

Docket Item # 4
BAR CASE # 2008-0103

BAR Meeting
July 9, 2008

ISSUE: Signage
APPLICANT: Red Peg Marketing
LOCATION: 727 N. Washington Street
ZONE: CDX, Commercial Downtown Zone

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



BAR CASE #2008-00103

7/09/2008



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage for an existing business located at 727 N. Washington Street. The applicant proposes an additional sign to be installed on the Madison Street elevation and to match exactly the existing sign on N. Washington Street. The proposed sign, "REDPEG Marketing," measures 2.4' by 10' and includes an abstract business logo. The sign will be mounted on the north elevation fronting Madison Street in the wall area between the first and second stories. The colors of the reverse channel lettering and logo are black, red, and white. The sign is proposed to be halo lit. The proposed sign matches what was approved by the Board in 2005 for the N. Washington Street elevation.

II. HISTORY:

727 North Washington Street is a four story freestanding brick office building with a large metal mansard roof and imbedded surface parking that was constructed in 1979, according to information on the Sanborn Fire Insurance Maps.

The Board approved new window openings on the second, third and fourth floors of the south wall of the building (BAR Case #2003-0030, 3/5/03, BAR CASE #2003-0274 12/17/03). The Board also approved signage for Momentum Marketing (BAR Case #2003-0086, 6/4/03). In 2005, the Board approved the current signage for Red Peg Marketing (BAR Case #2005-0007, 3/16/05). For BAR Case #2005-0007, the applicant had originally proposed red colored LED lighting and a larger square footage. The Board deferred the application for restudy and to allow the applicant additional time to discuss the design with the applicant. The applicant revised the design to eliminate the LED lighting and to reduce the overall square footage.

III. ANALYSIS:

Proposed signage complies with zoning ordinance requirements.

This building is located on Washington Street and thus the proposed signage must be compatible with the Washington Street Guidelines. This modern commercial building is located in an area of Washington Street with large modern commercial buildings. The proposed signage maintains the character and scale of this area.

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*'s general direction and with the Board's practice on corner buildings, Staff recommends that two signs are appropriate for this location. The signs are compatible in size to the building and appropriate for a corner location.

The *Design Guidelines* state that the appropriateness of halo lit signage should be considered by the Board on a case-by-case basis. In this circumstance, the Board has previously determined that a halo lit sign is acceptable for this building. Due to the building's size, the size of the signage, and the proposed location facing a gas and service station, Staff finds a second halo lit sign acceptable.

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:

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.

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

Historic Alexandria:

No comment.

VI. IMAGES



Figure 1. Existing signage on N. Washington elevation.

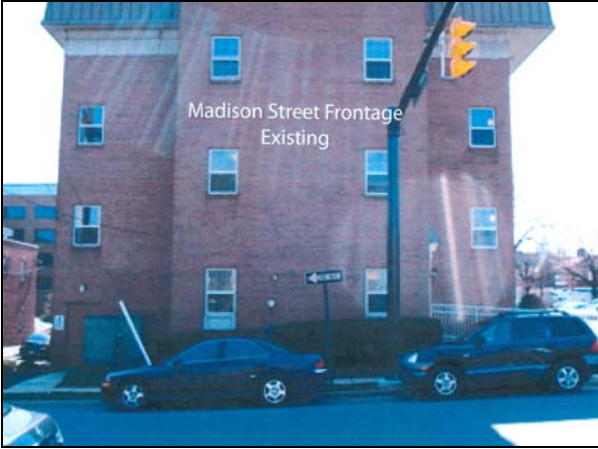


Figure 2. Current Madison Street elevation.

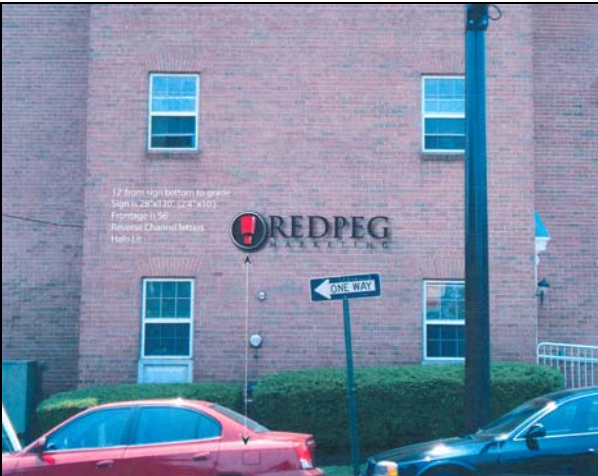


Figure 3. Madison Street elevation with proposed signage.