

Docket Item # 3  
BAR CASE # 2006-0237

BAR Meeting  
November 15, 2006

**ISSUE:** Signage  
**APPLICANT:** Mariam Heydari  
**LOCATION:** 319 Cameron Street  
**ZONE:** CD/Commercial

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

(Insert sketch here)

**I. ISSUE:**

The applicant is requesting a certificate of appropriateness to install a 24” by 24” double faced, hanging sign at the center of the wood fascia board above the display window to the left of the front door. The sign will be constructed of MDO plywood and will be mounted on an iron scroll bracket. It will have a white background and black lettering and border and will read, “Helia’s Unique Women’s Apparel.”

**II. HISTORY:**

The three story brick commercial building was constructed in the early to mid-19<sup>th</sup> century according to Ethelyn Cox in Historic Alexandria Virginia Street by Street (page 5). The building features a heavy Italianate cornice at the top of the building and a slightly simpler bracketed cornice above the first story. The second and third story windows are casements with distinctive hoods and gothic tracery. The building has served a variety of uses, including grocery store, law offices and specialty shops. The Board approved alterations to the front of the shop in 1968 (10/9/1968) and signs in 1972 (5/17 1972) and 1976 (5/19/1976).

**III. ANALYSIS:**

The proposed sign complies with the zoning ordinance requirements. Staff believes the proposed hanging sign complies with the *Design Guidelines* for signs and is compatible with the historic building at 319 Cameron Street and the surrounding neighborhood. The 4 square foot size of the sign is a modest proposal for the 20’ wide building. The only other sign located on the building front is a small brass plaque, which appears to be less than 1 square foot in size and thus not subject to BAR review.

**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 Alterations to the existing structure must comply with the current edition of Uniform Statewide Building Code (USBC).
- 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 this project.

Historic Alexandria:

Request seems appropriate.