

Docket Item #13

Special Use Permit #2013-0046
625 East Monroe Avenue - Coordinated Sign Program

Application	General Data	
Project Name: Bell Del Ray – Landbay L Multifamily Building	PC Hearing:	September 3, 2013
	CC Hearing:	September 21, 2013
	Plan Acreage:	2.5 acres (109,906 sf)
Location: 625 East Monroe Avenue (northern portion of Landbay L)	Zone:	CDD #10
	Proposed Use:	Residential with ground floor retail (under construction)
	Dwelling Units:	276 units
Applicant: Monroe Square Partners, LLC, represented by M. Catharine Puskar	Gross Floor Area:	302,979 sf (3,559 sf Retail)
	Small Area Plan:	Potomac Yard/Potomac Greens
	Historic District:	n/a
	Green Building:	n/a

Purpose of Application
Request for approval of a coordinated sign program special use permit for a multifamily building currently under construction with 276 dwelling units and 3,559 sf of retail.

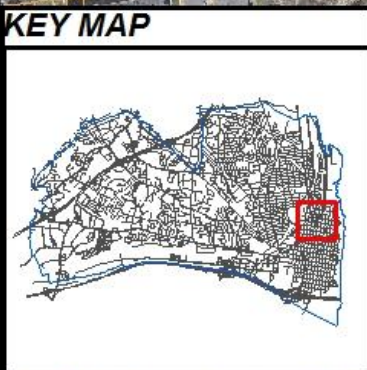
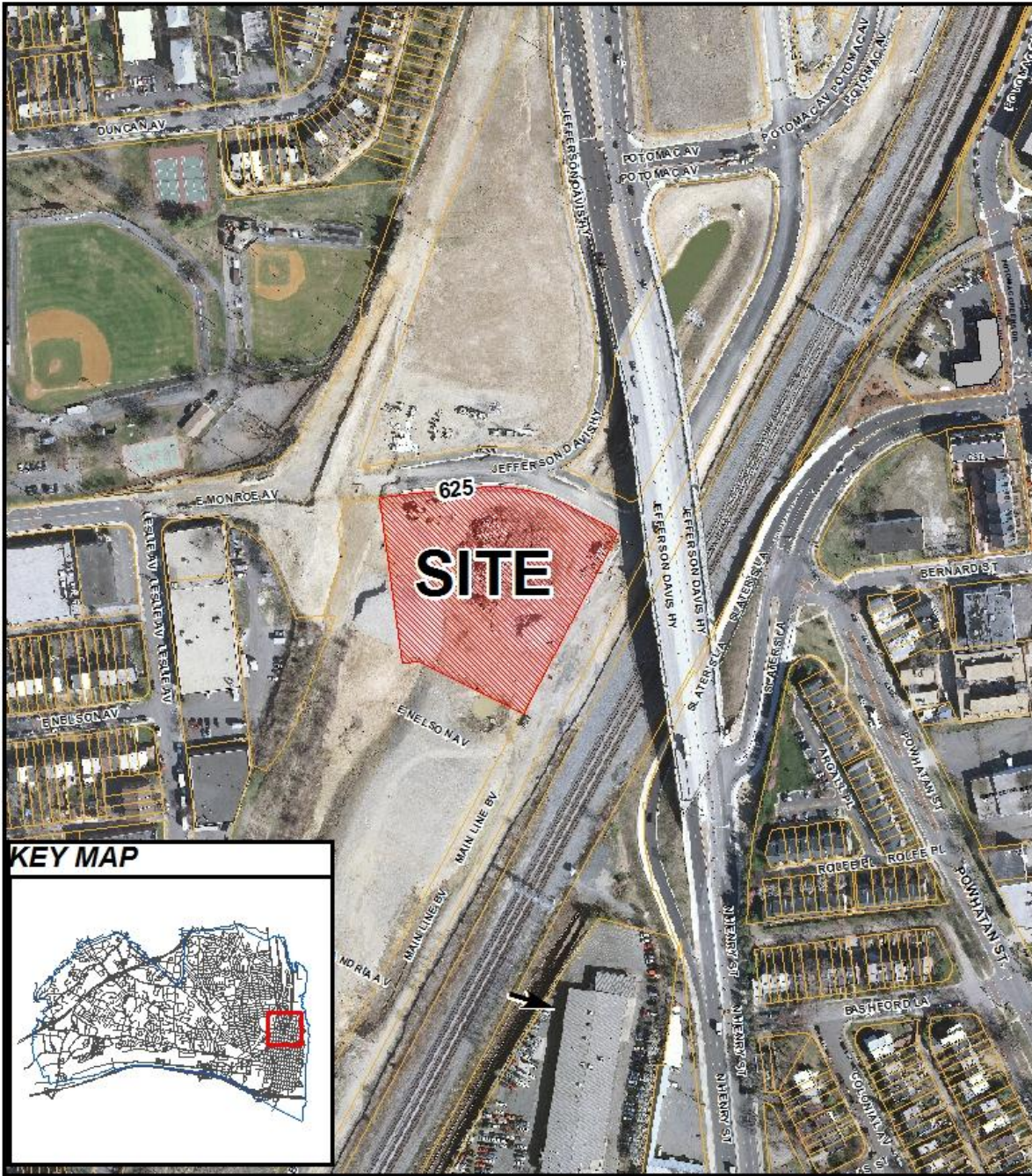
Staff Recommendation: APPROVAL WITH CONDITIONS
Staff Reviewers: Gary Wagner, gary.wagner@alexandriava.gov Dirk Geratz, dirk.geratz@alexandriava.gov

PLANNING COMMISSION ACTION, SEPTEMBER 3, 2013: On a motion by Commissioner Wagner, seconded by Commissioner Lyman, the Planning Commission recommended approval of the request, subject to compliance with all applicable codes, ordinances and staff recommendations. The motion carried on a vote of 7 to 0.

Reason: The Planning Commission agreed with the staff analysis.

Speakers:

Catharine Puskar, representing the applicant, spoke in favor of the request.



SUP #2013-0046
625 E Monroe Ave

9/3/2013 N



I. SUMMARY

A. *Recommendation & Summary of Issues*

Staff recommends **approval** of the development application for the proposed coordinated sign program for the multi-family building under construction on Landbay L of Potomac Yard, subject to compliance with the staff recommendations. The new project name for the development is Bell Del Ray. There are no approved sign regulations in the CDD Concept Plan for Potomac Yard, nor in the Potomac Yard Design Guidelines. This coordinated sign program will establish guidelines for Landbay L only, for signs facing Monroe Avenue and Main Line Boulevard, as explained in further detail below.

