

Docket Item # 13
BAR CASE #2008-0065

BAR Meeting
May 21, 2008

ISSUE: Signs and Lighting
APPLICANT: Ron Hamed
LOCATION: 809 South Washington Street
ZONE: CRMU/L, Commercial

STAFF RECOMMENDATION: Staff recommends approval of the application with the following conditions:

1. That the BENJAMIN MOORE sign on the north storefront window sign band be deleted;
2. That the BENJAMIN MOORE sign *may* be replaced with another OLD TOWN HARDWARE sign identical to the one on the south storefront window sign band; and
3. That the second story OLD TOWN HARDWARE and BENJAMIN MOORE sign be deleted.

Insert sketch map here.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage and lighting for Ace Hardware at 809 South Washington Street. All signs will be composed of painted individual aluminum letters. The applicant proposes the following four signs and lighting:

Entrance sign

The ACE logo sign will be installed above the entrance to the store. The red sign will measure 1' in height and 2' 3 3/4" in length.

Storefront window signs

There will be a sign on either side of the main entrance, both on the sign band above the storefront window: OLD TOWN HARDWARE above the south window and BENJAMIN MOORE above the north window. The dark green OLD TOWN HARDWARE sign will measure 9" in height and 9' 7 3/8" in length and the red BENJAMIN MOORE sign will measure 8" in height and 7' 5/8" in length.

Second story sign

Another sign, OLD TOWN HARDWARE, with BENJAMIN MOORE underneath, will be installed on the second floor above the Next Day Blinds window fronting Washington Street. The OLD TOWN HARDWARE portion will measure 1' by 12' 9 3/4" and the BENJAMIN MOORE portion will measure 11" by 9' 8 3/8". The white signs will be illuminated by existing gooseneck lights.

Lighting

The applicant will also install gooseneck lighting above the storefront signs. The metal lights will be painted a flat white color.

II. HISTORY:

809 South Washington Street is part of a commercial strip built between 1955 and 1958, according to the Sanborn Fire Insurance maps, in a simple Colonial Revival style.

The Board approved façade alterations and signage for the prior tenant, Storehouse Home Furnishings, on December 21, 1994 (BAR Case #94-0205). The Board has approved a number of other building alterations and signage for this commercial strip over the years.

III: ANALYSIS:

The proposed wall signs, with the exception of the Benjamin Moore signs, comply with zoning ordinance requirements. The Benjamin Moore signs are classified as "special advertising" and are not permitted under the zoning ordinance.

The Board is particularly concerned with the maintenance and memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street.

Therefore, requests for signage on Washington Street must be compatible with the memorial nature of the parkway.

The *Design Guidelines* recommend only one sign per business as appropriate. In this instance, because the business has two street frontages (the store occupies the entire second floor of the building fronting on Washington Street and Jefferson Street) and because it is in an area of the historic district that is both pedestrian and vehicular in nature, staff has no objection to the installation of more than one sign for this business.

However, Staff believes that four signs are excessive. Staff recommends that the second story sign be deleted because it will be minimally visible and unnecessary given the street level signage. (The Board previously approved a second story sign for Storehouse; however, that sign was installed along the Jefferson Street frontage and the Washington Street signage for Storehouse was limited to a single sign, unlike the proposal set forth by the applicant). Although it would mean three signs along Washington Street, Staff would not object to replacing the BENJAMIN MOORE sign next to the main entrance with another OLD TOWN HARDWARE sign exactly like the sign to the south because it will help balance the front entry.

The proposed signs, with the changes recommended by Staff, meet the recommendations contained in the *Design Guidelines* and are compatible with the memorial character of the Parkway.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the following conditions:

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2. That the BENJAMIN MOORE sign *may* be replaced with another OLD TOWN HARDWARE sign identical to the one on the south storefront window sign band; and
3. That the second story OLD TOWN HARDWARE and BENJAMIN MOORE sign be deleted.

V. 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.

Office of Historic Alexandria:

R-1 Approve.

