

Docket Item # 3  
BAR CASE #2008-0181

BAR Meeting  
December 3, 2008

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

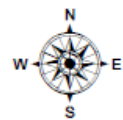
---

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



**BAR CASE #2008-0181**

**12/3/2008**



**UPDATE:** Since the original submission was deferred prior to the Board's November 5, 2008 meeting for improper notice, the applicant has updated the submission materials to reflect Staff's recommendation that the sign be composed of individual pin mounted letters.

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for a sign, "SLEEPY'S", at 821 South Washington Street. The individual pin mounted red letters will be located above the entrance to the store. The "SLEEPY'S" sign will measure 8' 11" by 1' and 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, some consistency has developed 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 individual letter pin mounted sign is consistent with the other signs within this retail commercial strip building.

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." In the opinion of Staff, the sign meets the recommendations contained in the *Design Guidelines* and should be approved as submitted.

**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:

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

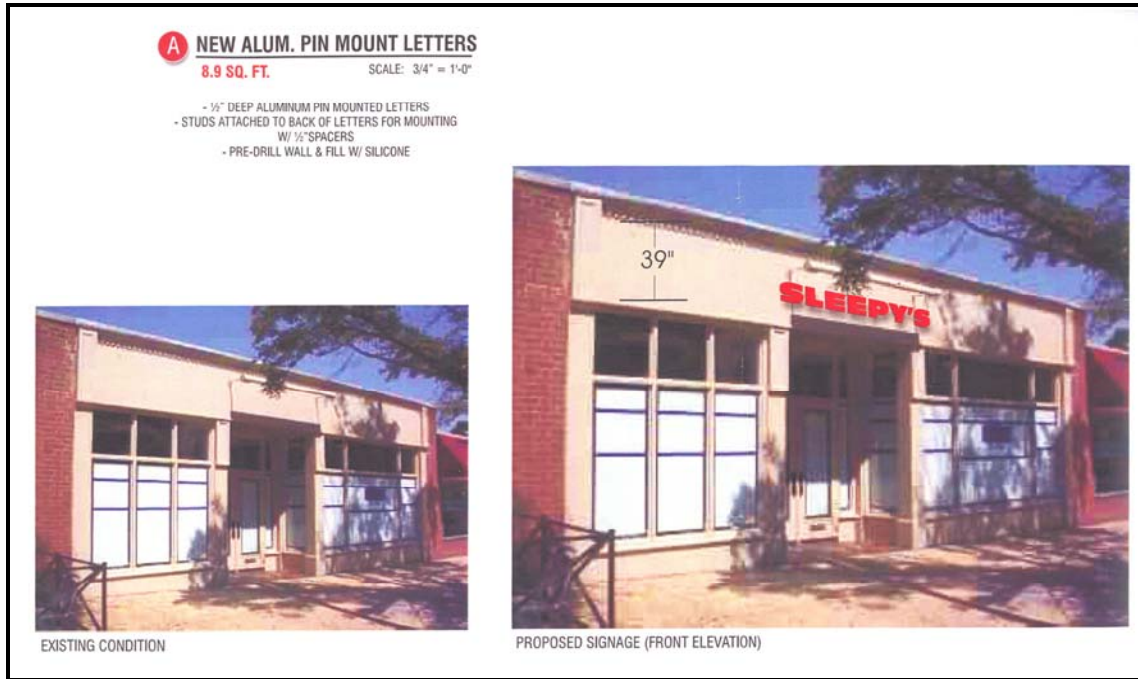


Figure 1: Proposed Sign

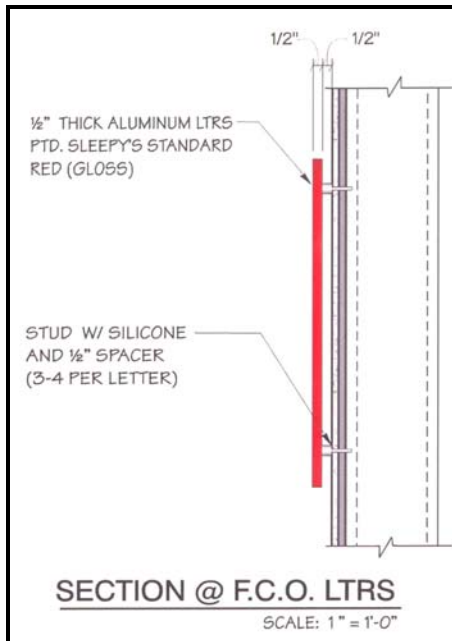
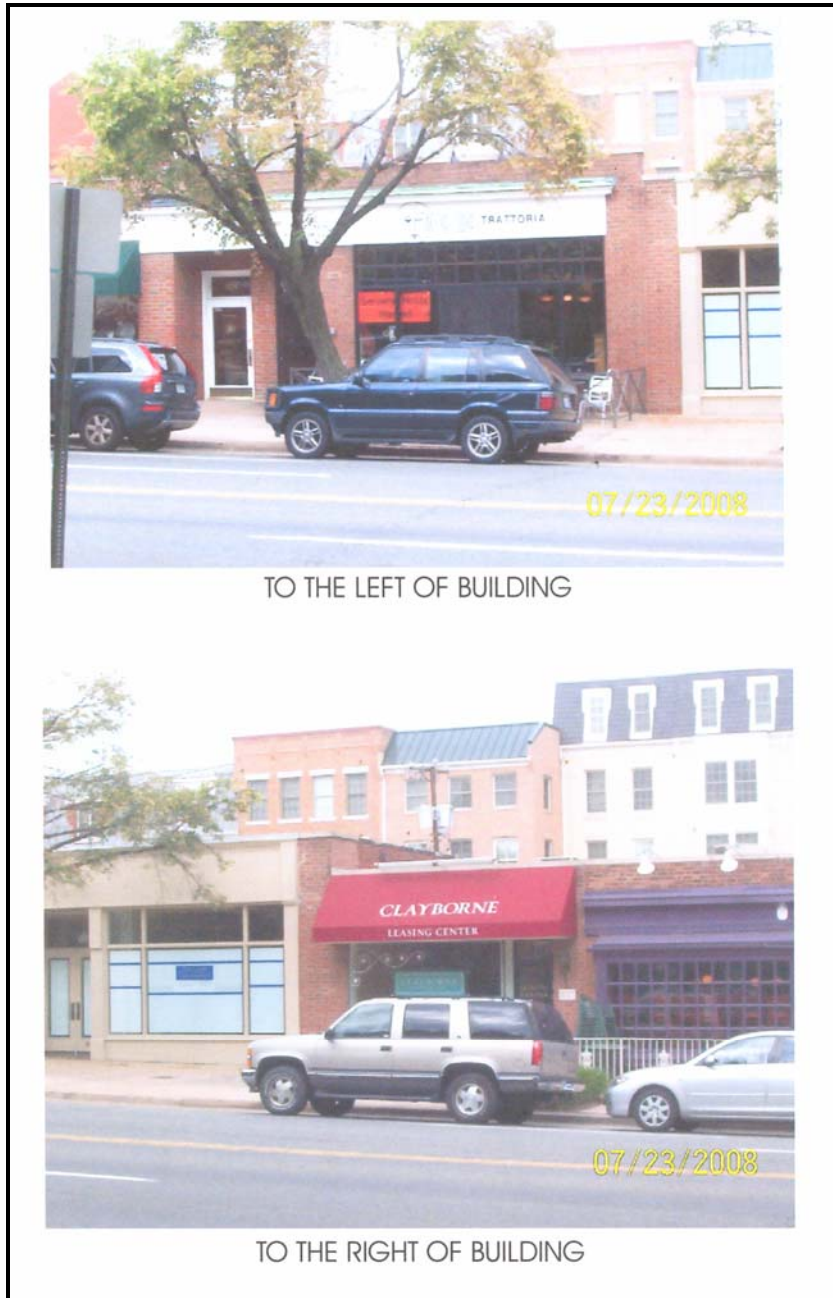


Figure 2: Section Showing Sign



Figure 3: Site Photos



**Figure 4: Adjacent Properties**