

Docket Item #5  
BAR CASE # 2009-0066

BAR Meeting  
June 3, 2009

**ISSUE:** Signage/Alterations  
**APPLICANT:** Bike and Roll (Robert Blumel, Agent)  
**LOCATION:** 1 Wales Alley  
**ZONE:** CD / Commercial Downtown Zone

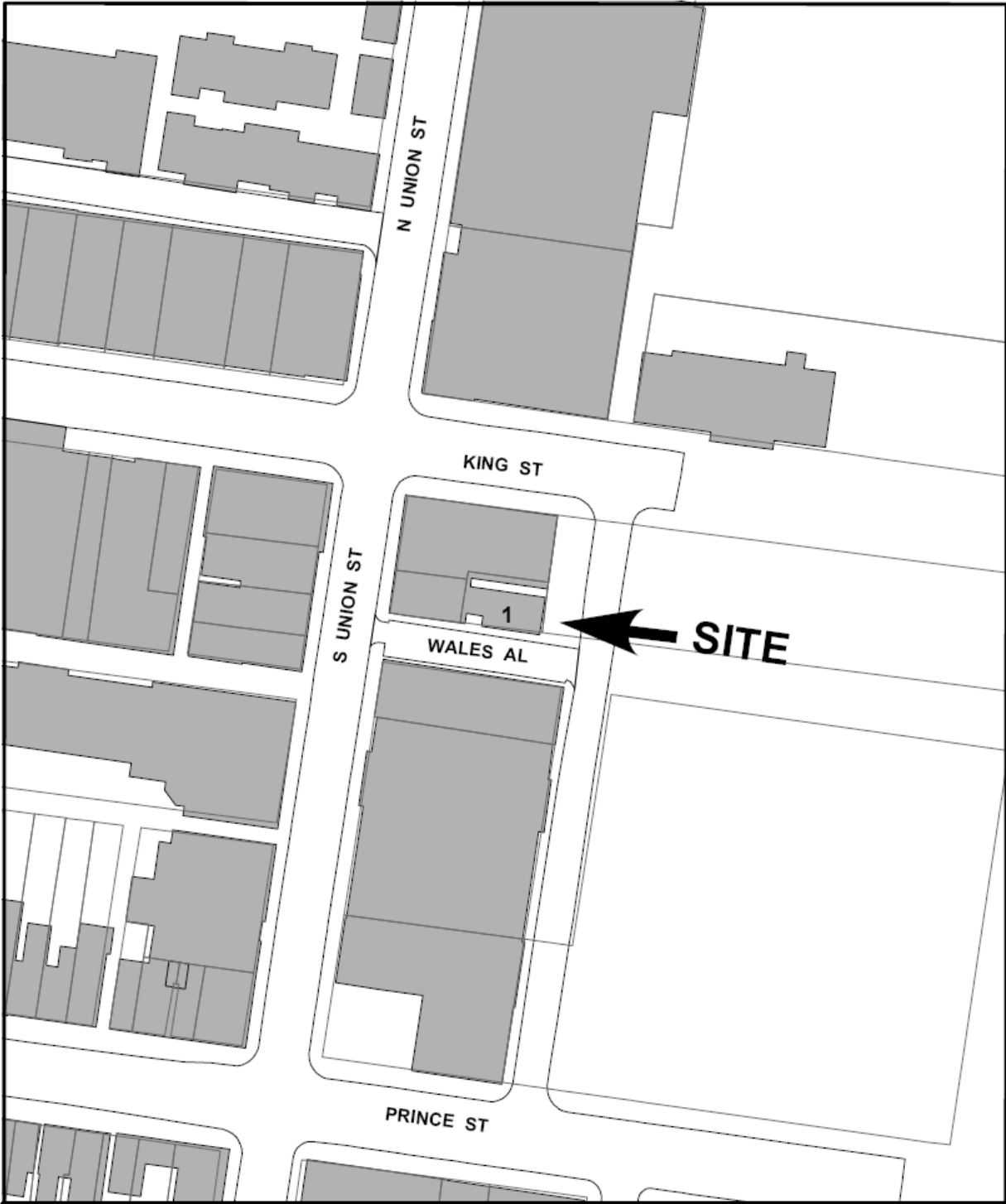
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**STAFF RECOMMENDATION:** Staff recommends approval of the application for Certificate of Appropriateness with the following condition:

1. That the hanging signs will be mounted within the mortar joints of the brick.

\*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 #2009-0066**

**6/3/2009**



**I. ISSUE:**

The Applicant is requesting a Certificate of Appropriateness for the installation of four, separate business identifier signs on the subject building located at 1 Wales Alley. The application is for:

1. Two, new, double-sided hanging oval signs mounted on metal 36 inches scroll brackets (one of the brackets is already affixed to the building, and the other is proposed to be installed). These proposed, 33 inches high x 36 inches wide, oval-shaped signs will be fabricated on double faced, sand carved, HDU (High-Density Urethane). The color scheme is a yellow background, with blue and red graphics, which identify the business names "Bike and Roll" and "Bike the Sites" and the service the business provides "Bike Rentals".

The Applicant proposes to mount the signs in two separate locations, as this is a corner business. They will be placed at a minimum of 11 feet 6 inches above grade. One hanging sign will be mounted to the left of the store's entrance, which is located on the building's south elevation. The second hanging sign will be mounted on the southeastern corner of the building's east elevation.

2. Two, new, vinyl oval logos to be mounted on the entry door and the store's rear window. These logos are detailed only with the business name. The window detail will be 36 inches wide (utilizing .05% of the total window area) and the door detail 18 inches wide (utilizing approx. 0.09% of the total door area).

There is no lighting proposed for any of the signage.

**II. HISTORY:**

The new addition at 1 Wales Alley is a 3-1/2 story (approximately 38' tall), gable roofed masonry structure connected to the existing historic warehouse at 104 South Union Street.

The Board approved this addition onto the existing historic warehouse and the demolition and encapsulation of portions of the warehouse building in 1997 (BAR Case #1996-0271 and BAR Case # 1997-0072.) The construction did not commence within a 12 month period and the Board re-approved the required demolition for the warehouse and this new addition in 1999. (BAR Case #1999-0179.) In 2001, the Certificate of Appropriateness expired and was re-approved under BAR Case # 2001-001 and BAR Case #2001-002.)

During the BAR review and approval process, an easement was placed on the interior, rear east wall of the warehouse to preserve this piece of historic fabric for future generations. This easement is held by the Alexandria Historic Resource and Preservation Commission.

After construction, the Board approved a sign for a retail tenant, "Barkley Square" (BAR Case # 2003-0276.) The sign approved was a 2 feet by 2 feet, double-sided sign constructed from MDO and mounted to a three foot black decorative scroll bracket located about the retail entrance. Staff understands this tenant had difficulties obtaining walk-in customers due to a lack of visibility and this was the primary reason they relocated to a building facing Mount Vernon Avenue in the Del Ray neighborhood.

**III. ANALYSIS:**

The sign program complies with the zoning ordinance as currently submitted. As noted in the History section there is an interior easement that is not impacted by the current sign application.

The *Design Guidelines* recommend generally only one sign per business is appropriate. However, the Board has frequently approved more than one sign for a business with a single frontage. The signage typically is a combination of hanging, mounted lettering and/or window decals. Additionally, the Board has previously supported more than one sign on corner buildings.

Due to its location in an alley off South Union Street, facing the river and The Strand, the visibility of this business is very challenging. After reviewing the proposed window decals, Staff believes they will not affect the current transparency of the glass storefront. The storefront currently has five, large metal plate glass windows in addition to the metal and glass door flanked by solid sidelights. The proposed, two vinyl decals will be a very small percentage of the surface area of the current glass on the storefront (.05% of the total window area), and will not effect its overall transparency. However, Staff does believe it will assist in providing the tenant the additional signage needed in this very visibility challenged location.

It should also be noted that the proposed hanging signs are unique as the store is identifying themselves by two names, "Bike and Roll" and "Bike the Sites". The Applicant has provided the Board with documentation that these are in fact the company's name (see attached on pages 8 & 9). The additional language expressing the type of business the Applicant is providing ("Bike Rentals") is typical of what is found on other signs and awnings recently approved by the Board throughout the district (i.e. Raw Silk *Restaurant and Lounge*, G for Hair *Color Concept Salon*, Alexandria Dental Center *Dentistry Orthodontics*, La Fromagerie, A *Cheese Shop*, etc.) It is for the above reasons, Staff does not object to the design of the hanging sign as submitted.

Staff also notes that the material proposed, sand-carved HDU, has been approved by the Board in other hanging sign applications and will be installed on a contemporary addition to a building (built in 2004) located in the historic district.

Consistent with the Board's practice, Staff is recommending that the two proposed hanging signs and two window decals are appropriate for this corner building. There will be no adverse impact to the surrounding historic resources or the district as a whole. This proposal will comply with the *Old and Historic District's Design Guidelines*.

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

1. That the hanging signs will be mounted within the mortar joints of the brick.

**V. CITY DEPARTMENT COMMENTS:**

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

Code Administration:

- F1. The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.
- C1. 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:

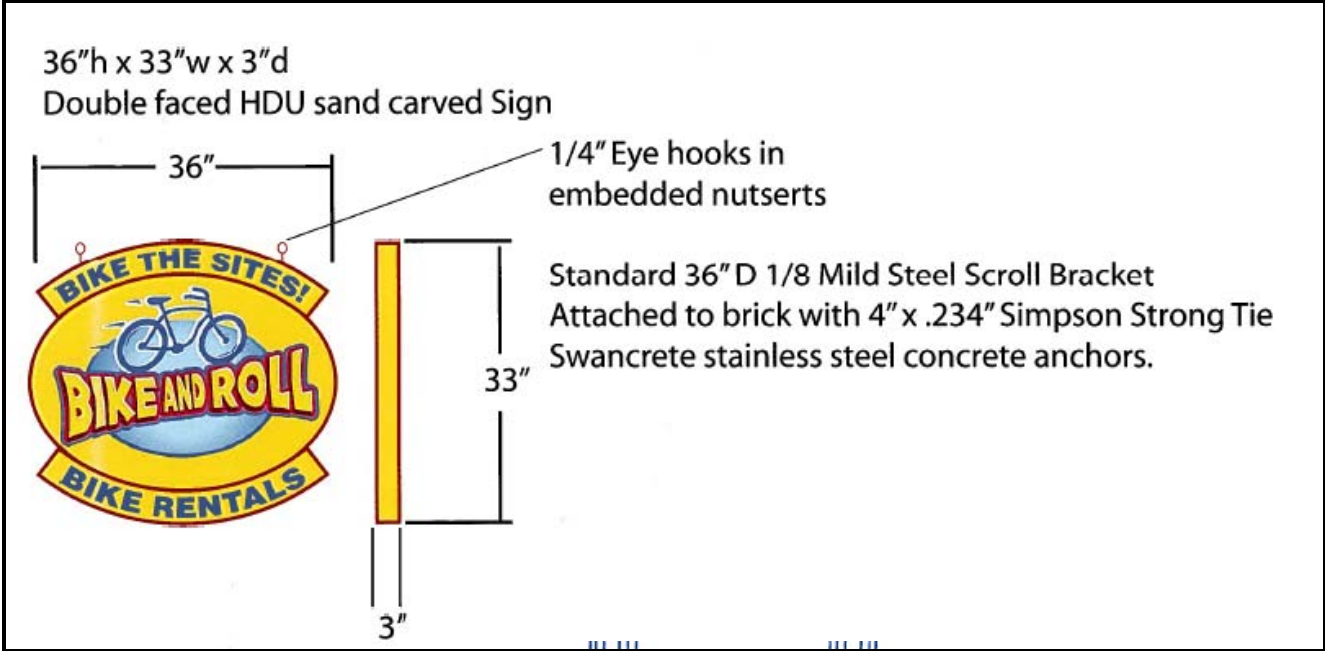


Figure 1. Illustrative drawing showing proposed hanging signs



Figure 2. Illustrative drawing showing proposed vinyl decals



Figure 3. Photo showing East Elevation with Proposed Signage



Figure 4. Photo showing South Elevation with Proposed Signage

### Rentals

**Bike the Sites** also rents mountain bikes, trailer tandems, burleys, and jogging strollers. Rent your bike by the hour (3 hour minimum), day, for additional days, or for a week. If you want to bike some more after your **Bike the Sites** tour, rent the bike for the rest of the day. All rentals include helmets, bike tube, pump, lock, and handlebar bag. **Helmets are mandatory when riding our bikes.**

### Rates

Equipment	Duration					
	3 Hours (minimum)	Additional Hour(s)	Day	w/ Tour	Added Day	Week
Mountain Bike	\$21.00	\$7.00	\$45.00	\$15.00	\$35.00	\$175.00
Tandem	\$30.00	\$10.00	\$60.00	N/A	\$50.00	\$250.00
Trailer Tandem	\$15.00	\$5.00	\$25.00	\$5.00	\$15.00	\$90.00
Burley	\$15.00	\$5.00	\$25.00	\$5.00	\$15.00	\$90.00
Stroller	\$15.00	\$5.00	\$25.00	\$5.00	\$15.00	\$90.00

### Tour Schedules

Tours depart and return from the Bike the Sites kiosk located at The Old Post Office Pavilion in the historic Penn Quarter. The purple and yellow kiosk is on 12th street, between Pennsylvania and Constitution Avenues, NW. Make reservations online at [www.bikethesites.com](http://www.bikethesites.com), or check with your concierge.

**Capital Sites Tour (3 hrs)**  
 Tours depart at 9 am and 1 pm.

**Beat the Heat**  
 Slightly condensed early morning **Capital Sites** tour departs at 7 am on Monday, Friday and Saturday, mid-May to early September.

**Sites @ Nite**  
 Tours depart at 5 pm on Wednesday, Friday and Saturday, mid-April to early September.

**Early Washington, Civil War Statues, Bridges of Washington**  
 These tours are offered on a rotating basis Sunday mornings, departing at 9 am. Check our website for exact dates and times.

**Rise N' Ride**  
 This exercise ride departs at 7AM Monday-Friday, Mid-May through September.

### Partners



The Old Post Office Pavilion  
[www.oldpostoffice.com](http://www.oldpostoffice.com)  
 1100 Pennsylvania Ave., NW,  
 (202) 289-4224



District ChopHouse & Brewery  
[www.districtchophouse.com](http://www.districtchophouse.com)  
 509 7th Street, NW  
 (202) 347-3434



Austin Grill  
[www.austingrill.com](http://www.austingrill.com)  
 Locations in Maryland, Virginia and D.C.

Simply Design  
[www.simplydesign.net](http://www.simplydesign.net)

"...the best thing our family did in Washington."



# BIKE

T H E

# SITES

W A S H . D C



Professionally Guided Bicycle Tours & Rentals  
 Bikes & Accessories Provided

**202-842-BIKE (2453)**  
[info@bikethesites.com](mailto:info@bikethesites.com)  
[www.bikethesites.com](http://www.bikethesites.com)

The Old Post Office Pavilion  
 1100 Pennsylvania Ave., NW  
 Washington, DC 20004  
 (Outside Federal Triangle  
 Metro Elevator Exit)

Figure 5. Document showing the Company's Additional Name



**PRINTING IMAGES**  
12266 Wilkins Avenue  
Rockville MD 20852  
Phone (301) 984-1140 Fax (301) 984-4483

**Packing List**  
Page 1 of 1 **Packing List # 84713**

<b>Sold To:</b> 000000007499 BIKE N ROLL OF WASHINGTON, DC ATTN: STEPHEN MARKS 1100 PENNSYLVANIA AVE., N.W. WASHINGTON, DC 20004	<b>Ship To:</b> BIKE THE SITES 1100 PENNSYLVANIA AVENUE, NORTH WEST WASHINGTON DC 20004
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<b>Job Number</b> 45217	<b>Purchase Order Number</b>	<b>Ship Via</b> PI Shipping	<b>Ship Date</b> 5/21/2009	<b>Shipped By</b>
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Order Quantity	Ship Quantity	Description	Cartons/Skids	Weight
60,000	60,900	BIKE N ROLL BROCHURE	29	0

Figure 6. Document showing the Official Store's Names