

Docket Item #5
BAR CASE# 2004-0209

BAR Meeting
November 3, 2004

ISSUE: Sign

APPLICANT: New Image Center

LOCATION: 112 S Patrick Street

ZONE: CD Commercial

BOARD ACTION, OCTOBER 6, 2004: This docket item was removed from the Proposed Consent Calendar by both Ms. Neihardt and Ms. Quill. On a motion by Mr. Smeallie, seconded by Ms. Neihardt the Board deferred the application for restudy. The vote on the motion was 7-0.

REASON: The members believed that the sign was cluttered with too many words. They suggested that the letters could be made smaller and that overall the sign should be simpler.

SPEAKER: Victoria Necessary, owner, spoke in support

UPDATE:

In response to the Board's comments at the October 6, 2004 hearing, the applicant has reduced the amount of lettering on the sign. No changes have been made to the overall design of the sign.

STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. The text "Treating Teens & Adults" be eliminated;
2. The size of the lettering be reduced; and,
3. That a new drawing be submitted to Staff showing the new layout and size of the lettering.

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, Exclusive Circadia by Dr. Pugliese™, Skin & Body Care Clinic, Treating Teens & Adults." 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.

The *Design Guidelines* recommend that signs be as simple as possible (Signs - Page 3). Staff believes that the text "treating teens and adults" should be eliminated to simplify the sign and create greater visibility of the business name.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the application with the following conditions:

1. The text “Treating Teens & Adults” be eliminated;
2. The size of the lettering be reduced; and,
3. That a new drawing be submitted to Staff showing the new layout and size of the lettering.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

No comments.

Office of Historic Alexandria:

“No comment.”