

Docket Item # 4
BAR CASE# 2009-0051

BAR Meeting
June 3, 2009

ISSUE: Signage/Alterations
APPLICANT: Capitol Burger, LLC (Catherine Puskar, Agent)
LOCATION: 106-108 North Washington Street
ZONE: CD / Commercial

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

1. That the applicant delete the business logo, phone number and e-mail address from vinyl door signage; and
2. That the applicant reduce the number and size of the light fixtures proposed, to be approved by Staff prior to submitting construction drawings.

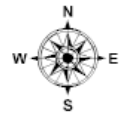
*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month period. In the case for a certificate or permit for a project that requires a development special use permit or site plan under section 11-400 of the zoning ordinance, the period of validity shall be coincident with the validity of the development special use permit or site plan as determined pursuant to section 11-418 of the ordinance.

**BUILDING PERMIT NOTE: Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Building and Fire Code Administration (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Administration, Room 4200, City Hall, 703-838-4360 for further information.



BAR CASE #2009-0051

6/3/2009



I. ISSUE:

The applicant is requesting a Certificate of Appropriateness for the installation of a new awning, two, separate business identifier signs and lighting on the subject building located at 106-108 North Washington Street. The application is for:

1. A new, double-sided hanging square sign mounted on a metal scroll bracket. This 30 inch square sign is proposed to be fabricated on a hand-painted custom sandblasted HDU (High-Density Urethane) board. The sign will be affixed to a black metal, scroll bracket. The proposed color scheme is a black background, with the company's "burger" logo painted in custom colors to replicate neon lights.

The applicant proposes to mount the sign on the second floor at the northern edge of the storefront.

2. A new, shed style, awning mounted above the first floor fenestrations. The proposed, 5 foot high x 30 inch wide x 322 inch long awning will be fabricated of a metal frame, wrapped with Sunbrella fabric. The proposed color scheme for the sign is a black background, with white lettering and logo. The awning proposes to have two forms of identification mounted on the fabric. The first is located on the front face of the awning. This identifier communicates the restaurant's name "the burger joint" (7 foot x .6875 foot). The second identifier, the company's oval logo (40 inch x 68.5 inch) will be affixed to the top of the awning. The applicant proposes to mount the awning into the mortar joints utilizing bolts.
3. Light fixtures mounted above the awning (5 fixtures) and hanging sign (2 fixtures). These fixtures are requested for evening lighting as the restaurant's Special Use Permit is permitting the restaurant's hours of operation to terminate at midnight. The proposed light fixtures are metal "gooseneck" fixtures (see drawings and details of fixtures on pages 10-12).
4. Install vinyl graphics on the glass entry door to include the restaurant's logo, the hours of operation, the restaurant's phone number and e-mail address.

II. HISTORY:

The two-story stone retail building at 106-108 North Washington Street was constructed in 1928. Until recently, the building housed a pharmacy, which based on City sales records had occupied the building since 1975. The building does not have much ornamentation, except for the metal windows, the applied molded cornice at the roofline and the stepped parapet.

Staff did not locate any prior approvals by the Board for this property.

III. ANALYSIS:

The proposed signage complies with the requirements of the Zoning Ordinance, with the condition that the proposed vinyl logo to be installed on the front door is removed from the application.

The maximum sign area allowed for this building is 30 sq. ft. The proposed hanging sign totals 6.25 sq. ft. (2.5 feet x 2.5 feet); and the proposed awning's signage totals 23.7 sq. ft (18.9 sq. ft. logo + 4.8 sq. ft. lettering). The total square footage of this proposed signage is 29.95 sq. ft and therefore, utilizes all available signage permitted on this building.

106-108 North Washington Street is proposing to continue its commercial use, with this new restaurant tenant.

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." The current design for the awning is a revision based upon size, detail and profile concerns expressed by Staff. The applicant responded to Staff's concerns by reducing the awning's height from 66 inches to 60 inches, the size of its logo from 42 inches x 72 inches to 40 inches x 68.5 inches and increasing the width of the awning from 24 inches to 30 inches. Staff was also concerned with the size of the blade sign and its original location in the center of the four, second-story windows. The applicant also altered this original design by reducing its size from 48 inches x 40 inches to 30 inches x 30 inches and locating the sign at the northern edge of the second floor. Finally, Staff has also expressed concern about the number of light fixtures proposed for the building. The applicant has articulated their need for the proposed lighting program as the Special Use Permit allows for their hours of operation to extend to midnight. However, Staff remains concerned that the number and size of the gooseneck lights proposed is excessive and should be reduced.

