

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 font of the CANDEY'S OF ALEXANDRIA on the door sign match the font on the awning sign; and,
2. That the sign with a phone number in the storefront window be removed, along with the Miele and Viking signs which are considered "special advertising."

BOARD ACTION: September 2, 2009: Deferred for restudy.

On a motion by Dr. Fitzgerald, seconded by Mr. von Senden, the Board voted to defer the application for restudy, with a vote of 5-0, to allow the applicant to explore changes to address the Board's concerns.

REASON: The Board generally agreed with the Staff analysis, and agreed that the address number on the front and the lettering on the ends of the existing awnings should be deleted. The Board also encouraged the applicant to consider using a consistent font for the new text on the awning and the door and windows.

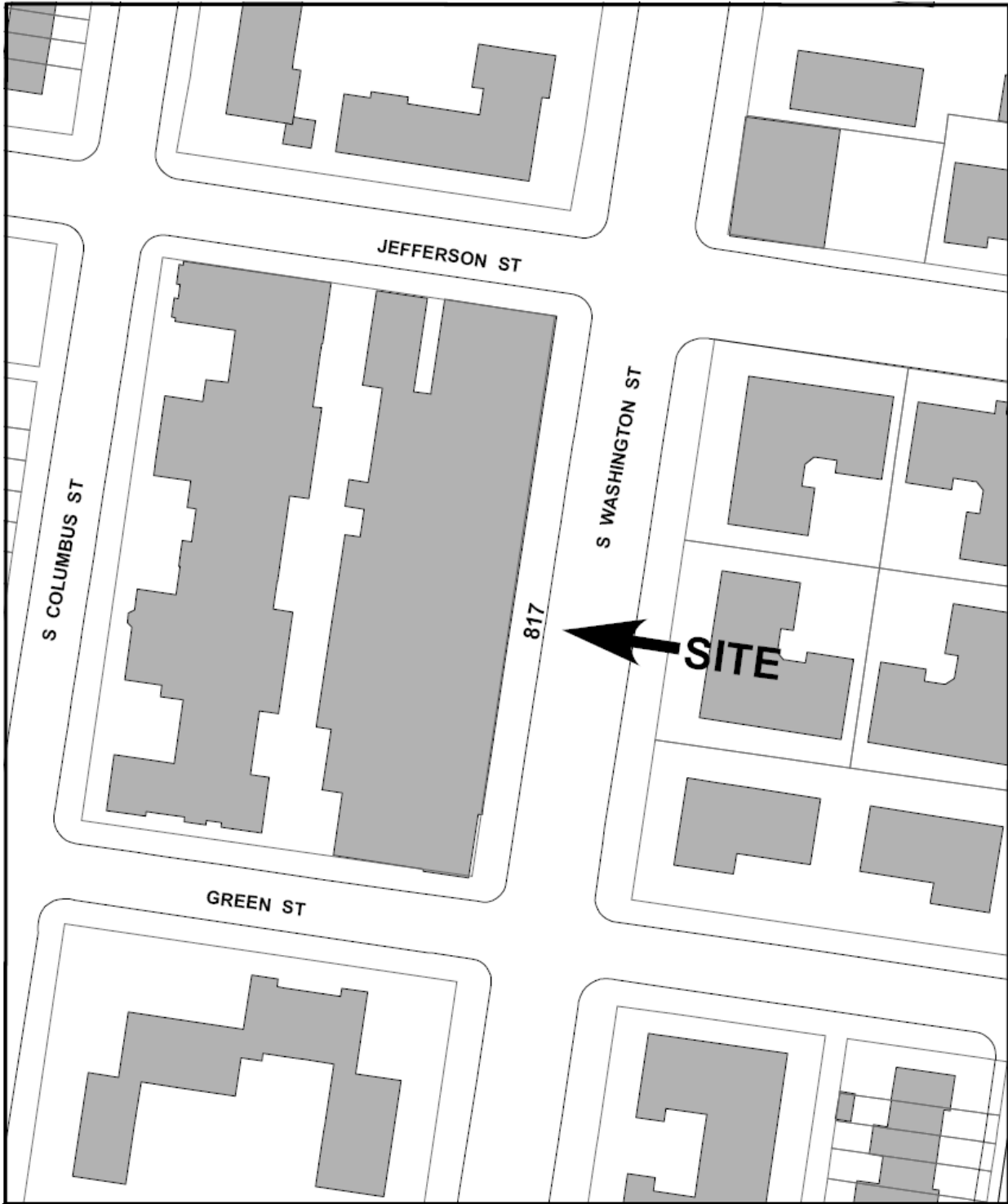
SPEAKERS: John Martel, representing the applicant, spoke in support of the application. John Hynan, representing the Historic Alexandria Foundation, expressed similar concerns as the Board regarding the types of font being used.

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.

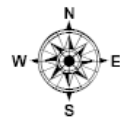
*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month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

9/16/2009



UPDATE:

Since the September 2, 2009 public hearing, the applicant has provided additional information to address some of the concerns that were raised by the Board and Staff.

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 one block strip commercial center.

New lettering will be applied to the front valance of the maroon shed awning. The graphics applied on the front will include the name of the business, and will measure 16.27 feet by .57 feet. The signage on the ends of the awning has been deleted and the applicant has indicated that the address number, 817, will be removed from the awning.

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 0.7 feet by 2.33 feet. The front door sign is proposed to read CANDEY'S OF ALEXANDRIA APPLIANCE AND VACUUM and will include the hours of operation (measuring 2.47 square feet). The applicant did not submit revised drawings for the sign on the front door but has indicated a willingness to change the font of the CANDEY'S OF ALEXANDRIA portion of the sign to match the font on the awning.

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.

The applicant is also reminded that the sign with the phone number in the front window must be removed, as well as the Miele and Viking signs which are considered "special advertising" and are not permitted under the zoning ordinance.

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 residential development located immediately behind the commercial strip.

III. ANALYSIS:

The proposed sign complies with zoning ordinance requirements.

The *Design Guidelines* recommend that generally only one sign per business is appropriate. However, the Board often approves additional signage, provided that the signs do not detract from the streetscape and the architectural characteristics of the building. In the opinion of Staff, the proposed signage is acceptable with the removal of the existing window sign, and the Miele and Viking signs discussed above.

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.

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

1. That the font of the CANDEY’S OF ALEXANDRIA on the door sign match the font on the awning sign; and,
2. That the sign with a phone number in the storefront window be removed, along with the Miele and Viking signs which are considered “special advertising.”

STAFF:

Stephanie Sample, 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 Administration:

No comments.

Historic Alexandria:

No comments received.

VI. IMAGES:

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

201.14 in

83.38 in

817

817" will be removed

93.35 in

28 in

216.57 in

BACK DOOR AWNING FRONT DOOR

8.22 in 28 in 195.2 in 28 in

8.66 in Candey's Candey's

 Appliance & Vacuum Appliance & Vacuum

 817 817

CANDEY'S APPLIANCE & VACUUM

NOTE: PRODUCTION WILL NOT BEGIN UNTIL SIGNED APPROVAL IS RECEIVED

Name:	Job #: <<Job #>>	<input type="checkbox"/> PLEASE MAKE CHANGES AND REFAX
Time: 4:23:01 PM	Date: 7/13/2009	<input type="checkbox"/> Approved: START PRODUCTION
File: awning 6.15.09.FS		Signature _____ Date: _____

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Figure 1. Updated sign details for September 16th BAR hearing.



Figure 2: Updated sign details for September 16th BAR hearing.

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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.



Figure 4: Staff photo taken August 18th.