

Docket Item #7
BAR CASE #2010-0321

BAR Meeting
December 1, 2010

ISSUE: Signage, Canopy and Lighting
APPLICANT: Circe Salon by Maginnis/DelNinno Architects
LOCATION: 123 North Washington Street
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 #2010-0321



I. ISSUE

The applicant is requesting approval of a Certificate of Appropriateness for the installation of signage, lighting and an entry canopy for the retail space at 123 North Washington Street. This tenant is located in the middle of the block halfway between King and Cameron Streets on North Washington Street. The applicant is proposing to remove the existing banner and window signage, and six, spot lights and replace them with:

Signs

- A new, window decal with white silkscreened letters and the salon's logo measuring 2'3" high by 4'7-1/2" long installed on frosted glass in the transom above the entry door.

Canopy

A new, clear glass, arched canopy above the entry. The glass canopy will be affixed to the building in four separate locations, through the mortar joints. The glass will be installed 2-3" from the façade utilizing the building wall's existing profile.

Lighting

- Four new sconces flanking the storefront's show windows. The sconces are modern, frosted, clear acrylic.

II. HISTORY

The three-story, Colonial Revival building at 123 North Washington Street was constructed of brick-faced concrete block in 1957 with a large central entry doors and plate glass store front windows. Each bay is detailed with molded stone surrounds punctuated with a keystone. The storefront is flanked with brick pilasters. The building is attached to the three-story First Federal Savings and Loan Association of Alexandria Building at 119-121 North Washington Street which was constructed in c1950 by local architect Robert Willgoos.

Previous Approvals

January 19, 2000 – Signage and Lighting (BAR Case #1999-00242)

III. ANALYSIS

The proposal complies with the zoning ordinance requirements.

According to the *Design Guidelines*, "Signs should be designed in styles, materials, type faces, colors and lettering that are appropriate and sympathetic to the historic style of the building." The applicant is proposing to reduce their existing signage by eliminating the existing banners, and window signage and return to more traditional window decal above the entry. Staff supports this return to a more modest level of signage.

Staff believes that the design for the canopy is an excellent example of how to implement a new design element onto a historic building without destroying its architectural integrity, damaging historic fabric or negatively impacting the streetscape. The design of the canopy is clearly modern but does not detract from the mid-20th century style of the building, which is elegant in design and ornamentation. However, the new canopy will be clearly differentiated from the

original building. Finally, the canopy, as designed, will not obscure any of the building's architectural detailing and is being installed so it can be easily reversible.

The applicants are also proposing to remove four existing spot lights from the building and replace them with four sconces which flank the door and windows on the storefront. The oval shaped, sconces are modern in design, yet simple in form. They will not detract from the architectural character of the building. Additionally, their placement will not hide or require the removal of historic architectural features, as recommended in the *Guidelines*.

Finally, the *Guidelines* also state that the Board "is particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. Therefore, requests for changes to facades on Washington Street must be compatible with the memorial nature of the parkway." Alterations and changes to this building's façade need to be evaluated in terms of their potential impact to this important resource. After an evaluation of the project from the Washington Street corridor, staff finds that the proposed signage, canopy and lighting is compatible and consistent with the existing storefronts on this very commercial stretch of the North Washington Street. The proposal will also have no negative impact on the streetscape or the integrity of the historic district.

Staff finds that the proposal meets the *Standards for a Certificate of Appropriateness* and complies with the *Old and Historic District's Design Guidelines* and the *Washington Street Standards*.

