

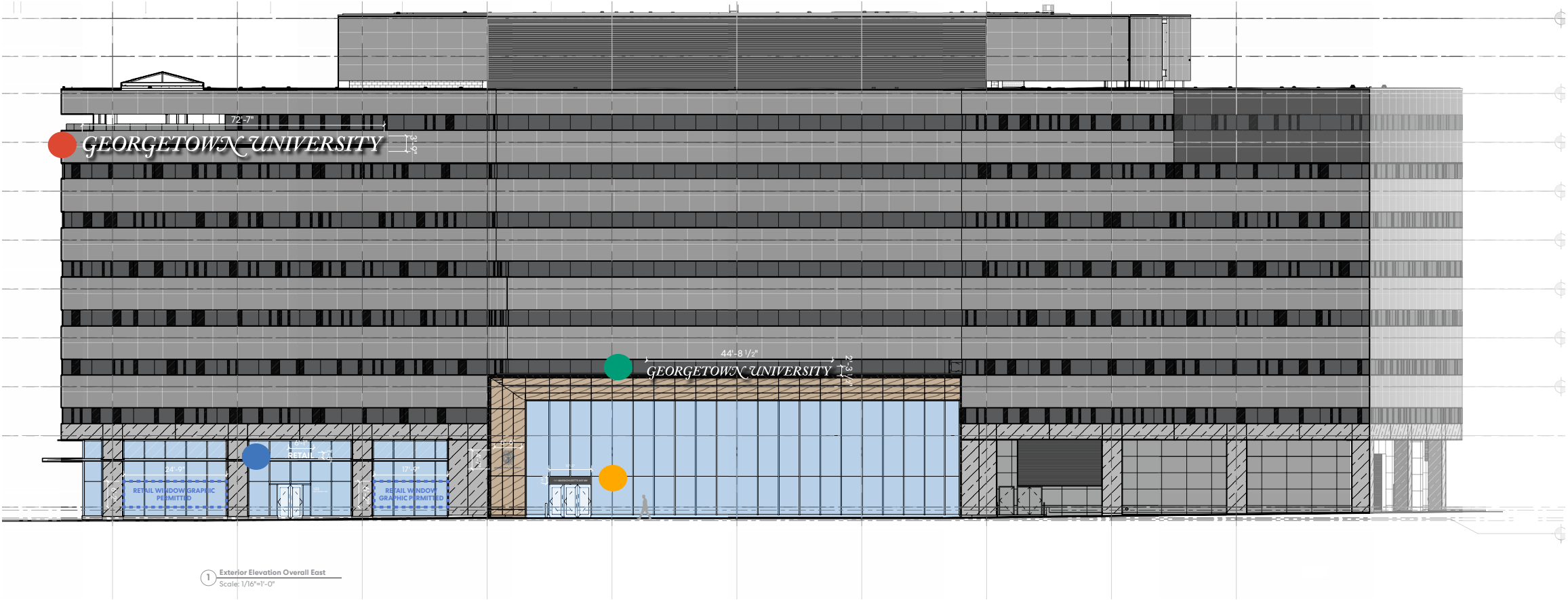
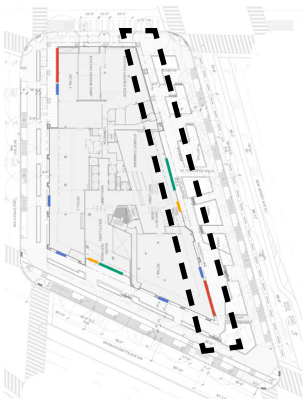
**CAPITOL CAMPUS SIGNAGE CONTEXT**

# **Elevations**

# East Elevation - New Jersey Ave Entrance

**University Sign:** White, Internal Illumination, Raceway Mounted **University**  
**Portal Sign:** White, Internal Illumination, Perched  
**Building Address:** Flush Mounted Panel  
**Retail:** White, Internal Illumination, Perched + Transparent Window Vinyl

- Proposed Upper Story Building
- Identification Signage
- Portal Sign, previously authorized by Zoning Commission
- Retail Sign, previously authorized by Zoning Commission
- Building Address, previously authorized by Zoning Commission



