

Docket Item # 4  
BAR CASE # 2009-0186

BAR Meeting  
September 16, 2009

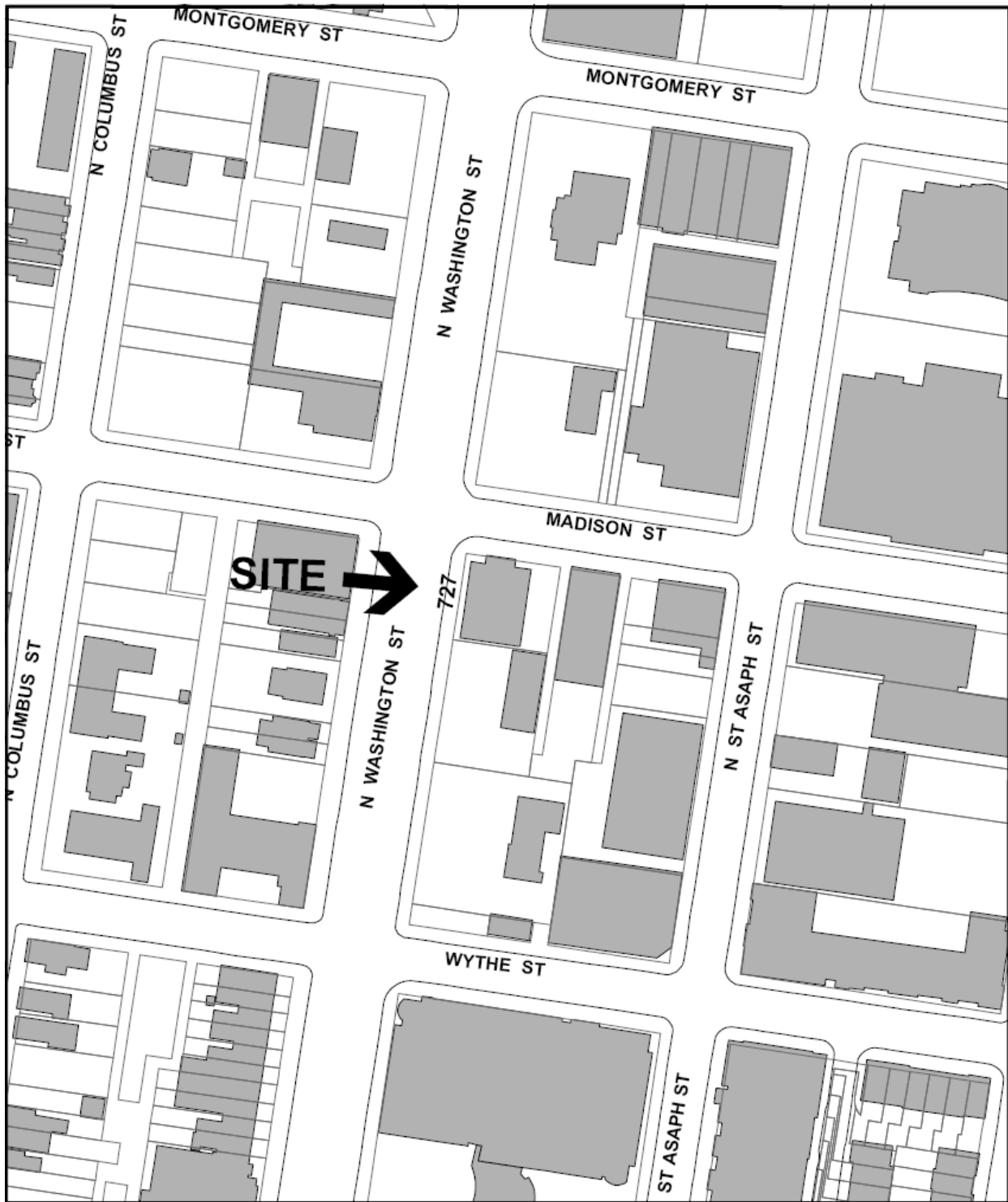
**ISSUE:** Signage  
**APPLICANT:** Red Peg Marketing  
**LOCATION:** 727 N. Washington Street  
**ZONE:** CDX / Commercial Downtown Zone

---

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

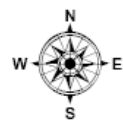
\*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month 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 #2009-0186**

**9/16/2009**



**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for signage for an existing business located at 727 N. Washington Street. The applicant proposes an additional sign to be installed on the Madison Street elevation and to match exactly the existing sign on N. Washington Street. The proposed sign, "REDPEG Marketing," measures 2.4 ft by 10 ft and includes an abstract business logo. The sign will be mounted on the north side elevation fronting Madison Street in the wall area between the first and second stories. The colors of the reverse channel lettering and logo are black, red, and white. The sign is proposed to be halo lit. The proposed sign matches what was approved by the Board in 2005 for the N. Washington Street elevation. The applicant is reapplying for signage that the Board denied on September 3, 2008 (BAR Case #2008-0103).

