

Docket Item # 13
BAR CASE #2008-0145

BAR Meeting
September 17, 2008

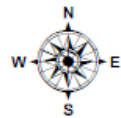
ISSUE: Signage
APPLICANT: New Sign Industries
LOCATION: 124 South West Street
ZONE: CD/Commercial

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the sign and light fixtures be mounted through the mortar joints rather than through the brick.



BAR CASE #2008-0145

9/17/2008



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage and corresponding light fixtures at 124 South West Street. The applicant is proposing the installation of new wall signs that will measure 7' ¼" by 12", and 7' ¼" by 6". The sign will read "Chase" and "Home Loans," respectively. The sign will be constructed of aluminum plate letters painted white semi-gloss with the exception of the Chase graphic which will be painted blue. The proposed sign will be mounted in a recessed bay on the first floor of the South West Street Elevation above the storefront windows. The applicant is proposing to install two aluminum, goose neck light fixtures which will protrude 22' from the façade, be 11" tall, and have a shade diameter of 9 ½". The lighting is proposed to be installed on the second floor of the building above the new signage, positioned mid height and width between the existing windows.

II. HISTORY:

The construction of the office building at 124 South West Street was approved by the Board in August 2002, BAR 2002-0197. The building is located on a triangular shaped lot that is located at the visually prominent intersection of Prince, Commerce and West Streets.

There has been no previous signage approved by the Board at this location.

III: ANALYSIS

The proposed signs comply with zoning ordinance requirements.

In Staff's opinion, the proposed signage and lighting meets the requirements of the Design Guidelines and is appropriate for this 21st –century building in the Old and Historic District. Therefore, Staff recommends approval of the application with the condition that the sign and light fixtures be mounted through the mortar joints rather than through the brick.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the sign and light fixtures be mounted through the mortar joints rather than through the brick.

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. IMAGES

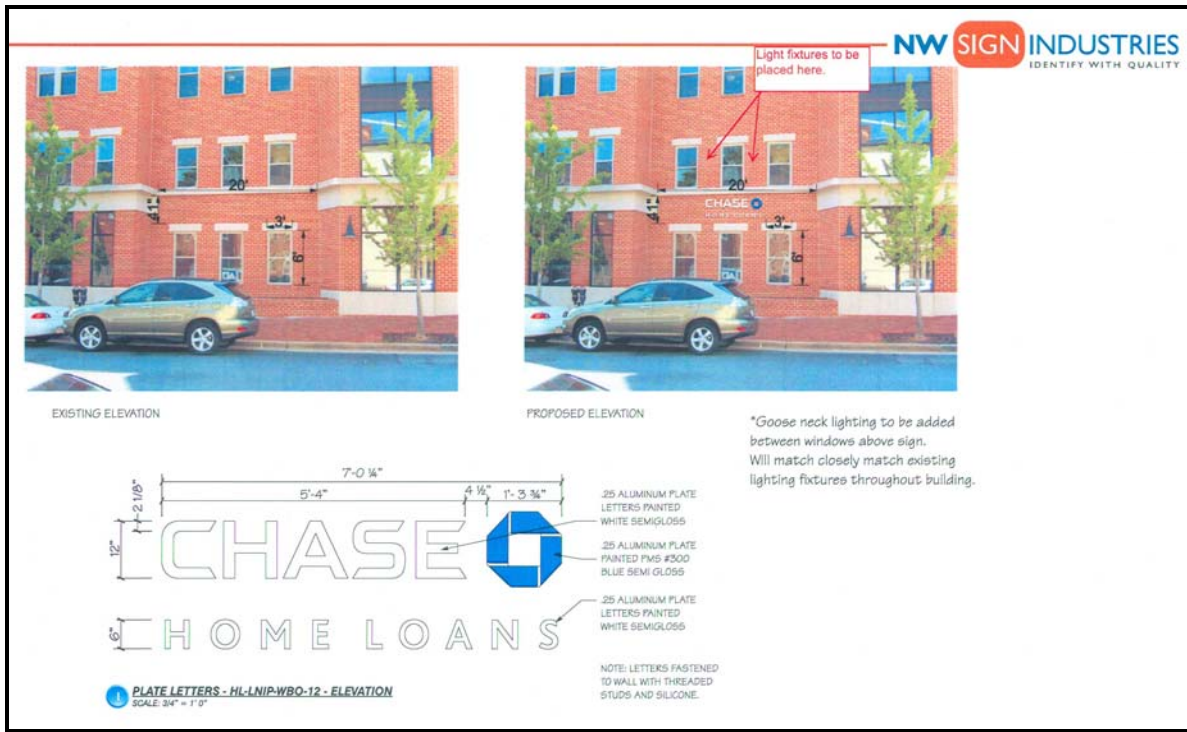


Figure 1 Elevation showing proposed new sign location.

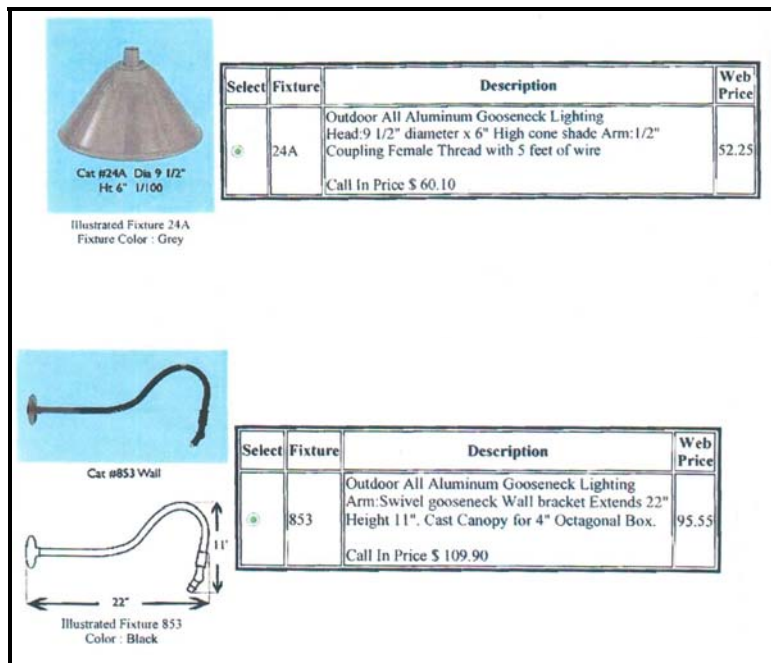


Figure 2 Detail of proposed light fixtures.