

Docket Item # 5
BAR CASE #2007-0274

BAR Meeting
January 16, 2008

ISSUE: Sign
APPLICANT: Dana Hengst
LOCATION: 321 South Washington Street
ZONE: CD/Commercial

STAFF RECOMMENDATION: Staff recommends approval of the wall sign as submitted.

BAR CASE #2007-0274
January 16, 2008

I. ISSUE:

The applicant is requesting approval of a wall sign at 321 South Washington Street. The sign will be attached to an existing plaque already affixed to the building so no additional punctures will be made in the brick. The proposed sign will measure 18” by 14.5” and will be made of 1.5” thick sandblasted urethane with a simulated wood grain finish. The sign will have a white background with navy and yellow lettering. The text will read: “SPATIUM, an interior design studio.” The “T” in Spatium will be represented by a Celtic cross symbol. Underneath the name of the business are the words “creating contemplative interior design in public and private spaces.”

II. HISTORY:

The three story, brick townhouse at 321 South Washington Street dates from c. 1855 according to Ethelyn Cox in her book *Historic Alexandria Virginia Street by Street*. The twin townhouses at 321 and 323 South Washington Street were built by Robert H. Miller as “brick tenements.” Both buildings were converted to commercial and office uses sometime after 1960, which is probably when store front bay windows were added on the first floor.

Staff did not find any prior approvals by the Old and Historic BAR for signage at 321 South Washington Street, although the existence of the plaque indicates that there was clearly a sign at this location at one time.

III. ANALYSIS:

The proposed sign complies with the zoning ordinance.

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’s opinion is that the proposed design and size of the sign is appropriate in this location. Staff believes that the proposed sign meets the recommendations of the *Design Guidelines*.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the sign as submitted.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

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

C-1 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.

Historic Alexandria

R - Recommend approval.

S - Suggest wood material instead of urethane.