

Docket Item # 16
BAR CASE # 2009-0192

BAR Meeting
September 16, 2009

ISSUE: Signage

APPLICANT: Site Enhancement Services (FedEx Office)

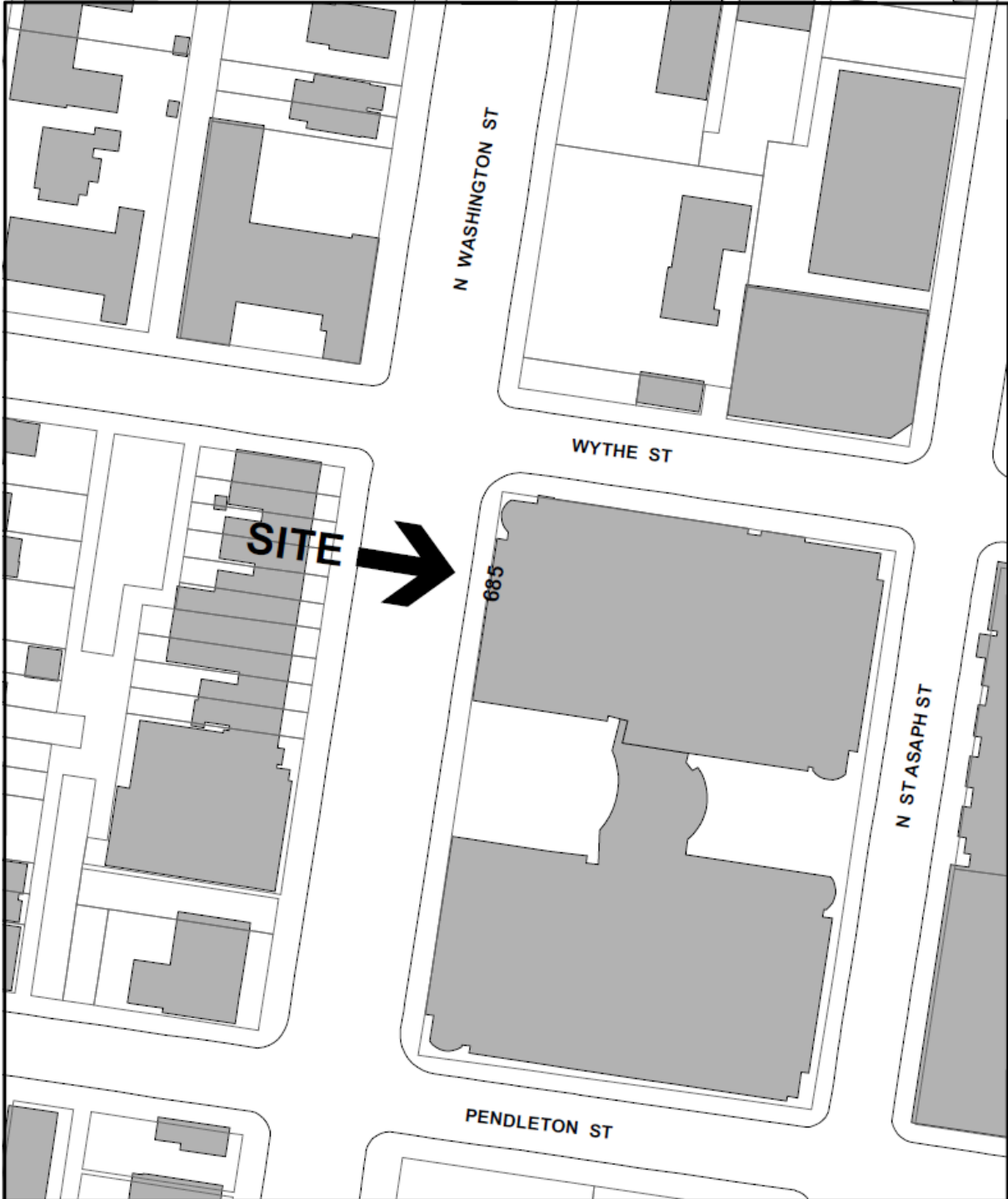
LOCATION: 685 North Washington Street

ZONE: CRMU/X Commercial Residential Mixed Use

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the “special advertising” signage that list services – “Copy & Print, Pack & Shop, Signs & Banners, Office Supplies, Direct Mail” be deleted.