B. *General Project Description*

The applicant, Monroe Square Partners, LLC, has submitted a coordinated sign program for the multi-family building on the northern portion of Landbay L at the corner of Monroe Avenue and Main Line Boulevard. The building is currently under construction and will consist of five stories with 276 residential units and approximately 3,500 sf of retail facing Monroe Avenue. The proposed sign program consists of:

- Two lighted blade signs with logo - one on Monroe Avenue near the main entrance and one on Main Line Boulevard above the garage entrance;
- One lighted “P” parking sign above the garage entrance;
- Retail signage in conformance with the Zoning Ordinance.

II. BACKGROUND

The City Council approved DSUP #2011-0001 on January 21, 2012 for a multifamily building consisting of 276 residential units and approximately 3500 sf of retail within Landbay L. Landbay L is a long, linear parcel located between Monroe Avenue and the Braddock Metro Station, just west of the Metro and railroad tracks. It is the only Potomac Yard landbay west of Route 1 (Jefferson Davis Highway) that is slated for residential development. The northern portion of the landbay is immediately adjacent to the realigned Route 1 bridge, although it does not connect in this location.

The site consists of 2.5 acres along Monroe Avenue and Main Line Boulevard. South of the subject property, in the remaining portion of Landbay L, is the townhouse/urban loft development, currently under construction by Potomac Yard Development. Immediately west of the site is the proposed dog park location, with the proposed Virginia Dominion Power substation and the previous Goldcrust Bakery (now a coffee shop) further west along Monroe Avenue. North of the site are new ballfields constructed as part of the overall Potomac Yard development. East of the site is the Route 1 bridge, metro and rail tracks, and the southern

portion of the Landbay K park which includes sidewalks that connect to the larger portion of the park.

III. STAFF ANALYSIS

Conformance to the Small Area Plan, CDD Concept Plan, and Design Guidelines

There are no approved sign design guidelines in the Small Area Plan, the CDD Concept Plan, or the Potomac Yard Design Guidelines. Signage for the multifamily building would be subject to the Zoning Ordinance requirements, which only allows for one multifamily dwelling sign at a maximum of 40 sf., in addition to retail and directional signage.

Section 9-105(F) of the Zoning Ordinance allows for signage to be permitted in accordance with a Coordinated Sign Program approved by special use permit.

The original application filed on June 25, 2013 was for the following signs:

- Two blade signs with bell logo at 70 sf per sign, letter faces and logo are halo lit, mounted to the building at below 35 ft;
- One “P” parking sign at 6 sf, halo lit, above the garage entrance;
- Three directional signs at 6 sf each, constructed of ¼ in brushed aluminum with direct printed text and graphics, not lit.
- Retail signage in conformance with the ordinance, except that the applicant requests the allocation of signage per tenant be determined by the owner/landlord.

Staff felt that the number and size of the proposed signage may not be appropriate at this location due to the proximity of lower scale development nearby and because it is at the gateway into the Del Ray community. The Del Ray Land Use Committee (DRLUC) reviewed the proposal at their August 8, 2013 meeting and also had concerns with the number and size of the proposed signs.

Subsequently, the applicant filed an amended application on August 15, 2013, which reduces the size of the blade signs to 50.75 sf, the size of the “P” parking sign from 6 sf to 4 sf, (which is now consistent with the ordinance), and also eliminated the directional signs from the application.

Staff supports the amended Coordinated Sign Plan. The reduced size of the signage is more proportionate to the building and does not overwhelm the pedestrian environment. The number of signs is more appropriate for this area, which is a transitional area between the main Yard and Del Ray.

IV. COMMUNITY

The proposal was sent to Potomac Yard Design Advisory Committee (PYDAC) on August 14, 2013. Since there are no design guidelines for which to review, the application was sent as an informational item. No meeting is scheduled for PYDAC in September. As of the writing of this report, two members commented on the proposal. One member supports the application, subject to Staff recommendations; the other commented that the retail signage where they have both signage on the awning (business name / logo) and larger signage above the awning (“Retail Sign”) seems excessive.

The original proposal was sent to the Del Ray Land Use Committee (DRLUC) on August 7, 2013. The amended application was sent to the DRLUC on August 15th. As of the writing of this report, the DRLUC is reviewing the amended application and will provide a formal response prior to the hearing.

V. CONCLUSION

Staff recommends **approval** of the special use permit, subject to compliance with all applicable codes and the following staff recommendations.

VI. STAFF RECOMMENDATIONS

SIGNAGE:

1. All signs shall be in conformance with the Coordinated Sign Program dated August 14, 2013 and also with the following:
 - a. Two blade signs are permitted, a maximum of 50.75 square feet each;
 - b. One parking sign is permitted, a maximum of 4 square feet;
 - c. Retail signage cannot exceed 1 sq ft per linear foot of the total frontage. Allocation of signage per tenant may be determined by the owner/landlord.
 - d. Business signs shall employ variety and creativity of design. Tenant designers shall bring a sculptural and dimensional quality to their signs.
 - e. Highlight the identity of individual business tenants through signage and storefront design. Coordinate signage with the building design and with individual storefront designs, including but not limited to integration with any proposed awnings, canopies, etc.
 - f. Pedestrian-oriented signs (e.g. projecting signs, window signs, etc.) are encouraged. Tenants with main storefront entrances on Street(s) may incorporate a projecting or under-canopy sign. (P&Z)

2. Design business and identification signs to relate in material, color and scale to the building and the tenant bay on which the sign is displayed to the satisfaction of the Director of P&Z.
 - a. The business and identification signs shall be designed of high quality materials and sign messages shall be limited to logos and names.
 - b. Installation of building mounted signage shall not damage the building and signage shall comply with all applicable codes and ordinances. (P&Z)
3. Internally illuminated box signs are prohibited. All illuminated signs shall be halo lit signs. (P&Z)
4. A freestanding subdivision or identification sign shall be prohibited. (P&Z)
5. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
6. No permanent structure may be constructed over any existing private and/or public utility easements. It is the responsibility of the applicant to identify any and all existing easements on all plans submitted for approvals. (T&ES)

