

Docket Item #7
BAR CASE #2003-0256

BAR Meeting
April 21, 2003

ISSUE: Signage
APPLICANT: Gabi Daniel
LOCATION: 107 South West Street
ZONE: CD/ Commercial Downtown

BOARD ACTION, DECEMBER 17, 2003: The Chairman called the question on the Staff recommendation which was: deferral of the application for restudy. The vote on the motion was 6-0.

REASON: The Chairman noted that no changes had been made to the application and suggested that the applicant work with Staff on a design for a sign.

SPEAKER: Rick Miller, Virginia franchisee for UPS, spoke in support

BOARD ACTION, NOVEMBER 19, 2003: On a motion by Mr. Wheeler, seconded by Mr. Smeallie the Board approved the Staff recommendation which was: deferral of the application for restudy. The vote on the motion was 6-0.

REASON: The Board agreed with the Staff analysis. The Board agreed that an awning on the building was inappropriate and that the new signage should conform to the sign plan previously approved for the building. The Board also noted that the illuminated UPS sign in the window was unapproved and should be removed.

SPEAKER: Gabi Daniel, applicant, spoke in support

STAFF RECOMMENDATION:

Staff recommends approval of the signs with the condition that the illumination of the wall sign be limited to no more than 3 gooseneck lights.

DISCUSSION:

Applicant's Description of the Undertaking:

"Installing store front canopy."

Update:

The applicant has revised the design of the signage since the last public hearing on December 17, 2003. An awning is no longer proposed, rather two signs, an illuminated flat wall sign, and a previously approved hanging sign are being proposed.

Issue:

The applicant requests approval of a certificate of appropriateness for the installation of signage for the UPS Store at 107 South West Street. One sign will be wood wall sign 16' in length and 2'6" in height. The sign will read "The UPS Store" in 1.5' tall white lettering against a reddish background with the gold colored UPS logo against a brown background measuring 2'6" by 2'1". The sign will be externally illuminated by 5 gooseneck lamps spaced 3' o.c. The existing hanging sign will be re-located to a new position. Just to the north of the entry door. The two pair of doors will be repainted white to match the existing window trim.

History and Analysis:

The address 107 South West Street is part of a larger building including 101-107 South West Street and 1400 King Street. The two story brick building was constructed in the mid nineteenth century. The structure was considered important enough to warrant inclusion in the 100 year old building list prior to the extension of the Old and Historic Alexandria District in this area.

The retail store occupies two sections of the building at 105 and 107 South West Street with a total building frontage of approximately 50 feet. Staff notes that the *Design Guidelines* recommend that signs in the historic districts are often not as large as the maximum allowed under the zoning ordinance (Signs - Page 4). In this case the size of the two sign is slightly over 40 square feet.

Previously the Board has approved a number of sign applications for the building. In the mid 1980's, the Board became increasingly concerned with the proliferation of signs for the different retail tenants. In 1987, the Board approved a sign plan for the entire building which was endorsed by all owners of the structure. The sign plan stipulated that all signs on the building were to be projecting signs and indicated the placement of all signs on the building and a uniform size of all hanging signs of 24" x 33" with a specification of the type of hanging bracket to be used. Earlier this year, the Board approved a hanging sign for "The UPS Store" (BAR Case #2003-0139, 7/16/03).

Previously, the applicant had applied for an awning with signage. When the Board considered

this application last November and December, it agreed with Staff that an awning was inappropriate on the building. Staff basically has no objection to the revised signage package, consisting of a wall sign and the re-location of the hanging sign, because the applicant is occupying two of the retail spaces within the building. Staff therefore believes that it is appropriate to have signage that covers both spaces. Staff also does not object to the installation of two signs at this retail business. This is a corner building and the projecting sign as well as the flat sign provide identification from the two street fronts. Staff, however, considers the level of proposed illumination to be excessive. In the opinion of Staff, 5 gooseneck lights is more than is needed to provide nighttime lighting to make the sign visible. Therefore, Staff recommends approval of the signs with the condition that the illumination of the wall sign be limited to no more than 3 gooseneck lights.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

- C-1 Awnings must comply with all applicable requirements of USBC. Retractable and fixed awnings must have a minimum 7 foot clearance from a sidewalk to the lowest part of the framework or any fixed portion of any retractable awning is required. The bottom of the valance of canvas awnings must have a minimum clearance of 6'-9" above the sidewalk. Retractable awnings must be securely fastened to the building and can not extend closer than 12" in from the curb line.
- C-2 Fixed awnings must be designed and constructed to withstand wind or other lateral loads and live loads required by the USBC. Structural members must be protected to prevent deterioration.
- C-3 Construction permits are required for the proposed project.

Office of Historic Alexandria:

The size seems large for the building.