

Docket Item # 3  
BAR CASE # 2007-0224

BAR Meeting  
November 14, 2007

**ISSUE:** Signage  
**APPLICANT:** Dominion Dental USA, Inc.  
**LOCATION:** 115 South Union Street  
**ZONE:** CD Commercial

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**STAFF RECOMMENDATION:** Approval of application as submitted.

(Insert sketch here)

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for a sign for the business Dominion Dental USA, Inc. The proposed sign is 1/16" thick brushed anodized aluminum mounted on an 3/4" thick walnut board. The sign measures 20.5" in width and 17" in height and will be attached to brick with VHB and Silicone. The sign is to be located below a wall light stance on the right brick column of the recessed arched entrance way.

**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 and recessed entry.

Dominion Dental requested a Certificate of Appropriateness for an aluminum individual letter wall mounted sign on July 21, 2004 (BAR Case # 2004-0123). The application was deferred by the Board for restudy of a more pedestrian oriented sign and a sign plan for the building.

The Board has approved a number of sign applications for 115 South Union Street. Most recently, the Board approved hanging 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 subject property is zoned CD, Commercial Downtown. According to Sanborn maps, the building frontage facing South Union Street is 80.0 ft +/- (maximum sign area allowed is 80.0 sq ft). The proposed sign totals 2.4 sq ft. The proposed sign complies with Zoning Ordinance requirements.

Section 9-202(B)(1) of the zoning ordinance states all signs displayed below 20 feet height on any building wall which faces a street, alley or parking area, shall not exceed one square foot for each foot of building width facing such street, alley or parking area.

Section 9-202(B)(4) of the zoning ordinance states a sign may be displayed flat against a building wall or at an angle...so long as the sign does not project more than four feet from the building wall...at least eight feet above a sidewalk.

The design of the proposed sign is based on existing business signs located across the street at the office building, 110 South Union Street. Cast aluminum mounted wall signs were approved by the Board at 110 South Union Street on 9/4/1996 (BAR Case # 96-0191). At the time the staff felt that the proposed signage met the recommendations for signs contained in the Design Guidelines. The current signs located on same block of South Union Street are hanging and face directly onto the street. However, these signs are related to ground floor commercial space. The staff feels that since Dominion Dental is an office space located on the second floor the proposed mounted aluminum sign is appropriate in scale, design, and location.

**IV. STAFF RECOMMENDATION:** Staff recommends approval of the application as submitted.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

F-1 The applicant shall obtain a sign permit for the proposed sign.

C-1 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

Historic Alexandria:

R-1 Approval.

S-1 Change blue letter coloring to black and eliminate logo.