CITY DEPARTMENT COMMENTS

Legend: C - Code Requirement R - Recommendation S - Suggestion F – Finding

Transportation and Environmental Services

- C-1 A sign may be erected or displayed flat against a building wall or at an angle thereto, so long as the sign does not project more than four feet from the building wall or within one foot of an established curb line and the bottom of the sign is at least eight feet above a sidewalk or parking area and at least 14.5 feet above any alley. (Sec. 5-2-29(c)) (T&ES)
- C-2 Canopies, awnings and marquees suspended from a building or structure with no ground supports, having a clearance of at least eight feet above a sidewalk, extending no more than four feet beyond the front property line and extending to no more than one foot from the established curb line, may be erected. (Sec. 5-2-29(d)) (T&ES)
- C-3 The owner shall obtain and maintain a policy of general liability insurance in the amount of \$1,000,000 which will indemnify the owner (and all successors in interest); and the City as an Additional Insured. (Sec. 5-29 (h)(1)) (T&ES)
- C-4 The applicant shall comply with the City of Alexandria’s Solid Waste Control, Title 5, Chapter 1, which sets forth the requirements for the recycling of materials (Sec. 5-1-99). (T&ES)
- C-5 Any work from or within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C-6 All improvements to the city right-of-way such as curbing, sidewalk, driveway aprons, etc. must be city standard design. (Sec. 5-2-1) (T&ES)

Code Administration (Building Code):

No comment

Asterisks denote the following:

- * Condition must be fulfilled prior to release of the final site plan
- ** Condition must be fulfilled prior to release of the building permit
- *** Condition must be fulfilled prior to release of the certificate of occupancy
- **** Condition must be fulfilled prior to release of the bond

REVISED



APPLICATION
SPECIAL USE PERMIT

SPECIAL USE PERMIT # 2013-0046

PROPERTY LOCATION: 635 E. Monroe Avenue

TAX MAP REFERENCE: 044.01-06-01 (formerly 044.03-07-01) ZONE: CDD #10

APPLICANT:

Name: Monroe Square Partners, LLC

Address: 11425 Horsemans Trail, Raleigh, NC 27613

PROPOSED USE: Coordinated Sign Plan

[X] THE UNDERSIGNED hereby applies for a Special Use Permit in accordance with the provisions of Article XI Section 4-11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

[X] THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria staff and Commission Members to visit, inspect, and photograph the building premises, land etc. connected with the application.

[X] THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested pursuant to Article IV, Section 4-1404(D)(7) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

[X] THE UNDERSIGNED hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Director of Planning and Zoning on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI Section 11-207(A)(10) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

M. Catharine Puskar, Attorney/Agent
Print Name of Applicant or Agent
Walsh, Colucci, Lubeley, Emrich & Walsh, PC
2200 Clarendon Boulevard, Suite 1300
Mailing/Street Address
Arlington, VA 22201
City and State Zip Code
Signature Date
703-528-4700 703-525-3197
Telephone # Fax #
cpuskar@arl.thelandlawyers.com
Email address

Form with fields for ACTION-PLANNING COMMISSION and ACTION-CITY COUNCIL, each with a DATE field.

SUP # 2013-0046

PROPERTY OWNER'S AUTHORIZATION

As the property owner of 625 E. Monroe Avenue I hereby
(Property Address)
grant the applicant authorization to apply for the coordinated sign plan use as
(use)
described in this application.

Name: Todd H. Jacobus, Manager, Monroe Square Parking, LLC Phone: 301.654.5580

Please Print
Address: 11425 Horseman's Trail, Raleigh, NC 27613 Email: tjacobus@msfinc.net

Signature: Todd H. Jacobus Date: 6/23/13

1. **Floor Plan and Plot Plan.** As a part of this application, the applicant is required to submit a floor plan and plot or site plan with the parking layout of the proposed use. The SUP application checklist lists the requirements of the floor and site plans. The Planning Director may waive requirements for plan submission upon receipt of a written request which adequately justifies a waiver.

Required floor plan and plot/site plan attached.

Requesting a waiver. See attached written request.

2. The applicant is the (check one):

Owner

Contract Purchaser

Lessee or

Other: _____ of the subject property.

State the name, address and percent of ownership of any person or entity owning an interest in the applicant or owner, unless the entity is a corporation or partnership, in which case identify each owner of more than ten percent.

See Ownership Attachment

OWNERSHIP AND DISCLOSURE STATEMENT

Use additional sheets if necessary

1. Applicant. State the name, address and percent of ownership of any person or entity owning an interest in the applicant, unless the entity is a corporation or partnership, in which case identify each owner of more than ten percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

	Name	Address	Percent of Ownership
1	See Ownership Attachment		
2			
3			

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 525 E Monroe Avenue (address), unless the entity is a corporation or partnership, in which case identify each owner of more than ten percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

	Name	Address	Percent of Ownership
1	See Ownership Attachment		
2			
3			

3. Business or Financial Relationships. Each person or entity indicated above in sections 1 and 2, with an ownership interest in the applicant or in the subject property are require to disclose any business or financial relationship, as defined by Section 11-350 of the Zoning Ordinance, existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review. All fields must be filled out completely. Do not leave blank. (If there are no relationships please indicated each person or entity and "None" in the corresponding fields).

For a list of current council, commission and board members, as well as the definition of business and financial relationship, [click here](#).

Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1 None		
2		
3		

NOTE: Business or financial relationships of the type described in Sec. 11-350 that arise after the filing of this application and before each public hearing must be disclosed prior to the public hearings.

