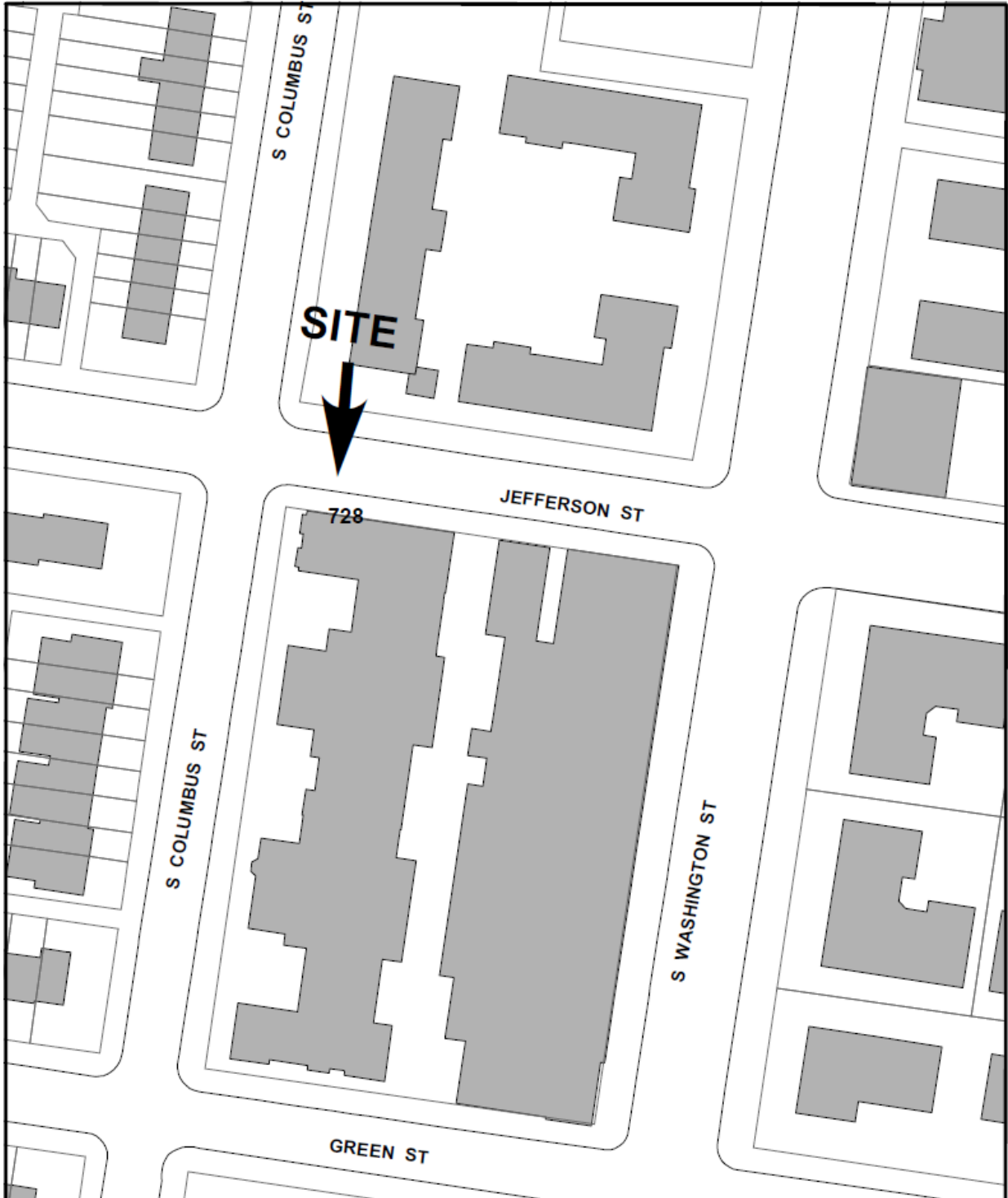


Docket Item # 13
BAR CASE #2008-0189

BAR Meeting
November 5, 2008

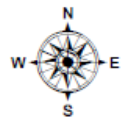
ISSUE: Signage
APPLICANT: The Sign Shop
LOCATION: 728 Jefferson Street
ZONE: CRMU/L, Commercial

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the signs be anchored into the mortar joints and not into the brick.



