

Docket Item #10  
BAR CASE# 2005-0062

BAR Meeting  
April 6, 2005

**ISSUE:** Signs

**APPLICANT:** Mary Ann Raub

**LOCATION:** 222 North Lee Street

**ZONE:** CD Commercial

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## **STAFF RECOMMENDATION:**

Staff recommends approval of the two hanging signs; approval of the door sign and hours with the telephone number eliminated; and, denial of the window lettering “Beautiful Flowers,” “Beautiful Things,” and “Helen Olivia”.

### **I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for the installation of signage for the new retail tenant, “Helen Olivia,” at 222 North Lee Street.

#### **Hanging signs**

A 1.7' by 1.7' double sided hanging sign is proposed to be located at the corner of the building on the existing scroll bracket. The sign includes a burgundy colored background, with a green colored logo, business name and border. A second hanging sign is proposed to be hung above the entrance. This sign measures 1.4' by 7' and also includes the logo and the name “Helen Olivia.” Both hanging signs will be constructed of MDO.

#### **Window signs**

In addition to the proposed hanging signs, the applicant is proposing a number of window signs. All of the window signs will be burgundy colored vinyl lettering.

The business name and logo, to match the design of the proposed hanging sign, will be located on the storefront entrance. The window sign measures 8" square. The store hours and phone number, 7.5" tall by 10" wide, are also proposed to be located on the door.

The words “Beautiful Flowers” and “Beautiful Things” will be placed on the storefront windows facing North Lee Street. This lettering measures 3" in height by 12.3" in width.

The window lettering “Helen Olivia” will be located on the Queen Street elevation of the building. This sign measures 7.5" in height by 12.3" in length.

### **II. HISTORY:**

222 North Lee Street is a one story commercial building constructed in the early 20th century. The building is divided into three retail storefronts, each with a recessed entryway.

The Board has approved numerous signs for the various retail businesses that have occupied these spaces. In 2002, the Board approved a hanging sign and window lettering for “zuzu’s petals” (BAR Case #2002-0277, 11/6/02). In 2003, the Board approved a hanging sign for the center tenant “1UOL, Amara Fashion” (BAR Case #2003-0087, 8/6/03).

### **III. ANALYSIS:**

The building width is approximately 26.5 feet. The maximum sign area allowed is 26.5 square feet. The proposed signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend generally only one sign per business is appropriate (Signs -

Page 3). While the Board routinely approves more than one sign for corner buildings, Staff does not support all seven of the proposed signs for this building. Staff has no objection to the use of two hanging signs which are similar to the signs for Jack's Place, the southern tenant of 222 North Lee Street. Staff also has no objection to the logo and store hours located on the entrance. Staff notes however that telephone numbers are strongly discouraged by the Board and should be eliminated from the door sign (Signs - page 5).

**IV. STAFF RECOMMENDATION:**

Staff recommends approval of the two hanging signs; approval of the door sign and hours with the telephone number eliminated; and, denial of the window lettering "Beautiful Flowers," "Beautiful Things," and "Helen Olivia".

## 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].

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”