

Docket Item #16
BAR CASE# 2005-0041

BAR Meeting
March 16, 2005

ISSUE: Signs

APPLICANT: Kelly's Art & Frame

LOCATION: 510 North Washington Street

ZONE: OC Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the wall sign and denial of the hanging sign.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two signs for the new retail tenant at 510 North Washington Street.

Projecting sign

The double sided MDO projecting sign measuring 1.5' in width by 5' in length will be attached to the south of the first story windows. The sign reads, "Gallery, Kelly's Art & Frame, Custom Framing" in red, white, black and gray.

Wall sign

The wall sign measures 4' by 1' and will be centered between the double first and second story windows. The sign reads, "Kelly's Art & Frame, Custom Framing, Art Gallery".

II. HISTORY:

According to the Sanborn maps the two story Victorian brick building at 510 North Washington Street was constructed between 1891 and 1896.

In 1955, the Board approved alterations to the twin building at 508 North Washington Street (5/12/55). Staff was unable to locate any previous approvals for alterations to 510 North Washington Street.

III. ANALYSIS:

The subject building width facing North Washington Street is 20 feet. Therefore the maximum signage allowed is 20 square feet. The proposed signs comply with zoning ordinance requirements.

The Board is particularly concerned with 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 permitted on Washington Street.

The *Design Guidelines* recommend generally only one sign per business is appropriate (Signs - Page 3). Staff believes that only one sign is appropriate for this building on the parkway. For the most part, the signs on the western side of the 500 block of North Washington Street are wall signs. Staff has no objections to the design or the size of the proposed wall sign.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the wall sign and denial of the hanging sign.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required.

C-2 Wall signs must comply with USBC [H103-H111].

C-3 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.

Office of Historic Alexandria:

“No comment”