

Docket Item # 5
BAR CASE # 2010-0054

BAR Meeting
April 21, 2010

ISSUE: Signage
APPLICANT: Velocity Bicycle Co-op
LOCATION: 204 S Union Street
ZONE: W-1 Waterfront

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

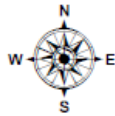
****EXPIRATION OF APPROVALS NOTE:** In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that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

****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.



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4/21/2010



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of new signage at 204 S Union Street.

The proposed signage includes a painted wall sign, a hanging sign, a menu board, and lighting. The painted wall sign consists of the name of the business, “velocity bicycle co-op,” in white and green lettering on a black background measuring 10 ½ inches tall by 7 ½ inches wide. Above the name the applicant is proposing to paint a set of wings in black and white which will measure 4 feet 5 inches tall with a wingspan of eight feet. The proposed hanging sign is actually 2/3rds of a bicycle mounted from the center of the wings perpendicular to the wall extending 42 inches. A double sided vinyl circular sign will be affixed within the tire rim. The sign will be composed of a white background with the green Velocity Bicycle Co-op graphic in the center and the lettering, “Velocity Bicycle Co-op,” around the parameter in green and black. The proposed lighting consists of two goose neck light fixtures mounted just above the wings to illuminate the entire sign. The light fixtures will be painted red and extend 35 inches from the wall. The proposed weatherproof, exterior menu board will be mounted to the left of the roll up door, mounted 40 inches from the sidewalk and measure 24 inches by 36 inches.

II. HISTORY:

204 South Union Street, also known as the Fowle warehouse was originally constructed in 1852 as a single story; the additional floors were added by Henry Wattles who purchased the property in the 1890’s. Over the course of its history the building has undergone several transformations. The 1885 Sanborn Fire Insurance Map identifies the building as having four stories; however the 1902 Sanborn map shows a reduction to two stores, likely reflecting damage by a fire in 1897. By 1941 the Sanborn maps show the building at three stories. The building was used in the 19th century to house agricultural products and grain mill and most recently used as a small arms warehouse.

There are no previous BAR cases for this property.

III. ANALYSIS:

The proposed signage complies with Zoning Ordinance requirements. The building frontage is 27 feet 4 inches.

The *Design Guidelines* recommend that only one sign per business is appropriate, however the Board typically approves a combination of signs, such as a wall sign and a hanging sign. Staff finds the proposed signage to be interesting and appropriate in design and scale for this particular store and the large warehouse building. Regarding the proposed lighting scheme, Staff’s finds the proposed gooseneck fixtures compatible with the industrial character of the warehouse and they are well integrated into the design of the painted wall sign.

In accordance with Board guidance, the sign application cannot be approved under the Administrative Approval of Signs in the Historic District program as the proposed signage exceeds the square footage of signage that can be approved administratively.

STAFF:

Meredith Kizer, Historic Preservation Planner, Planning & Zoning
Al Cox, Architect, Historic Preservation Manager, Planning & Zoning

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 and electrical 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.

