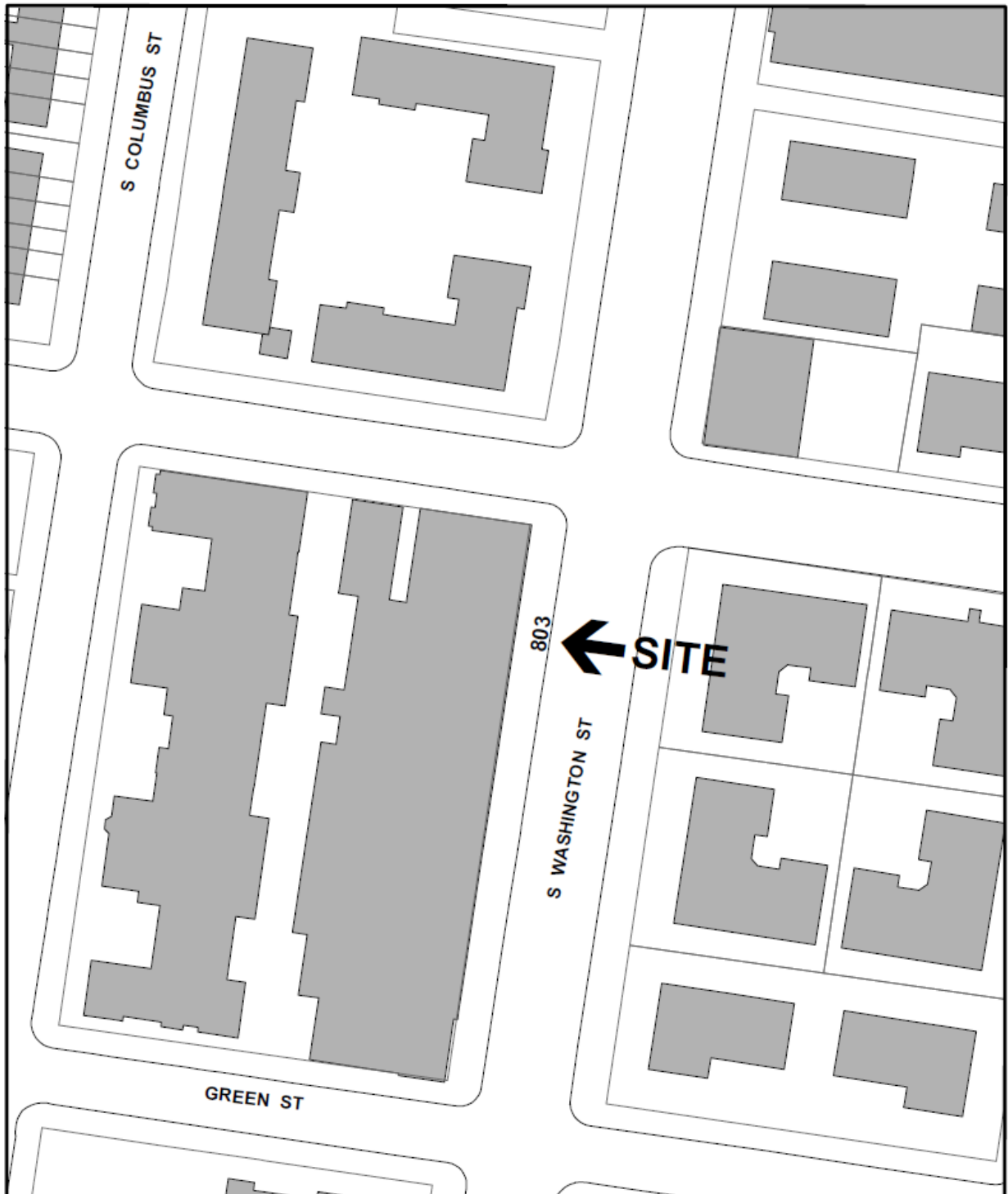


Docket Item # 9
BAR CASE #2008-0156

BAR Meeting
October 1, 2008

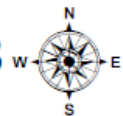
ISSUE: Signage
APPLICANT: Healthy Back Store
LOCATION: 803 South Washington Street
ZONE: CRMU/L, Commercial

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the sign consist of individual aluminum pin mounted letters with a baked enamel paint finish.



BAR CASE #2008-0156

10/1/2008



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a sign, HEALTHY BACK STORE, at 803 South Washington Street. Individual blue PVC letters are proposed to be mounted on a white PVC board measuring 13' 7.5" by 16". The blue and white sign will be mounted on the molding above the entrance to the store.

II. HISTORY:

According to the Sanborn Fire Insurance maps, 803 South Washington Street is part of a simple Colonial Revival style commercial strip built between 1955 and 1958.

On January 15, 2003, the Board approved signage and lighting for the previous tenant at this location, JOANNE'S BED & BACK (BAR Case #2002-0317). The Board has approved a number of other building alterations and signage requests for this commercial strip over the years, most recently at the adjacent business, ACE HARDWARE (BAR Case #2008-0065, July 9, 2008).

III. ANALYSIS:

The proposed wall sign complies with zoning ordinance requirements.

The *Design Guidelines* generally recommends that buildings with multiple retail tenants have a sign plan with coordinated graphics. Although a coordinated sign program does not exist for this property, there is some consistency among the majority of the signs. With the exception of two signs, the businesses are identified by either individual letter pin mounted signs or signs painted on the molding above the entrance. In the opinion of Staff, the proposed sign should be composed of individually mounted pin letters spelling out HEALTHY BACK STORE, thus eliminating the PVC backing board proposed to cover the existing wood trim. Because the Board generally discourages the use of PVC or plastic material in the historic districts Staff recommends that the letters be constructed of aluminum with a baked enamel paint finish.

The *Design Guidelines* specifically state that "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 proposed sign, with the changes recommended by Staff, will meet the recommendations contained in the *Design Guidelines*.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the sign consist of individual aluminum pin mounted letters with a baked enamel paint finish.

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 Recommend approval.

National Park Service:

No comments received.

VI. IMAGES



Figure 1: Proposed signage and photo rendering.