The proposed blade sign and awning are now more comparable in size and materials to others approved within the historic district and along Washington Street. While the proposed awning does not detract from the current style of the building, which is simple in design and void of ornamentation except for detailing at the roofline, it will obscure the multi-light window transom.

Although the most common material used for signs within the historic district is painted wood, the Board has been open to consider new sign materials. The proposed High Density Urethane (HDU) board proposed for the hanging sign has been approved in a few instances by the Board (Potomac Bead Company-*lettering*, The Hour-*signage material option*). Staff has reviewed the proposed material selection and does not object to its application for this project.

The *Design Guidelines* also advise that "signs should not be attached to a building in a manner which requires the removal of historic materials" and "individual letter signs should be blind mounted on the front of a building." These new features will be mounted to the building by utilizing

bolts in the mortar joints.

The *Design Guidelines* also note that the Board “is particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. Therefore, requests for changes to facades on Washington Street must be compatible with the memorial nature of the parkway.” Alterations and changes to this building’s façade need to be evaluated in terms of their potential impact to this important resource. After an evaluation of the site from the Washington Street corridor, it has been established that the proposed signage is in-keeping with the existing streetscape signage patterns which currently exist on this very commercial stretch of the North Washington Street. The proposal will also have no negative impact on the existing streetscape or the integrity of the historic district.

Finally, it has been the Board’s practice not to support excessive wording on its storefronts, items such as phone numbers, full property addresses, and e-mail addresses. Additionally, the applicant has exceeded their permitted sign area and therefore the business logo proposed for the entry door must be deleted from the application. It is therefore recommended that the design for the entry door’s vinyl graphic be altered to only include its hours of operation, and remove the proposed business logo, phone number and e-mail address.

With the above modifications to the proposal, Staff finds that the proposed signage meets the *Standards for a Certificate of Appropriateness* and complies with the *Old and Historic District’s Design Guidelines* and the *Washington Street Standards*.

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

1. That the applicant delete the business logo, phone number and e-mail address from vinyl door signage; and
2. That the applicant reduce the number and size of the light fixtures proposed, to be approved by Staff prior to submitting construction drawings.

V. CITY DEPARTMENT COMMENTS:

Legend: C - code requirement R - recommendation S - suggestion F- finding

Code Administration:

- 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.
- C-2 Awnings must comply with all applicable requirements of USBC 3105.3 and 3202.3.1 Retractable and fixed awnings must have a minimum 7 foot clearance form a sidewalk to the lowest part of the framework or any fixed portion of any retractable awning is required. Retractable awnings must be securely fastened to the building and can not extend closer than 24 inches in from the curb line (USBC 3202.3.1).
- C-3 Fixed awnings must be designed and constructed to withstand wind or other lateral loads and live loads required by the USBC. Structural members must be protected to prevent deterioration (USBC 3105.3).
- C-4 Alterations to the existing structure must comply with the 2006 edition of the Uniform Statewide Building Code (USBC).
- C-5 Alterations to the existing structure and/or installation and/or altering of equipment therein requires a building permit. Five sets of plans, bearing the signature and seal of a design professional registered in the Commonwealth of Virginia, must accompany the written application. The plans must include all dimensions, construction alterations details, kitchen equipment, electrical, plumbing, and mechanical layouts and schematics.
- C-6 Construction permits are required for this project. Plans shall accompany the permit application that fully details the construction as well as layouts and schematics of the mechanical, electrical, and plumbing systems.

Historic Alexandria:

No Comments Received.

National Park Service.

No Comments Received.