As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct

6/25/13

Date

M. Catharine Puskar

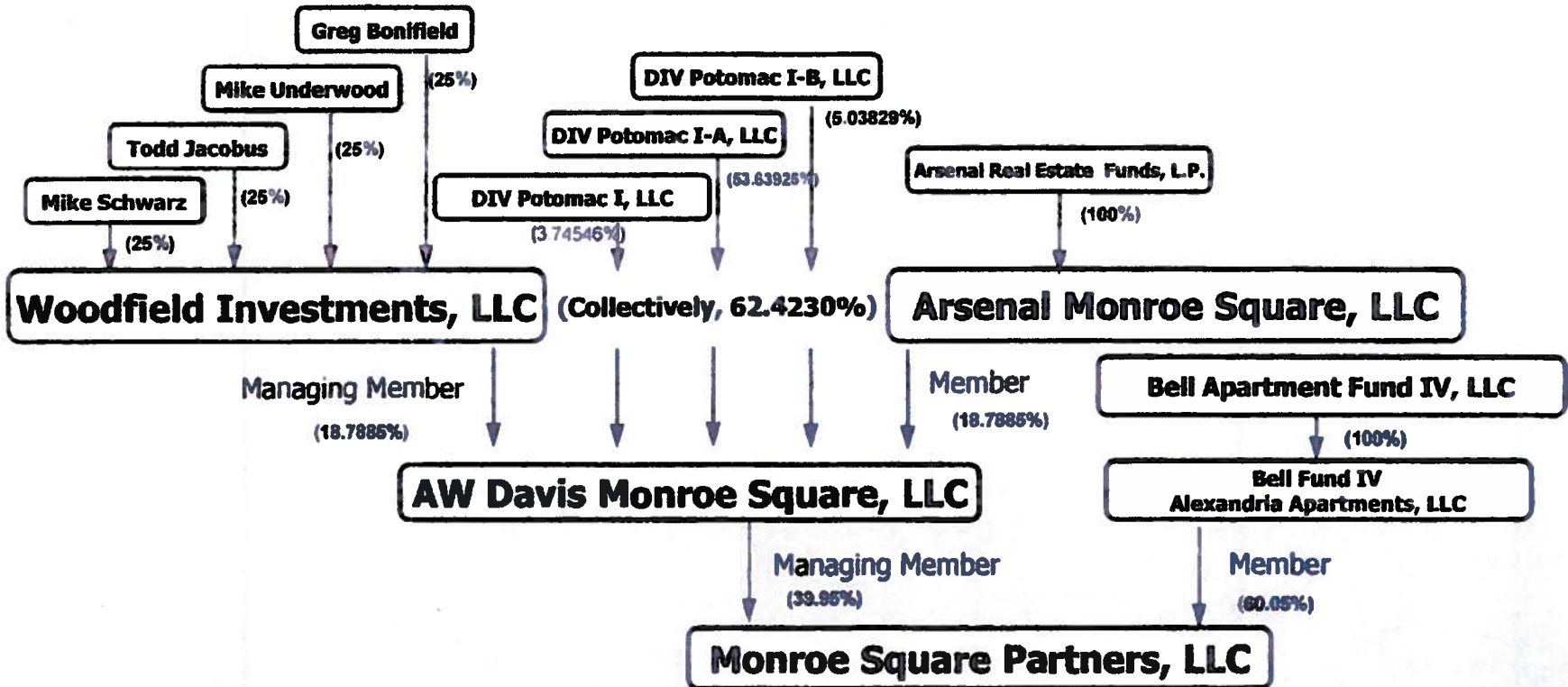
Printed Name

M. Catharine Puskar/SUM

Signature

Monroe Square Organizational Chart

Percentage Ownership



SUP # 2013-0046

If property owner or applicant is being represented by an authorized agent such as an attorney, realtor, or other person for which there is some form of compensation, does this agent or the business in which the agent is employed have a business license to operate in the City of Alexandria, Virginia?

[] **Yes.** Provide proof of current City business license N/A

[] **No.** The agent shall obtain a business license prior to filing application, if required by the City Code.

NARRATIVE DESCRIPTION

3. The applicant shall describe below the nature of the request **in detail** so that the Planning Commission and City Council can understand the nature of the operation and the use. The description should fully discuss the nature of the activity. (Attach additional sheets if necessary.)
See Attached Narrative Description

REVISED**3. Narrative Description**

On January 21, 2012, the City Council approved DSUP #2011-0001 to allow 276 multifamily dwelling units and approximately 3,559 square feet of retail use within the northern portion of Landbay L, which is part of Coordinated Development District #10, also known as "Potomac Yard". The property is now identified by City of Alexandria Tax Map Reference 044.01-06-01 and located at 625 E. Monroe Avenue (the "Subject Property").

Monroe Square Partners, LLC (the "Applicant") requests approval of coordinated sign program for the multifamily building with ground floor retail to identify the buildings and retail in a coordinated fashion. The building is essentially designed as two buildings (eastern building and western building) which are further differentiated into three architectural styles. The eastern building wraps a parking garage with a single-loaded corridor and residential units on all sides. The western building contains residential units on both sides of a double-loaded corridor with ground floor retail along Monroe Avenue and connects to the eastern building at building hyphens. The proposed sign plan includes two coordinated 50.75 sq ft blade signs (one for the eastern building along Mainline Blvd and one for the western building along Monroe Avenue) as well as retail signage for the approximately 3,500 square feet of retail to be provided along Monroe Avenue. The revised sign plan, dated August 14, 2013 provides details regarding the proposed signage.

Originally, the Applicant proposed blade signs that were 70 sq ft in size consistent with the coordinated sign plan approved for Landbay G, which is also located in Potomac Yard. However, in recognition of the fact that this development is on the edge of Potomac Yard, adjacent to Del Ray, the Applicant has agreed to reduce the size of the signage to a scale that is more appropriate for this transitional area. The two signs are proportionate to the building, located no higher than 35 ft from the top of the sign to grade (as permitted in the Zoning Ordinance) and will provide coordinated identification for the buildings comprising the development with one sign along Mainline Boulevard above the parking entrance and one sign along Monroe Avenue near the retail. Please note that, in addition to reducing the size of the two blade signs, the Applicant has also reduced the size of the parking signs to 2' x 2' and has removed the request for three 2' x 3' directional signs on the exterior of the buildings.

The building identification signs are designed to be matte finish aluminum, halo lit and unified with a logo to provide a coordinated and complementary identity for the buildings. The proposed flexibility for the retail signage will help the landlord attract tenants to the building and allow each tenant to have an individualized identity while maintaining a coordinated overall approach to retail signage for the building. The proposed signage, as reflected in the August 14, 2013 plans, is compatible with the architecture of the building, in scale with the building, and appropriate in size for both pedestrians and vehicles passing by.

USE CHARACTERISTICS

4. The proposed special use permit request is for (check one):
- a new use requiring a special use permit,
 - an expansion or change to an existing use without a special use permit,
 - an expansion or change to an existing use with a special use permit,
 - other. Please describe coordinated sign plan

5. Please describe the capacity of the proposed use
- A. How many patrons, clients, pupils and other such users do you expect?
Specify time period (i.e., day, hour, or shift).
N/A
- B. How many employees, staff and other personnel do you expect?
Specify time period (i.e., day, hour, or shift).
N/A

6. Please describe the proposed hours and days of operation of the proposed use:
- | | |
|--------------------|----------------------|
| Day:
<u>N/A</u> | Hours:
<u>N/A</u> |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

7. Please describe any potential noise emanating from the proposed use
- A. Describe the noise levels anticipated from all mechanical equipment and patrons.
N/A
- B. How will the noise be controlled?
N/A

8. Describe any potential odors emanating from the proposed use and plans to control them:

N/A

9. Please provide information regarding trash and litter generated by the use:

A. What type of trash and garbage will be generated by the use? (i.e. office paper, food wrappers)

N/A

B. How much trash and garbage will be generated by the use? (i.e. # of bags or pounds per day or per week)

N/A

C. How often will trash be collected?

N/A

D. How will you prevent littering on the property, streets and nearby properties?

N/A

10. Will any hazardous materials, as defined by the state or federal government, be handled, stored, or generated on the property?

