

Docket Item # 3
BAR CASE # 2008-0232

BAR Meeting
December 17, 2008

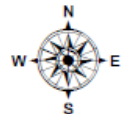
ISSUE: Signage
APPLICANT: Fitness on the Run by Old Town Sign Company
LOCATION: 109 South Alfred Street
ZONE: CD / Commercial Downtown

STAFF RECOMMENDATION: Staff recommends approval of the application as submitted with the condition that the scroll bracket be anchored through the mortar joints.



BAR CASE #2008-0232

12/17/2008



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of a single hanging sign at 109 South Alfred Street. The proposed, double-sided, rectangular sign, fabricated from ½” MDO plywood with applied ¼” laser-cut painted acrylic, measures 28” in height by 40” wide, and will be installed on a new black iron scroll bracket. The sign will have a white background with black and red lettering reading “Fitness on the Run” with a graphic of stylized runners and a black band on the bottom reading “Personal Training.”

II. HISTORY:

109 South Alfred Street is a two-story, three-bay; brick Italianate style rowhouse originally constructed as a dwelling. The building is depicted in G.M. Hopkins’ *City Atlas of Alexandria* from 1877, and also appears in the same configuration in early Sanborn Fire Insurance Maps.

In 1972, the Board approved the installation of a bay window on the first floor (5/17/72) and to install signs and make other alterations on the front façade (9/20/72). In 1979, the Board approved the installation of a chimney (2/21/79). In 1981, the Board approved signage for Toby Cedar (12/16/81). In 1995, the Board approved alterations to the building on the consent calendar (BAR Case 95-165, 11/17/95).

III. ANALYSIS:

The proposed signs comply with the zoning ordinance requirements.

Staff finds the proposed signage to be appropriate to the character of the building and consistent with the *Design Guidelines*. According to the *Design Guidelines*, “Signs should be designed in styles, materials, type faces, colors and lettering that are appropriate and sympathetic to the historic style of the building.” Staff notes that the sign is proposed to be located along the northern edge of the façade, approximately 15’ north of the building entrance door. The proposed hanging sign is appropriate and sympathetic to the character of the building. Staff notes that the sign is similar to other hanging signs recently approved by the Board on King Street. To minimize damage to historic fabric, Staff recommends that the proposed scroll bracket be anchored through the mortar joints.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted with the condition that the scroll bracket be anchored through the mortar joints.

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 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.

Historic Alexandria:

R-Approve.


VI. IMAGES

Fitness on the Run

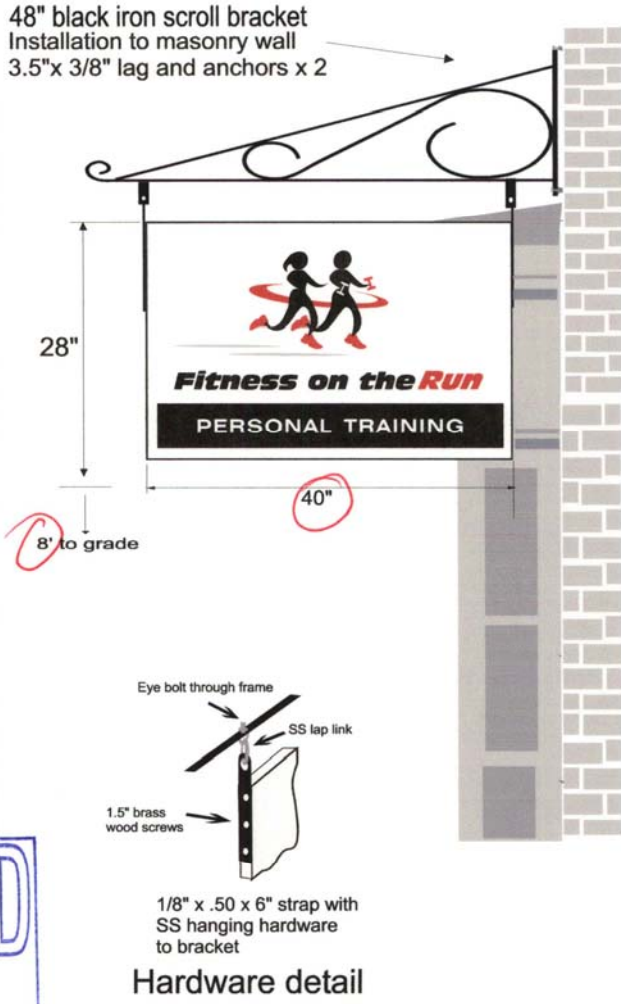
109 S Alfred St

**OLD TOWN SIGN
COMPANY**
Serving the Potomac City for over a Decade
2395 S. Dove Street Alexandria, Virginia 22314
703.549.7446 - Fax: 703.548.2056

Primary Identification sign - 28" x 40" double faced MDO painted wood sign -
Graphics to be surface mounted 1/4" thick laser cut painted acrylic -



48" black iron scroll bracket
Installation to masonry wall
3.5" x 3/8" lag and anchors x 2



28"

40"

8' to grade

Eye bolt through frame

SS lap link

1.5" brass wood screws

1/8" x .50 x 6" strap with SS hanging hardware to bracket

Hardware detail

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PLANNING & ZONING

Figure 1. Front elevation of 109 S. Alfred Street with proposed sign and specifications of proposed sign.