

Docket Item # 20
BAR CASE # 2007-0250

BAR Meeting
December 6, 2007

ISSUE: Signage
APPLICANT: Vincent Marvaso
LOCATION: 632 North Washington Street
ZONE: OC/Commercial

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

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of signage for a salon at 632 North Washington Street. The new sign is proposed to be installed on the sign band over the existing storefront window. The sign, "Tides", will have individual acrylic letters and be 14" in height and 41" in length. The words will be a blue color with a white background.

II. HISTORY:

The two-story, brick, former dwelling at 632 North Washington Street is one of a series of nine or ten rowhouses constructed on the west side of the 600 block ca. 1910. Nearly all, if not all, of the houses in the row have been converted from residential use to commercial or office use. The building at 624 North Washington Street was converted to commercial space around 1967.

Earlier this year the Board approved signage for a retail business for this location (BAR Case #2007-00031, 4/18/07) and for the existing Rubini Jewelers. As staff noted at that time, the Board has approved a number of signs and alterations to the building at 632 North Washington Street. However, all of these approvals are from 1983 or earlier. Staff was unable to locate any previous Board approval for the existing Rubini Jewelers signs.

III. ANALYSIS:

The proposed sign complies 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).

Staff believes that the proposed sign is appropriate and meets the recommendations of the *Design Guidelines*.

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:

R- Approve.