

Docket Item #4
BAR CASE #2003-0266

BAR Meeting
December 3, 2003

ISSUE: Sign

APPLICANT: USI Insurance Svcs.

LOCATION: 110 South Union Street

ZONE: CD

STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the signs are mounted through the mortar joints rather than through the masonry units themselves.

DISCUSSION:

Applicant s Description of the Undertaking:

Proposed exterior signage for existing tenant USI Insurance Services formerly Morgan & Cheves.

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for two signs for the business USI Insurance Services at 110 South Union Street. The signs include 24" by 42" bronze plaques with the lettering USI and 11" tall dark bronze lettering, Insurance Services. The proposed signs will be located on the second floor of the building at the north and south ends of the Union Street elevation.

History and Analysis:

The four-story, brick-faced concrete block Strand Building was constructed in 1990 for office use.

The Board has previously approved a number of signs at 110 South Union Street. In 1998, the Board approved the existing 8" high brass letters reading Morgan, Stanley Dean Witter located in the center of the building between the second and third stories (BAR Case#98-125, 8/19/98).

Per Sanborn maps the subject building and lot have a width of 105 ft +/-; maximum sign area allowed is 105 square feet. The proposed wall signs comply with zoning ordinance regulations.

The *Design Guidelines* recommend that generally only one sign per business is appropriate (Signs - Page 3). In this case Staff supports the two signs which are in keeping with the symmetry of the building.

Staff believes the proposed signs are appropriate in style, material and size. Therefore, Staff recommends approval of the application with the condition that the signs are mounted through the mortar joints rather than through the masonry units themselves.

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

Code Enforcement:

C-1 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.

C-2 A construction permit is required for the proposed projects.

Historic Alexandria:

No comment.