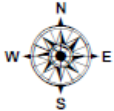
*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month 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 #2009-0192

9/16/2009



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for new signage for FEDEX OFFICE, formerly FedEx Kinko's, at 685 North Washington Street.

The applicant proposes to replace the existing FedEx Kinko's letters in the sign band with FedEx Office above both of the store's entrances – one sign fronts North Washington Street and the other faces the interior courtyard. The new signs will be constructed of pin mounted, gold colored aluminum letters in the same font as the existing sign, which is also consistent with the signs thought the Saul Center development. The new sign will measure 7 feet 5 inches by 10 inches, which is slightly smaller than the existing sign (12.32 square feet total for both signs).

In addition, the applicant proposes to install vinyl lettering on each door to identify each of the FedEx services provided. The sign area will measure roughly 1 foot 5 inches by 1 foot 11 inches (5.46 square feet for both signs). To the left of each door there will be a list of individual services provided: Copy & Print, Pack & Shop, Signs & Banners, Office Supplies, Direct Mail. This signage area measures roughly 2 feet by 1 foot 10 inches and a total of 7.32 square feet for both entrances. The existing hours of operation on the door will remain.

The signs will not be illuminated.

II. HISTORY:

The building in which FedEx Office is located, 625-675 North Washington Street, is a mixed use commercial and office building approved as a Development Special Use Permit on December 2, 1998 (DSUP #1998-0003). The Board also approved the construction of the building in 1998 (BAR Case #1998-0112), as well as a coordinated sign program for the retail tenants of the building which requires a metal (aluminum) frame in the recessed retail entry across the width of each bay with 2 inch thick centered gold letters. The existing FedEx Kinko's signs above each of the store's entrances were approved administratively on November 21, 2000 because they complied with the coordinated sign program (SGN #2000-00163). The additional signage requested with this application necessitates that the Board hear this case.

III. ANALYSIS:

The proposed sign complies with zoning ordinance requirements. The building where the FedEx office is located has 60 feet of frontage on North Washington Street and 40 feet of frontage on the interior courtyard. The proposed signage encompasses approximately 25 square feet.

The applicant submitted a letter of support from the building owner, Saul Holdings Limited Partnership, recommending approval of the proposed signage with the condition that the individual letters match the size and color of the existing FedEx Kinko's signs.

While the *Design Guidelines* generally recommend only one sign per business, the Board often approves additional signage. Given that this business has two primary entrances Staff does not object to signage at each entrance. The individual gold letter signs are appropriate and in compliance with the coordinated sign program for the Saul Center development. Staff also does not object to the inclusion of the different FedEx store's names at each entrance. However, the list of services and products provided by FedEx Office cannot be installed because they are not appropriate and considered "special advertising" not permitted under the zoning ordinance.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the “special advertising” signage that list services – “Copy & Print, Pack & Shop, Signs & Banners, Office Supplies, Direct Mail” be deleted.

