

Docket Item #4  
BAR CASE# 2005-0031

BAR Meeting  
May 18, 2005

**ISSUE:** Signs  
**APPLICANT:** SJM Properties  
**LOCATION:** 600 South Washington Street  
**ZONE:** CL Commercial

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**BOARD ACTION, APRIL 20, 2005:** On a motion by Mr. Smeallie, seconded by Mr. Keleher the Board deferred the application for restudy. The vote on the motion was 6-0.

**REASON:** The Board agreed with the Staff analysis which recommended a small plaque beside the entrance on South Washington Street and a sign to align with the existing sign for the first floor tenant on Gibbon Street.

**SPEAKER:** Ms. Kim, K & Sign Service, spoke in support

**BOARD ACTION, March 2, 2005:** Deferred for restudy

Update: Since the April 20, 2005 public hearing the applicant has revised the sign proposal to align the wall sign on Gibbon Street with the first floor tenant sign and changed the hanging sign on South Washington Street to a small wall sign.

**STAFF RECOMMENDATION:**

Staff recommends approval of the application as submitted.

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for signs for the business SJM Properties, located at 600 South Washington Street. The proposed signs read “SJM Properties, Real Estate Co.” and include the business logo. The aluminum faced MDO signs will have a green background with white lettering.

A small wall sign is proposed for the South Washington Street elevation of the building. The sign, measuring 20" in width by 18" in height, will be located adjacent to the entrance approximately 8' above the sidewalk. A second wall sign, measuring approximately 3.7' in length by 2' in height will be located on the second story of the Gibbon Street elevation.

**II. HISTORY:**

The two story frame building at 600 South Washington Street was probably constructed before 1877.

In 1995, the Board approved a sign for “Young’s Beauty” salon (BAR Case #95-0171, 11/16/95). In 1998, the Board approved the existing signs for “InVision Salon” (BAR Case #98-0153 10/7/98). In 1999, the Board approved two new signs for “Young’s Beauty” salon (BAR Case #98-0228, 4/7/99).

**III. ANALYSIS:**

According to the applicant, the building frontage on South Washington Street is 20' and the frontage on Gibbon Street is approximately 42'. The proposed signs coupled with the existing signs for the first floor tenant comply with zoning ordinance requirements.

The *Design Guidelines* recommend generally only one sign per business is appropriate (Signs - page 3). However, in the case of corner buildings, the Board consistently approves one sign on each elevation. In addition, the Board has previously approved multiple signs for the tenants of this building.

The Boards are particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. Therefore requests for certificates of appropriateness for signs on Washington Street must be compatible with the memorial nature of the Parkway. The proposed signs comply with the 1929 agreement with the National Park Service that no freestanding signs be permitted on the Parkway.

Staff believes that the revised signs meet the recommendations of the *Design Guidelines* and are

appropriate.

**IV. STAFF RECOMMENDATION:**

Therefore, Staff recommends approval of the application as submitted.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A building permit is required for the proposed signage.

Office of Historic Alexandria:

“No comment”