

Docket Item #9
BAR CASE #2010-0319

BAR Meeting
December 1, 2010

ISSUE: Signage
APPLICANT: Talbots by H & M Signs
LOCATION: 601 North Washington Street (Saul Center)
ZONE: CRMU/X / 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 #2010-0319



I. ISSUE

The applicant is requesting approval of a Certificate of Appropriateness for the installation of signage for the retail space at 601 North Washington Street. This tenant is located at the corner of Pendleton and North Washington Street in the Saul Center. The applicant is proposing:

Signs

- New ½” thick gold painted letters will be mounted to the existing sign frames above each of the three separate doorway’s signs, similar to those originally approved for the other retail tenants of the building. The “Talbots, Established 1947” will be installed on the North Washington Street facade nearest Pendleton Street; above the North Washington Street entrance near the courtyard; and above the door located in the courtyard.
- New 3/8” thick acrylic sign letters with adhesive backing and ½” spacers will be stud mounted to the wall surface flanking the service entrance door.

Window graphics

- A vinyl decal conveying the Talbot’s logo is proposed to be installed in the transom of a window on the Pendleton Street elevation.
- The vinyl window graphic “Woman” measuring 4” high x 26-5/8” long will be mounted to the window to the right of the door located in the courtyard.
- The vinyl window graphic “Petites” measuring 4” high x 28-3/4” long will be mounted to the window to the right of the door on the North Washington Street entrance near the courtyard.

Doors

- The existing sets of the Talbots signature wood and multi-light “red doors” have been painted black to conform to the store’s new image.

The proposed signs will **not** be illuminated.

II. HISTORY

625-675 North Washington Street is a commercial and office building that was approved by the Board in 1998 (BAR Case #98-0112, 12/02/98) and constructed in 1999.

At the time of the original Board approval in 1998, the Board also approved a coordinated sign program for the retail tenants of the building. Essentially, these sign standards provided for metal (aluminum) frames for each tenant to affix 2” thick, gold painted letters. Because the proposed signage for Talbots is not in conformity with the Board approved sign standards for the building, this application must be reviewed by the BAR.

Previous Approvals

- Signage on June 5, 2002 (BAR Case #2002-0084)

III. ANALYSIS

The proposed signage complies with the zoning ordinance requirements.

The *Design Guidelines* state that: “Signs should be designed in styles, materials, type faces, colors, and lettering that are appropriate and sympathetic to the style of the building” and “should be as simple as possible and avoid repetitious and undue verbiage.”

The signs at the three store entrances reflect most of the characteristics of the previously approved coordinated sign program (CSP) for the building. The CSP recommends 2” thick painted gold metal letters while the applicant is proposing ½” thick painted gold letters. Since this thickness has been approved on other retail tenants in this development (Trader Joes BAR 2008-0137; 12-17-08), Staff has no objection to the signs as proposed. Additionally, the tenant is occupying a large retail space (11,500 s.f.), which contains a significant amount of street frontage along Washington and Pendleton and the store carries three different product lines (regular Talbots, Talbots Woman, and Talbots Petites), which in other locations could be separate individual stores. For these reasons, Staff has no objection to the window decals in addition to the door signage as proposed. Staff also supports the color change for the entry door. The doors into the retail spaces were not part of the coordinated sign program nor are they under the BAR’s preview. The entry doors in this development have been an opportunity for each retail tenant to individualize their spaces.

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. Intersection of North Washington Street and Pendleton

