

Docket Item # 7
BAR CASE #2008-0181

BAR Meeting
November 5, 2008

ISSUE: Signage
APPLICANT: Tim Traywick
LOCATION: 821 South Washington Street
ZONE: CRMU/L, Commercial

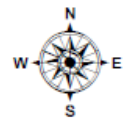
STAFF RECOMMENDATION: Staff recommends approval of the application with the following conditions:

1. That the foam backing board be deleted; and,
2. That the sign consist of individual pin mounted or painted letters.



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I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a sign, SLEEPY'S, at 821 South Washington Street. The individual red letters are proposed to be mounted on a 1 ½" deep white foam board with an inset gold leaf border. The sign will measure 10' by 2' and will be mounted above the entrance to the store. The sign will be illuminated by an existing light fixture.

II. HISTORY:

According to the Sanborn Fire Insurance maps, 821 South Washington Street is part of a simple Colonial Revival style commercial strip built between 1955 and 1958.

The Board has approved a number of building alterations and signage requests for this commercial strip over the years, most recently at ACE HARDWARE (BAR Case #2008-0065, July 9, 2008) and HEALTHY BACK STORE (BAR Case #2008-0156, October 1, 2008). On October 15, 2003, the Board approved signage and lighting for the previous tenant at this location, BOMBAY (BAR Case #2003-0233).

III: ANALYSIS:

The proposed wall sign complies with zoning ordinance requirements.

The *Design Guidelines* generally recommend 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 either be composed of individually mounted pin letters or painted on the storefront above the entrance, thus eliminating the foam backing board. Another reason to delete the foam board is that the BAR generally discourages the use of plastic material in the historic districts.

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." Once the proposed sign is revised to conform to the changes recommended by Staff, the signage will meet the recommendations contained in the *Design Guidelines*.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the following conditions:

1. that the foam backing board be deleted; and,
2. that the sign consist of individual pin mounted or painted letters.

