

Docket Item #3  
BAR CASE# 2004-0209

BAR Meeting  
October 6, 2004

**ISSUE:** Sign

**APPLICANT:** New Image Center

**LOCATION:** 112 S Patrick Street

**ZONE:** CD Commercial

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## **STAFF RECOMMENDATION:**

Staff recommends approval of the application as submitted.

### **I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for a sign for New Image Center, LLC at 112 South Patrick Street. The 2.4' by 1.7' freestanding sign will be constructed of ½" thick MDO with a white background, black lettering and decorative black and teal border. The sign reads: "new Image center, LLC, Clinical Skin Care..., Circadia by Dr. Pugliese, Endermologie..., Smoothing Skin & Inch Loss, Natural Hormone Therapy." The sign will be attached to an existing post behind the picket fence.

### **II. HISTORY:**

According to Ethelyn Cox's *Historic Alexandria, Virginia Street By Street*, the twin, two-and-one-half-story, brick, Federal style, former residences at 112 and 114 South Patrick Street were built by Isaac Gibson not long after his purchase of the land in 1812.

In 2001, the Board approved the reconstruction of a brick wall, a new fence section and paving on the south side of the building (BAR Case #2000-10165, 5/16/01). Later the same year, the Board approved a number of site improvements (BAR Case #2001-0221, 9/19/01).

### **III. ANALYSIS:**

Section 9-302 (E) of the zoning ordinance states that: "One freestanding sign may be permitted on any property zoned commercial if the area of the sign is no greater than six square feet and if the sign is approved by the board of architectural review."

According to the *Design Guidelines*, freestanding signs are only appropriate for buildings which are set well back from the street and have no other means of appropriate signage. It is the general Board policy to limit freestanding signs to the major arterial streets... (Signs - Page 9).

In the case of 112 South Patrick Street the building is set back approximately 20 feet from the sidewalk. In addition, South Patrick Street is considered a major arterial street. Staff has no objections to the use of a freestanding sign at this location.

Staff believes that the proposed sign meets the recommendations of the *Design Guidelines* and is appropriate for the building and the historic district.

### **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:

No comments.

Office of Historic Alexandria:

“No comment.”