BAR CASE #2008-0189

11/5/2008



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two individual letter signs and applied door graphics for EDWARD JONES INVESTMENTS at 728 Jefferson Street. The wall signs will be located over the two entrances to the business – one on Jefferson Street and the other on South Columbus Street. The vinyl graphics will be applied to both entrance doors.

The individual aluminum letters above each door will be factory finished in white and will be stud mounted. The Jefferson Street sign is proposed to measure approximately by 15.5' by 12" and the South Columbus Street sign is proposed to measure approximately 18.5' by 15". The door graphics will be green with white lettering and will measure 15" by 21.6", with the name of the financial adviser listed below in white letters. The signs will not be illuminated.

II. HISTORY:

The retail space at 728 Jefferson Street is part of the larger Clayborne development, a mixed-use retail and residential development recently constructed and approved by Planning Commission and City Council as a Development Special Use Permit (DSUP #2003-0020). The Board approved the project in concept on June 18, 2003 (BAR Case #2003-0054) and approved the final development plans on August 18, 2004 (BAR Case #2004-0140). Edward Jones Investments is the first retail tenant to submit an application to the Board for signage.

III: ANALYSIS:

The proposed wall signs and applied door graphics comply with zoning ordinance requirements.

The *Design Guidelines* generally recommend that only one sign per business is appropriate. However, given that this is a corner business with two street frontages and that the signs will not be illuminated, Staff recommends approval of signage on both elevations. The *Guidelines* also state that "On masonry buildings, signs should be anchored through the mortar joints rather than directly into the masonry unit (e.g. brick) itself. Therefore, Staff recommends approval of the application with the condition that the wall signs be anchored into the mortar joints and not into the brick.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the signs be anchored into the mortar joints and not into 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.

Office of Historic Alexandria:

R-1 Approve.