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

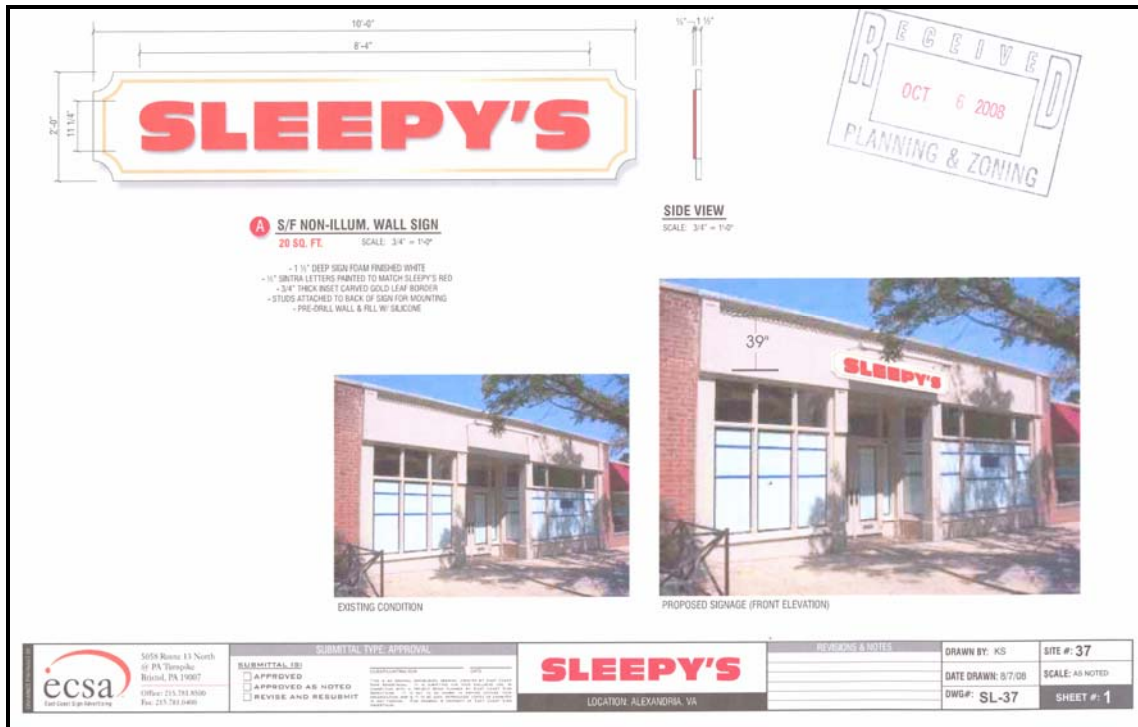


Figure 1: Proposed signage



Figure 2: Site photos

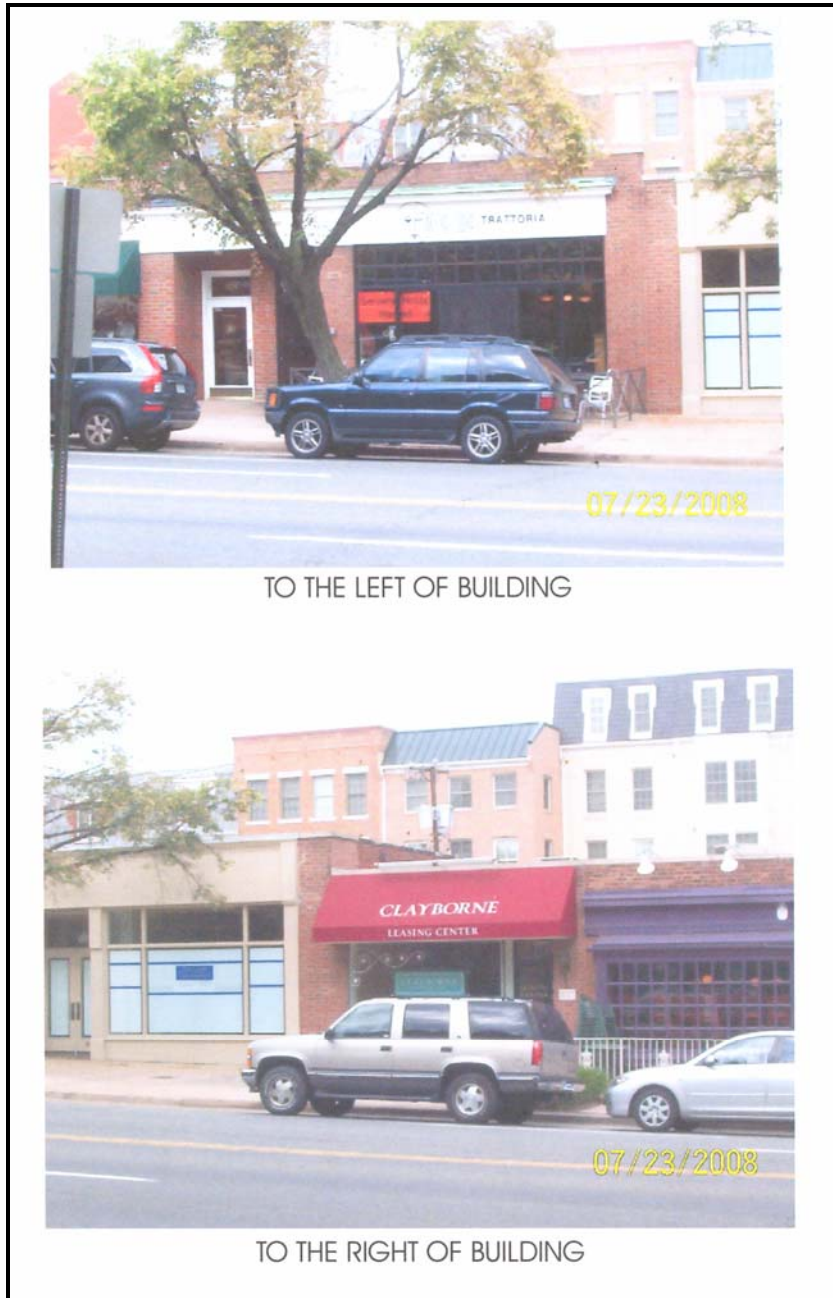


Figure 3: Adjacent properties