

Docket Item # 14  
BAR CASE # 2007-0273

BAR Meeting  
January 16, 2008

**ISSUE:** Signage  
**APPLICANT:** Fastsigns  
**LOCATION:** 831 South Washington Street  
**ZONE:** CRMU/Commercial, Residential, Mixed Use

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**STAFF RECOMMENDATION:** Staff recommends approval of the application with the condition that the phone number be removed from the window sign.

(Insert sketch here)

**I. ISSUE:**

The applicant is requesting approval of replacement signage for a dental office at 831 South Washington Street. The proposed signage will mirror existing signage which is currently installed directly to the window on the front façade of the building and affixed to the brick façade above the window. The sign attached to the window, “McMillan & Winkler Aesthetic, Implant and Sedation Dentistry 549-3300”, will have individual acrylic lettering and be 23” in height and 54” in length. The lettering and center graphic will be white vinyl. The wood sign that currently reads “Dental Care,” will stay in place with the only change coming in the form of a new centralized medallion that has a diameter of 24”. The medallion is green and white in color.

**II. HISTORY:**

831 South Washington Street is a one story brick retail building constructed as part of a Colonial Revival style strip shopping center in 1951, according to the Sanborn Insurance map.

In 1997 the Board approved signage for LES RATNER DENTAL CARE, at 831 South Washington Street (BAR 1997-0009). Prior to that the Board approved a wall and window sign ARTWORKS ANIMATION ART, in the early 1990’s.

**III. ANALYSIS:**

The proposed sign complies with zoning ordinance requirements.

In accordance with the Design Guidelines staff strongly discourages the proposed inclusion of a phone number on the window sign. Although the existing signage includes a telephone number staff feels that this is an opportunity for the board to correct what staff feels is an inappropriate addition rather than a precedent set to keep the phone number.

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* with the condition that the phone number be removed from the window sign.

**IV. STAFF RECOMMENDATION:**

Staff recommends approval of the application with the condition that the phone number be removed from the window sign.

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- Approve.