

Docket Item #14  
BAR CASE# 2004-0123

BAR Meeting  
July 21, 2004

**ISSUE:** Sign

**APPLICANT:** Dominion Dental Services

**LOCATION:** 115 South Union Street

**ZONE:** CD Commercial

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**STAFF RECOMMENDATION:**

Staff recommends deferral of the application for restudy of a more pedestrian oriented sign and a sign plan for the building.

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for an individual letter sign for Dominion Dental Services at 115 South Union Street. The letters, stretching 23' long and 13" high, will be installed between the second and third stories of the building. The gold colored acrylic letters are proposed to be installed through the mortar joints.

**II. HISTORY:**

115 South Union Street is a three story brick commercial building constructed in 1987. The building contains two projecting bay windows with a centrally located elevated, recessed entry.

The Board has approved a number of sign applications for 115 South Union Street. Most recently, the Board approved signs for "Champs Elysees" in 2002 (BAR Case #2002-0314, 1/15/03). The Board also approved the existing signs for "Birkenstock" in 1994 (BAR Case #94-204, 12/21/94).

**III. ANALYSIS:**

The proposed sign complies with zoning ordinance requirements.

According to the *Design Guidelines*, signs should be pedestrian in scale. Lettering heights should not exceed 8" to 12" (Signs - Page 2). Staff believes that a sign 23' long and 13" tall is overly large for an upper level tenant. Staff also believes that since South Union Street is a relatively narrow street, a small wall plaque at street level would be more effective in identifying the business location.

Recently the Board deferred for restudy a similar proposal for signs for an upper level tenant at 110 South Union Street (BAR Case #2003-0266) stating the need for a sign plan for the building. The Board also indicated that a wall plaque would be more appropriate for an upper level tenant. Staff believes that this building as well would benefit from a sign plan. Buildings with multiple businesses and retail tenants should have a sign plan providing for coordinated graphics and placement (Signs - Page 4).

**IV. STAFF RECOMMENDATION:**

Staff recommends deferral of the application for restudy of a more pedestrian oriented sign and a sign plan for the building.

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].

C-2 Construction permits are required for this project

Office of Historic Alexandria:

“No comment.”