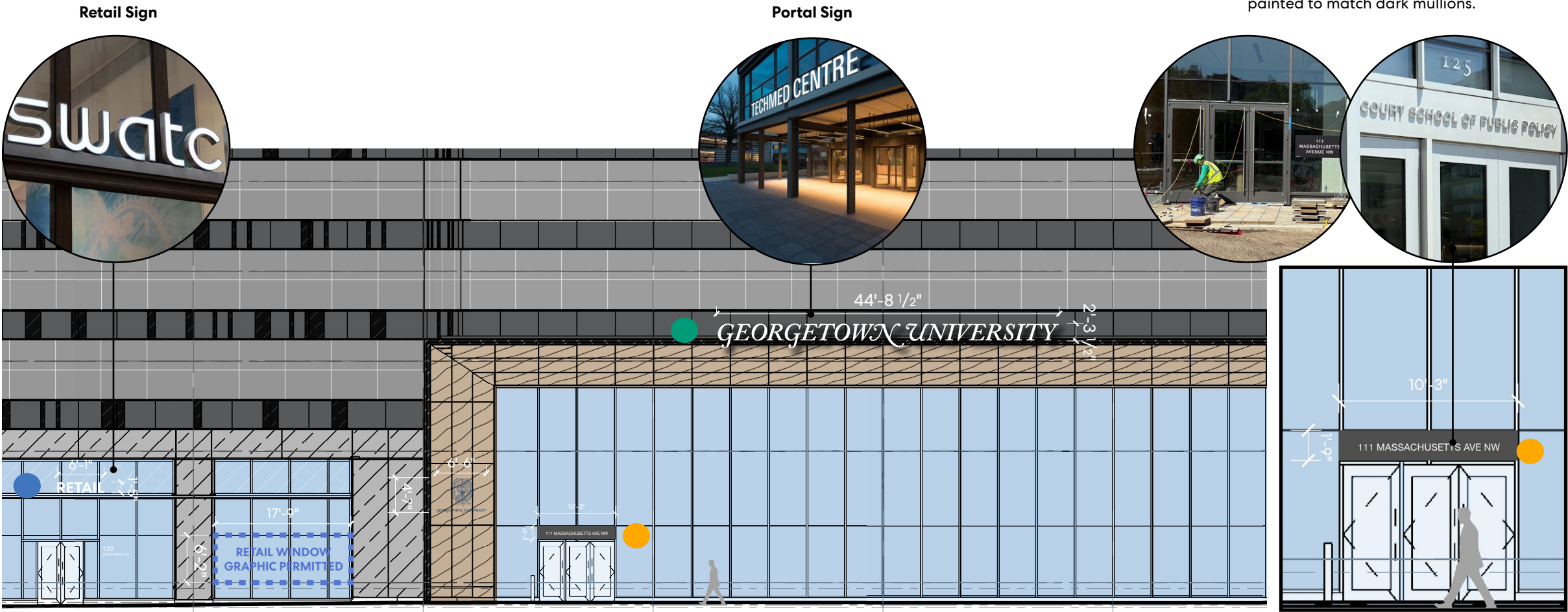
# East Elevation - New Jersey Ave Entrance

## Entrance Close up

- Portal Sign, previously authorized by Zoning Commission
- Retail Sign, previously authorized by Zoning Commission
- Building Address, previously authorized by Zoning Commission