Yes. No.

If yes, provide the name, monthly quantity, and specific disposal method below:

11. Will any organic compounds, for example paint, ink, lacquer thinner, or cleaning or degreasing solvent, be handled, stored, or generated on the property?

Yes. No.

If yes, provide the name, monthly quantity, and specific disposal method below.

12. What methods are proposed to ensure the safety of nearby residents, employees and patrons?
N/A

ALCOHOL SALES

13. A. Will the proposed use include the sale of beer, wine, or mixed drinks?

Yes No

If yes, describe existing (if applicable) and proposed alcohol sales below, including if the ABC license will include on-premises and/or off-premises sales.

PARKING AND ACCESS REQUIREMENTS

14. A. How many parking spaces of each type are provided for the proposed use:

- _____ Standard spaces
 - _____ Compact spaces
 - _____ Handicapped accessible spaces.
 - _____ Other.
- N/A

Planning and Zoning Staff Only

Required number of spaces for use per Zoning Ordinance Section 8-200A _____

Does the application meet the requirement?
 Yes No

B. Where is required parking located? (check one)

- on-site
- off-site

N/A

If the required parking will be located off-site, where will it be located?

PLEASE NOTE: Pursuant to Section 8-200 (C) of the Zoning Ordinance, commercial and industrial uses may provide off-site parking within 500 feet of the proposed use, provided that the off-site parking is located on land zoned for commercial or industrial uses. All other uses must provide parking on-site, except that off-street parking may be provided within 300 feet of the use with a special use permit.

C. If a reduction in the required parking is requested, pursuant to Section 8-100 (A) (4) or (5) of the Zoning Ordinance, complete the PARKING REDUCTION SUPPLEMENTAL APPLICATION.

Parking reduction requested; see attached supplemental form

15. Please provide information regarding loading and unloading facilities for the use

A. How many loading spaces are available for the use? N/A

Planning and Zoning Staff Only

Required number of loading spaces for use per Zoning Ordinance Section 8-200 _____

Does the application meet the requirement?
 Yes No

- B. Where are off-street loading facilities located? N/A
-
- C. During what hours of the day do you expect loading/unloading operations to occur?
N/A
-
- D. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate?
N/A
-

16. Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?
N/A

SITE CHARACTERISTICS

17. Will the proposed uses be located in an existing building? Yes No N/A
 Do you propose to construct an addition to the building? Yes No N/A
 How large will the addition be? N/A square feet.

18. What will the total area occupied by the proposed use be?
 _____ sq. ft. (existing) + _____ sq. ft. (addition if any) = _____ sq. ft. (total) N/A

19. The proposed use is located in: (check one)
 a stand alone building
 a house located in a residential zone
 a warehouse
 a shopping center. Please provide name of the center: _____
 an office building. Please provide name of the building: _____
 other. Please describe Applicant proposes signs as shown in enclosed plans.

End of Application



1a) Main ID Sign: Monroe Ave.
Approx. 35' to top of sign



1b) Main ID and Parking Sign: Main Line Blvd.
Approx. 31' to top of sign



1a) Main ID Sign: Monroe Ave.



Original submission size: 70 sq. ft.



Revised submission size: 50.75 sq. ft.

1b) Main ID Sign: Main Line Blvd.



Original submission size: 70 sq. ft.

