

Docket Item #3
BAR CASE# 2004-0266

BAR Meeting
January 19, 2005

ISSUE: Awning & signage
APPLICANT: Roger Faddoul
LOCATION: 109 North Washington Street
ZONE: CD Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of an awning at 109 North Washington Street. The proposed 14'6" by 3' by 3' awning will be covered in red Sunbrella fabric. The applicant has submitted a fabric sample which will be available at the public hearing. The business name, "Olde Towne Deli", will be located in the center of the valance on the front of the awning in 8" tall letters, approximately 96" long. The business name will also be included on the ends of the awning in 4" tall letters. The proposed lettering will be white.

The applicant has indicated that all other existing signs for the business will be removed.

II. HISTORY:

According to Ethelyn Cox in *Historic Alexandria Street by Street*, the three story brick building at 109 North Washington Street (629 King Street) was constructed between 1799 and 1807 by Amos Alexander, mayor from 1800 to 1801 (p. 68). Original constructed for residential use, the property was converted to retail use between 1907 and 1912 (Sanborn Maps).

In 1981, the Board approved an awning at 109 North Washington Street to match a neighboring awning at 107 North Washington Street (5/19/71). The Board approved a sign in 1977, and a sign, canopy and lights for six months in 1982. At this time the Board expressed an interest in a unified sign plan to be developed for 105 - 109 North Washington Street. Although an application was filed for a sign plan later in 1982, the plan was never approved by the Board. Staff has been unable to locate any approvals for the existing Olde Towne Deli signs.

III. ANALYSIS:

According to the applicant, the business has a building frontage of approximately 17 feet. Therefore the maximum signage allowed is 17 square feet. The proposed awning with signage complies with zoning ordinance requirements.

The Boards are particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. Therefore, requests for certificates of appropriateness for signs on Washington Street must be compatible with the memorial nature of the Parkway (Signs - Page 4). Staff believes that the simple awning sign is appropriate for the Parkway.

Staff is somewhat concerned by the proposed color choice for the awning fabric. Staff suggests that the applicant consider changing the color to be more harmonious with the existing teal trim color.

In the opinion of Staff, the proposed awning meets the recommendations of the *Design Guidelines* and is an improvement over the existing collection of signs. In addition to using a fabric material, the lettering, located on the valance of the awning is appropriately sized.

IV. STAFF RECOMMENDATION:

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 Awnings must comply with all applicable requirements of USBC 3105 and 3202. Fixed awnings must have a minimum 7 foot clearance from a sidewalk to the lowest part of the framework or any fixed portion of any retractable awning is required.

C-3 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).

Office of Historic Alexandria:

“Remove other signage in windows?”