**II. HISTORY:**

727 North Washington Street is a four story freestanding brick office building with a large metal mansard roof and imbedded surface parking that was constructed in 1979, according to information on the Sanborn Fire Insurance Maps.

The Board approved new window openings on the second, third and fourth floors of the south wall of the building (BAR Case #2003-0030, 3/5/03, BAR CASE #2003-0274 12/17/03). The Board also approved signage for Momentum Marketing (BAR Case #2003-0086, 6/4/03). In 2005, the Board approved the current signage for Red Peg Marketing (BAR Case #2005-0007, 3/16/05). For BAR Case #2005-0007, the applicant had originally proposed red colored LED lighting and a larger square footage. The Board deferred the application for restudy and to allow additional time to discuss the design with the applicant. The applicant revised the design to eliminate the LED lighting and to reduce the overall square footage. The revised sign was approved for the west façade by the Board on March 16, 2005. On September 3, 2008, the Board denied an application for a second sign on the north elevation similar to what is being currently proposed (BAR Case #2008-0103).

**III. ANALYSIS:**

Proposed signage complies with zoning ordinance requirements.

This building is located on Washington Street and thus the proposed signage must be compatible with the Washington Street Guidelines. This modern commercial building is located in an area of Washington Street with large modern commercial buildings. The proposed signage maintains the character and scale of this area.

The *Design Guidelines* recommend generally only one sign per business as appropriate. On corner buildings, the Board has often approved two signs, one on each frontage of the building. Consistent with the *Guidelines*' general direction and with the Board's practice on corner buildings, Staff recommends that two signs are appropriate for this location. The signs are compatible in size to the building and appropriate for a corner location.

The *Design Guidelines* state that the appropriateness of halo-lit signage should be considered by the Board on a case-by-case basis. In this circumstance, the Board has previously determined that one halo-lit sign was acceptable for this building. However, at the September 3, 2008

hearing, the Board determined that the additional halo-lit sign was inappropriate and denied the application as a result. The Board expressed concern regarding the size of the sign and that the sign was proposed to be mounted on the north elevation. The Board suggested that they may be able to support a smaller, second sign that is mounted above or near the pedestrian entrance toward the northwest corner of the building. However, due to the building's size, the size of the signage, and the proposed location facing a gas and service station, Staff maintains its earlier recommendation that a second halo-lit sign acceptable for the Madison Street elevation.

**IV. STAFF RECOMMENDATION:**

Staff recommends approval of the application as submitted.

**STAFF:**

Catherine Miliaras, Historic Preservation Planner, Planning & Zoning  
Lee Webb, Historic Preservation Manager, Planning & Zoning  
Stephen Milone, Division Chief, Zoning and Land Use Services

**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.

C-2 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:

No comments received.

VI. IMAGES



Figure 1. Existing signage on N. Washington elevation.

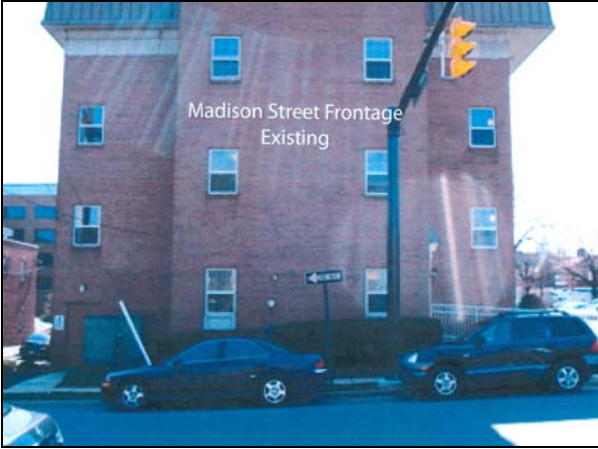


Figure 2. Current Madison Street elevation.

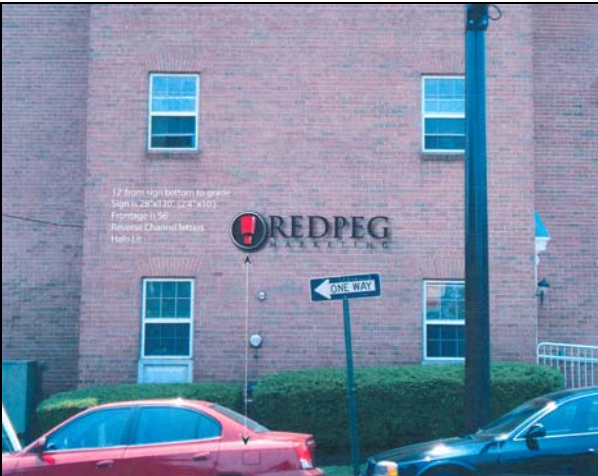


Figure 3. Madison Street elevation with proposed signage.