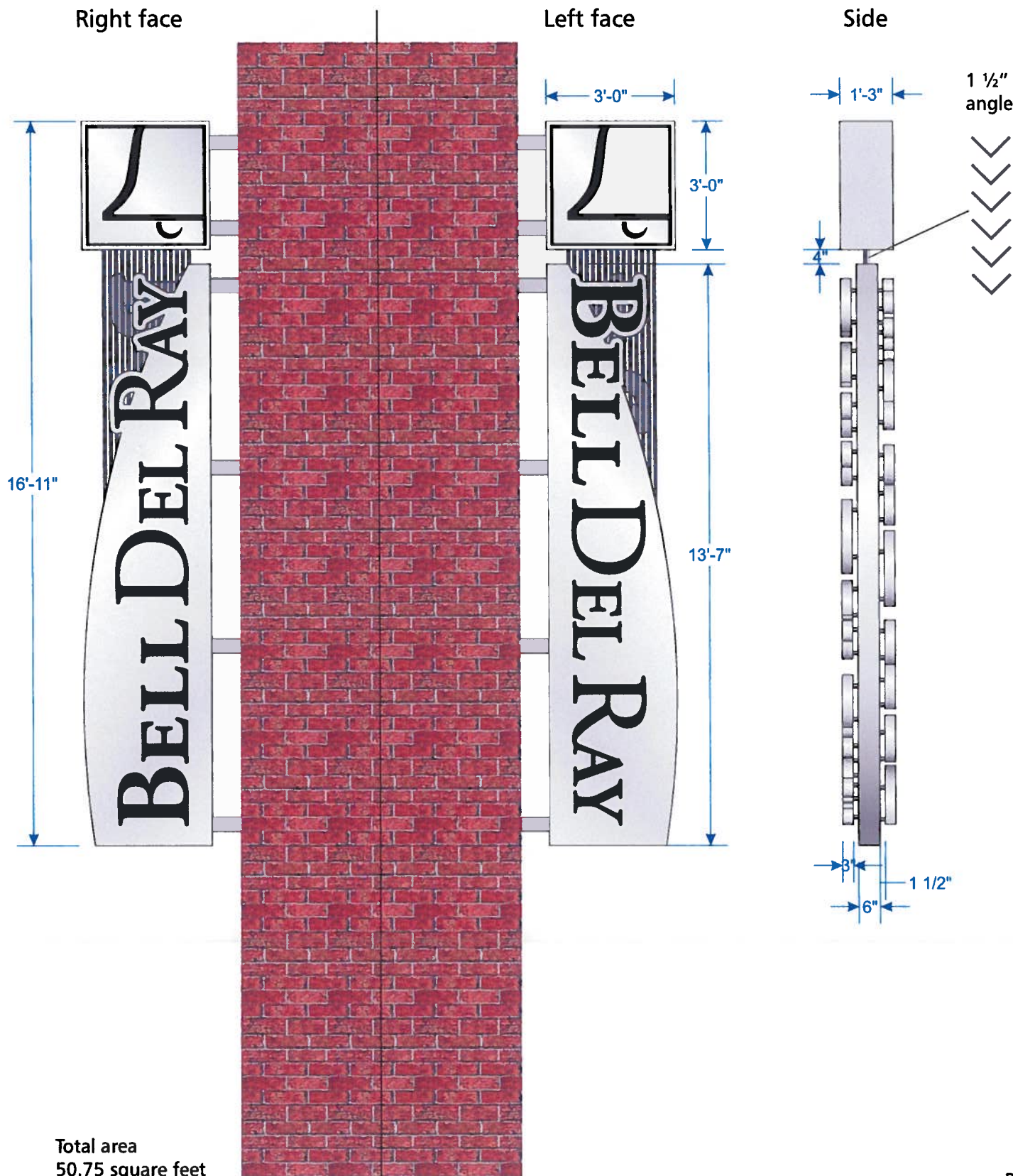


Revised submission size: 50.75 sq. ft.



1a) Main ID Sign: Monroe Ave.

Scale 1/4" = 1'



Description:

One double face cabinet sign.
 Cabinet components are matte finish aluminum.
 Letter faces and logo are halo lit.

Electrical requirements: 120V A/C.
 Includes transformer and power supply.



Total area
50.75 square feet

PRODUCTION WILL NOT BEGIN WITHOUT A SIGNED & CHECKED APPROVAL ON ALL LAYOUTS & YOUR PROPOSAL.

Please Proof Your Layout Carefully.
 Check The Appropriate Box
 & Fax Back To: (603) 464-0238

APPROVED
 CHANGES NEEDED (send new layout)
 REJECTED

MaineLine Graphics
(603) 464-5725
 118 Deering Center Road
 Deering, NH 03244
info@mainelinesigns.com

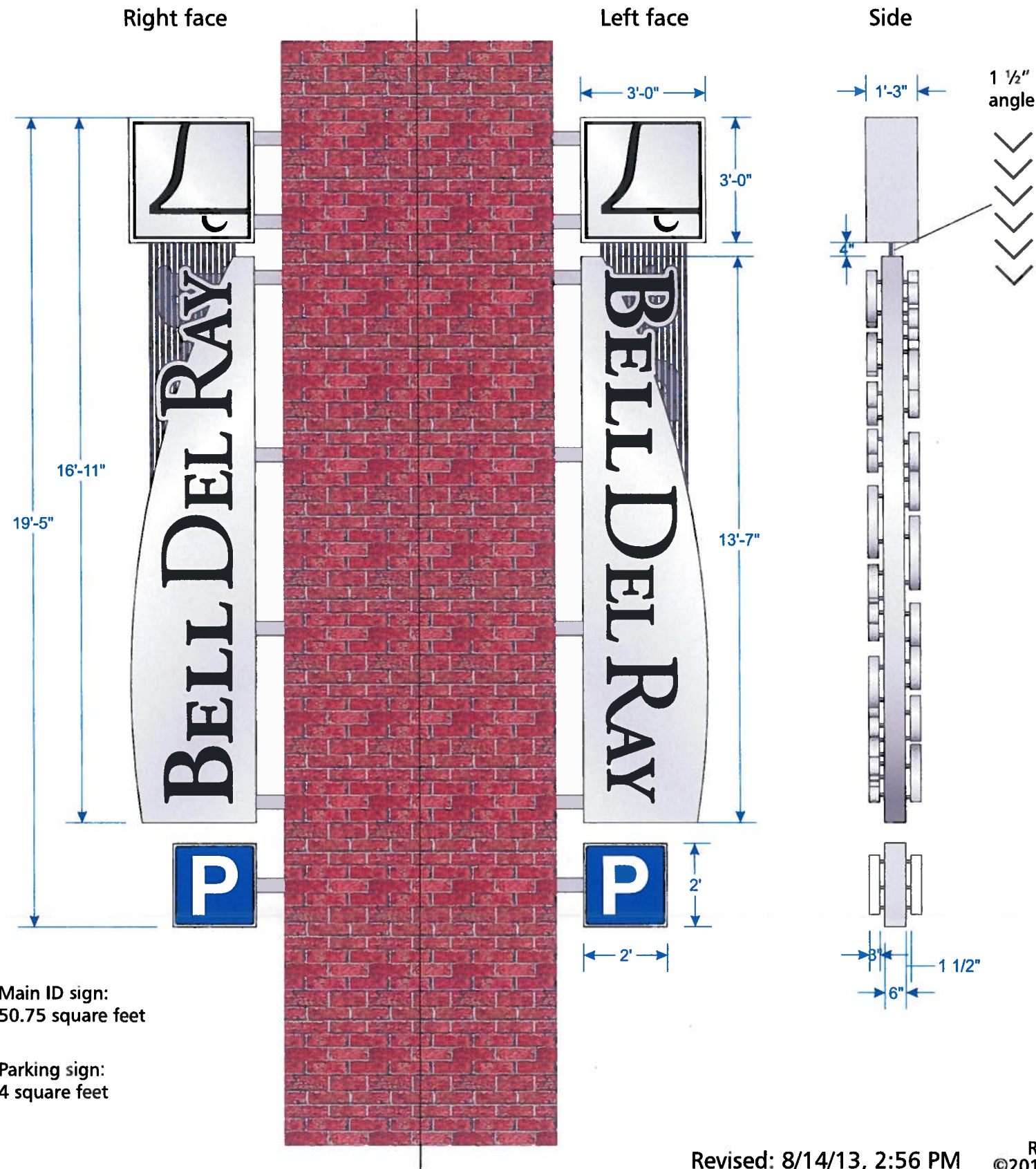
NAME: _____
 DATE: _____

www.mainelinesigns.com

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1b) Main ID and Parking Sign: Main Line Blvd.