### Building Address

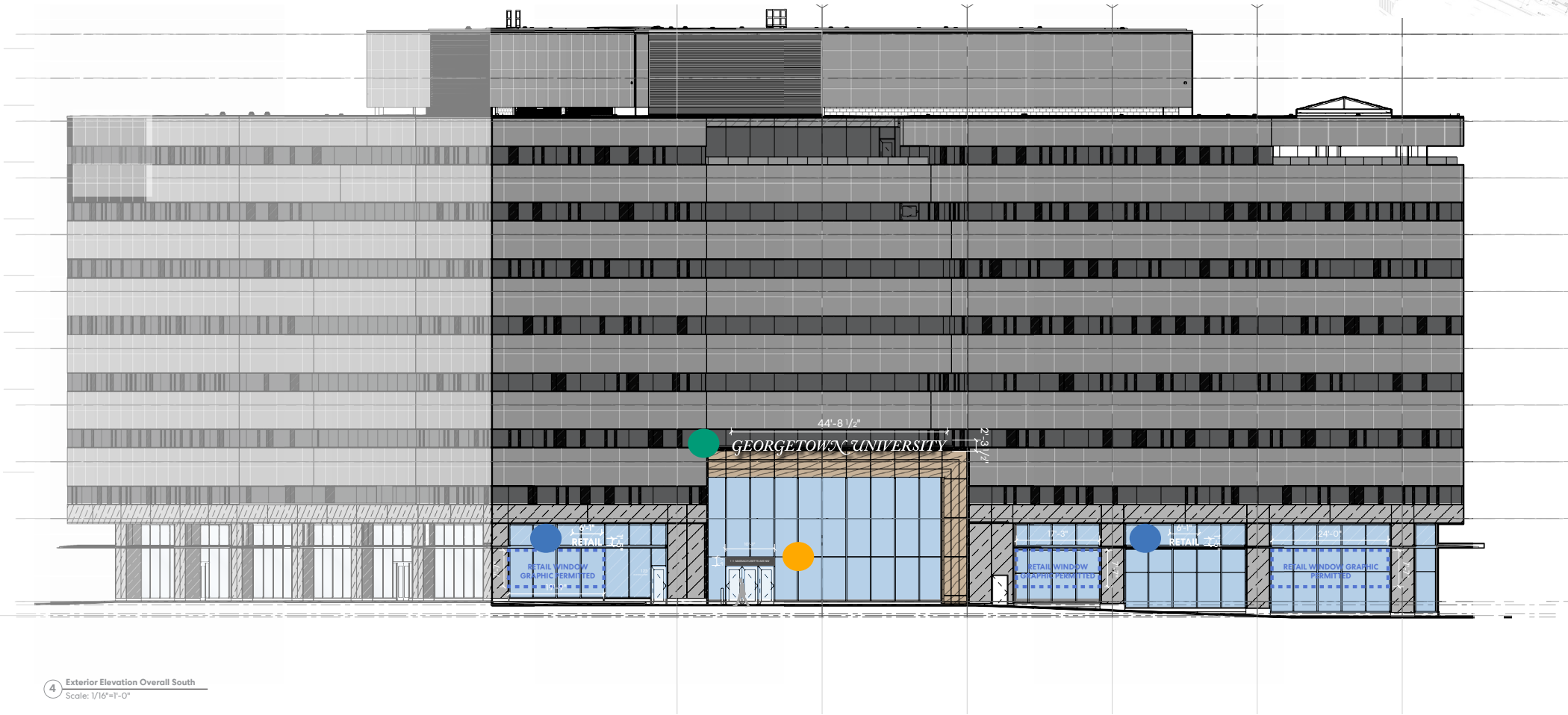
White painted letters flush mounted against metal panel painted to match dark mullions.



# South Elevation - Mass Ave Entrance

**Portal Sign:** White, Internal Illumination, Perched  
**Building Address:** Flush Mounted Panel  
**Retail Sign:** White, Internal Illumination, Perched + Transparent Window Vinyl

- Portal Sign, previously authorized by Zoning Commission
- Retail Sign, previously authorized by Zoning Commission
- Building Address, previously authorized by Zoning Commission



# South Elevation - Mass Ave Entrance

## Entrance Close up

- Portal Sign, previously authorized by Zoning Commission
- Retail Sign, previously authorized by Zoning Commission
- Building Address, previously authorized by Zoning Commission

