

Docket Item # 4
BAR CASE # 2009-0239

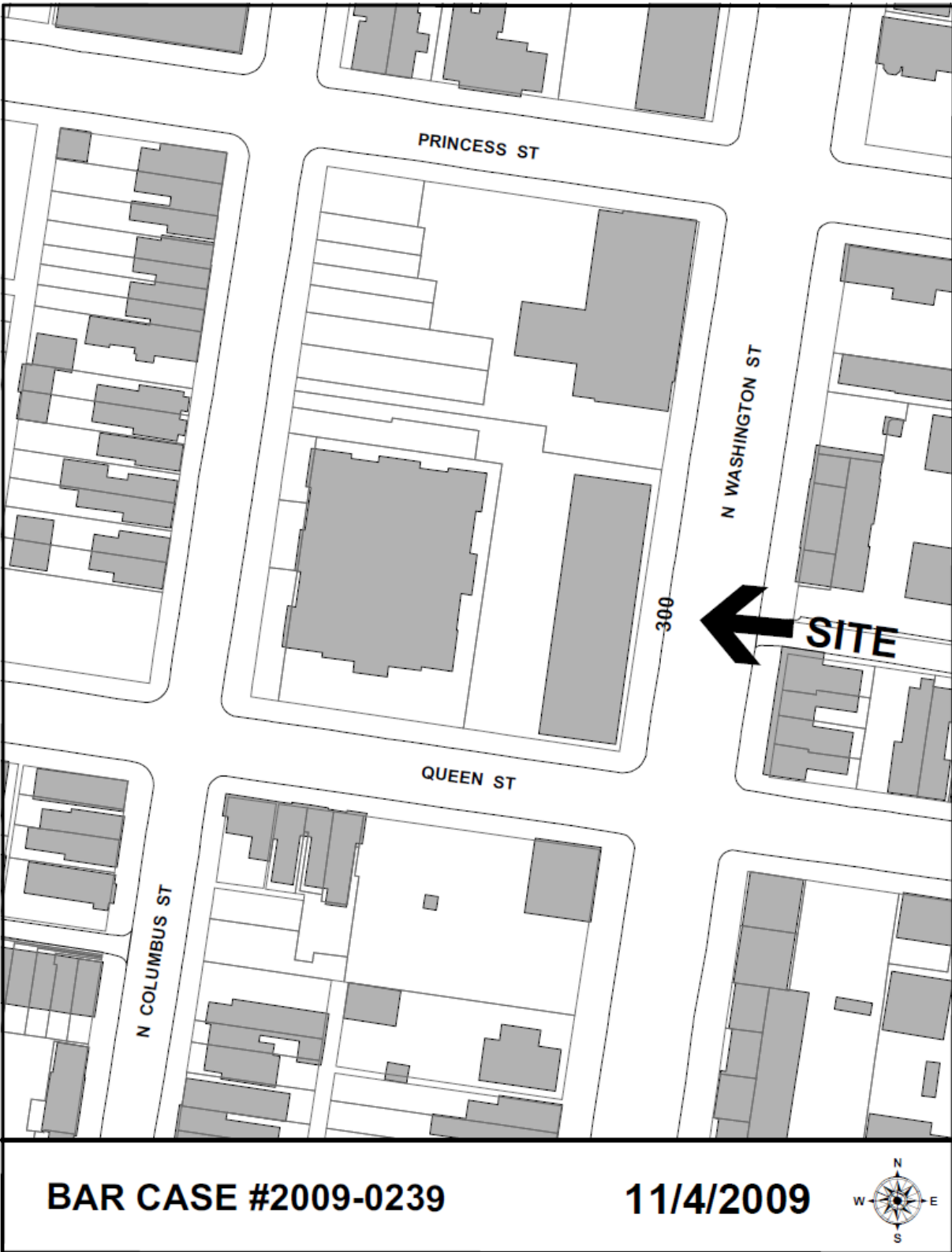
BAR Meeting
November 4, 2009

ISSUE: Signage
APPLICANT: Tricia Rust for Prudential Carruthers Realtors
LOCATION: 300 North Washington Street
ZONE: CD/Commercial

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the pin mounted sign is installed into the mortar joints and not the brick.