VI. IMAGES

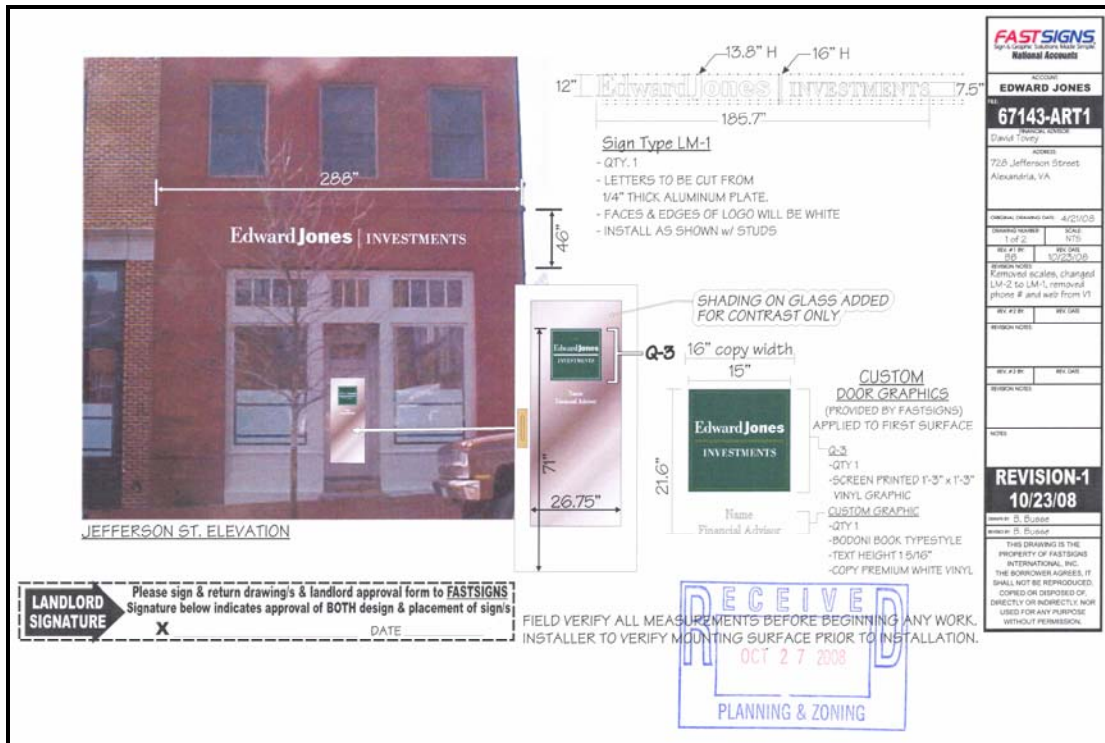


Figure 1: Jefferson Street elevation

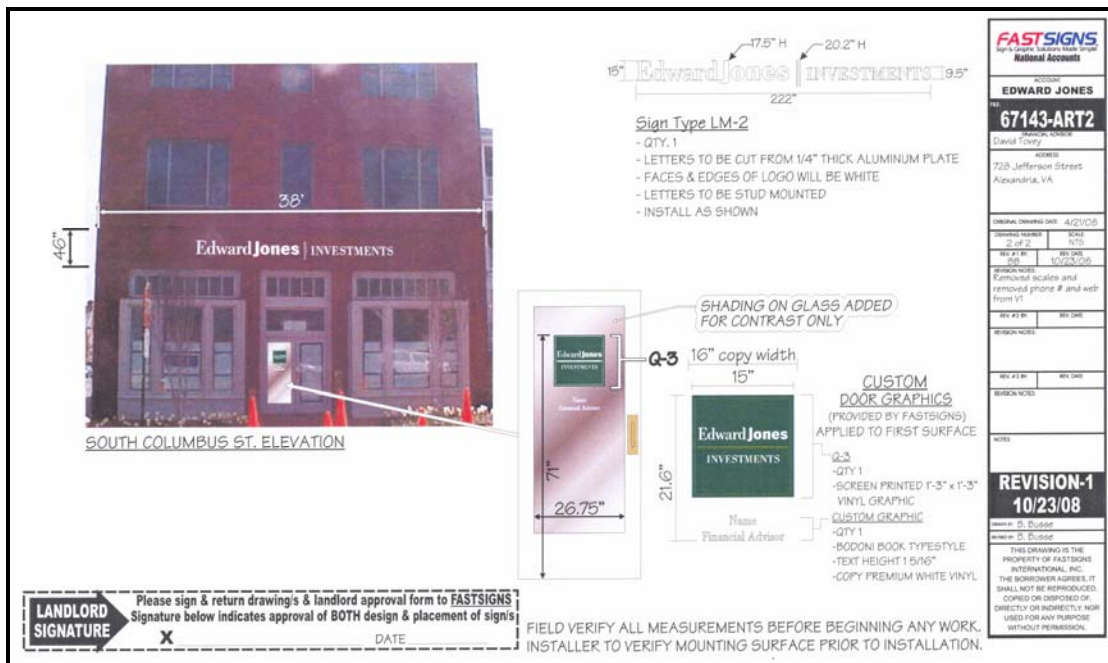


Figure 2: South Columbus Street elevation