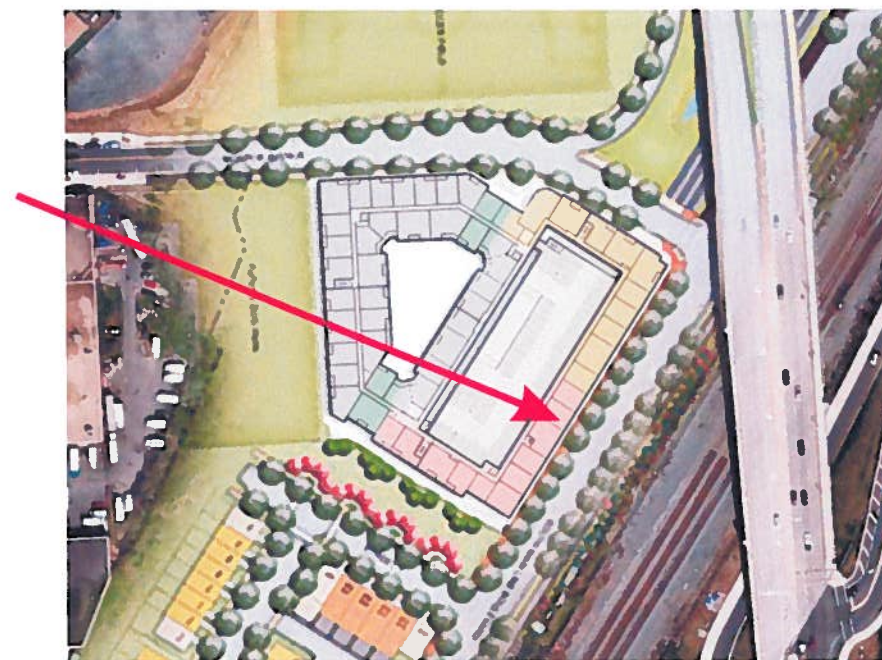
Scale 1/4" = 1'



Description:

One double face cabinet sign.
Cabinet components are matte finish aluminum.
Letter faces and logo are halo lit.
Parking sign is halo lit.

Electrical requirements: 120V A/C.
Includes transformer and power supply.



Main ID sign:
50.75 square feet

Parking sign:
4 square feet

PRODUCTION WILL NOT BEGIN WITHOUT A SIGNED & CHECKED APPROVAL ON ALL LAYOUTS & YOUR PROPOSAL.

Please Proof Your Layout Carefully.
Check The Appropriate Box
& Fax Back To: (603) 464-0238

APPROVED
 CHANGES NEEDED (send new layout)
 REJECTED

MainLine Graphics
 (603) 464-5725
 118 Deering Center Road
 Deering, NH 03244
 info@mainlinesigns.com

