

Docket Item #8
BAR CASE #2005-0074

BAR Meeting
July 20, 2005

ISSUE: Sign and alterations

APPLICANT: 7-Eleven, Inc.

LOCATION: 800 Franklin Street

ZONE: CL/Commercial

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

DISCUSSION:

ISSUE:

The applicant requests approval of a Certificate of Appropriateness for a sign and alterations to the 7-11 located at 800 Franklin Street. These alterations include:

Sign

A freestanding monument style sign is proposed at the northeast corner of the property at the intersection of Franklin and South Columbus Streets. The sign will be mounted at a 45 degree angle and is to be made of wood, sandblasted and painted in the standard 7-11 corporate logo and colors of red, orange, green and white. The sign itself is 4' x 4' and is mounted on a 2' brick base and is approximately 10" thick. It is not illuminated.

Alterations

In addition to the sign, two new triple head light poles are to be installed: one on the west side of the entrance on Franklin Street and the other at the north side of the entrance on South Columbus Street. The proposed light poles are approximately 20' in height. The lights will be shielded with reflectors to prevent unnecessary light spillage.

HISTORY:

800 Franklin Street is a freestanding one story retail building occupied by 7-11, a convenience store and was constructed in 1962.

The Board approved facade alterations to the building in 2003(BAR Case #2003-0236, 11/5/03).

The existing convenience store is classified as a nonconforming use and was approved to continue to operate under SUP #2003-0095, 12/16/03.

ANALYSIS:

Proposed replacement free standing sign, building alterations/ improvements comply with zoning ordinance requirements

In the opinion of Staff, the monument sign proposed is too large for this largely residential neighborhood. 7-11 stores, by their very nature, act as signs for the business. Staff believes that a somewhat smaller, horizontally oriented monument sign is more appropriate at this location rather than the standard corporate logo. Therefore, Staff recommends that the sign be deferred for restudy for a sign that responds to the residential character of the area.

Further, Staff is concerned about the amount of illumination proposed as a result of introducing two additional lights into this residential area. Staff needs a photometric plan showing the overall existing lighting levels as well as the new lighting levels in order to properly evaluate the impact of the new lights. Therefore, Staff recommends deferral of the lights and light poles until

a determination can be made regarding the amount of illumination for the property.

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

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.

Historic Alexandria:

No comment.

Transportation and Environmental Services:

F-1 Applicant shall submit a photometric lighting plan for staff evaluation to determine if proposed lighting meets minimum maintained level 2.0 foot candles with no adverse impacts to adjacent properties or public rights-of-ways. Lights to be shielded as necessary to prevent spill over and glare. (T&ES)