

Docket Item # 3  
BAR CASE #2005-0074

BAR Meeting  
June 21, 2006

**ISSUE:** Sign and alterations

**APPLICANT:** 7-Eleven, Inc.

**LOCATION:** 800 Franklin Street

**ZONE:** CL/Commercial

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**STAFF RECOMMENDATION:** Staff recommends approval of the application as submitted.

**BOARD ACTION, JULY 20, 2005:** Deferred at the request of the applicant.

(Insert sketch here)

**I. ISSUE:**

The applicant requests approval of a Certificate of Appropriateness for a sign and alterations to the 7-11 store 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 installed in a landscaped planting bed and will face Columbus Street. It will be externally lit by ground mounted lights directed at the sign face. The double faced sign will consist of an aluminum case with two routed plexiglass panels mounted on a low brick base. The sign face will be in the standard 7-11 corporate colors of red, orange, green and white and will read "7-Eleven". The case will have a dark bronze finish. The sign itself will be 2' high by 11' long. The brick base will be 18" high by 11' long. The existing sign on the facade of the building will remain.

**Alterations**

In addition to the sign, two new light fixtures will be installed in the landscaped areas at the front of the store, 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 fixtures will be comprised of two fully shielded flat lens luminaries arm mounted on square steel poles. The poles, fixtures and base will be in a dark bronze finish. The overall height of the fixtures will be approximately 20'. There currently are no pole-mounted lights on the property.

**II. 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. A condition of the SUP required the removal of an existing pole sign and required that it be replaced only with a monument sign. The SUP also required that the lighting level for the parking lot be maintained at a minimum of 2.0 foot candles and that the lighting be shielded to prevent glare on adjacent properties.

**III. ANALYSIS:**

Proposed replacement free standing sign and alterations/ improvements comply with zoning ordinance requirements.

Staff believes the proposed monument sign complies with SUP conditions and the *Design Guidelines* and is appropriate for the subject property and surrounding neighborhood. The low, horizontal sign should adequately identify the store without obtruding on the surrounding

neighborhood. The light fixtures are shielded to prevent spill-over light and are anticipated to provide increased safety without adverse effects on neighboring properties or rights-of-way.

**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 A construction permit is required for the proposed project.

Historic Alexandria:

Request seems appropriate.

Transportation and Environmental Services:

- R-1 Submit a lighting plan of no less 11" x 17", full size preferred, to the Department of Transportation and Environmental Services (upon BAR approval) to verify that lighting meets City standards. The plan shall be to the satisfaction of the Director of T&ES and shall include the following:
1. Clearly show location of all existing and proposed street lights and site lights, shading back less relevant information;
  2. A lighting schedule that identifies each type and number of fixtures, mounting height, and strength of fixture in Lumens or Watts;
  3. Manufacturer's specifications and details for all proposed fixtures; and
  4. A photometric plan with lighting calculations that include all existing and proposed light fixtures, including any existing street lights located on the opposite side(s) of all adjacent streets. Photometric calculations must extend from proposed building face(s) to property line and from property line to the opposite side(s) of all adjacent streets and/or 20 feet beyond the property line on all adjacent properties.
  - e. The approved lighting plan shall be attached to the electrical and/or building permits. (T&ES)