**Building Address**  
White painted letters flush mounted against metal panel painted to match dark mullions.

Retail Sign

Portal Sign

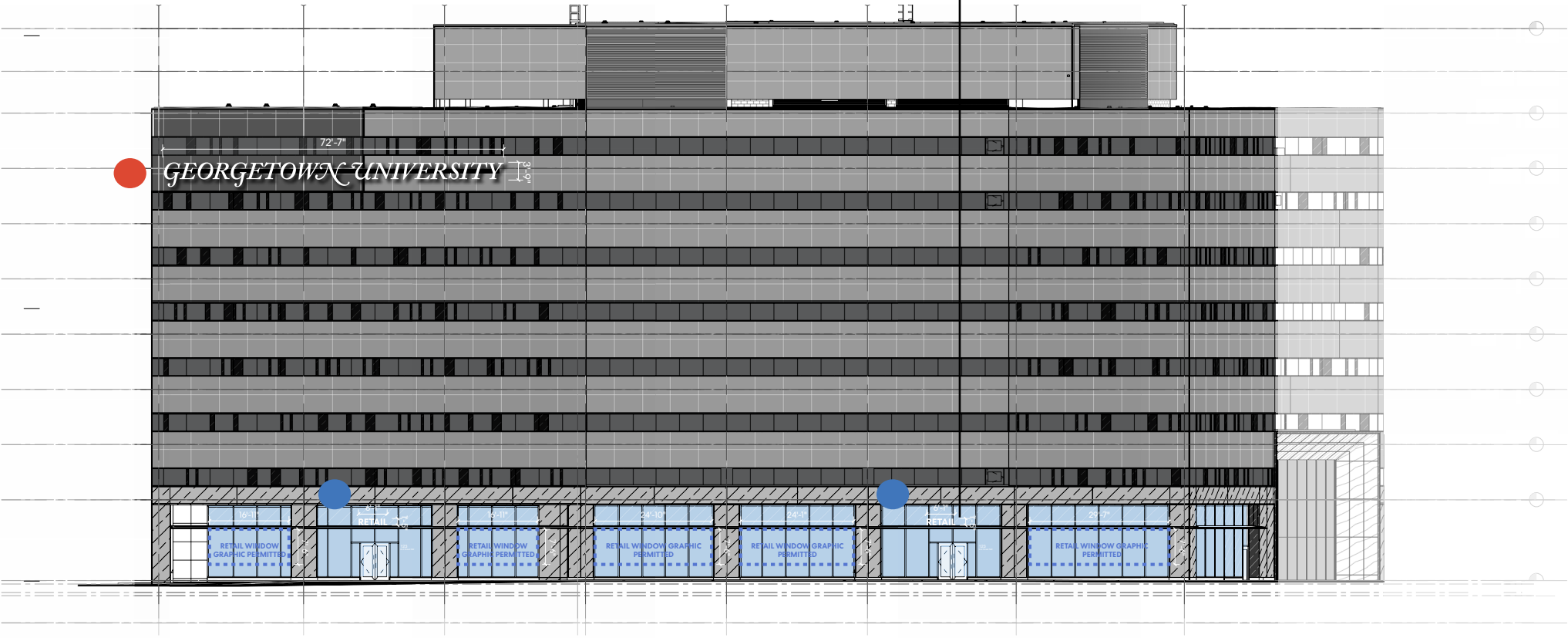
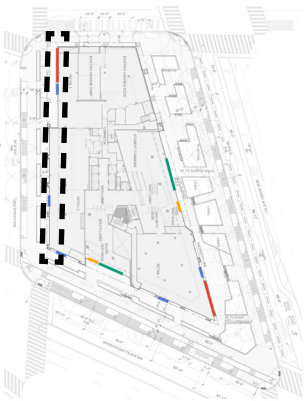


# West Elevation - 2nd Street NW

**University Building Sign:** White, Internal Illumination, Raceway Mounted  
**Retail Sign:** White, Internal Illumination, Perched + Transparent Window Vinyl



