

Docket Item # 4
BAR CASE #2006-0182

BAR Meeting
September 6, 2006

ISSUE: Signage
APPLICANT: Citibank by Randy Stanton
LOCATION: 108-112 South Washington Street
ZONE: CD/Commercial

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

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage for Citibank at 108-112 South Washington Street. The proposed individual letter sign will be constructed of 1/4" thick aluminum letters. The letters are blue with a red arch and will be 1'6 3/4" tall by approximately 6' in length. The wall sign will be centered above the storefront and illuminated by two black colored gooseneck lamps. The applicant is also requesting approval of 3" high white colored window lettering, "Financial Center", on the bank entrance.

II. HISTORY:

112 South Washington Street was originally constructed as an addition to the G.C. Murphy store that fronted on King Street. In 1947 the building was extended with an L shaped addition that fronted on South Washington Street with "southern architecture" style according to an article in the *Alexandria Gazette* (10/14/1947, p.7). Since the closing of the G.C. Murphy store, the addition has been divided off from the King Street portion and is now a separate retail operation. The original storefront has been remodeled several times for Kinkos and the Relax the Back store.

Additional storefront alterations were approved by the Board in 2002 (BAR Case #2002-0108, 6/5/02). The Board re-approved the alterations in 2005 (BAR Case #2005-0060, 5/4/05).

III. ANALYSIS:

The subject building width facing South Washington Street is approximately 40 feet. The maximum sign area allowed is 40 square feet. The proposed individual letter sign and window sign comply with zoning ordinance requirements.

The Board is particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. 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 applicant has worked with staff to reduce the size and change the material of the proposed individual letter sign. The original proposal called for a 2'10" tall by 10'11" long internally illuminated sign. The sign has been reduced from approximately 30 square feet to less than 10 square feet. The applicant agreed to changed the material of the sign from sintra, a pvc type material, to aluminum.

Staff believes that the current proposal meets the recommendations of the Design Guidelines and is 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 Construction permits are required for this project.

C-2 Wall letters must comply with USBC.

Historic Alexandria:

No comment.