

Docket Item # 4
BAR CASE # 2007-0247

BAR Meeting
December 6, 2007

ISSUE: Signage

APPLICANT: WRIT by Charles Erwin

LOCATION: 833 South Washington Street

ZONE: CRMU-L/Commercial Residential Mixed Use

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 the M&T Bank at 833 South Washington Street. This is a corner building and a total of three signs are proposed:

South Washington Street

Above Entrance - Individual vinyl letter sign, "M&T Bank" with the bank logo. This sign measures 5' 5" in length by 8" in height.

Above the retail storefront window – same style sign, measuring 4' 5" in length and 6 ½" in height.

Green Street

Above retail storefront window – also the same style sign, measuring 8' 2" in length by 12" in height.

The three wall signs propose to use green lettering with the bank logo on a white background.

II. HISTORY:

833 South Washington Street is a two and a half story brick building constructed in a Colonial Revival design and dating from ca. 1962. The building is part of a row of one and two story buildings that make up the strip shopping center in the 800 block of South Washington Street.

The Board has approved a number of alterations and signs for this building in the last few years. In 2005 the Board approved signage for the current bank tenant, First Horizon (BAR Case #2005-0012, 2/16/05). In 1993 the Board approved the installation of signage for a previous bank tenant, First Union Bank (BAR Case #93-202, 11/3/93). In 1995 the Board approved alterations to the building for a retail tenant (BAR Case #95-119, 7/19/95) and retail signage in 1996 (BAR Case #96-0233, 10/16/96).

In 2000 the Board approved a new enclosure for a trash dumpster, and screening for the rooftop HVAC equipment for this shopping center (BAR Case #2000-0129, 7/19/00) and an exterior stair addition (BAR Case #2000-0182, 9/6/00). Also, in 2000, the Board approved signage for a previous retail tenant, Workbench (BAR Case #2000-0251, 11/15/00).

III. ANALYSIS:

The proposed signs comply with the 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. The proposed signs comply with the 1929 agreement with the National Park Service that no freestanding signs be constructed on Washington Street.

The *Design Guidelines* recommend only one sign per business. However, for corner buildings the Board routinely approves signs for both business fronts. In this instance, Staff can support more than one sign. The Board approved three wall signs for the previous bank tenant First Horizon Bank. In the opinion of staff, the proposed individual letter signs meet the recommendations of the *Design Guidelines* and are appropriate.

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 Wall letters / signs must comply with USBC [H103-H111].

F-1 The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.

Historic Alexandria:

Approve.