

Docket Item # 15
BAR CASE # 2009-0191

BAR Meeting
September 16, 2009

ISSUE: Signage
APPLICANT: Chatel Real Estate
LOCATION: 307 South Washington Street
ZONE: CD/Commercial

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the word ALEXANDRIA be deleted from the hanging sign.

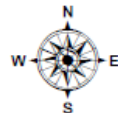
*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month 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 #2009-0191

9/16/2009



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a hanging sign for CHATEL REAL ESTATE at 307 South Washington Street.

The proposed hanging sign measures two feet by two feet (four square feet) and will be constructed of a hand carved painted cedar. The red, white and blue sign will read: Chatel Real Estate, Est. 1950, Rentals and Property Management, Alexandria. The sign will be hung from a black wrought iron scroll bracket mounted on a MDO panel which will be installed on the wood frame of the projecting bay window. The sign will not be illuminated.

II. HISTORY:

The two story brick townhouse at 307 South Washington Street, and its pair at 309 South Washington Street, was constructed as a two story dwelling around 1880. It first appears on the 1885 Sanborn Fire Insurance Map.

On July 18, 2007, the BAR approved a projecting acrylic banner suspended between two steel brackets for Piaggio's Loft, Fabrication Studio (BAR Case #2007-0123). That sign has since been removed.

III. ANALYSIS:

The proposed sign complies with zoning ordinance requirements. The existing building width on South Washington Street measures approximately 19 linear feet; the zoning ordinance allows for a maximum of 19 square feet of signage area. The applicant proposes four square feet of signage.

In general, Staff is supportive of the proposed hanging sign. The sign meets many of the recommendations contained in the *Design Guidelines* – it is constructed of wood and is modest in size. Staff supports the description of the business – Rentals and Property Management – but finds the use of the word Alexandria on the sign unnecessary and recommends that it be deleted.

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 minor change recommended to eliminate the word ALEXANDRIA from the sign.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the word ALEXANDRIA be deleted from the hanging sign.

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:

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. Google map image showing previous hanging sign.

SIGN★A★RAMA


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

24"x24"x2"
Cedar wood
Sign. Hand Carved
w/ Raised lettering
Painted Red, white
& blue. Double
sided.

11 Feet 9 in. - From Ground to top of arm

Arm - 30" across

24"



NOTE: PRODUCTION WILL NOT BEGIN UNTIL SIGNED APPROVAL IS RECEIVED

Name: <<Customer name>> Job #: <<Job #>>
Time: <<Current Time>> Date: <<Current Date>>
File: <<File Name>>

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


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Figure 2: Rendering of sign on building.

SIGN★A★RAMA

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



19 Feet - Store Length

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Figure 3: Photo of front facade.

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

Arm - 30" across

Black wrought irons

2" S Hook
x 1/4" eye bolts

24"

24"

3" LAG Bolts x 6 painted black

1" x 4" MDOP panel

Panel 1/4" Thick

CHATEL
REAL ESTATE
Est. 1950
Rentals and
Property Management
Alexandria

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Figure 4: Hanging sign detail.