

Docket Item #5
BAR CASE #2005-0219

BAR Meeting
October 5, 2005

ISSUE: Signs

APPLICANT: Patricia Woodhouse

LOCATION: 619 South Washington Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two signs for the new retail business at 619 South Washington Street. The applicant is proposing to use both a hanging sign and a wall sign. The signs reading, “Bead Obsessions, Gorgeous Things, Dahling”, will have a blue background with multicolored lettering. The 2' by 3' oval shaped hanging sign will be attached to a new scroll bracket at the north corner of the building. The wall sign, measuring 5' by 10" will be located on the sign band above the bay window.

II. HISTORY:

619 South Washington Street is part of the Washington Square commercial and retail complex built in 1979.

III. ANALYSIS:

According to the applicant, the building width is approximately 22 feet. Therefore the maximum sign area allowed is 22 square feet. The proposed hanging and wall signs comply with zoning ordinance requirements.

The *Design Guidelines* state that generally only one sign per business is appropriate (Signs - Page 3). However, given the fact that this section of the historic district is both pedestrian and vehicular in nature, Staff can support two signs. In addition, the Board has approved more than one sign for previous tenants at this location.

The Boards are particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway. Therefore, requests for certificates of appropriateness for signs on Washington Street must be compatible with the memorial nature of the Parkway (Signs - Page 4). The sign meets the requirements of the 1929 agreement between the City and the Federal government concerning signs on the Parkway. The agreement required that all signs be attached to buildings and no freestanding signs be permitted within 200' of the Parkway.

Staff believes that the proposed signs meet the recommendations of the *Design Guidelines*. The design, material, and sizes of the signs are appropriate.

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 the proposed project.

Historic Alexandria:

“No comment.”