VI. IMAGES:

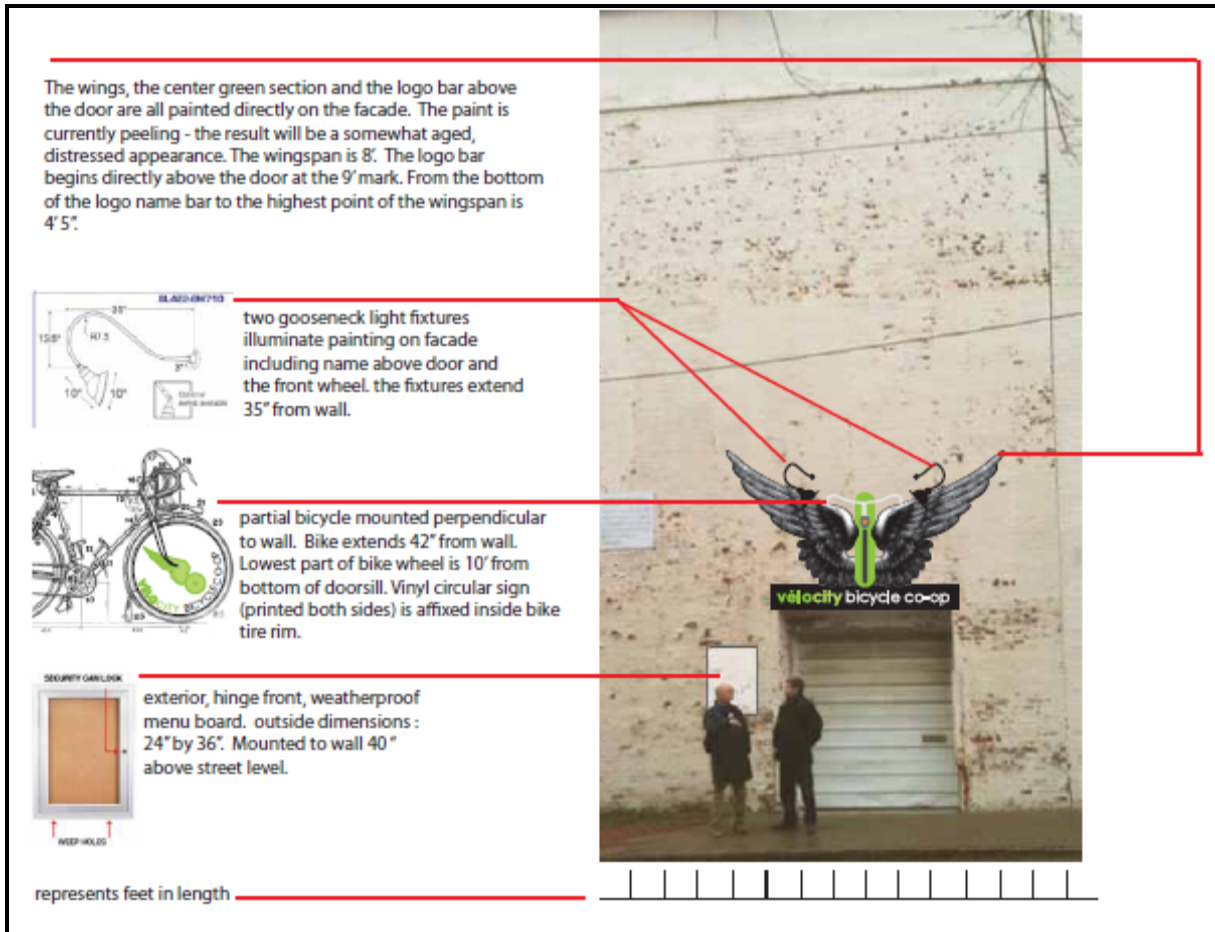


Figure 1. Photograph illustrating proposed signage.

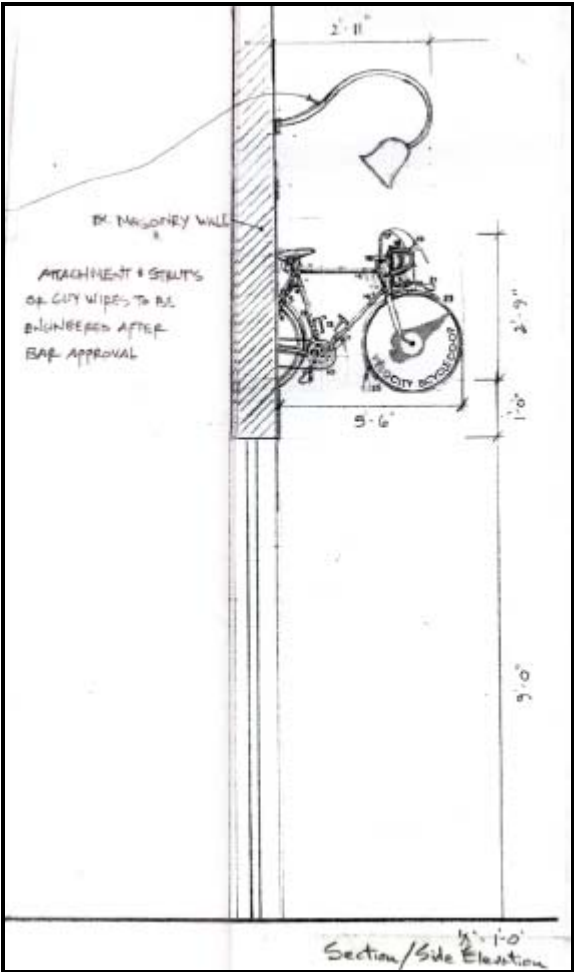


Figure 2. Section of proposed signage.