

Docket Item #8
BAR CASE# 2005-0015

BAR Meeting
February 16, 2005

ISSUE: Signs

APPLICANT: Adam Needham

LOCATION: 322 S Washington Street

ZONE: CD Commercial

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy of a simplified hanging sign.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signs for the new retail business "Floors Xtra of Old Town" at 322 South Washington Street. The applicant is proposing a hanging sign and a wall sign.

Hanging sign

The hanging sign reading "Floors Xtra of Old Town, wood, granite, kitchen, marble, tile, vinyl, carpet, Residential/Commercial, 703-535-8855" measures 3' by 3.5'. The double sided hanging sign will be attached to a 3' scroll bracket located between the first story windows on South Washington Street. The MDO sign will have an ivory colored background with gray lettering and an orange colored line and logo circle.

Wall sign

A 3.5' by 1.5' wall sign is proposed to be located above the basement window on the corner elevation. This sign reads "Floors Xtra of Old Town, 322 S Washington St, Parking in rear." The MDO sign will have an ivory colored background with gray lettering and an orange logo circle, underline and arrow.

The applicant has submitted a color sample which will be made available at the public hearing.

II. HISTORY:

The two and a half story building at 322 South Washington Street was constructed between 1885 and 1891 and probably substantially remodeled sometime between 1896 and 1902 based upon information contained on the Sanborn insurance maps.

In 1993, the Board approved two small wall signs and one hanging sign for The Flower Market and Earth Toys (BAR Case #93-44, 3/17/93).

III. ANALYSIS:

According to the Sanborn maps, the subject building is approximately 20 feet in width. The proposed signs comply with zoning ordinance requirements.

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. The proposed signs comply with the 1929 agreement with the National Park Service that no freestanding signs be constructed on Washington Street.

"Signs should be as simple as possible and avoid repetitious and undue verbiage" (Signs- Page 3). Staff does not support the long list of flooring types on the sign. In addition, the Board strongly discourages telephone numbers on signs (Signs - Page 5).

Staff believes that the proposed hanging sign does not meet the recommendations of the *Design Guidelines*. Staff has no objections to the proposed wall sign.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends deferral of the application for restudy of a simplified hanging sign.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Wall letters / signs must comply with USBC [H103-H111].

C-2 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.

C-3 A construction permit is required for this project.

Office of Historic Alexandria:

“Remove the phone #”