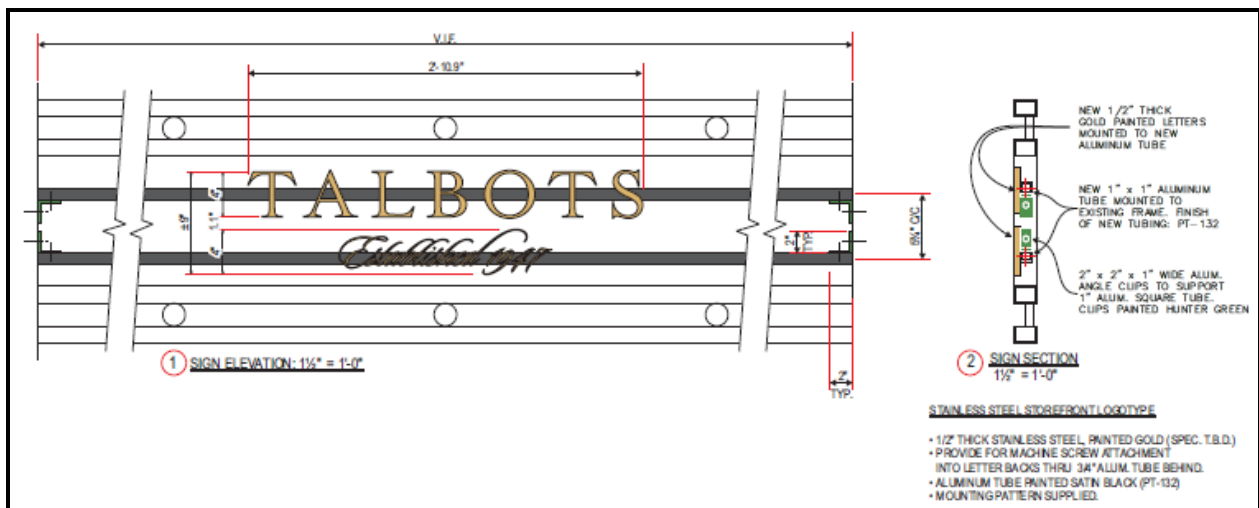


Figure 2. Sign Section for Signage to be Mounted on New Aluminum Tubes on the Existing Sign Frame



