

Docket Item # 9
BAR CASE # 2008-0056

BAR Meeting
May 7, 2008

ISSUE: Signage
APPLICANT: Back to Health Center, PLLC
LOCATION: 900 Prince Street
ZONE: CL/Commercial

STAFF RECOMMENDATION: Staff recommends approval of the application, with the condition that the services line on the window signs be deleted.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage for a new business located at 900 Prince Street. The proposed signage consists of one double-sided projecting sign and two window signs. The MDO hanging sign will measure 42” x 36”, and will be mounted on a 48” black iron scroll bracket, attached to the building through the masonry joints, above the main corner entrance. The sign will read “back to health center” with an emblem of a spine and a “B”, both in teal with a white background.

The two window signs are on large plate glass display windows on the Prince Street and South Alfred Street elevations. Both window signs will consist of white reverse lettering attached to the window from the inside of the two large display windows which measure 87” x 79” on the Prince Street façade and 60” x 79” for the South Alfred Street façade, and will measure approximately 2.5 square feet in sign area for each frontage. The text is proposed to read “back to health center”; with the spine incorporated into the letter “B” emblem; “Dr. Shara Posner, Chiropractic Nutritionist”; and the bottom line listing services, “chiropractic nutrition massage physical therapy.”

II. HISTORY:

900 Prince Street is a two story, flat roofed commercial building that was originally constructed in 1915 as the Mount Vernon Dairy and was subsequently modified on a number of occasions and by 1958 was an automobile sales and service building. In the period 1975-1980 the Board approved a number of alterations to the building including additions.

In 2007, the Board approved some additional minor alterations to the building, including a new exterior light fixture and a new transom (BAR Case #2007-0203). Also, the Board reviewed an after-the-fact application for painting of non-painted masonry (BAR Case #2007-0240). The Board’s decision was tied 3-3 vote, and the case has been appealed to City Council to be heard in June.

III. ANALYSIS:

Proposed signs comply with Zoning Ordinance requirements.

The *Design Guidelines* recommend generally only one sign per business as appropriate. On corner buildings, the Board has often approved two signs, one on each frontage of the building. Consistent with the guidelines’ general direction and with the Board’s practice on corner buildings, staff recommends that the three proposed signs are appropriate. The signs are compatible in size to the building and have a high quality design. However, Staff recommends that the services listed on the window signs be deleted.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application, with the condition that the services line on the window signs be deleted.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 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.

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

Historic Alexandria:

Approve.