

Docket Item #5
BAR CASE #2004-0020

BAR Meeting
February 18, 2004

ISSUE: Signs

APPLICANT: James Keilman

LOCATION: 330 North Washington Street

ZONE: CD/ Commercial Downtown

STAFF RECOMMENDATION:

Staff recommends approval of the preferred alternative design for the two hanging signs.

DISCUSSION:

Applicant's Description of the Undertaking:

"New exterior signage at 330 North Washington Street."

Issue:

The applicant requests approval of a Certificate of Appropriateness for the installation of two new hanging acrylic signs on metal brackets at the location of a new Wachovia branch bank at 330 North Washington Street. The signs proposed are:

1. Non illuminated Wachovia bank at the north side of the main entrance on North Washington Street; and
2. Non illuminated Wachovia bank at the east side of the entrance on Princess Street.

Both signs are approximately 3.5' square.

Two different options are proposed for the design of the signs. The preferred option features the Wachovia logo and colors of blue, green and white lettering. In the second option the sign is a bronze color with white lettering.

History and Analysis:

330 North Washington is a three and a half story brick building constructed in a Colonial Revival design dating from 1961.

Last September, the Board approved a sign package to change this bank building from First Union to Wachovia. That sign package included signs in the logo and colors of Wachovia. At that time the Board denied approval of the freestanding signs on North Washington Street and on Princess Street; and, took no action on the ATMs and the surrounds because they were not in compliance with the current requirements of the Zoning Ordinance regarding the size requirements for ATMs (BAR Case #2003-0140, 9/3/03). Since that time the freestanding sign on North Washington Street has been removed. The sign on Princess Street has not yet been removed. Staff is currently researching the compliance of the ATMs. In 1993 the Board approved signage for the First Union Bank (BAR Case #93-177, 10/20/93).

Proposed projecting signs comply with zoning ordinance requirements.

The signs previously approved by the Board for this bank were flat signs directly on the face of the building which cannot be readily seen except standing directly in front of the building. In the opinion of Staff the projecting signs provide pedestrian identification for the bank to replace the freestanding signs. The Wachovia bank building is a large, freestanding structure and Staff believes that the new signs are acceptable on a building of this size.

Staff believes that the preferred option of the Wachovia bank logo and colors sign is appropriate.

It is the same as the color scheme for other bank signs on the building previously approved by the Board. In addition, Staff has no objection to the material proposed for the signs. It reflects the previous approval of signs for the bank last year and is similar to the material approved by the Board in the recent past for other signs on Washington Street at, for example, the Office Depot sign, in the 200 block of North Washington Street.

Therefore, Staff recommends approval of the preferred alternative design for the two hanging signs.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Construction permits are required for the proposed project.

C-2 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

Office of Historic Alexandria:

Insufficient reviewable detail to ascertain project. Cannot comment.