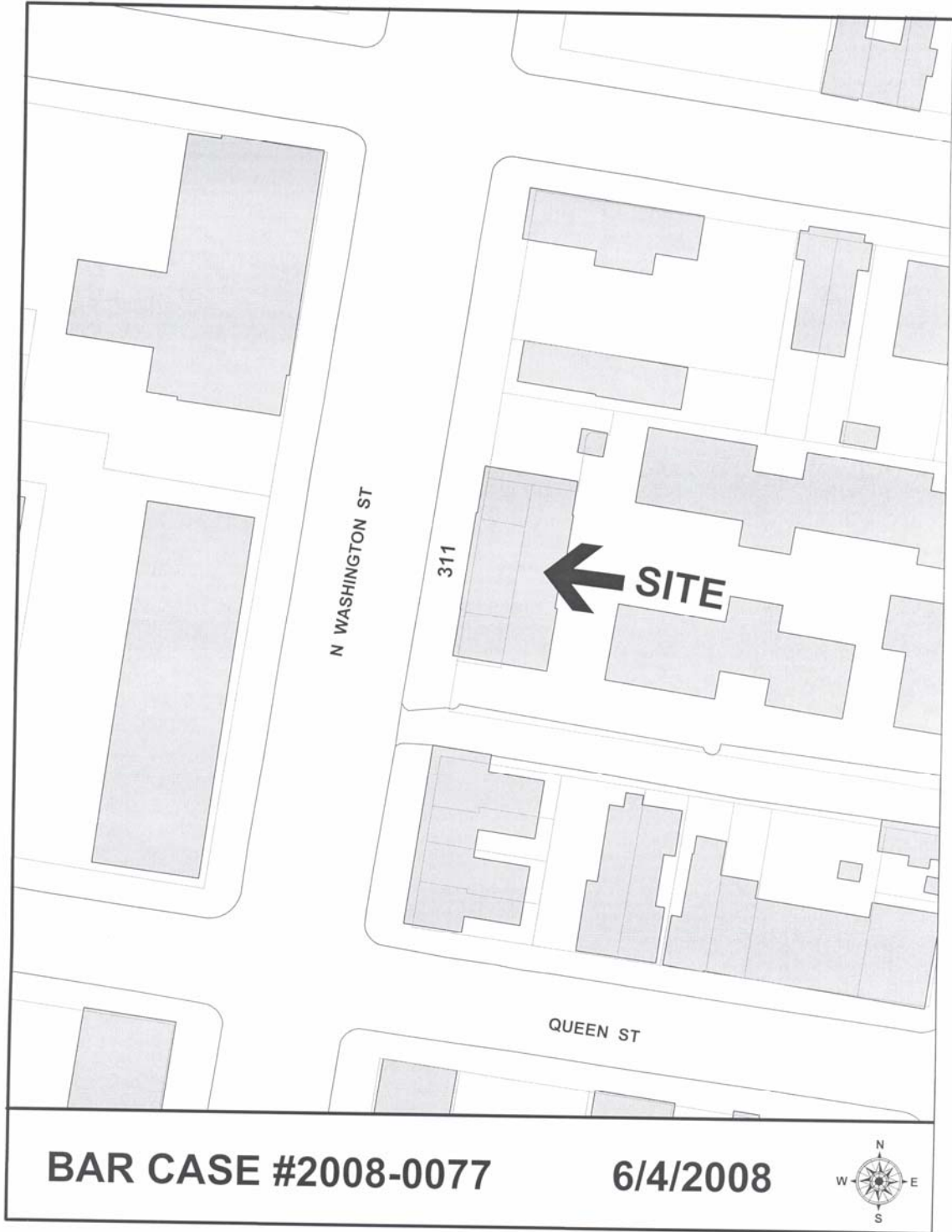


Docket Item # 6
BAR CASE #2008-0077

BAR Meeting
June 4, 2008

ISSUE: Signage
APPLICANT: Aida Fekir
LOCATION: 311 North Washington Street
ZONE: CD/Commercial

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



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two signs - a hanging sign and a wall sign - at 311 North Washington Street.

Hanging Sign

The hanging sign will measure 24” by 24” and will be hung from a black metal scroll bracket mounted above the first floor windows to the north of the spa entrance. The sign bracket will be anchored into the mortar joints. The wood (MDO) sign will have a white background with the outline of a face in a medium blue color and the name of the business, “AIDA SPA” in navy blue lettering.

Wall Sign

The wall sign will measure 8.5” by 11” and will be located to the right of the entrance to the spa. Like the hanging sign, the wall sign will have a white background with the outline of a face in a medium blue color and the name of the business, “AIDA SPA”, in navy blue lettering. In addition, the wood sign will also contain the words “AESTHETICIAN SINCE 1983” and “PARIS”.

II. HISTORY:

The two-and-a-half story brick commercial building at 311 North Washington Street was constructed in 1977 according to the City’s real estate records as part of a larger development of commercial buildings called Brockett’s Crossing.

Staff could find no Board approvals for 311 North Washington Street.

III. ANALYSIS:

The proposed signs comply with zoning ordinance requirements.

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* state that, “generally, only one sign per business is appropriate.” In this instance, because there is no other signage associated with this row of commercial brick townhouses (the row includes 309, 311 and 313 North Washington Street), Staff recommends approval of both signs. The hanging sign is appropriate and the wall sign is modest in size.

The proposed signs 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 as submitted.

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.
- C-2 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.

Office of Historic Alexandria:

- R-1 Approve.

VI. ATTACHMENTS



Figure 1: Hanging sign



Figure 2: Wall sign



Figure 3: Sign locations