



City of Richmond, Virginia
Department of Planning and Development Review
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To: Urban Design Committee
From: Planning and Preservation Division
File ID: UDC-088946-2021
Date: April 8th, 2021
RE: **Final location, character, and extent review of a new monument sign at Mary Scott
Preschool; 4011 Moss Side Avenue**

I. APPLICANT

Bobby Hathaway, Richmond Public Schools

II. LOCATION

4011 Moss Side Avenue

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 Mary Scott Preschool located at 4011 Moss Side Avenue.

IV. SUMMARY & RECOMMENDATION

Currently, Mary Scott Preschool does not have an identification monument sign, which can make the building difficult to locate. The project involves the construction of a freestanding monument sign for Mary Scott Preschool. The new monument sign will be internally illuminated and be located adjacent to the main school building.

Staff is supportive of the overall design of the new signage. Therefore, it is Staff's position that the Urban Design Committee recommend that the Planning Commission grant final approval of the plan with the following condition:

- The applicant consider adding landscaping around the proposed monument sign that complements the sign and grows to a mature height that will not impact the visibility of the signage.
- Any electrical equipment associated with the new monument sign be concealed within the sign and not be located on the exterior. If landscaping is feasible at this location, the final plant selection should be submitted to staff for review.

Staff Contact:

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V. FINDINGS OF FACT

a. Site Description and Surrounding Context

The subject property is located in North Richmond, bounded by Moss Side Avenue to the west, Cheatwood Avenue to the north, multi-family buildings to the south and single-family detached homes to the east. The parcel is 9.25 acres and is zoned residential.

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

Currently, Mary Scott Preschool does not have an identification sign, which can make it difficult to locate the building. Richmond Public Schools is proposing to install an internally illuminated monument sign consistent with other RPS schools.

The monument sign will be an aluminum cabinet sign situated on a brick base, painted, and internally illuminated. The inside of the cabinet will have a clear track for the manual installation and removal of letters for creating and changing messages within the sign.

The sign will be 8’4” in length, 7’3” in height, 14” in width, and double faced. The sign will be painted yellow and have white lettering, with a message box. The name of the school on the identification sign will be 5.5” applied vinyl letters. The interchangeable letters within the message box will be 8” tall, and the address letters and numbering located on the base of the sign will be 4” tall.

No landscaping is being proposed in the scope of this project.

d. UDC Review History

The UDC has not previously reviewed projects at this location.

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).” The proposed signage is appropriately scaled and is the same design as other Richmond Public School identification signage, further establishing a uniform design associated with the City’s public schools.

f. Urban Design Guidelines

Regarding placement and size, the Urban Design Guidelines have a number of recommendations pertaining to signage:

“Freestanding signs should relate to the architecture of the building” and “The sign’s base may be constructed of like building materials” (pg. 23). The new monument sign will have a brick base which relates to the main brick material of the school building.

“Lettering should be 4-14 inches high and should be in proportion to the area in which it will be displayed” (pg. 23). All lettering on the new sign will be larger than 4” and smaller than 14” and is proportionate to the overall area of the faces of the sign.

“Sign color should relate to and complement the materials and color scheme of the building, including accent highlights and trim colors” (pg. 24). The sign will be

painted red, similar to the red accents found in the metal support poles of the sidewalk canopy connecting the older school building and the newer school building.

“Illuminated signs are not appropriate in or adjacent to residential areas” (pg. 24). While the proposed sign will be located in a residential area, staff finds the brightness will not affect the adjacent residences and the orientation is facing away from the adjacent residences.

If a sign is illuminated, it *“should have light lettering and dark, opaque backgrounds for improved readability and minimal glare” (pg. 24).* Staff finds that there is adequate contrast between the lettering and the sign color for improved readability.

“Freestanding signs should be landscaped with appropriate deciduous evergreen shrubs, ground cover planting, annuals and/or perennials” (pg. 24). Landscaping is not being proposed within the scope of this project. Staff recommends that the applicant consider adding landscaping at the base of the new monument sign. If landscaping is feasible at this location, the final plant selection should be submitted to staff for review.

VII. ATTACHMENTS

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