

Docket Item # 13  
BAR CASE #2008-0085

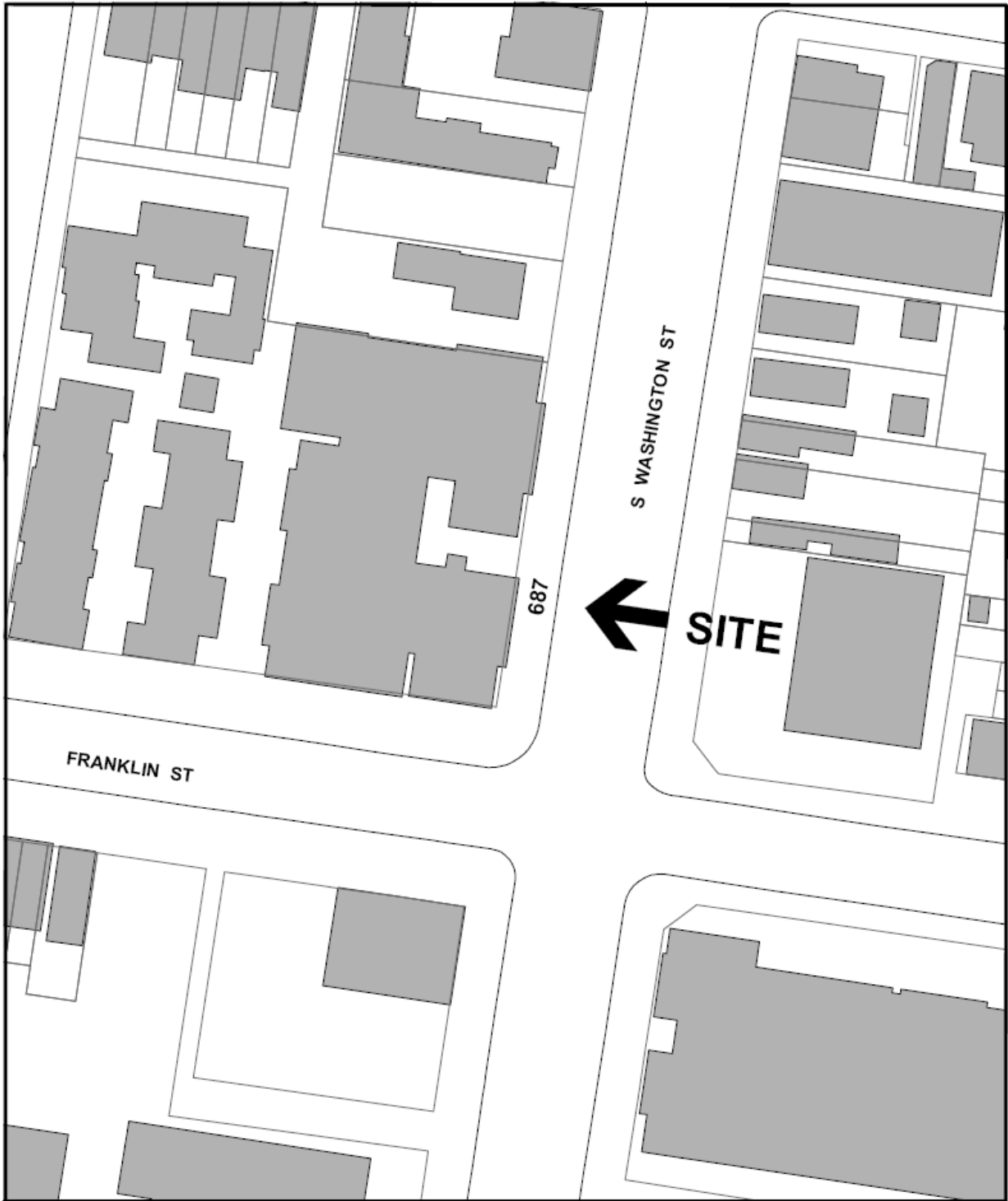
BAR Meeting  
June 18, 2008

**ISSUE:** Signage  
**APPLICANT:** Anthony Houston  
**LOCATION:** 687 S. Washington Street  
**ZONE:** CD/Commercial Downtown

---

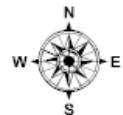
**STAFF RECOMMENDATION:** Staff recommends approval of the proposed signage for Joy Houston with the following conditions:

1. That the applicant remove the website from the hanging sign.



**BAR CASE #2008-0085**

**6/18/2008**



**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for two signs for Joy Houston Bridal at 687 South Washington Street. A double-sided hanging sign is proposed to be installed on an existing scroll bracket located above the storefront. The MDO sign is 30" by 24" and has a burgundy background with white lettering of the business name and website. The sign reads ■Joy Houston, www.joyhouston.com.●

The applicant is also requesting approval of a 9" by 8' wall sign. The MDO sign will have a burgundy background with white lettering and read "Joy Houston Bridal."