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:

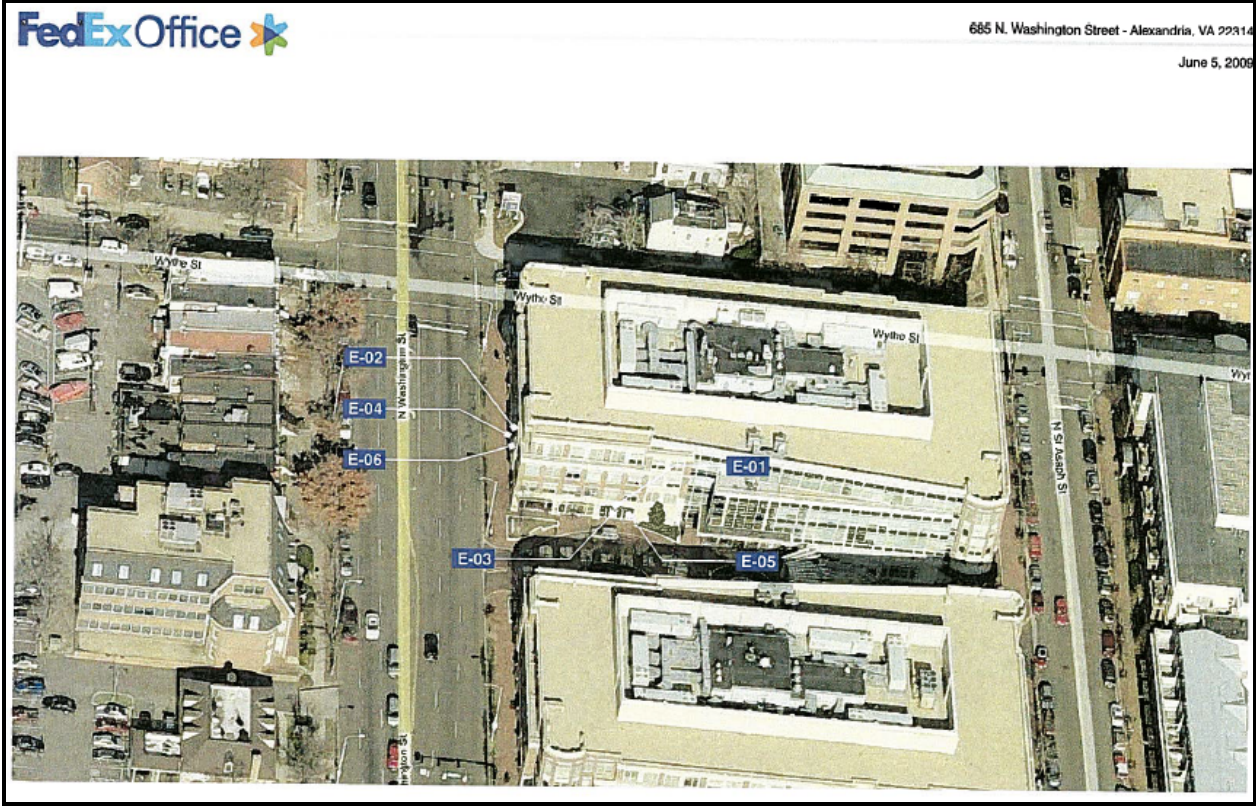


Figure 1: Site plan.