VI. IMAGES

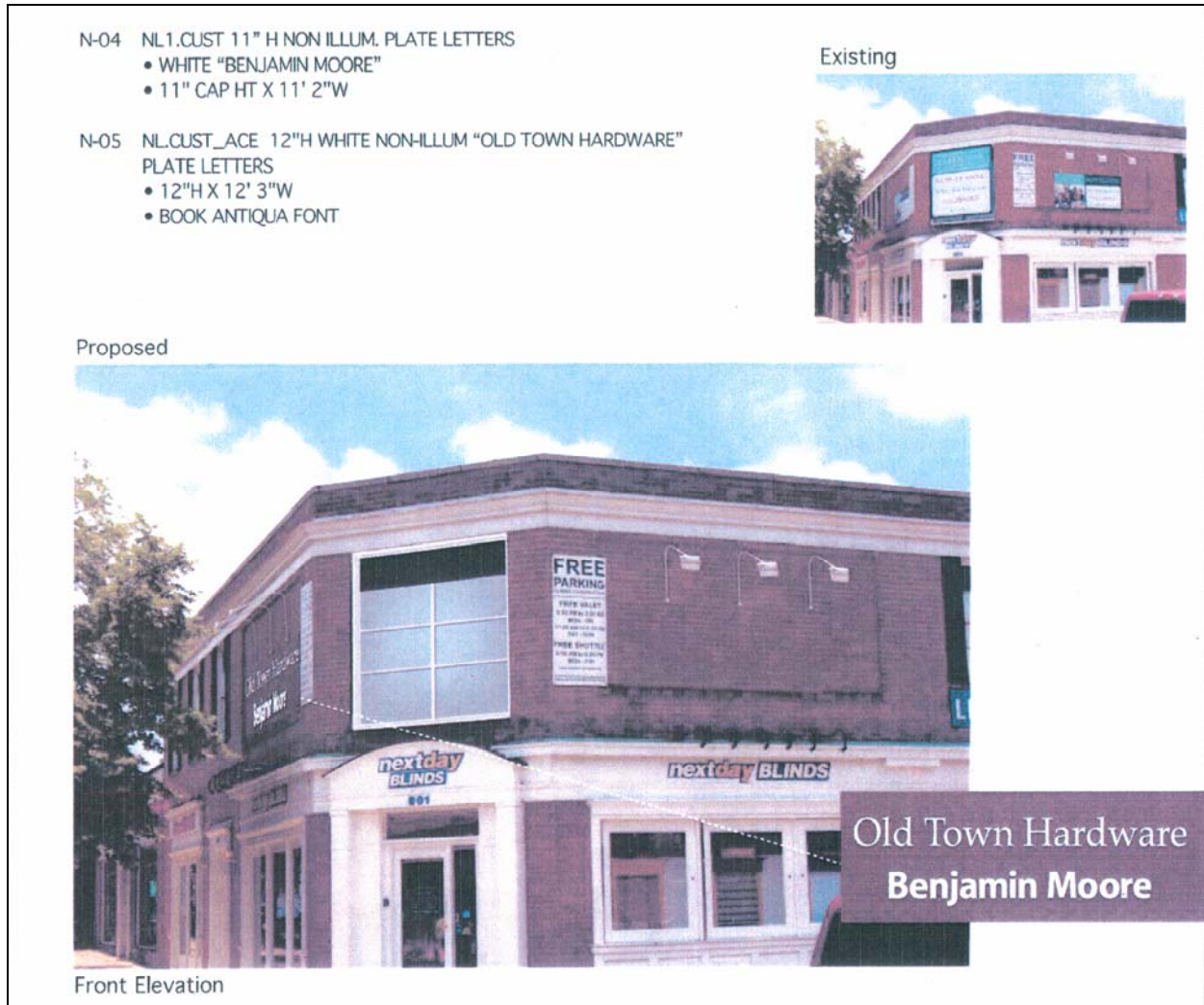


Figure 1. Existing and proposed signage for 809 S. Washington Street at corner.