**II. HISTORY:**

687 South Washington Street is part of Washington Square, a commercial and retail complex constructed in 1979.

In 2004, the Board approved a hanging sign and a wall sign for Trocadero Oriental Rug Gallery (BAR Case #2004-0243, 11/17/04). In 1995, the Board approved a hanging sign for Alan Marschke's Oriental Rug Gallery (BAR Case #95-113, 7/19/95). In 1982, the Board approved signs for Potomac Broadsailing (6/16/82).

**III: ANALYSIS**

The proposed hanging sign complies with zoning ordinance requirements.

The *Design Guidelines* state that generally only one sign per business is appropriate (Signs - Page 3). However, given the fact that this section of the historic district is both pedestrian and vehicular in nature, Staff can support two signs. The Board has approved more than one sign for previous tenants at this location.

The Boards are particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway. Therefore, requests for certificates of appropriateness for signs on Washington Street must be compatible with the memorial nature of the Parkway (Signs - Page 4). The sign meets the requirements of the 1929 agreement between the City and the Federal government concerning signs on the Parkway. The agreement required that all signs be attached to buildings and no freestanding signs were permitted within 200' of the Parkway.

Staff believes that the proposed signs meet the recommendations of the *Design Guidelines* with the exception of the website for the business. The design, material, and sizes of the signs are appropriate. Staff recommends approval of the signs as proposed but with the elimination of the website.

**IV. STAFF RECOMMENDATION:**

Staff recommends approval of the signage for Joy Houston Bridal with the following condition:

1. That the applicant remove the website from the hanging sign.

**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.

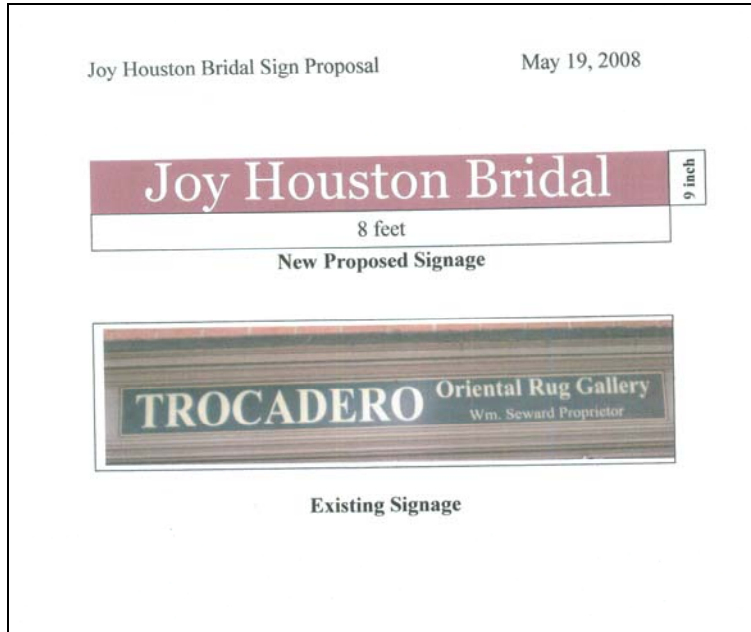
C-1 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.

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.

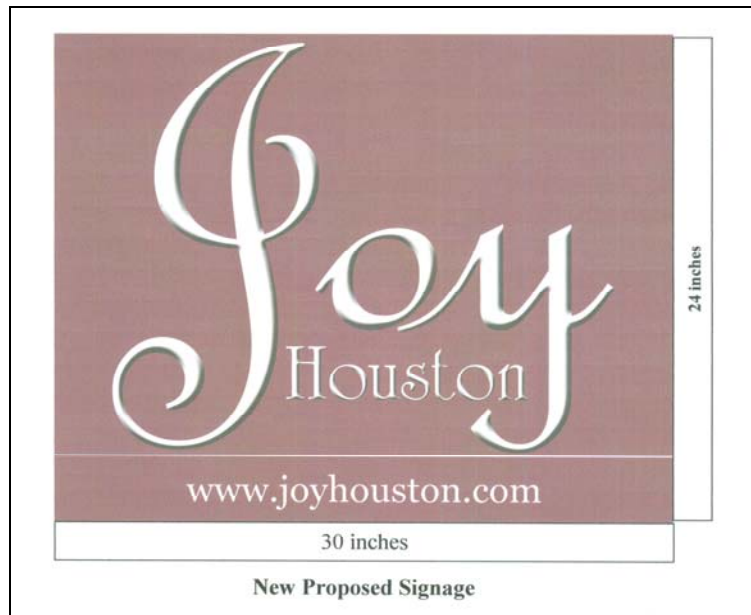
Office of Historic Alexandria:

No comments received.

**VI. IMAGES**



**Figure 1. Existing and proposed wall sign.**



**Figure 2. Proposed hanging sign.**