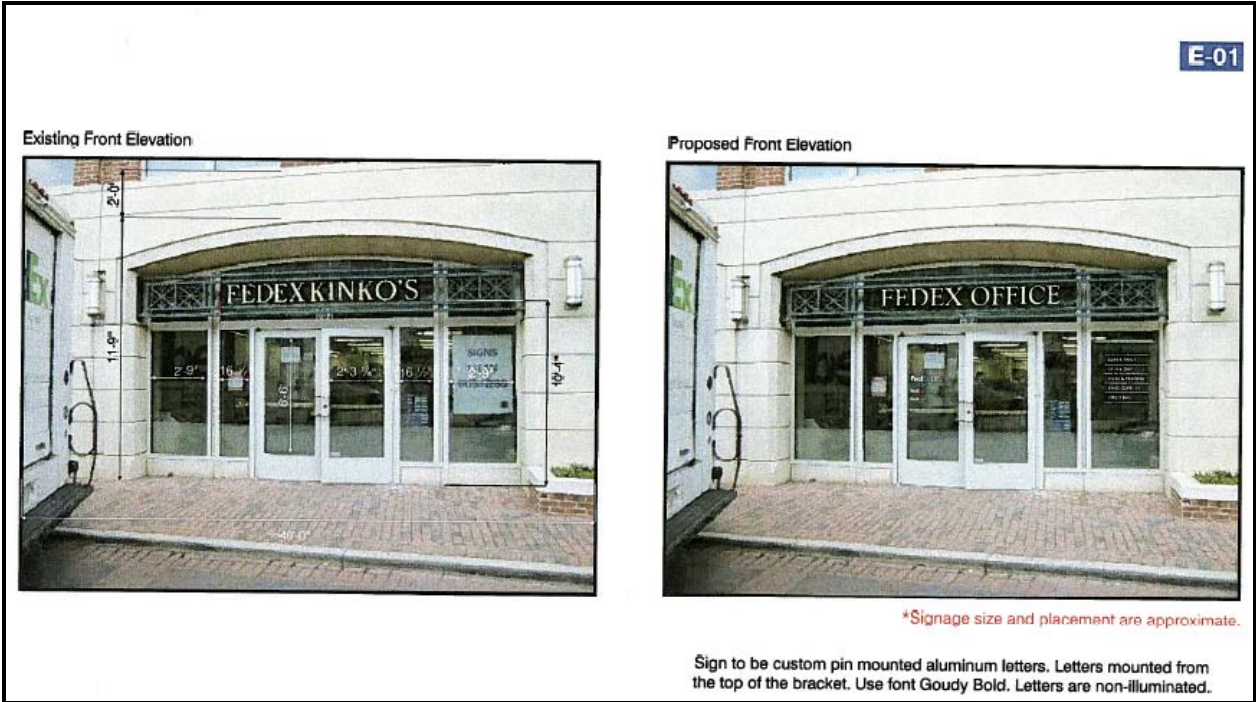


Figure 2: Existing and proposed courtyard entrance.

