



Memorandum

To: Board of Architectural Review

From: Michael D'Orazio, Acting Deputy Director

Meeting Date: April 19, 2018

Re: Item No. 4

Request for approval of master sign plan for the Jennings Building located at 115-123 Church St, NW, (Docket No. BAR-22-18), in the C-1B Pedestrian Commercial zoning district; filed by Cleopatra Burke, sign agent.

The applicant is requesting approval for a master sign plan for the mixed-use building located at 115-123 Church Street Northwest. The master sign plan includes a freestanding sign near the front of the property, a façade sign identifying the building, and vinyl awning signs for the commercial tenant spaces on the first floor. The signage includes black backgrounds with beige or white lettering. The master sign plan (included with the packet), states that logos will not be allowed, nor will multi-color lettering, phone numbers, or any text other than the tenant's business name.

Awning Signs

There are currently four tenant spaces located on the first floor with awning signs. Awning signs must meet the following specifications:

- Material: Vinyl;
- Color (for text): Beige or White;
- Available Space on Awnings: 14" tall by 108" wide (10.5 square feet, total of 42 square feet);
- Font: Baskerville Old Face or Times New Roman.

Freestanding Sign with Sign Inserts

The freestanding sign, to be located in place of the existing freestanding sign, will be approximately 54" wide by 93.5" tall with 4"x4" black painted wood posts. The sign area is approximately 54" wide by 80" tall (a total of 30 square feet). The maximum size allowed by Code is 36 square feet. The sign will state the



address (115-123 Church Street), display the business names, and will read “PARKING FOR PATRONS ONLY. ALL OTHERS WILL BE TOWED AT OWNER’S EXPENSE” at the bottom.

The address and bottom message have black text with a beige background. The inserts will need to meet the following criteria:

- Material: 3mm ACM board;
- Colors: Black background with beige or white text;
- Available Space on each insert: 11.25” tall by 48” wide (3.75 square feet for each side);
- Font: Baskerville Old Face or Times New Roman.

Façade Sign

The façade sign, mounted between the first and second floor and in the middle of the building and will state the building’s main address along with address range. The aluminum sign is round, approximately 17 square feet in size, and will have a black background with beige text and a beige border.

The signs will not be illuminated.

Illustrations and material samples have been included as part of the submittal package.

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This staff report is not an approval.

Applicants should attend the meeting and represent their application.

Failure to appear may result in the deferral of the item or amendments to the design.

Failure to appear will not relieve any pending violations.