

Docket Item #17  
BAR CASE# 2005-0007

BAR Meeting  
February 2, 2005

**ISSUE:** Sign

**APPLICANT:** Momentum Marketing, by Fastsigns

**LOCATION:** 727 North Washington Street

**ZONE:** CDX Commercial

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### **STAFF RECOMMENDATION:**

Staff recommends deferral of the application for restudy of a smaller non-illuminated sign.

### **I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for the installation of a sign for the office building at 727 North Washington Street. The proposed sign, “Redpeg Marketing,” measures 7' by 7.5' and includes the new business logo. The sign will be mounted above the garage entrance on the west elevation of the building, facing Washington Street. The colors of the reverse channel lettering and logo are red, black and white. The sign will be backlit with red and white LEDs.

### **II. HISTORY:**

727 North Washington Street is a four story freestanding brick office building with a large metal mansard roof and imbedded surface parking that was constructed in 1979, according to information on the Sanborn Fire Insurance Maps.

The Board recently approved new window openings on the second, third and fourth floors of the south wall of the building (BAR Case #2003-0030, 3/5/03, BAR CASE #2003-0274 12/17/03). The Board also approved the current sign for Momentum Marketing (BAR Case #2003-0086, 6/4/03).

### **III. ANALYSIS:**

Per Sanborn maps the subject building facing North Washington Street has a building width of 70 ft +/-; maximum sign area allowed is 70 square feet. The proposed wall sign complies with zoning ordinance requirements.

The *Design Guidelines* state that the Board is “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). In the opinion of Staff, the proposed sign is not appropriate for the parkway. Staff believes that the sign is overly large and that the sign should not be illuminated.

According to the *Design Guidelines*, halo or back lit signs are permitted, however, the appropriateness of the signs is considered on a case by case basis. Staff believes that in this case, an illuminated sign is not appropriate for an office building on Washington Street. Staff considers this type of signage more appropriate for retail uses.

### **IV. STAFF RECOMMENDATION:**

Therefore, Staff recommends deferral of the application for restudy of a smaller non illuminated sign.

## 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].

### Office of Historic Alexandria:

“The use of lighting on this sign needs to be reviewed in relation to the guidelines for signs.”