

Docket Item #3  
BAR CASE# 2004-0243

BAR Meeting  
November 17, 2004

**ISSUE:** Signs

**APPLICANT:** Bill Seward

**LOCATION:** 687 S Washington 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 two signs for Trocadero Oriental Rug Gallery at 687 South Washington Street. A double-sided hanging sign is proposed to be installed on an existing scroll bracket located above the storefront. The MDO sign is 2' by 3' and has a dark blue background, cream colored lettering, and a gold colored logo. The sign reads "Trocadero Oriental Rug Gallery, Wm. Seward Proprietor."

The applicant is also requesting approval of a 10" by 10' wall sign. The MDO sign will have a dark blue background and cream letters.

**II. HISTORY:**

687 South Washington Street is part of Washington Square, a commercial and retail complex constructed in 1979.

In 1995, the Board approved a hanging sign for Alan Marschke's Oriental Rug Gallery (BAR Case #95-113, 7/19/95). In 1982, the Board approved signs for Potomac Broadsailing (6/16/82).

**III. ANALYSIS:**

According to the applicant the building width is 22'. Therefore the maximum signage allowed is 22 square feet. The proposed signs comply with zoning ordinance requirements.

The *Design Guidelines* state that generally only one sign per business is appropriate (Signs - Page 3). However, given the fact that this section of the historic district is both pedestrian and vehicular in nature, Staff can support two signs. In addition, the Board has approved more than one sign for previous tenants at this location.

The Boards are particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway. Therefore, requests for certificates of appropriateness for signs on Washington Street must be compatible with the memorial nature of the Parkway (Signs - Page 4). The sign meets the requirements of the 1929 agreement between the City and the Federal government concerning signs on the Parkway. The agreement required that all signs be attached to buildings and no freestanding signs were permitted within 200' of the Parkway.

Staff believes that the proposed signs meet the recommendations of the *Design Guidelines*. The design, material, and sizes of the signs are appropriate.

**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:

C-1 A construction permit is required for the proposed project.

C-2 Wall signs must comply with USBC [H103-H111].

C-3 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:

“No comment.”