

Docket Item # 26
BAR CASE #2005-0271

BAR Meeting
December 7, 2005

ISSUE: Sign

APPLICANT: Washington Mutual

LOCATION: 277 South Washington Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval with clarification of the measurement of building tenant space and clarification of exact location on building's facade where sign will be located.

I. ISSUE:

The applicant is requesting approval of a principal use sign at 277 South Washington Street.

II. HISTORY:

The Atrium Building at 277 South Washington Street, formerly the headquarters of the Time-Life publishing group, was constructed in 1977. It was an early post-modern effort to use a Colonial Revival/Beaux Arts revival design vocabulary on a large-scale office/commercial building.

The Bar has approved signage for businesses located within the Atrium Building, including BAR2000-0079, May 17, 2000; and exterior alterations to the building itself, BAR 97-0189, approved September 17, 1997.

III. ANALYSIS:

The proposed hanging sign appears to comply with zoning ordinance requirements conditional upon measurement of building tenant space.

The proposed double-sided sign will be a projecting sign, mounted to the building's facade with a 42" black scroll bracket, and bolted to the brick with lag bolts and masonry anchors. The sign will be mounted to the bracket with eyebolts. The sign itself will be made from 24" x 36" redwood, with routed copy paint filled with white and yellow, with a painted blue background with raised border painted white. The text will read "Washington Mutual" with "Home Loans" captioned. Staff's opinion is that the proposed design and size of the sign is appropriate in this location.

The applicant needs to clarify where the proposed hanging sign will be located on the building's facade.

IV. STAFF RECOMMENDATION:

Staff recommends approval with clarification of the measurement of building tenant space and clarification of exact location on building's facade where sign will be located.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required.

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.

Historic Alexandria

“No comment.”