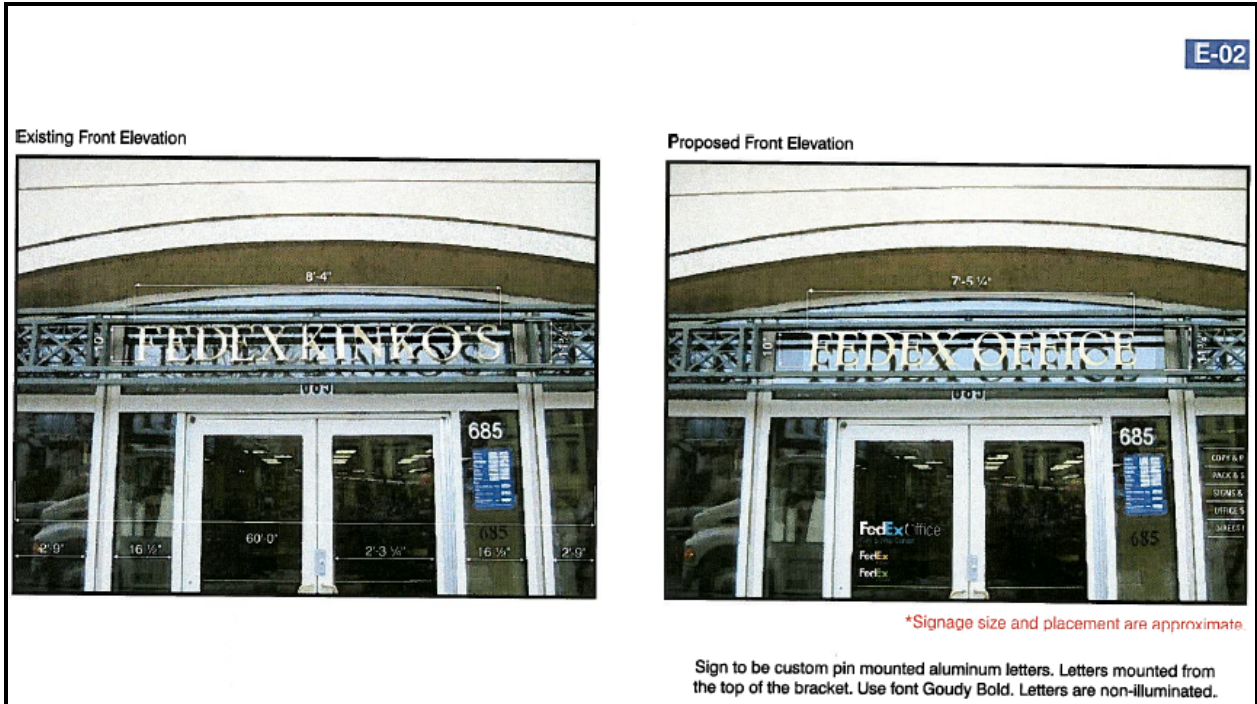


Figure 3: Existing and proposed North Washington Street entrance.



Figure 4: Existing and proposed courtyard entrance.

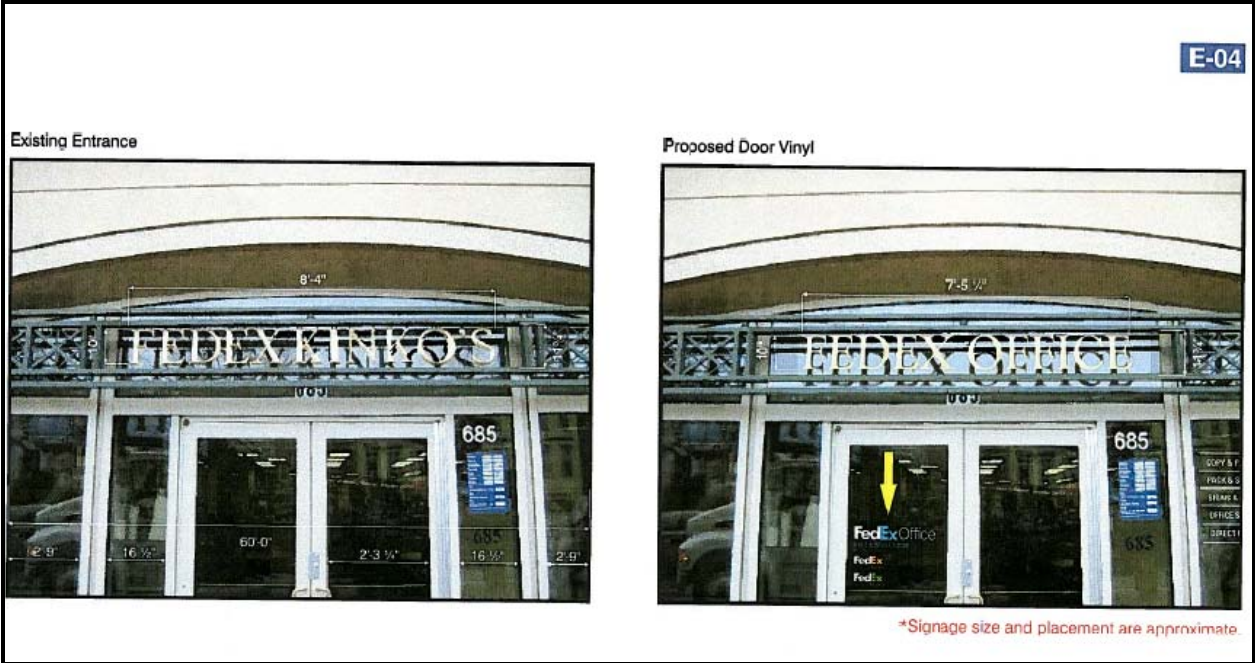


Figure 5: Existing and proposed North Washington Street entrance.

