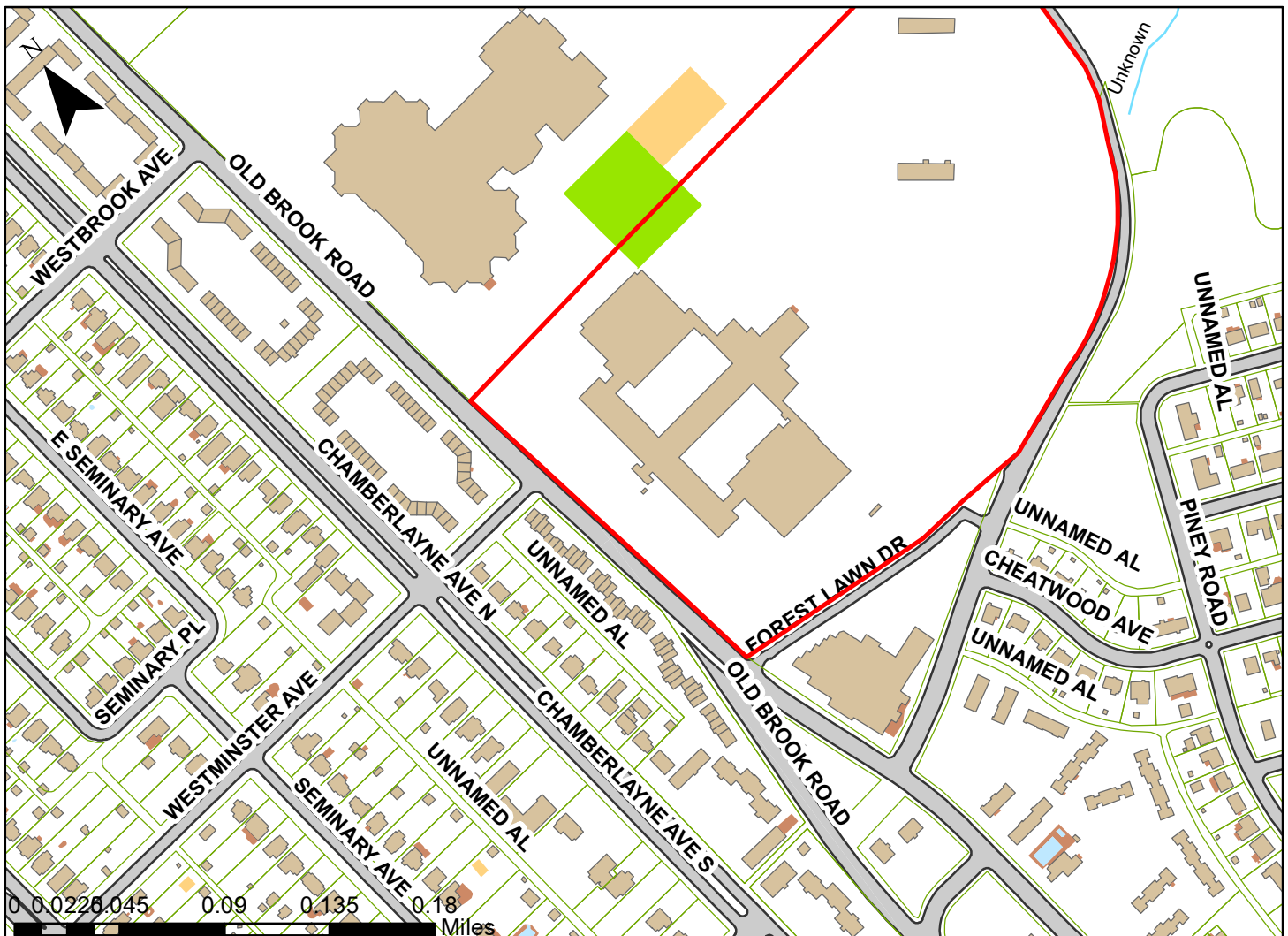
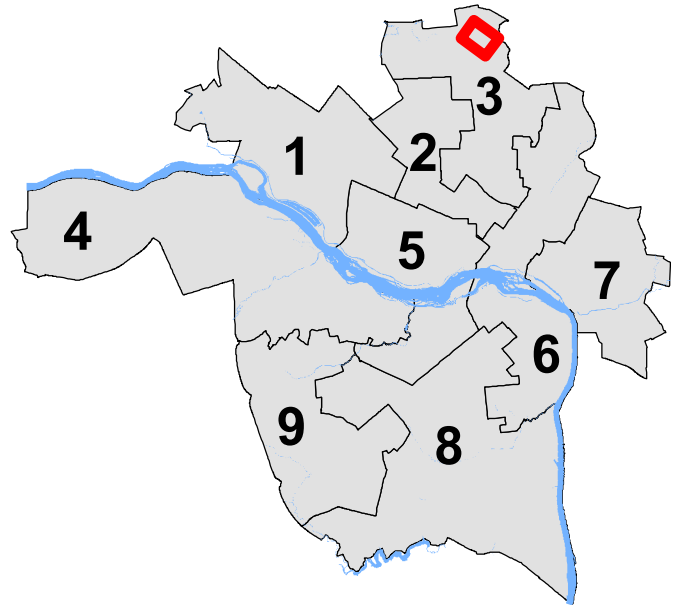
## Location, Character, and Extent