*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.



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of a pin mounted sign, PRUDENTIAL CARRUTHERS REALTORS, at 300 North Washington Street.

The proposed new sign will replace the existing STANLEY ASSOCIATES sign located to the south of the main entrance along North Washington Street. The proposed new sign will include the business name, PRUDENTIAL CARRUTHERS REALTORS, as well as the business logo in brass colored cast aluminum pin mounted letters. The sign will contain approximately 15 square feet.

The existing signage on the building includes three FOR LEASE signs, two of which are located on the North Washington Street façade of the building and the third faces Queen Street. Additionally, The CRUISE DIRECTORS pin mounted sign to the north of the main entrance (approximately 9 square feet) and the awning signage (approximately five square feet) will also remain.

The sign will not be illuminated.

II. HISTORY:

The seven story brick commercial building at 300 North Washington Street was constructed in 1962, according to the City's real estate records.

On August 20, 1997, the BAR approved replacement vinyl windows with sandwich muntins at the subject property (BAR Case #1997-0163). Staff could not locate the BAR approval for the existing signage on the building, although a building permit was approved on July 25, 1994 for a pin mounted sign (B9405501).

The property owner was given a warning notice on August 13, 2009, for window signs on the two windows facing the drive aisle exceeding 20% of the window area. The signs have since been removed.

III. ANALYSIS:

The proposed sign complies with zoning ordinance requirements.

The existing building width on North Washington Street is approximately 180 square feet. The applicant proposes to add approximately 15 square feet of signage along this elevation, bringing the total signage amount on North Washington Street to roughly 29 square feet. The square footage of the FOR LEASE signs is not included in this total because they are considered to be temporary real estate signs and are permitted under the zoning ordinance for temporary office vacancies.

The *Design Guidelines* note that "Signs should not detract from the architectural characteristics of historic structures", nor they "should not overwhelm or obscure the architecture and decorative features of historic buildings." Because this commercial building dates from the mid 20th century, Staff does not object to this new pin mounted sign, which is relatively small in size and subtle in design.

The *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 finds the new sign to be appropriate and recommends approval of the application with the condition that the pin mounted sign be installed into the mortar joints and not the brick.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the pin mounted sign is installed into the mortar joints and not the brick.

STAFF:

Stephanie Sample, Historic Preservation Planner, Planning & Zoning
Stephen Milone, Division Chief, Zoning & 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.

Historic Alexandria:

No comments received.

VI. IMAGES:

Proposed New Signage For: Prudential Carruthers Realtors		SALES REP: Brian Kerley DATE: 10-2-2009 SCALE: 3/8"=1.0' RE NAME: Alex Permits SIGN NO: 37174 REVISION: LAC	Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please inform the salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail or fax to office. CUSTOMER'S APPROVAL: DESIGN PROPERTY OF KERLEY SIGNS, INC. Not to be reproduced or photocopied without the expressed written consent of Kerley Signs, Inc. The use of this document for bidding purposes to other companies or if the design is reproduced in any form without permission from Kerley Signs, Inc., the customer will be required to pay for this design. Copyright © KERLEY SIGNS, INC. 2009	<p>web: www.kerleysigns.com email: b.j.kerley@kerleysigns.com</p> <p>7650 Preston Drive, Landover, Md. 20785 PH: (301)773-6800 FAX: (301)773-3465</p>
Location: 300 N. Washington St., Alexandria VA 22314 COLORS USED: Polished Brass		Proud Members Of: 		

Figure 1:

Proposed New Signage For:		SALES REP: Brian Kerley	Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please inform the salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail to fax to office.
Prudential Carruthers Realtors		DATE: 10-2-2009	
Location: 300 N. Washington St., Alexandria VA 22314		SCALE: 3/16"=1.0'	
COLORS USED:		FILE NAME: Alex Perinits	
		DRAWING: 37174	DESIGN PROPERTY OF KERLEY SIGNS, INC.
		ARTIST: LAC	Not to be reproduced or photocopied without the expressed written consent of Kerley Signs, Inc. The use of this document for bidding purposes to other companies or if the design is reproduced in any form without permission from Kerley Signs, Inc., the customer will be required to pay for this design.
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Figure 2:

Proposed New Signage For: Prudential Carruthers Realtors		CUSTOMER: Brian Kerley DATE: 10-2-2009 SCALE: 3/8"=1.0'	Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please inform the salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson.
Location: 300 N. Washington St., Alexandria VA 22314 COLORS USED:	PERMITS: Alex Permits DESIGN: 37174 DATE: LAC	CUSTOMER'S APPROVAL DESIGN PROPERTY OF KERLEY SIGNS, INC. Not to be reproduced or photocopied without the expressed written consent of Kerley Signs, Inc. The use of this document for bidding purposes to other companies or if the design is reproduced in any form without permission from Kerley Signs, Inc., the customer will be required to pay for this design.	

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Figure 3:

Proposed New Signage For: Prudential Carruthers Realtors		SALIS REP: Brian Kerley	Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please inform the salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail or fax to office.
Location: 300 N. Washington St., Alexandria VA 22314		DATE: 10-2-2009	
COLORS USED:		SCALE: 3/8" = 1.0'	
		REF. NAME: Alex Permits	
		SHOW: 37174	CUSTOMERS APPROVAL:
		WFSB: LAC	DESIGN PROPERTY OF KERLEY SIGNS, INC. Not to be reproduced or photocopied without the expressed written consent of Kerley Signs, Inc. The use of this document for bidding purposes to other companies or if the design is reproduced in any form without permission from Kerley Signs, Inc., the customer will be required to pay for this design. Copyright © KERLEY SIGNS, INC. 2009

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Figure 4:

Proposed New Signage For: Prudential Carruthers Realtors Location: 300 N. Washington St., Alexandria VA 22314 COLORS USED:		SKIDS REP: Brian Kerley DATE: 10-2-2009 SCALE: 3/4"=1.0' FILE NAME: Alex Permits SKETCH#: 37174 NOTES: LAC	Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please inform the salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail or fax to office. CUSTOMER'S APPROVAL DESIGN PROPERTY OF KERLEY SIGNS, INC. Not to be reproduced or photocopied without the expressed written consent of Kerley Signs, Inc. The use of this document for bidding purposes to other companies or if the design is reproduced in any form without permission from Kerley Signs, Inc., the customer will be required to pay for this design. Copyright © KERLEY SIGNS, INC. 2009	 www.kerleysigns.com email:signs@kerleysigns.com 7650 Preston Drive, Landover, Md. 20785 PH: (301)773-6800 FAX: (301)773-3465
Proud Members Of:				

Figure 5:

Proposed New Signage For: Prudential Carruthers Realtors		Sales Rep: Brian Kerley Date: 10-2-2009 Scale: 1/8" = 1.0' File Name: Alex Permits Sheet No: 37174 Notes: LAC	Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please inform the salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail or fax to office. CUSTOMERS APPROVAL: DESIGN PROPERTY OF KERLEY SIGNS, INC. Not to be reproduced or photocopied without the expressed written consent of Kerley Signs, Inc. The use of this document for bidding purposes to other companies or if the design is reproduced in any form without permission from Kerley Signs, Inc., the customer will be required to pay for this design. Copyright © KERLEY SIGNS, INC. 2009	
Location: 300 N. Washington St., Alexandria VA 22314 COLORS USED:		Proud Members Of:		
		7650 Preston Drive, Landover, Md. 20785 PH: (301)773-6800 FAX: (301)773-3465		

Figure 6:



Figure 7:

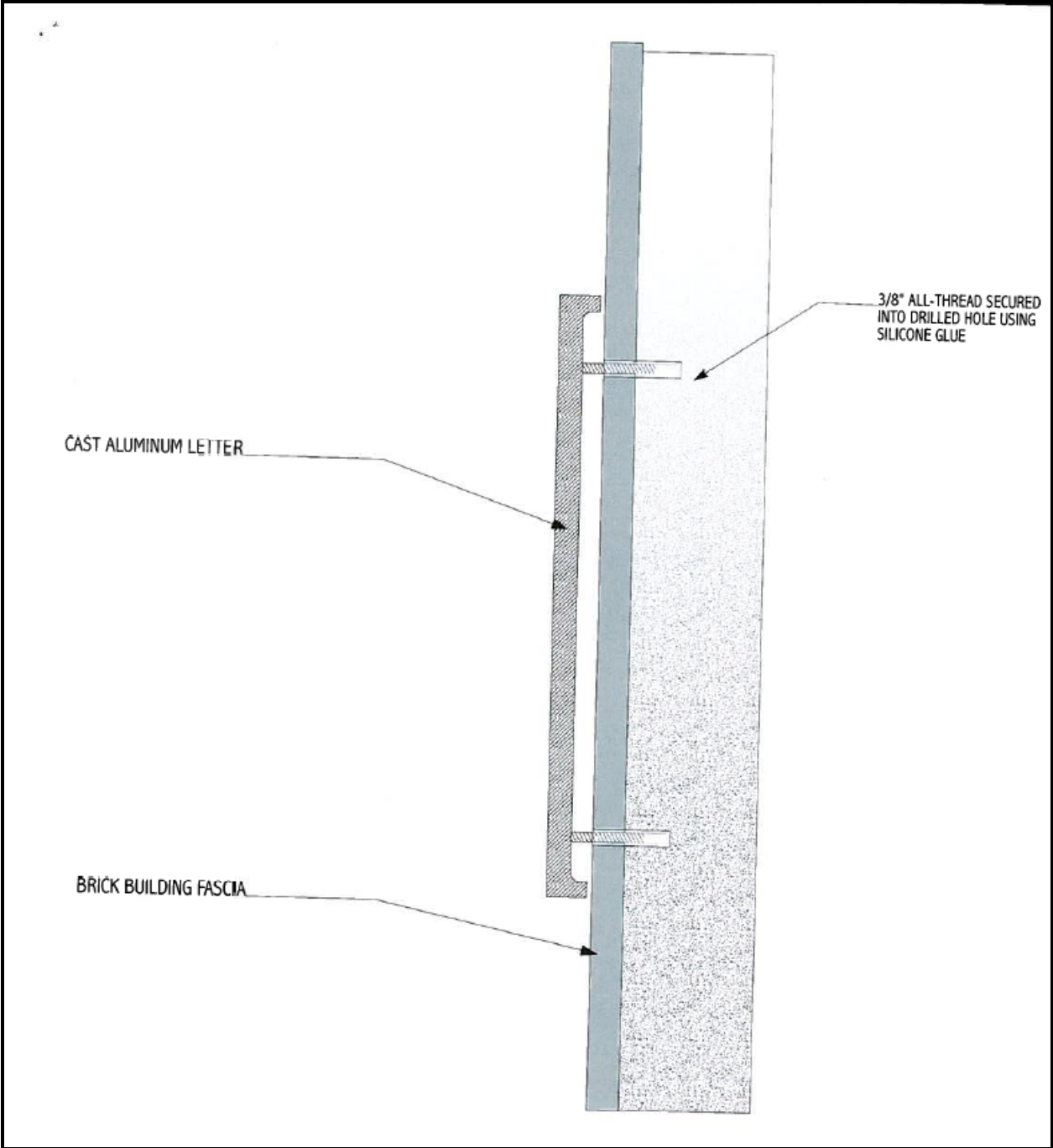


Figure 8: