

Docket Item # 11
BAR CASE # 2009-0175

BAR Meeting
September 2, 2009

ISSUE: Signage
APPLICANT: Candey's of Alexandria
LOCATION: 817 South Washington Street
ZONE: CRMU/L Commercial Retail Mixed Use

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

1. That the APPLIANCE AND VACUUM lettering on the ends of the awning be deleted; and,
2. That the existing sign with a phone number in the storefront window be removed.

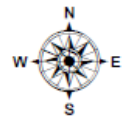
*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month 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 #2009-0175

9/2/2009



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of signage for CANDEY'S APPLIANCE & VACUUM at 817 South Washington Street. The business is one of many retail stores located in a small strip commercial center.

New lettering will be applied to the front valance and the sides of the existing canvas-like maroon shed awning. The graphics applied on the front will include the existing address number 817, as well as the name of the business, and will measure 16.27 feet by .57 feet. The sides of the awning will read APPLIANCE & VACUUM (each measuring .44 square feet).

The applicant also proposes signs on the rear alley door and the front door. The back door graphics will identify the business and will measure .7 feet by 2.33 feet. The front door sign will read CANDEY'S OF ALEXANDRIA APPLIANCE AND VACUUM and will include the hours of operation (measuring 2.47 square feet).

All of the proposed signage consists of white vinyl lettering. An existing light fixture will illuminate the awning. The applicant intends to retain the existing white swirl graphics applied to the storefront window.

II. HISTORY:

According to the Sanborn Fire Insurance maps, the one story brick retail structure at 817 South Washington Street is part of a commercial strip built between 1955 and 1958. The building was constructed in a simple Colonial Revival style.

The Board has approved a number of signage applications for the subject property over the years, as well as for several other retail tenants in the commercial strip. In the past two years, the Board has approved signage for the Ace Hardware, the Healthy Back Store, M&T Bank, Sleepys and the dental office.

At 817 South Washington Street in particular, the BAR approved a sign for Houseworks in 1996 (BAR Case #1996-0117, January 17, 1996) and a new awning with signage for the same tenant on October 18, 2000 (BAR Case #2000-0226). Until recently the space was used as the marketing center for the Clayborne development located immediately behind the commercial strip.

III. ANALYSIS:

The proposed sign complies with zoning ordinance requirements. The existing building width on South Washington Street measures approximately 18 linear feet, allowing for a maximum of 18 square feet of signage area. The applicant proposes 12.54 square feet of signage.

The *Design Guidelines* recommend that generally only one sign per business is appropriate. However, in practice, the Board often approves additional signage, provided that the signs do not detract from the architectural characteristics of the building. In the opinion of Staff, the proposed signage is excessive, in part because of the existing signage installed by the applicant (see the photograph taken by Staff on August 18th shows a CANDEY'S OF ALEXANDRIA sign with a phone number suspended in the front window). Staff finds the signage on the ends of the awning to be out of proportion and unnecessary, and recommends that it be deleted from the sign proposal. Furthermore, the *Design Guidelines* strongly discourage the use of phone numbers on

signs and Staff recommends that the interior sign be removed when the permanent signs are installed.

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.” Staff recommends approval of the application with the recommended changes described above.

Staff also reminds the applicant that the Miele and the Viking sign are considered special advertising and are not permitted.

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

1. That the APPLIANCE AND VACUUM lettering on the ends of the awning be deleted; and,
2. That the existing sign with a phone number in the storefront window be removed.

STAFF:

Stephanie Sample, Historic Preservation Planner, Planning & Zoning
Lee Webb, Historic Preservation Manager, Planning & Zoning

V. CITY DEPARTMENT COMMENTS:

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

Code Administration:

No comments received.

Historic Alexandria:

No comments received.

VI. IMAGES:

SIGN★A★RAMA® Summit Center - 4664 King Street
Alexandria, VA 22302
703-349-2045 ★ Fax 703-349-2593

RECEIVED
AUG 3 2009
PLANNING & ZONING

BACK DOOR AWNING FRONT DOOR

9.22 in 26 in 185.2 in 6.95 in 12.74 in 26 in
Candey's Appliance & Vacuum 817 Candey's Appliance & Vacuum 817

CANDEY'S APPLIANCE & VACUUM 817

NOTE: PRODUCTION WILL NOT BEGIN UNTIL SIGNED APPROVAL IS RECEIVED

Name: Job #: <<Job #>>
Time: 4:23:01 PM Date: 7/13/2009
File: awning 6.15.09.FS


PLEASE MAKE CHANGES AND REFAX
 Approved: START PRODUCTION
Signature _____ Date: _____

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Figure 1. Sign specifications.

SIGN★A★RAMA®

Summit Center - 4664 King Street
Alexandria, VA 22302
703-349-2045 ★ Fax 703-349-2593



28 in

12.71 in

Candey's of Alexandria
APPLIANCE & VACUUM

Monday - Friday 10 - 7
Saturday 10 - 5
Sunday 12 - 4

NOTE: PRODUCTION WILL NOT BEGIN UNTIL SIGNED APPROVAL IS RECEIVED

Name:	Job #: <<Job #>>	<input type="checkbox"/> PLEASE MAKE CHANGES AND REFAX
File: awning 6.15.09.FS	Date: 7/27/2009	<input type="checkbox"/> Approved: START PRODUCTION
		Signature _____ Date: _____

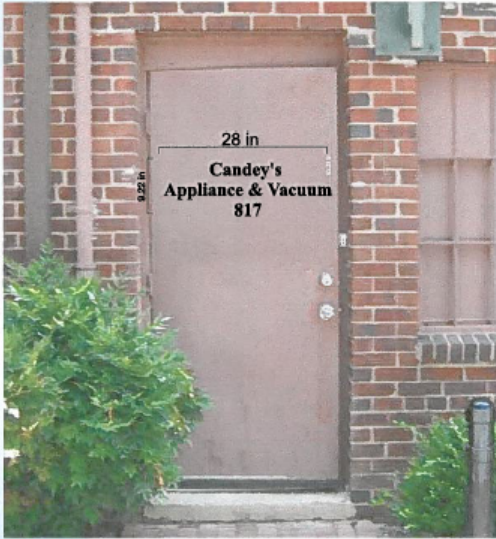
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Figure 3: Sign specifications – front door.

SIGN★A★RAMA®

Summit Center - 4664 King Street
Alexandria, VA 22302
703-349-2045 ★ Fax 703-349-2593



28 in
Candey's
Appliance & Vacuum
817

28 in
9.22 in
Candey's
Appliance & Vacuum
817

NOTE: PRODUCTION WILL NOT BEGIN UNTIL SIGNED APPROVAL IS RECEIVED

Name:	Job #: <<Job #>>	<input type="checkbox"/> PLEASE MAKE CHANGES AND REFAX
	Date: 7/27/2009	<input type="checkbox"/> Approved: START PRODUCTION
File: awning 6.15.09.FS		Signature _____ Date: _____

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Figure 4: Sign specifications - rear door.



Figure 5: Staff photo taken August 18th.



Figure 6: Staff photo taken August 18th.