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



Figure 1: Existing Conditions – Front Elevation

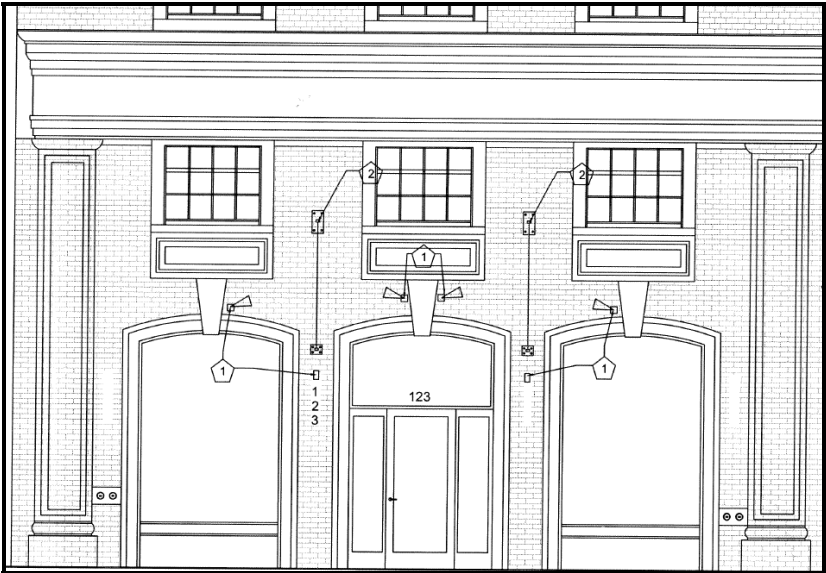


Figure 2. Existing Spot lights to be Removed

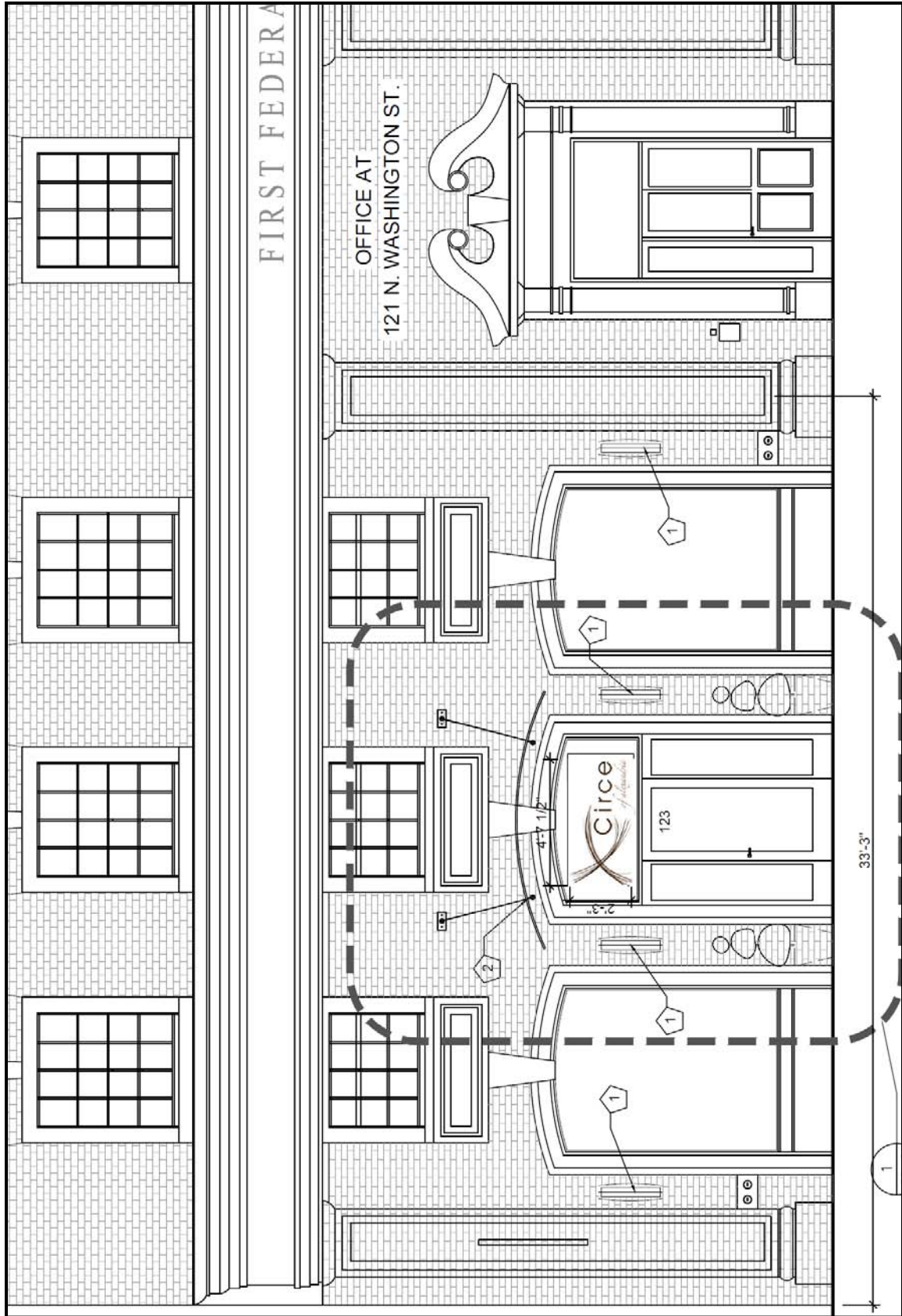


Figure 3: Proposed Alterations to Front Elevation

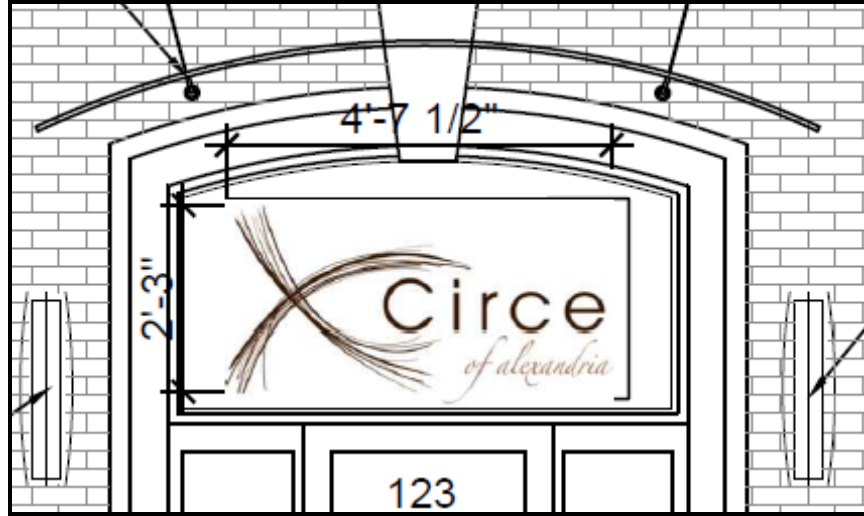


Figure 3. Proposed Decal Sign in Transom

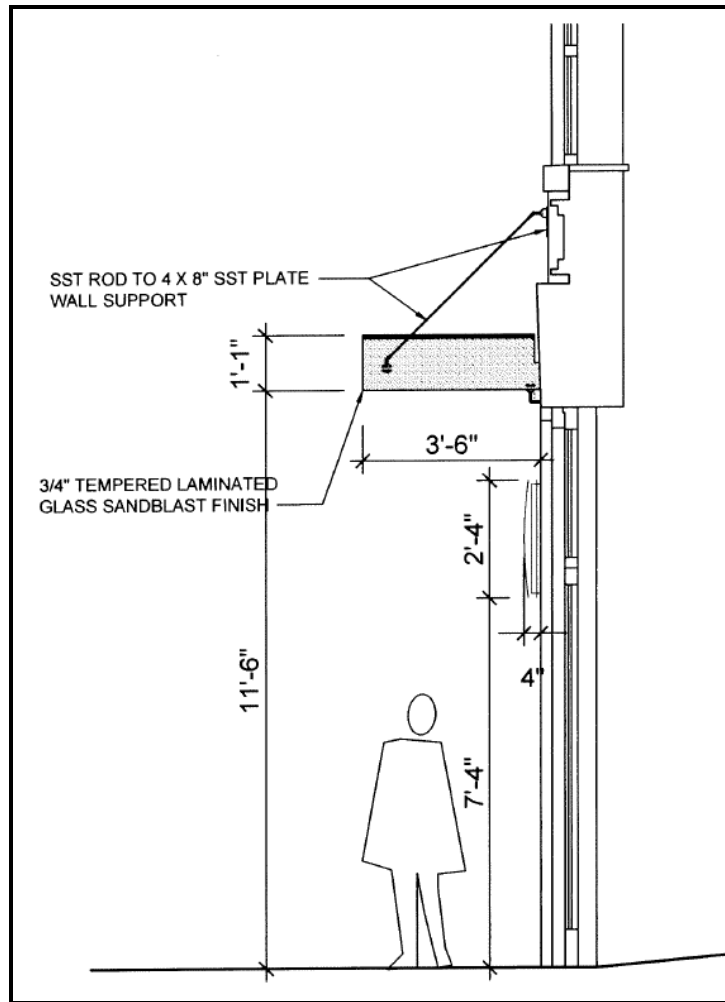
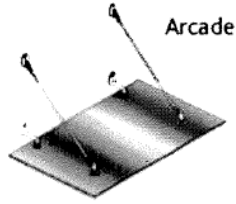


Figure 4. Section: Detailing Entry Canopy with Scence

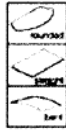
Possible implementations

The ASD Marquise System (AMS) is available in different versions, depending on the number of glazings, the number of fixing points per glazing and the pitch and a possible water evacuation requirements.

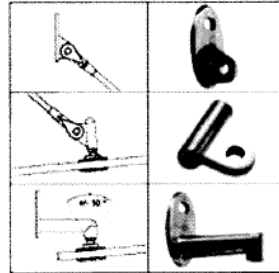


Arcade

1 flat or bent glazing
4 or 6 fixing points and
parallel tension rods



Stainless steel castings AISI 316



Technical description

The ASD Marquise System allows a point suspended glass canopy with a tension rod system. In each case glass is made of 2 toughened or heat-strengthened sheets, each heat-soaked tested and assembled with at least 4 PVB interlayer to a laminated safety glass (see table below).

The glass can be clear, tinted, light absorbent or reflecting sandblasted or screen-printed. The glass thickness depends on the sizes and the structures they have to support with respect to local applied standards and their additional treatments.

The drilling details for the fixing points are cylindrical or chamfered, depending on the type of swivel.

