

Docket Item #8
BAR CASE# 2004-0260

BAR Meeting
December 15, 2004

ISSUE: Signs & awnings
APPLICANT: Amy Patton/Gable Signs
LOCATION: 600 Franklin Street
ZONE: CD Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. Approval of the 6' by 4'10" dome shaped sign above the main entrance;
2. Approval of the three Blue Point Grill awning signs (proposed awnings #10, 12, & 14);
3. Approval of one "Balducci's awning sign above the patio entrance in the center of the Franklin Street elevation (proposed awning #3);
4. Approval of the freestanding directional parking sign at the corner of Franklin and South St Asaph Streets;
5. Approval of the new freestanding logo sign to be located at least 200 feet from the Parkway;
6. Denial of three "Balducci's" and "Food Lover's Market" awning signs on Franklin Street and two "Balducci's" awning signs on South Washington Street (#1, 2, 4, 16, & 18); and,
7. Approval to use black colored Sunbrella fabric for all of the proposed awnings.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for 12 signs for the retail business, "Balducci's" at 600 Franklin Street. Under new ownership, Sutton Place Gourmet is changing its name to Balduccis. The applicant is therefore proposing to reface the existing signs and awnings with the new name. Of the twelve proposed signs, there are two freestanding signs, one wall sign, and nine awning signs.

The awnings will be replaced with new black colored Sunbrella fabric with the name "Balducci's", the logo "Food Lover's Market", and the name "Blue Point Grill."

A new aluminum freestanding sign measuring 3' by 2', mounted to a 2' high pole is proposed to be located at the eastern end of the Franklin Street elevation. The sign will be at least 200 feet from the Parkway.

II. HISTORY:

600 Franklin Street is part of 600 South Washington Street, a three story brick office and retail building constructed in 1987 (BAR Case #87-127, 11/4/87).

The Board has approved a number of applications for this building. Most recently, in 1994, the Board approved a canopy addition (BAR Case #94-56, 5/4/94). Signs for Sutton Place Gourmet were approved in 1989 and 1990 (BAR Case #89-5, 1/18/89; #89-177, 11/1/89; and #90-212, 11/7/90).

III. ANALYSIS:

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 1929 agreement between the City and the Federal government concerning signs on the Parkway requires that all signs be attached to buildings.

In addition, Section 9-302(F) of the zoning ordinance does not permit a freestanding sign which is visible or within 200 feet of Washington Street. Therefore the double freestanding sign on the

corner of South Washington Street and Franklin Street does not meet zoning requirements and cannot be refaced. In response to the loss of this freestanding sign the applicant is proposing a new smaller freestanding logo sign that will be located at the eastern end building on Franklin Street.

Staff believes that the proposed design and colors of the new signs are appropriate.

The *Design Guidelines* recommend that generally only one sign per business is appropriate. In this case the applicant is proposing a total of 12 signs. Staff notes that the existing Sutton Place Gourmet signs were all approved by the Board prior to the adoption of the current *Design Guidelines*. While Staff could support multiple signs for this large corner building, Staff believes the total number of proposed signs is excessive.

IV. STAFF RECOMMENDATION:

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

1. Approval of the 6' by 4'10" dome shaped sign above the main entrance;
2. Approval of the three Blue Point Grill awning signs (proposed awning #10, 12, & 14);
3. Approval of one "Balducci's" awning sign above the patio entrance in the center of the Franklin Street elevation (proposed awning #3);
4. Approval of the freestanding directional parking sign at the corner of Franklin and South St Asaph Streets;
5. Approval of the new freestanding logo sign to be located at least 200 feet from the Parkway;
6. Denial of three "Balducci's" and "Food Lover's Market" awning signs on Franklin Street and two "Balducci's" awning signs on South Washington Street (#1, 2, 4, 16, & 18); and,
7. Approval to use black colored Sunbrella fabric for all of the proposed awnings.

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 3105 and 3202. Retractable and fixed awnings must have a minimum 7 foot clearance form a sidewalk to the lowest part of the framework or any fixed portion of nay retractable awning is required.
- 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 (USBC 3105.2).
- C-3 A construction permit is required for the proposed project.

Office of Historic Alexandria:

“The signs installed on the poles, with cut out edge appear larger than existing. Cut out is bigger, width is bigger gives an all over impression of a larger sign. In general, I believe there is a great deal of signage existing for this property. Where there is none existing, as on some awnings I would prefer to keep it in that manner.”