**LOCATION:** 4225 Old Brook Road

**COUNCIL DISTRICT:** 3

**PROPOSAL:** Review of a new monument sign at John Marshall High School

*For questions, please contact Alex Dandridge  
at 646-6569 or [alex.dandridge@richmondgov.com](mailto:alex.dandridge@richmondgov.com)*





## Application for Urban Design Committee Review

Department of Planning and Development Review

Planning & Preservation Division

900 E. Broad Street, Room 510

Richmond, Virginia 23219 | (804) 646-6335

<https://www.rva.gov/planning-development-review/urban-design-committee>



### Application Type (select one)

☐ Location, Character, & Extent

☐ Section 17.05

☒ Other: Sign Install

☐ Encroachment

☐ Design Overlay District

### Review Type (select one)

☐ Conceptual

☒ Final

### Project Information

Submission Date: 3/11/2021

Project Name: John Marshall Digital Marquee

Project Address: 4225 Old Brook Rd, Richmond, VA 23227

Brief Project Description (this is not a replacement for the required detailed narrative):

Richmond Public Schools is proposing to install a double faced digital marquee sign which is consistent with other RPS High Schools

### Applicant Information (a City representative must be the applicant, with an exception for encroachments)

Name: Bobby Hatahway

Email: rhatawa@rvaschools.net

City Agency: Richmond Public Schools

Phone: 804-325-0740

Main Contact (if different from Applicant): Bobby Hathaway

Company: Richmond Public School

Phone: 804-325-0740

Email: rhathawa@rvaschools.net

### Submittal Deadlines

All applications and support materials must be filed no later than 21 days prior to the scheduled meeting of the Urban Design Committee (UDC). Please see the schedule on page 3 as actual deadlines are adjusted due to City holidays. **Late or incomplete submissions will be deferred to the next meeting.**

### Filing

Applications can be mailed or delivered to the attention of "Urban Design Committee" at the address listed at the top of this page. **It is important that the applicant discuss the proposal with appropriate City agencies, Zoning Administration staff, and area civic associations and residents prior to filing the application with the UDC.**

### Submittal Deadlines

The UDC is an 11 member committee created by City Council in 1968 whose purpose is to advise the City Planning Commission (CPC) on the design of projects on City property or right-of-way. The UDC provides advice of an aesthetic nature in connection with the performance of the duties of the Commission under Sections 17.05, 17.06, and 17.07 of the City Charter. The UDC also advises the Department of Public Works in regards to private encroachments in the public right-of-way.

last revised 12/21/2020



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## Submission Requirements

- An electronic copy (PDF preferred) of all application materials, which can be emailed, or delivered by FTP or USB.
- Three (3) copies of the application cover sheet and all support materials (see below).
- Plan sheets should be 11" x 17", folded to 8 1/2" x 11". If it is not possible to scale plans to these dimensions, please provide one set of larger, scaled plans.
- All applications must include the attached cover sheet and the following support materials, as applicable to the project, based on Review Type:

### **Conceptual Review:**

- A detailed project narrative which includes the following: purpose of the project, project background, project budget and funding sources, description of construction program and estimated construction start date (description should also provide information on the surrounding area to provide context).
- A site plan for the project indicating site characteristics which include: building footprints, parking areas, pedestrian routes, recreation areas, open areas, and areas of future expansion.
- A set of floor plans and elevations, as detailed as possible.
- A landscaping plan which shows the general location and character of plant materials and notes any existing tree to be removed.

### **Final Review:**

- A detailed project narrative which includes the following: purpose of the project, project background, project budget and funding sources, description of construction program, and estimated construction start date (description should also provide information on the surrounding area to provide context).
- A site plan for the project indicating site characteristics which include: building footprints, parking areas, pedestrian routes, recreation areas, open areas, and areas of future expansion.
- A set of floor plans and elevations, as detailed as possible.
- A landscaping plan that includes a complete plant schedule, the precise location of all plant materials, and a landscape maintenance analysis. The plant schedule must show number, size and type of each planting proposed. If existing trees are to be removed, their size, type, and location must be noted on the landscape plan.
- The location of all lighting units should be noted on a site plan, including wall-mounted, site, and parking lot lighting. Other site details such as benches, trash containers, and special paving materials should also be located. Include specification sheets for each item.
- Samples of all proposed exterior building materials, including but not limited to brick, mortar, shingles, siding, glass, paint, and stain colors. When an actual sample cannot be provided, a product information sheet that shows the item or a photo of an existing item may be substituted.

## Review and Processing

- Once an application is received, it is reviewed by Staff, who compiles a report that is sent to the UDC.
- A copy of the report and the meeting agenda will be sent to the applicant prior to the meeting.
- At the UDC meeting, the applicant or a representative should be present or the application may be deferred to the next regularly scheduled meeting. It is also strongly suggested that a representative of the City Agency which will have final responsibility for the item be present at the meeting (if the applicant and the representative are not the same).
- Once the UDC recommends action on the application, it is automatically placed on the agenda for the next City Planning Commission (CPC) meeting. Exceptions to this are encroachment applications, recommendations for which are forwarded to the Department of Public Works.
- At the CPC meeting, the applicant or a representative should be present, or the application may be deferred to the next regularly scheduled meeting.