N-01 NL1.12_AHDWR 12"H NON-ILLUM "ACE" PLATE LTRS - RED
• 12"H X 27-3/8"W

N-02 NL.CUST_ACE 9"H DRK GRN NON-ILLUM "OLD TOWN HARDWARE" PLATE LTRS
• 9"H X 110"W
• BOOK ANTIQUA FONT

N-03 NL.CUST_ACE 8"H RED NON-ILLUM "BENJAMIN MOORE" PLATE LTRS
• 9"H X 93"W

Proposed



Front Elevation

Existing



NOTE:
Add Gooseneck Lighting
Over Windows.

Figure 2. Existing and proposed signage for 809 S. Washington Street.

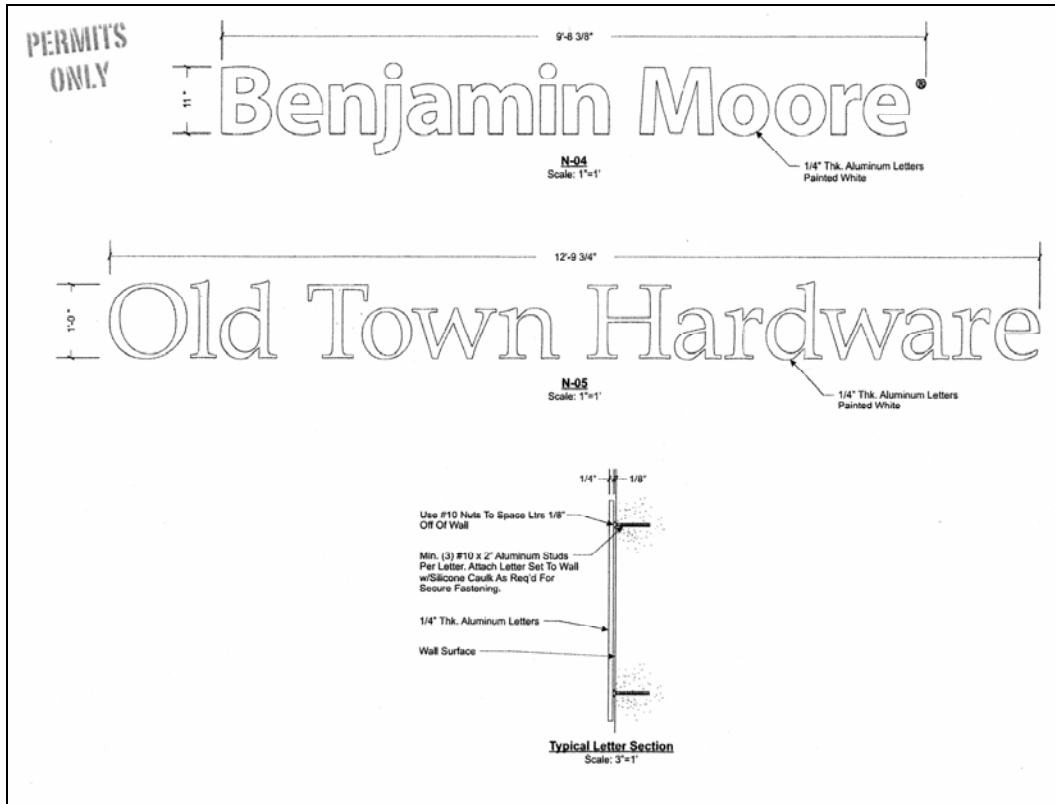


Figure 3. Specifications for proposed signage.

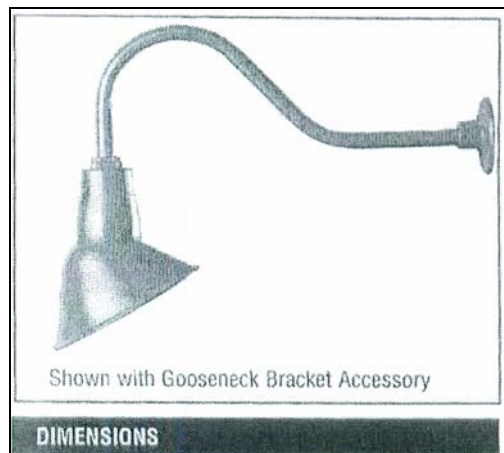


Figure 4. Proposed lighting for signage.