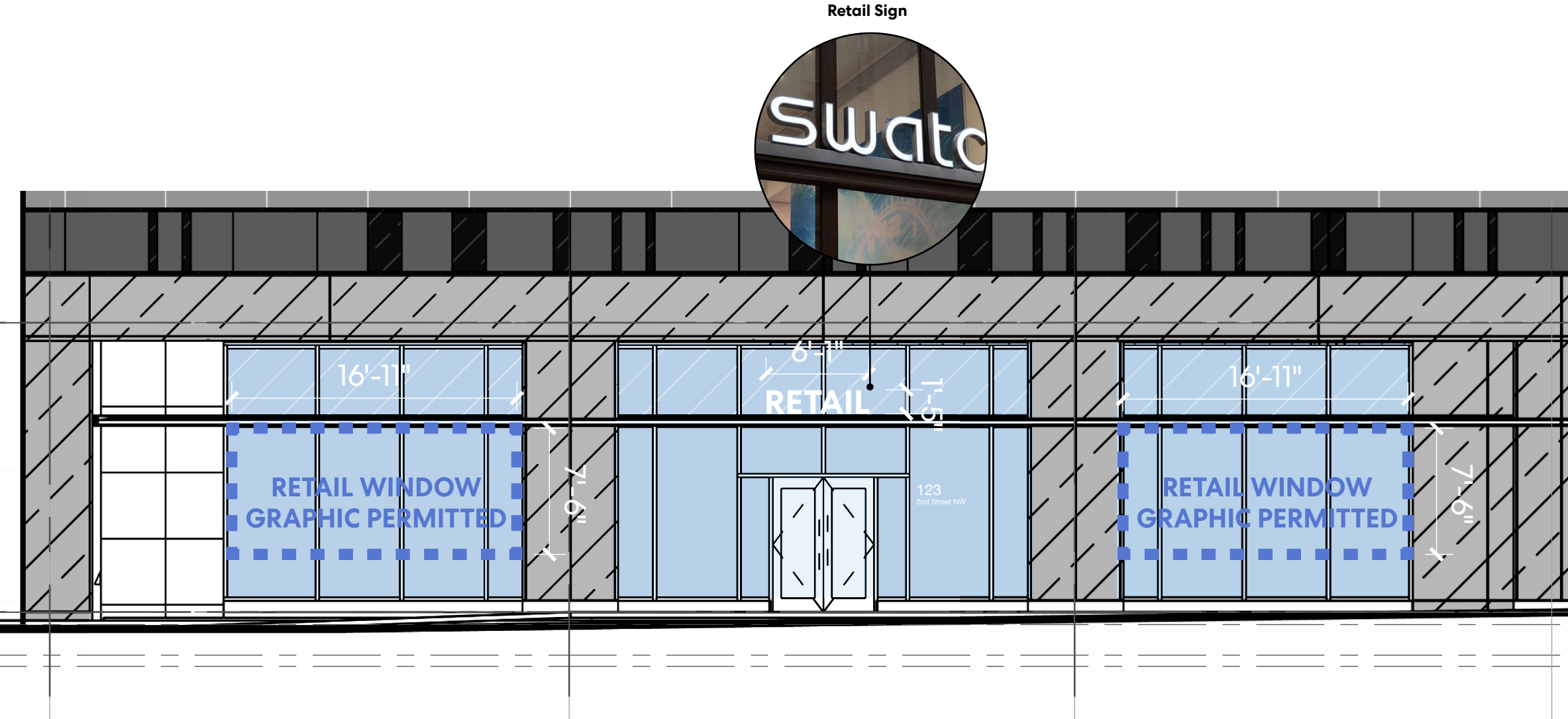
- Proposed Upper Story Building Identification Signage
- Retail Sign, previously authorized by Zoning Commission





West Elevation - 2nd Street NW

Retail Sign Close up



# APPENDIX



# Excerpts of Relevant D.C. Sign Code

## **N101.3.5 – Exemptions from Permit**

### **N101.3.5.3 Signs Within a Building**

Any sign located entirely inside a building, unless the sign is attached directly or painted on a window; is located within 18 inches (457 mm) of a window or entrance; or contains writing that is legible, or an image that is clearly discernible, from property other than the property on which the sign is located. A sign inside a building that is attached directly or painted on a window; is located within 18 inches (457 mm) of a window or entrance; or contains writing that is legible, or an image that is clearly discernible, from property other than the property on which the sign is located shall require a permit and shall be regulated as a sign under this appendix.

