

Docket Item #4  
BAR CASE# 2005-0015

BAR Meeting  
March 2, 2005

**ISSUE:** Signs  
**APPLICANT:** Adam Needham  
**LOCATION:** 322 S Washington Street  
**ZONE:** CD Commercial

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**BOARD ACTION, FEBRUARY 16, 2005:** On a motion by Mr. Keleher, seconded by Ms. Neihardt the Board moved the Staff recommendation which was deferral of the application for restudy of a simplified hanging sign. The vote on the motion was 6-0.

**REASON:** The Board agreed with the Staff analysis

**SPEAKERS:** There were no speakers

**Update:** Since the last public hearing, the applicant has revised the design of the hanging sign to eliminate the types of flooring and the phone number. The applicant has also revised the business logo.

**STAFF RECOMMENDATION:**

Staff recommends approval of the application as submitted.

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for signs for the new retail business “FloorsXtra 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 “FloorsXtra of Old Town, Residential & Commercial” measures 3' in length by 2' in height. The double sided hanging sign will be attached to a 3' scroll bracket located between the first story windows on South Washington Street. The upper portion of the MDO sign will have an ivory colored background with gray and orange lettering while the lower portion will have an orange background with ivory colored lettering.

**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”FloorsXtra of Old Town, 322 S Washington St, Parking in rear.” The MDO sign will have an ivory colored background with gray and orange lettering. Staff notes, that although not shown on the drawings, the business logo has been changed on this sign to match the redesigned hanging sign.

**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). While Staff generally does not support the inclusion of the text “Residential & Commercial” on signs, Staff is willing to accept the text in this case. The sign has been vastly simplified from the previous submission.

Staff believes that the proposed signs are appropriate and that they meet the recommendations of the *Design Guidelines*.

**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 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 #”