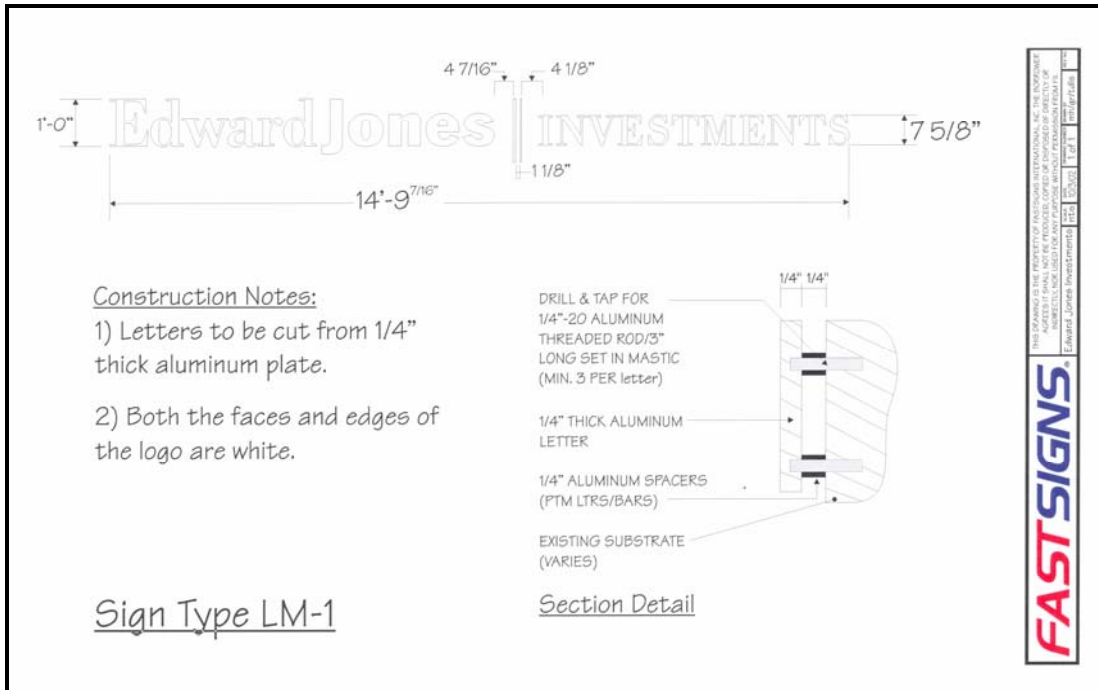


Figure 3: Jefferson Street sign detail

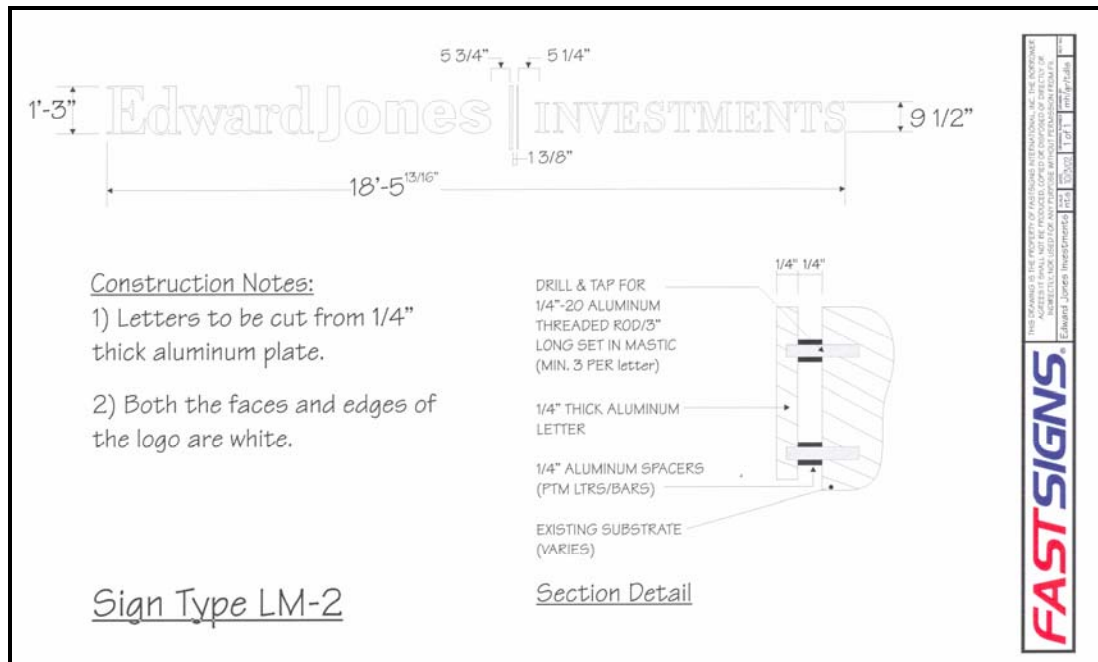


Figure 4: South Columbus Street sign detail