VI. IMAGES:

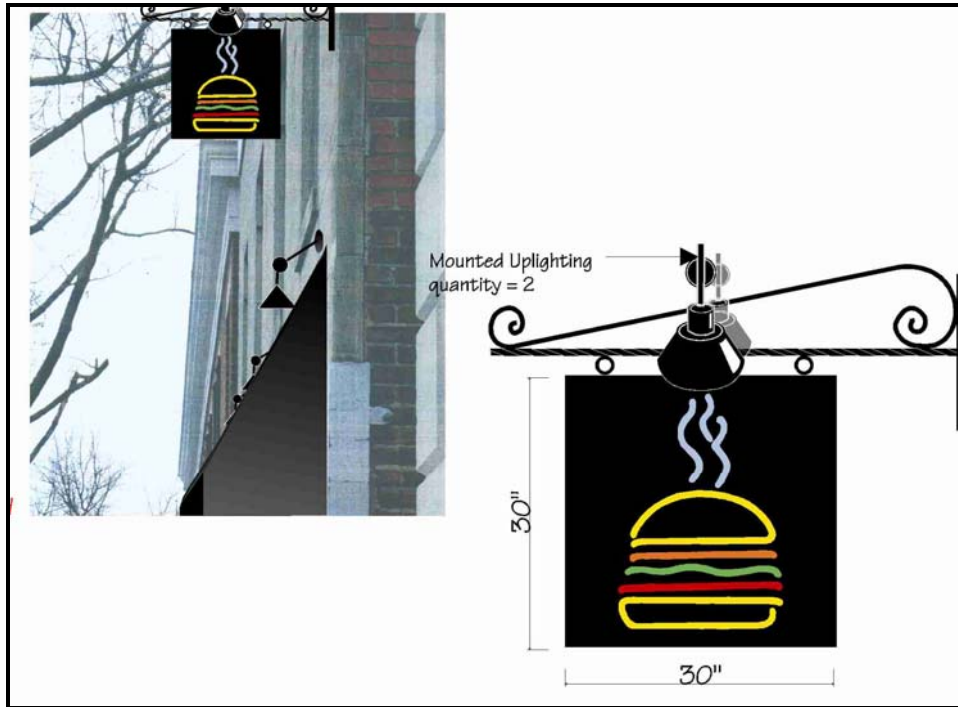


Figure 1: Proposed Blade Sign

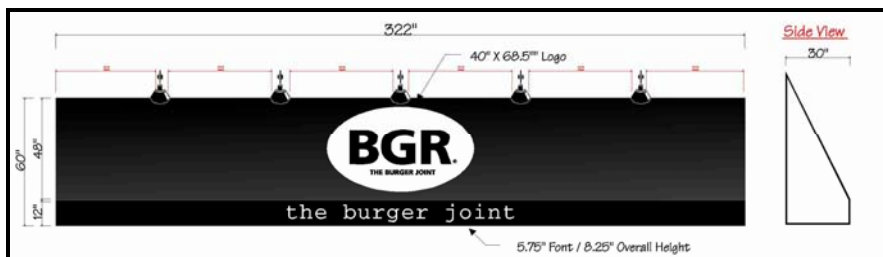


Figure 2: Proposed Awning

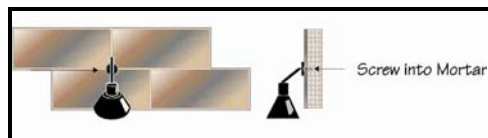


Figure 3: Proposed Mounting of Lighting




Figure 4: Proposed Vinyl Glass Door Graphics










Figure 5: Existing Conditions – Front Elevation



Figure 6: Illustrative of Proposed Signage / Lighting Installation



EMBLEM

-  **INCANDESCENT**
MEDIUM BASE, 250W MAX
100W MAX W/GLASS
-  **COMPACT FLUORESCENT**
13W, 18W, 26W, 32W, 42W
SEE BACK COVER FOLD-OUT
-  **HID**
SEE BACK COVER FOLD-OUT
-  **ARMS & POSTS**
1/2" AND 3/4" IPS
SEE PAGES 17-21
-  **GLASS ENCLOSURE**
CLEAR, FROSTED OR
OPAL GLASS
-  **CAST GLASS GUARD**
-  **MADE IN USA**

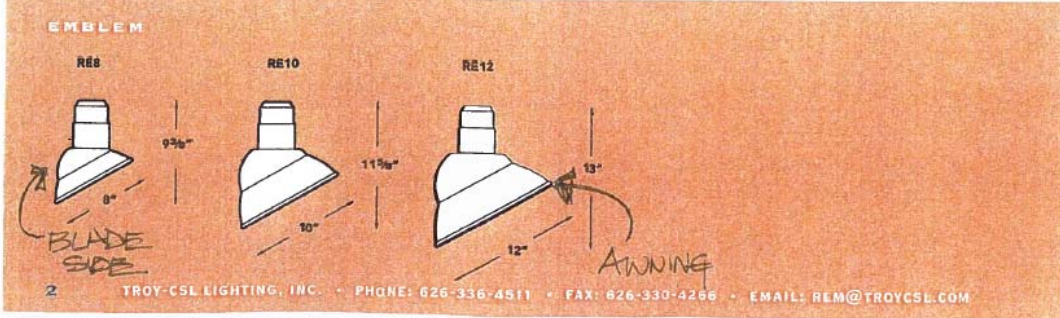
EMBLEM

ORDERING EXAMPLE **3RE10-M-MB / 3A30MB**
 3/4" IPS Emblem shade, 10" shade, 250W max. medium base, 120v,
 Matte Black finish / 3/4" IPS Straight arm, 30", Matte Black finish