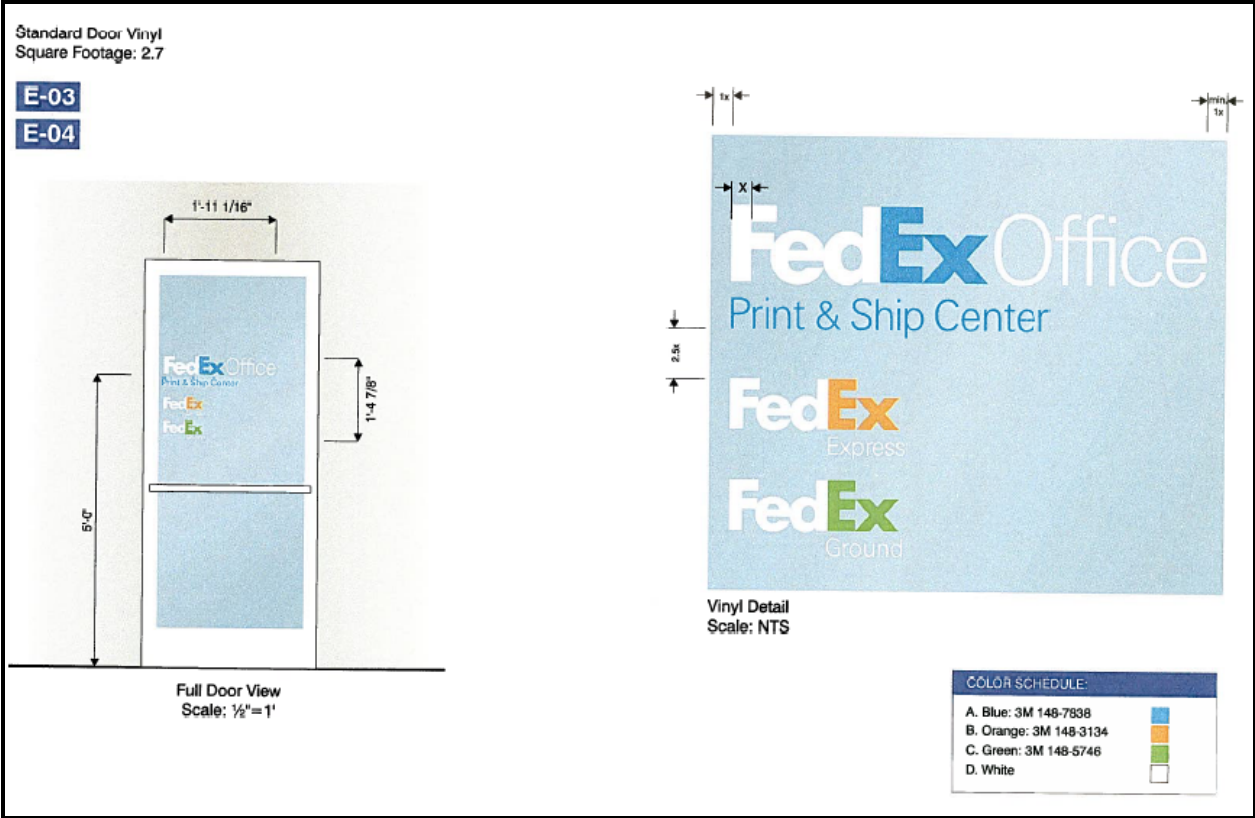


Figure 6: Detail of proposed door sign.



Figure 7: Existing and proposed courtyard entrance.