### **N101.3.5.4 Signs on Windows**

Signs upon a show window, or upon any other window abutting on, or overlooking a street or public way, within the Commercial and PDR Districts as fixed by the Zoning Regulations, which signs advertise only the name of the occupant of the building, office, or store, the business conducted or products sold therein, when the aggregate area of those signs does not exceed 20 percent of the area of the window upon which they are displayed.

## **N101-6 – Character of Advertising**

### **N101.6.6 Special Permits**

The code official is authorized to issue a permit to erect and maintain a sign not conforming with this section if the code official finds that such sign or conditions surrounding such sign are unusual in character, of a type infrequently encountered, and that approval of the permit will provide an equitable application of this section basically in keeping with its purpose and intent. The code official in each such special permit is authorized to impose such terms and conditions as he or she may deem necessary. Any sign erected pursuant to a special permit shall be removed at or prior to the time specified in the permit for the removal of such sign. If no time is specified, then such sign shall be removed not later than 10 days after notice from the code official to do so.

### **N101.7.7 Signs on Side Walls**

Where no sign or signs exist on the side wall of any building or structure, no permit shall be issued for the erection, hanging or painting of a sign or signs on such side wall, except as provided in Sections N101.7.7.1 and N101.7.7.2.

#### **N101.7.7.1 Corner Buildings and Alleys Entrances**

The code official shall be authorized to issue permits to erect, hang, or paint a sign or signs on those side walls of a corner building which abut a public street, or on those side walls of buildings which have a public entrance opening for business purposes upon an alley, when such signs comply with the provisions of this section.

### **N101.10 Maximum Size of Signs**

In any district other than Residential or Special Purpose Districts, the total area of sign or signs subject to the provisions of Section N101 and attached to, displayed from, or erected upon any building, lot, or parcel of land, shall not exceed the limits prescribed in Sections N101.10.1 through N101.10.7.

#### **N101.10.1 One Story Buildings**

Two square feet (0.19 m<sup>2</sup>) for each foot of width of front of building occupied by the business or profession to be advertised, such signs or signs to be placed on the front under consideration within the limits of the portion of the front in which the business advertised is located. Roof signs shall not exceed 100 square feet (9.29 m<sup>2</sup>) facing any one street frontage.

#### **N101.10.2 First Floor Stores or Businesses in Multistory Buildings**

The provisions of Section N101.10.1 shall apply, except that such signs shall be kept within a height of 20 feet (6096 mm) above the sidewalk.

#### **N101.10.3 Upper Stories of Multistory Buildings**

The total area of all signs above the 20-foot height specified in Section N101.10.2 shall not exceed the limits set forth in Table N101.10.3, for each street frontage.

# Excerpts of Relevant D.C. Sign Code

TABLE N101.10.3  
SIGNS ABOVE THE FIRST STORY

AREA OF WALL ABOVE 20 FEET ABOVE THE SIDEWALK, ON STREET FRONTAGE (square feet)	MAXIMUM ALLOWABLE AREA OF SIGNS ABOVE 20 FEET ABOVE SIDEWALK ON STREET FRONTAGE
Up to 1600	40 ft <sup>2</sup>
1600 to 4000	1/40 of area of wall above 20 ft height
Over 4000	100 ft <sup>2</sup> roof signs, or 1/40 of area of wall above 20 ft height for signs below roof

For SI: 1 square foot = 0.093 m<sup>2</sup>.

## N101.14 Obstructive Signs

No sign, including signs bearing noncommercial statements of fact, belief, or personal or political opinion posted on private property, shall be so erected, hung, or attached as to obstruct any window, door, fire escape, balcony, platform, stairway, ladder, stack, vent pipe, or egress from any building.

## N101.17.12 Moratorium on Issuance of Special Signs

Other than for changes in artwork pursuant to Section N101.17.5, or for transfers of location pursuant to Section N101.17.7, new Special Sign Permits shall not be issued after November 9, 2000.

## N101.17 Rules for Special Signs

The code official is authorized to issue a permit for a "Special Sign," as defined in Section N101.17.1. Special Signs shall be subject to the rules of this section and not to the rules in this chapter pertaining to billboards, poster panels, wall signs, and other specific types of signs. The rules of this section shall apply only to Special Signs.