THREAD	CAT NO	LAMP/BALLAST	ACCESSORIES	FINISHES
2 1/2" IPS	RE8	M Incandescent Medium Base ¹	CG Clear Glass	All Standard Finishes ²
3 3/4" IPS	RE10	FC Fluorescent/Canopy Ballast ¹	FG Frosted Glass	
	RE12	HC HID/Canopy Ballast ¹	OG Opal Glass	
		HR HID/Remote Ballast ¹	CGG Clear Glass w/Guard	
			FGG Frosted Glass w/Guard	
			OGG Opal Glass w/Guard	

¹ CHOOSE FROM WATTAGE/BALLAST CHART ON BACK COVER FOLD-OUT

² SEE FINISHES ON INSIDE BACK COVER



EMBLEM

RE8 RE10 RE12

8" 10" 12"

9 5/8" 11 5/8" 13"

BLADE SIDE AWNING

2 TROY-CSL LIGHTING, INC. • PHONE: 626-336-4511 • FAX: 626-330-4266 • EMAIL: RLM@TROYCSL.COM

Figure 7: Proposed Light Fixtures

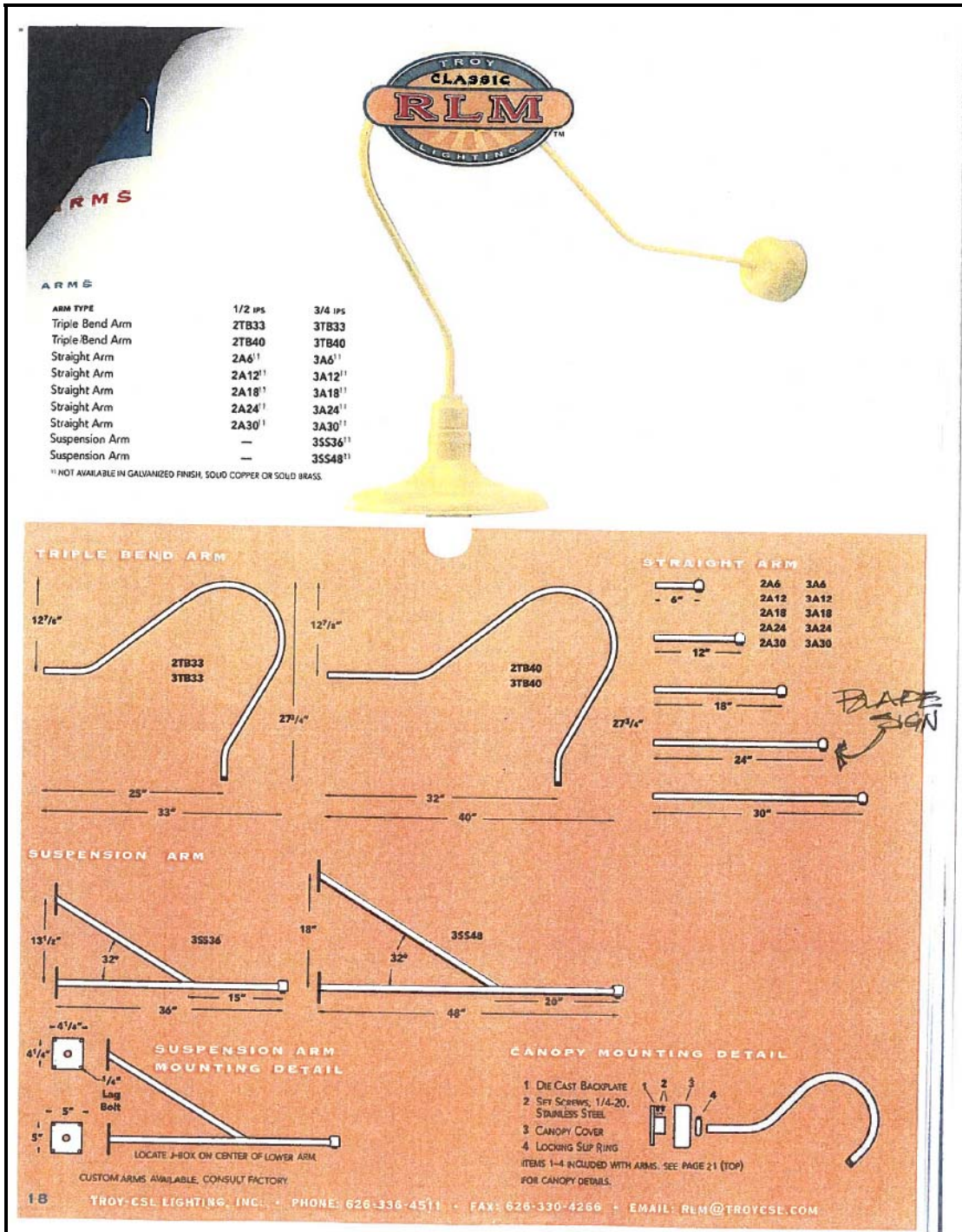


Figure 8: Proposed Light Fixture Arm

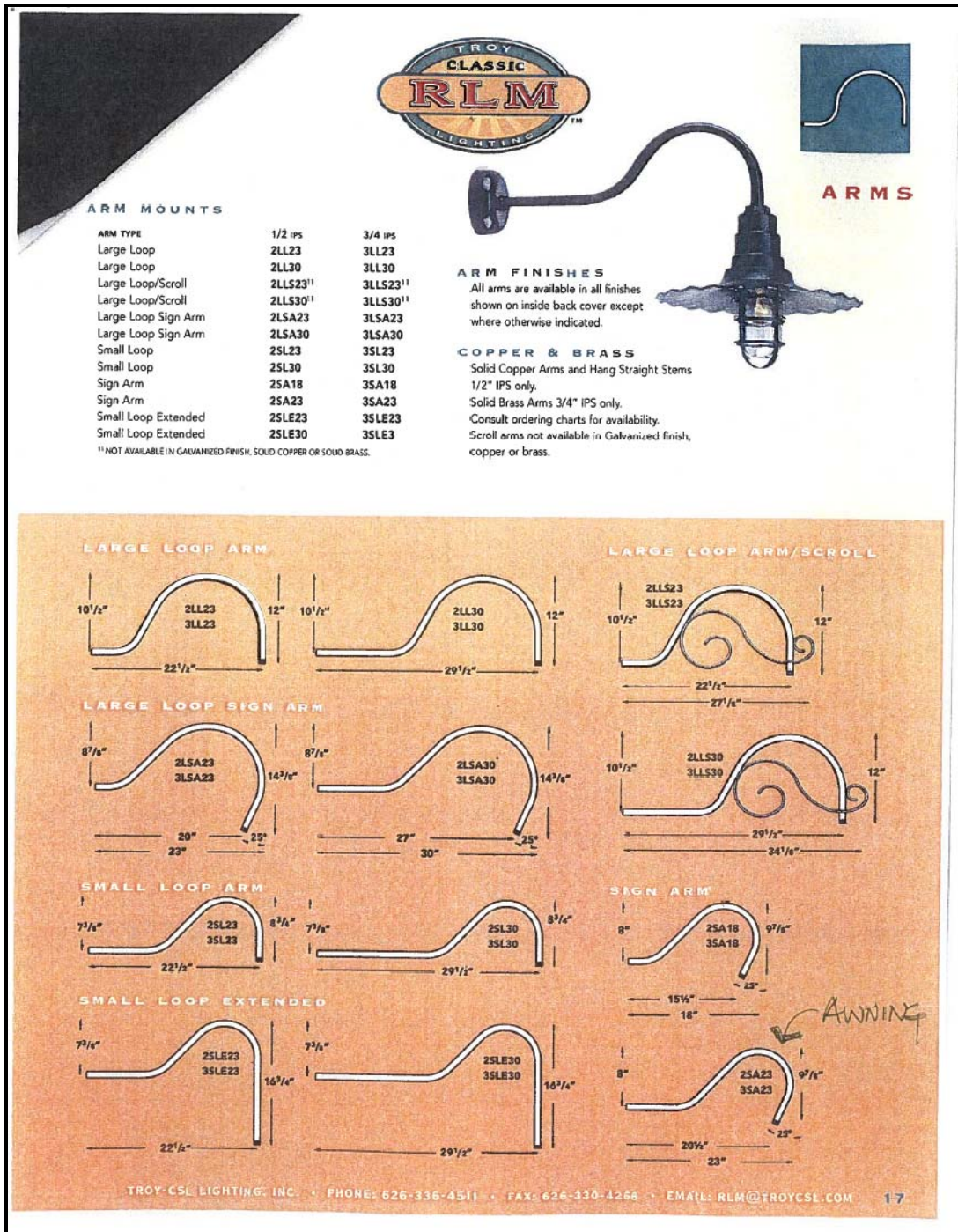


Figure 9: Proposed Light Fixture Arm