

Universal Stones - Monument Sign  
5415 Lee Highway  
Warrenton, Virginia 20186  
PIN: 7906104826

Statement of Justification:

The owner requests a larger sign than one that fits the conventional standard requirements to reflect the nature of his business - finished stone. The proposed sign is organic: two granite slabs (one rough, one polished) rising up from between large boulders, signifying the progression of the product from natural rock to finished stone slab. It will be tastefully landscaped at its base, and lit by directional lighting from the ground. See Architectural Sheet A-2.

Universal Stones relies on drive-by visibility for their current and future success. Locating the proposed sign at the main entrance off of Lee Highway, will direct potential clients to the business and the location of the main entrance. The existing conditions do not sufficiently advertize the business: the building is set back from the road; the existing flat sign is located on the building parallel to Lee Highway; and a row of trees on the northeast side of the property blocks the view of the building from traffic approaching from the north until one is almost in line with the property. These constraints pose difficulties in locating the business while driving on Lee Highway, a four lane divided road with a wide median.

The larger and uniquely organic sign located at the main entrance for Universal Stones would call attention to their location and product.