Figure 3. North Washington Street Elevation - Existing

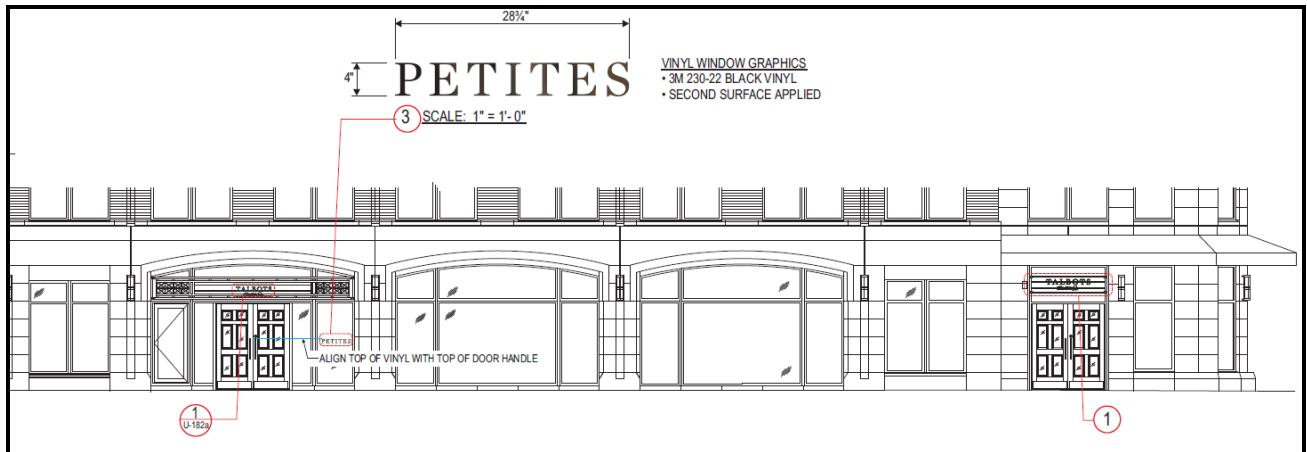


Figure 4. North Washington Street Elevation - Proposed



Figure 5. Courtyard Elevation - Existing

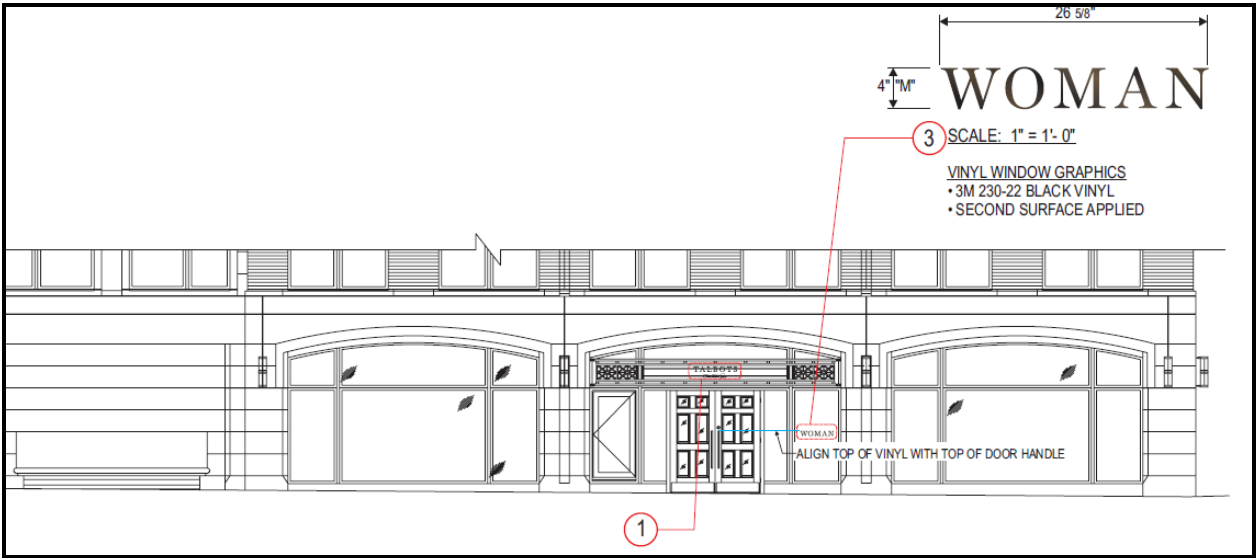


Figure 6. Courtyard Elevation - Proposed



Figure 7. Pendleton Street Elevation – Existing

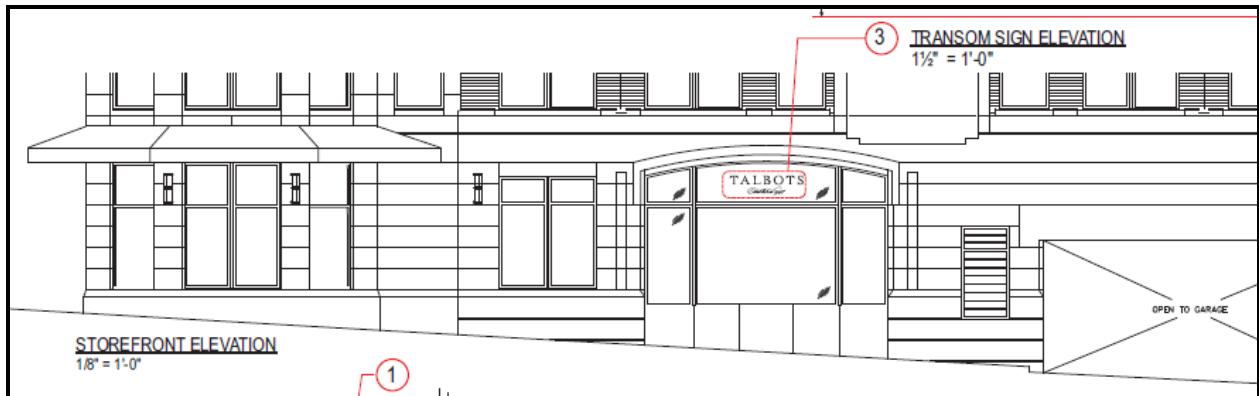


Figure 8. Pendleton Street Elevation - Proposed

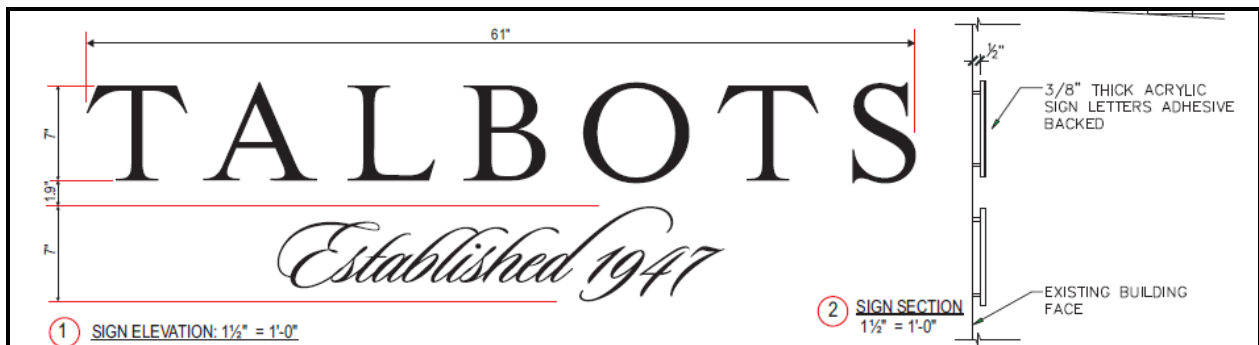
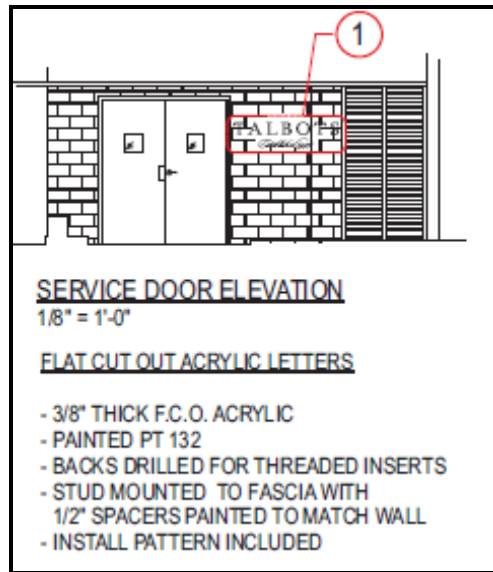


Figure 9. Service Entrance Proposed Signage