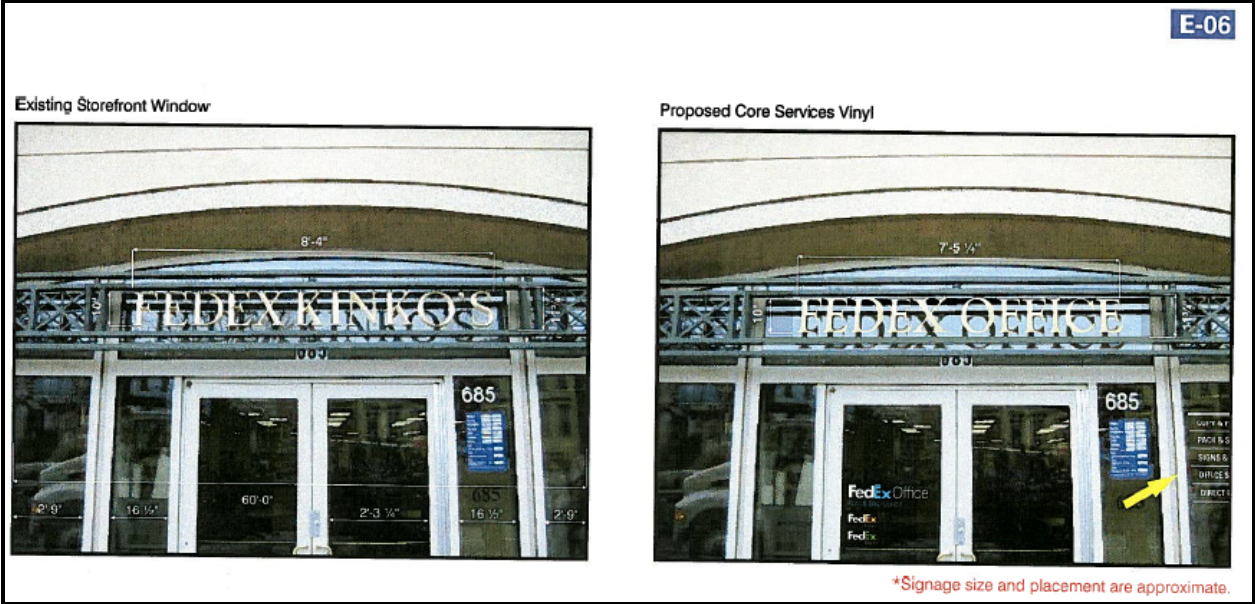
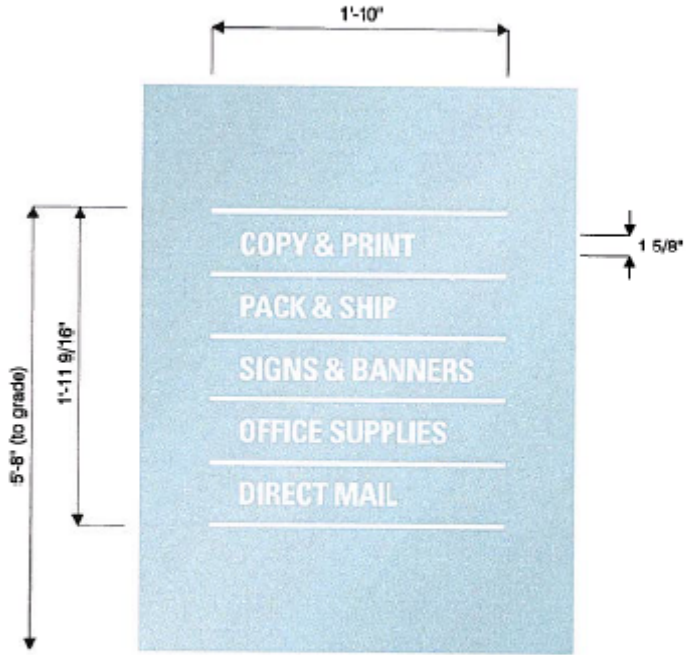


Figure 8: Existing and proposed North Washington Street entrance.

22" Core Services Vinyl
Square Footage: 3.6

E-03



Scale: 1"=1'

COLOR SCHEDULE:	
A. White: 3M 180-0511	<input type="checkbox"/>

Figure 9: Detail of list of services sign.