

## MEMORANDUM

**TO:** District of Columbia Zoning Commission

**FROM:** <sup>JLS</sup> Jennifer Steingasser, Deputy Director  
Development Review and Historic Preservation

**DATE:** October 11, 2016

**SUBJECT:** ZC #15-16: Supplemental Report – Signage  
680 Rhode Island Avenue NE (Square 3629, Lot 7, 813, 814)

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### **I. RECOMMENDATION**

The Office of Planning supports the overall direction proposed for the signage of this project submitted by the applicant in [Exhibit 98](#) of the record. However, OP does not support the blade signs proposed shown in the vicinity of residential units.

### **II. BACKGROUND**

At the public meeting of the Zoning Commission on September 26, 2016, the Commission expressed concerns regarding the proposed signage, specifically reflected in [page 56 of the public transcript](#). The Commission as for “a signage diagram that would indicate where the signage would be and what would be acceptable...Particularly the building signage that goes up the building as opposed to the retail signage that might be at the ground floor.”

### **III. OP COMMENTS**

The applicant’s submission of a proposed signage plan (Exhibit 98) provides details with respect to the location, depth, and materials for the signs of the Consolidated PUD of Buildings A and B. Six sign types are proposed to be available and the sign locations with dimensions are shown on pages 1 through 5 of the plan for ground floor retail and the residential lofts. Sign types are documented on pages 6 through 12, with renderings on the subject buildings on pages 13 through 16.

OP does not support the blade signs as proposed. The close location of the blade signs to residential windows appears to block views from the windows and cast light and shadows into the units.

Overall, as stated in the submission, all signs would comply with the DC Municipal Regulations (Section N101.10 and Title12 Section 3107-0).