

Docket Item # 4
BAR CASE #2008-0111

BAR Meeting
July 23, 2008

ISSUE: Signage
APPLICANT: Asegedech Kelecha
LOCATION: 1101 Queen Street
ZONE: CL/Commercial

STAFF RECOMMENDATION: Staff recommends approval of the window signs.

****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 the Code Enforcement Bureau (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Enforcement, Room 4200, City Hall, 703-838-4360 for further information



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7/23/2008



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for three window signs, for the new business, SMILE MARKET, at 1101 Queen Street.

Two of the applied vinyl signs will be located on the elevations facing Queen Street and North Henry Street. A third vinyl sign will be applied to the transom window over the market's main entrance. This sign will be a blue and yellow oval sign, measuring 20" by 27".

II. HISTORY:

The commercial building at 1101 Queen Street was originally built in 1939 as the Lincoln Theater. It was designed by John J. Zink for H.A.Wasserman and built by local builder D.E. Bayliss (Building Permit #2224, 8/3/1939).

In 1995, the Board approved the existing second story windows for offices (BAR Case #1994-0032). On July 26, 2006, the Board approved a Permit to Demolish, alterations, and a waiver of the HVAC rooftop screening requirement as part of a major building renovation at 1101 Queen Street (BAR Case #2006-0165, 0166 & 0167).

III: ANALYSIS

The proposed signs comply with Zoning Ordinance requirements.

Staff believes that the proposed window signs are appropriate. Although the *Design Guidelines* state that, "generally, only one sign per business is appropriate," Staff believes that all three signs are acceptable because they are modest in size and located on a building which has two street frontages. Staff notes for the Boards knowledge and consideration the recommendation of the Office of Historic Alexandria that the signs be revised to reflect and incorporate the Art Deco styling of the building. Staff, however, has not adopted this position and recommends approval.

IV. STAFF RECOMMENDATION: Staff recommends approval of the window signs as submitted.

V. CITY DEPARTMENT COMMENTS

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

Code Enforcement:

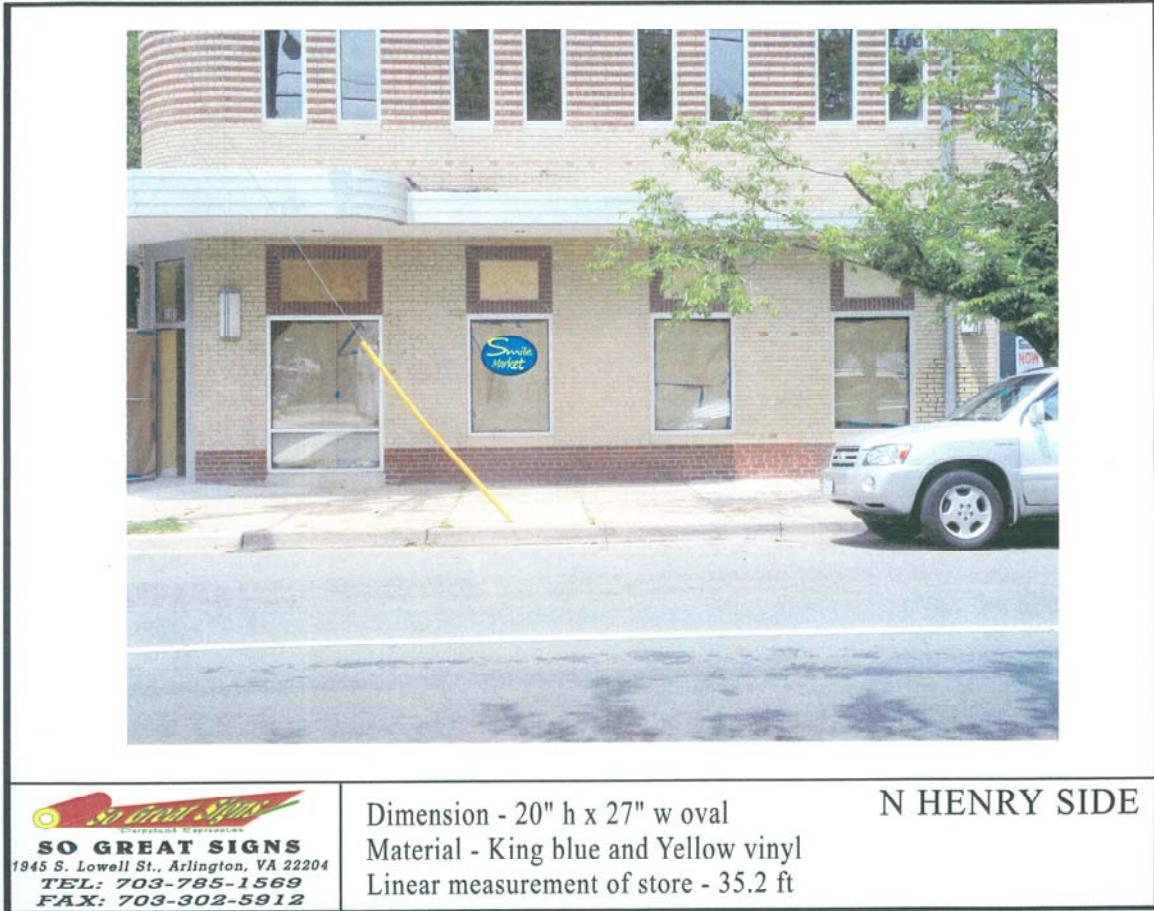
No comments received.

Office of Historic Alexandria:

R-1 Deny.

S-1 Design new sign (shape, color, font) that reinforces art deco style of the building.

VI. IMAGES




SO GREAT SIGNS
1945 S. Lowell St., Arlington, VA 22204
TEL: 703-785-1569
FAX: 703-302-5912

Dimension - 20" h x 27" w oval
Material - King blue and Yellow vinyl
Linear measurement of store - 35.2 ft

N HENRY SIDE

Figure 1: North Henry Street elevation



Figure 2: Queen Street elevation




SO GREAT SIGNS
1945 S. Lowell St., Arlington, VA 22204
TEL: 703-785-1569
FAX: 703-302-5912

Dimension - 20" h x 27" w oval
Material - King blue and Yellow vinyl
Linear measurement of 5 ft

Figure 3: Corner showing both Queen and North Henry Streets