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Regular meetings are scheduled on the Thursday after the first Monday of each month at **10:00 a.m. in the 5th floor conference room of City Hall, 900 E. Broad Street**. Special meetings are scheduled as needed.

### Meeting Schedule 2021

UDC Meetings	UDC Submission Deadlines	Anticipated Date of Planning Commission Following the UDC Meeting
December 10, 2020	November 12, 2020	December 21, 2020
January 7, 2021	December 17, 2020	January 19, 2021 <sup>1</sup>
February 4, 2021	January 14, 2021	February 16, 2021 <sup>2</sup>
March 4, 2021	February 11, 2021	March 15, 2021
April 8, 2021	March 11, 2021	April 19, 2021
May 6, 2021	April 15, 2021	May 17, 2021
June 10, 2021	May 13, 2021	June 21, 2021
July 8, 2021	June 17, 2021	July 19, 2021
August 5, 2021	July 15, 2021	August 16, 2021 <sup>3</sup>
September 9, 2021	August 12, 2021	September 20, 2021
October 7, 2021	September 16, 2021	October 18, 2021
November 4, 2021	October 14, 2021	November 15, 2021
December 9, 2021	November 10, 2021 <sup>4</sup>	December 20, 2021 <sup>5</sup>

<sup>1</sup> Monday January 18, 2021 is a City of Richmond Holiday

<sup>2</sup> Monday February 15, 2021 is a City of Richmond Holiday

<sup>3</sup> This meeting is subject to cancellation. If so, Planning Commission hearing would be Tuesday September 7, 2021.

<sup>4</sup> Thursday November 11, 2021 is a City of Richmond Holiday.

<sup>5</sup> This meeting of the Planning Commission is subject to cancellation.

The Richmond Urban Design Committee is an 11 member advisory committee created by City Council in 1968. Its purpose is to advise the City Planning Commission on the design of City projects. The Urban Design Committee reviews projects for appropriateness in "location, character, and extent" and for consistency with the City's Master Plan and forwards recommendations to the City Planning Commission. The Urban Design Committee also advises the Department of Public Works in regards to private encroachments in the public right-of-way.

**For more information, please contact the Planning and Preservation Division staff at (804) 646-6335 or Alex Dandridge at (804) 646-6569 or at [alex.dandridge@richmondgov.com](mailto:alex.dandridge@richmondgov.com).**



## **Richmond Public Schools**

**1461 A Commerce Road  
Richmond, VA 23224**

**Bobby Hathaway**  
Facilities Director  
Cell: (804) 325-0740

### Urban Design Committee

March 4<sup>th</sup> 2021

Richmond Public Schools  
John Marshall High School  
4225 Old Brook Rd, Richmond, VA 23227

### **Narrative:**

John Marshall High School is located in North Richmond, Virginia, in the beautiful historic Ginter Park section of the city. It serves a diverse population of about 950 students who benefit from high quality educational and cultural experiences. These experiences help John Marshall students become productive citizens with unlimited capacity to meet the challenges of the future and compete in a global society.

Currently, John Marshall High School does not have a school marquee. Richmond Public Schools is proposing to install a double faced digital marquee sign consistent with other RPS High Schools. The new illuminated marquee will provide students and families with a warm and inviting welcome to John Marshall High School. Considering students haven't been on site since the COVID-19 interruption, this simple sign placed at the entrance will provide students with a sense of belonging and community.

Jarrell Coleman  
Facilities Planner  
Richmond Public Schools  
3/4/2021







- DOUBLEFACED GRAPHICS
- PAINTED ALUMINUM CABINET WITH VINYL GRAPHICS; TYPEFACE IS BOOKMAN OLD STYLE REGULAR
- PROGRAMMABLE LED BOARD
- CAST ALUMINUM ADDRESS NUMBERS
- BRICK BASE (BY OTHERS)
- ROYALS BLUE (SC-55), MISTY GRAY (2124-60)



4109 West Clay Street  
Richmond, VA 23230  
tel - 804.726.6999  
fax - 804.726.6998  
acornsign.com

## Project: Monument Concepts

Number: 201432

Client: Richmond Public Schools  
Project Manager: Dan Clark  
Design/Technical: Matt Boyle  
Date: 3.5.21

Scale: .75" = 1'; nts

## Sign Type A: Option 1 w/ LED Board

All concepts, ideas, design arrangements, or plans indicated or represented by these drawings which originate from Acorn Sign (or any portions thereof originating from Acorn Sign) are submitted in good faith and are to remain the sole property of Acorn Sign unless or until an express written agreement states that these rights are to transfer to the client (or other). No concepts, ideas, design arrangements, or plans shall be disclosed to any unauthorized person, firm, or corporation for any purpose without the written consent of Acorn Sign.

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JOHN MARSHALL  
HIGH SCHOOL