

Docket Item # 9
BAR CASE #2006-0129

BAR Meeting
July 5, 2006

ISSUE: Sign

APPLICANT: Dry Clean Pros

LOCATION: 706/708 Montgomery Street

ZONE: CDX Commercial

STAFF RECOMMENDATION: Staff recommends approval of the signage with the conditions of the elimination of the words "\$1.90 most garments" and that the unapproved signage be removed within 30 days of the date of the hearing.

(Insert sketch here)

I. ISSUE:

The applicant is applying for approval of a Certificate of Appropriateness for a wall mounted MDO sign at 706 Montgomery Street. The sign measures 3' by 8' and features a red background with white lettering reading 'DryClean Pros \$1.90 Most Garments'. The sign is centered above the two large full-light windows in the center of the north facade wall.

The proposed sign will replace the existing unapproved internally illuminated plastic sign.

II. HISTORY:

The building at 706 Montgomery Street is a one story masonry building that was constructed in 1942, according to the City's real estate records. This building was previously under the purview of the Parker-Gray District Board of Architectural Review but due to the westward boundary expansion of the Old and Historic Alexandria District in the year 2000, this building is now within the Old and Historic Alexandria District boundary.

In 2001, the Board considered a sign for the Scripture Church at this location, but no action was taken (BAR 2001-0290, 12/129/01).

III. ANALYSIS:

The proposed signage will comply with the zoning ordinance requirements when "\$1.90 most garments" is removed. It is classified as special advertising and is not permitted under the zoning ordinance.

The application is before the Board as a result of a citation issued to the cleaners for unapproved signs. The design proposed in this application is considerably different than the unapproved signs which have been installed.

Staff has no objection to the proposed signage once the words "\$1.90 most garments" are removed. In the opinion of Staff the proposed sign will meet the recommendations in the *Design Guidelines* and is appropriate for a building just off the George Washington Memorial Parkway.

Staff is concerned about the perpetuation of the unapproved signage and has added a condition that it be removed within 30 days of the date of the hearing.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the signage with the conditions of the elimination of the words "\$1.90 most garments" and that the unapproved signage be removed within 30 days of the date of the hearing.

CITY DEPARTMENT COMMENTS

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

Code Enforcement Bureau:

C-1 A construction permit is required for the proposed project.

C-2 Wall signs must comply with USBC.

Office of Historic Alexandria:

No comment.