

Docket Item #6
BAR CASE #2010-0322

BAR Meeting
December 1, 2010

ISSUE: Signage

APPLICANT: William Reap & Elkins Patrick LLC by Old Town Sign Company

LOCATION: 114 South Patrick Street (Izalia Spa)

ZONE: CD / Commercial

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.



BAR CASE #2010-0322



I. ISSUE

The applicant is requesting approval of a Certificate of Appropriateness for the installation of a free standing sign at 114 South Patrick Street. The commercially zoned building at 114 South Patrick Street sits back approximately 21' feet from the property line.

The proposed hanging sign will be hung from a 42 inch metal scroll bracket mounted on a new freestanding, black painted wood pole detailed with a cap and finial. The pole will measure approximately ten (10) feet in height and will be installed inside the property, behind the 39 inch high iron fence, which runs along the South Patrick Street frontage. The oval MDO wood sign measures 20 inches high by 36 inches long and will be pink with the business name in white and green lettering.

The sign will not be illuminated.

II. HISTORY

According to Ethelyn Cox's *Historic Alexandria, Virginia Street by Street*, the twin, two-and-one-half-story Federal style brick former residences at 112 and 114 South Patrick Street were built by Isaac Gibson not long after his purchase of the land in 1812.

Previous Approvals

Over the years the Board has reviewed a number of applications for 114 South Patrick Street, including:

- Signage on March 19, 1997 (BAR Case #1997-0051);
- Demolition of rear garages on August 20, 1997 (BAR Case #1997-0165);
- Demolition of the brick wall on the south side of the property, considered by the Board on two occasions: August 16, 2000 (BAR Case #2000-0165) and May 16, 2001 (BAR Case #2001-0099);
- Alterations, including new brick walls, paving, modifying a stockade fence, installing new fencing and re-roofing portions of the property on May 16, 2001 (BAR Case #2001-0100).
- Fencing replacement and gate installation on July 30, 2008 (BAR Case #2008-0105).

III. ANALYSIS

The proposed sign complies with zoning ordinance requirements if the special advertising, "laser hair removal & rejuvenation" is removed from the signage. While typically freestanding signs are permitted only on buildings with 100 feet of frontage, the zoning ordinance allows for the BAR to approve a freestanding sign of up to six square feet on a commercially zoned property in the historic district. The existing building width on South Patrick Street measures approximately 33 linear feet, which would typically allow the applicant up to a total of 33 square feet of signage. The applicant is proposing approximately 4.98 square feet of signage.

The *Design Guidelines* state that: "Freestanding signs are only appropriate for buildings which are set well back from the street and have no other means of appropriate signage." Staff recommends approval of the proposed freestanding sign because it will help to identify this retail space, which is set back approximately 21 feet from the front property line and located on a street with limited pedestrian traffic.

Staff reminds the applicant that all existing temporary signage and previous sign poles must be removed when the permanent signage is installed.

STAFF:

Michele Oaks, Historic Preservation Planner, Planning & Zoning
Al Cox, FAIA, Historic Preservation Manager, Planning & Zoning

IV. CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F- finding

Code Administration

No comments received.

Transportation and Environmental Services (T & ES)

No comments received.