The canopy should be between 3° and 10° incline. This is to prevent an excess weight of snow forming on the canopy. 10° is the maximum incline supported by the swivel.

Glazing sizes

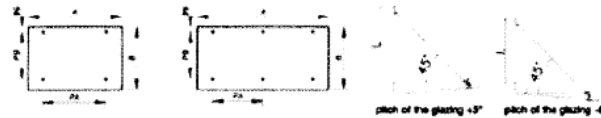
Fixing points	A mm	B mm	FA mm	FB mm	Standard thickness mm	model Arcade		model Corole	
						pitch = 5°	pitch = 10°	pitch = 5°	pitch = 10°
4 fixing points	1200	800	900	500	6.6.4	810	720	560	870
	1500	1050	1100	600	8.8.4	792	696	742	886
	1800	1350	1100	900	10.10.4	827	1045	777	1005
	2400	1800	900	900	6.6.4	827	1045		
6 fixing points	2400	1200	1050	900	8.8.4	827	1045		
	3200	1200	1300	900	10.10.4	827	1045		
	3200	1600	1300	1100	10.10.4	1065	1260		
	3200	1700	1300	1300	10.10.4	1247	1478		

Technical data to the calculation of the glass-thickness:

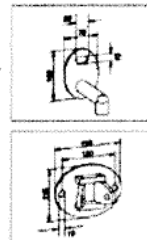
- valid calculation for laminated glazings made of 2 toughened sheets without surface treatment such as sandblasting or screen-printing.
- for cumulated charges (net weight, wind, snow)
- of at most 1500 pa/m²

Boring size: see plan, following swivel model

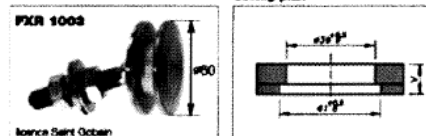
Please ensure your canopy conforms to these parameters



Wall connections



Transversal connections



alternative

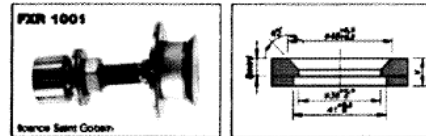
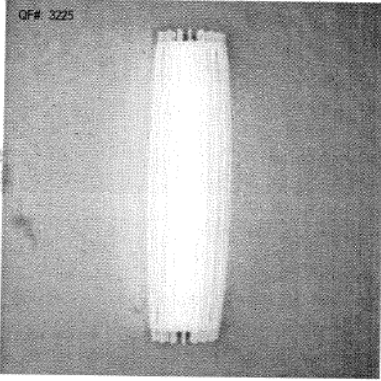


Figure 5. Specifications for Glass Canopy

Cutlass Series • Luca 5950

QF# 3225



Catalog #: 5950

Lamping:

5950 F/R - (1) F14 T5/Mini Bi-Pin
(Recessed Lamp Assembly)

Voltage: 120V - 120 Volt
277V - 277 Volt

Lens: FCA - Frosted Clear Acrylic

Option: CLO - Custom Lens Option (Consult Factory)

Finish: **Standard**
LSP - Light Silver Paint
SGW - Semi-Gloss White

Custom
CPF - Custom Painted Finish (Consult Factory)
CMF - Custom Metal Finish (Consult Factory)

Special: STD - Standard
MOD - Modified

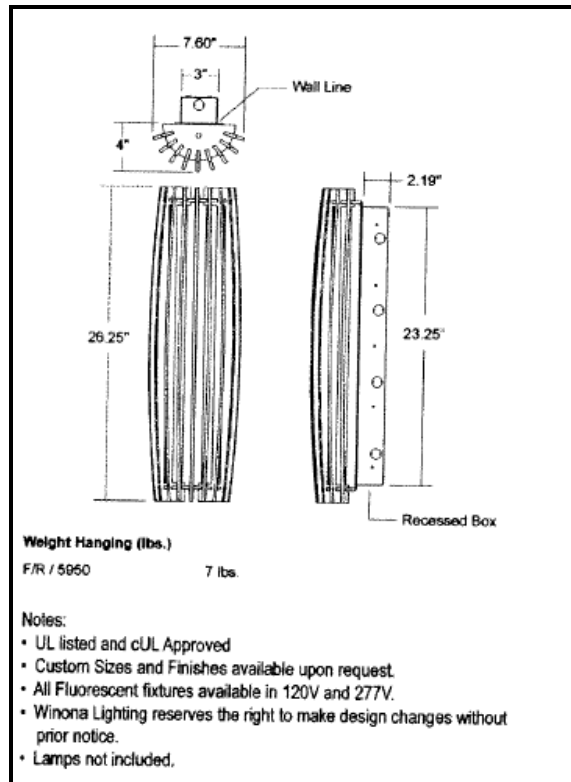


Figure 6. Specifications for Scence