

Docket Item #4  
BAR CASE# 2005-0059

BAR Meeting  
April 6, 2005

**ISSUE:** Sign

**APPLICANT:** Dean DeGood

**LOCATION:** 202 South West Street

**ZONE:** CL Commercial

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**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 a sign for “DoggyWalker.com,” at 202 South West Street. The aluminum sign measures 1.5' in height by 2.7' in length and will be hung from the existing scroll bracket over the entrance. The sign reads “DoggyWalker.com, Daily Walks & Pet Sitting” and includes the business logo, a fire hydrant. The lettering and business logo are red and black while the background is white.

**II. HISTORY:**

202 South West Street is a one story 20<sup>th</sup> century brick faced building. According to the Sanborn maps, the building was originally constructed as a garage between 1921 and 1941.

Staff was unable to locate any previous BAR approvals for the property.

**III. ANALYSIS:**

The building width is approximately 20 feet. The maximum sign area allowed is 20 square feet. The proposed sign complies with zoning ordinance requirements.

Website addresses on signs are considered to be similar to telephone numbers and are strongly discouraged. However, in this case the web address is actually the business name. Previously when presented with the website address being the business name, the Board has approved the use of the address (BAR Case #97-192, 9/17/97).

Staff believes that the proposed sign is appropriate and it meets the recommendations of the *Design Guidelines* for signs.

**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 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”