V. IMAGES

114 S Patrick



Figure 1: Existing Conditions



Figure 2: Proposed Signage

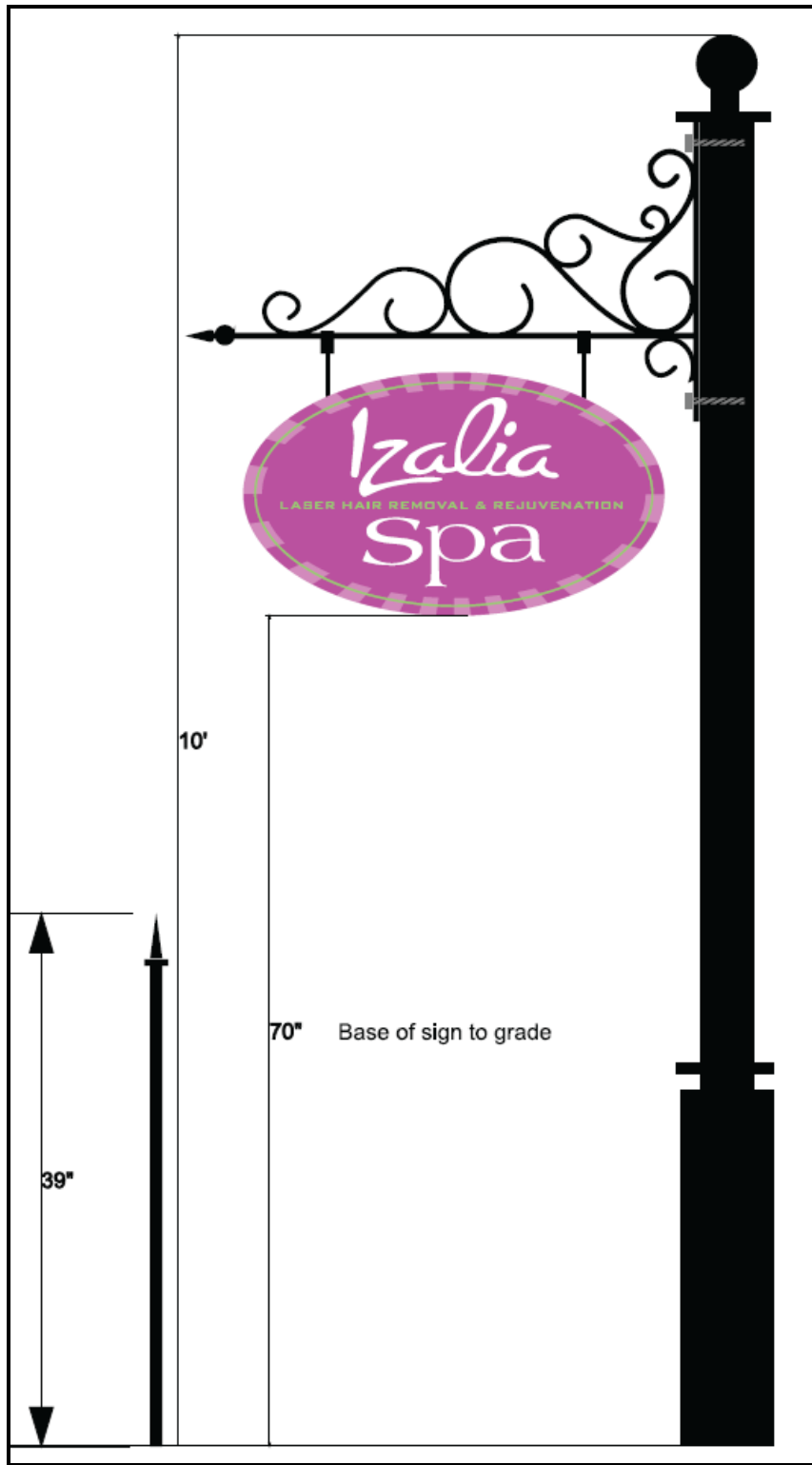


Figure 3: Proposed Sign and Painted Wood Pole

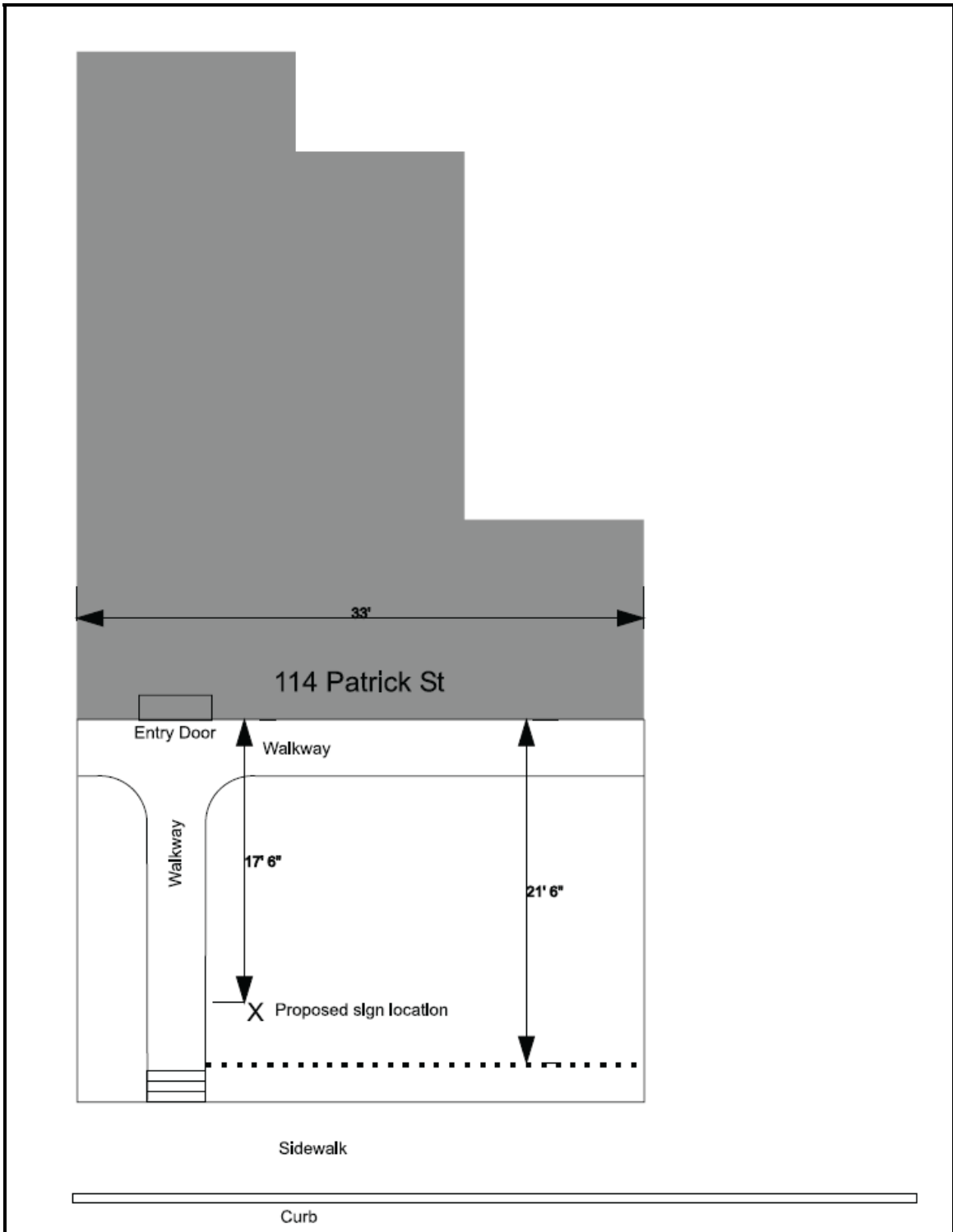


Figure 4. Site Plan Showing Location of New Post/Sign