

Docket Item #6  
BAR CASE #2004-0088

BAR Meeting  
June 16, 2004

**ISSUE:** Signage  
**APPLICANT:** The Holladay Corporation  
**LOCATION:** 1101 North Washington Street  
**ZONE:** CD/Commercial

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**BOARD ACTION, JUNE 2, 2004:** This docket item was removed from the Proposed Consent Calendar by Alan Voorhees. On a motion by Mr. Wheeler, seconded by Ms. Neihardt the Board deferred the application for restudy. The vote on the motion was 6-0.

**REASON:** The Board agreed with Mr. Voorhees that the sign was too big and obscured the colonnade on the second story of the building. The Board believed that a narrower sign that would spread out the lettering and logo could be designed and that this would not obscure the architecture of the building.

**SPEAKER:** Alan Voorhees, Chairman, Old Town North Urban Design Advisory Committee

Update: The applicant has not revised the proposed sign request because he believes that the proposed sign best meets the identification requirements for the motel. Additional information has been provided regarding visibility of a sign on the building. Because there have been no changes in the design, Staff here repeats the Staff report from the public hearing of June 2, 2004.

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

I. Issue:

The applicant is requesting approval of a Certificate of Appropriateness for a new sign with lighting for the existing Old Colony Inn Best Western located at 1101 North Washington Street. The sign is proposed to be installed on the railing of the porch directly over the front entrance to the building. The sign is approximately 12'6" in overall length and 4' in height and will use the Best Western logo colors of blue, yellow and red with the words "Old Colony Inn" in white. The signs will be sandblasted wood and will be illuminated by two 6' long uplights to be installed below the sign.

II. History

1101 North Washington Street is the new location of the Old Colony Inn. It was originally constructed at the Conference Center that had been attached to the Old Colony Motel. It was built in 1967 and was designed by the architectural firm of Vosbeck & Vosbeck. It was approved by the Board on January 11, 1967.

Last year the Board approved a sign for this motel that was located at the rear of the building and faced onto Second Street (BAR Case #2003-0040, 3/19/03). In 2002, the Board approved an accessibility ramp for the front of the motel (BAR Case #2002-0306, 12/18/02).

In addition to the signage, the Board approved a temporary remediation structure which is installed in the southwest corner of the parking lot in 2002 (BAR Case #2002-0289, 12/4/02).

III. Analysis

The proposed wall sign complies with zoning ordinance requirements.

The new sign is an effort to provide a greater visual identity to this building as a functioning motel now that the Old Colony Inn across Second Street has been demolished.

Staff has no objection to the proposed sign. It is well removed from the George Washington Memorial Parkway and located on the east side of East Abingdon Drive and, while illuminated, the illumination is no greater than that approved for many other signs on both North and South Washington Streets.

IV. Staff Recommendation

Staff recommends approval of the new signs and lighting.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Wall letters / signs must comply with USBC [H103-H111].

C-2 A construction permit is required for the proposed project.

Historic Alexandria:

No comment.