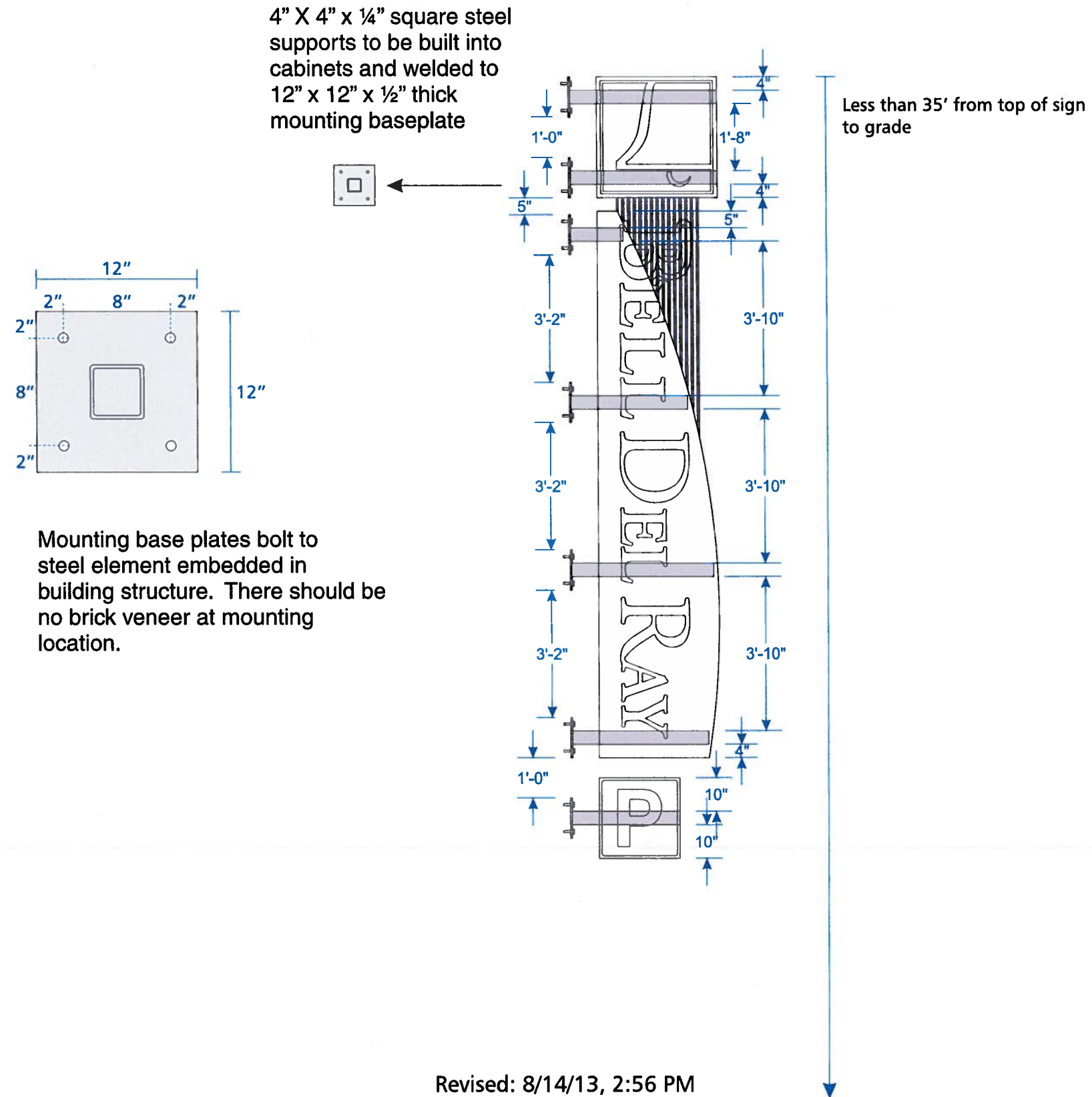
NAME: _____
 DATE: _____

www.mainlinesigns.com

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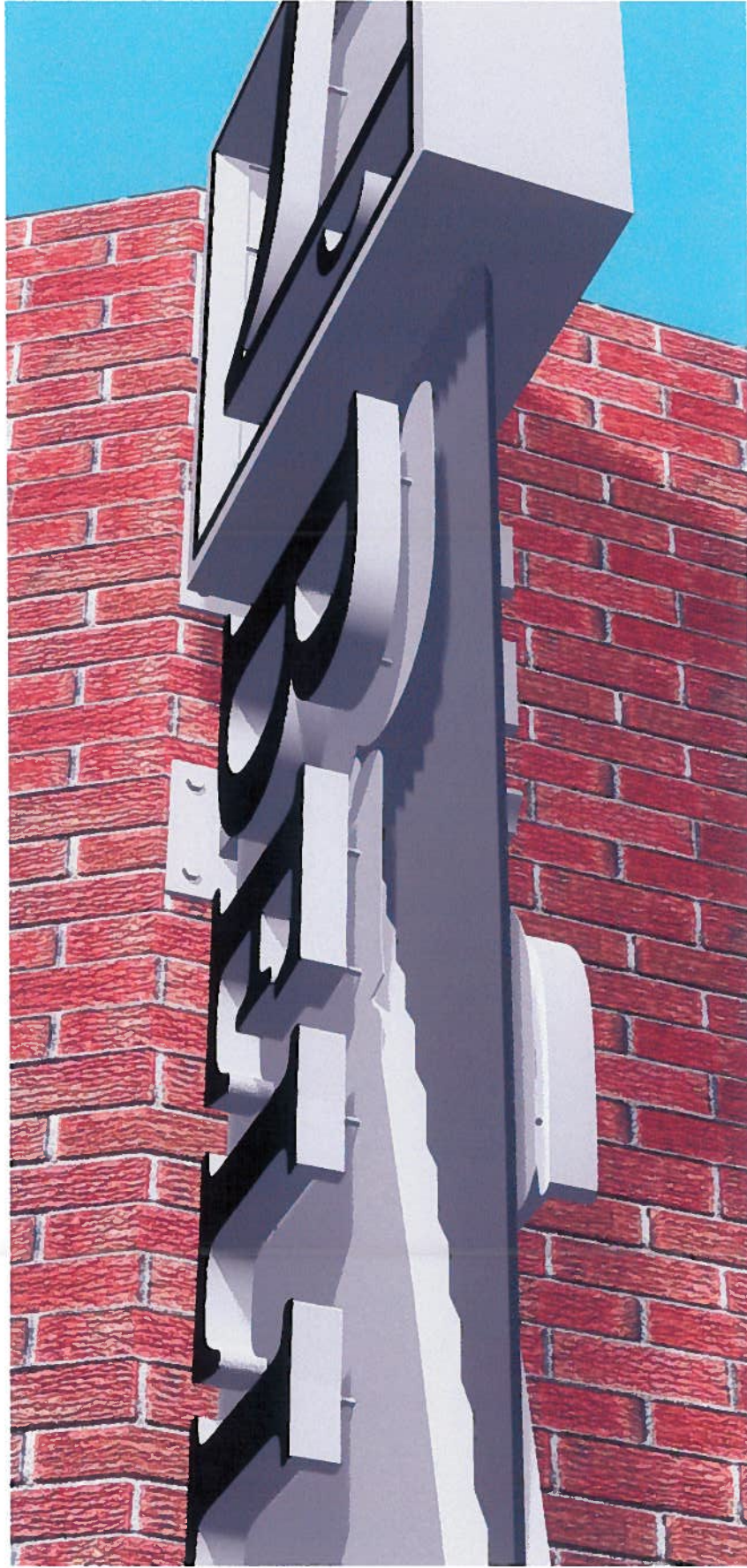
Main ID Signs
Mounting detail

Scale 1/4" = 1'



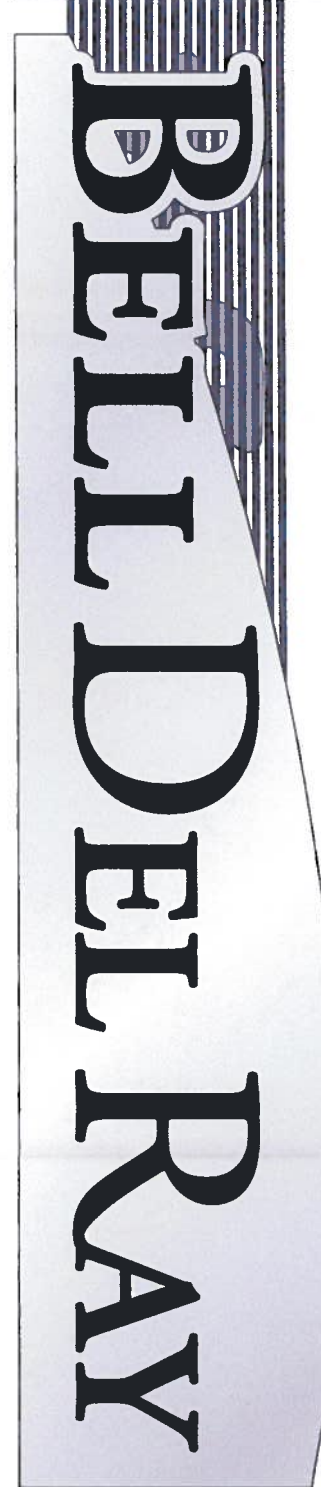
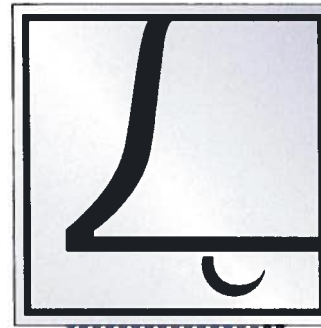
Revised: 8/14/13, 2:56 PM

Main ID Sign

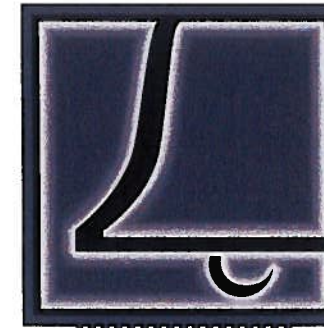


Cabinet
construction

Day



Night



Revised: 8/14/13, 2:56 PM

16) Retail Signage

Reverse Halo Lit Channel Letters



Aluminum face and returns painted any color with back-facing internal LED lighting

Side view

Extruded aluminum raceway containing power supply and wiring

2" standoffs

Aluminum backer panel to receive lighting glow



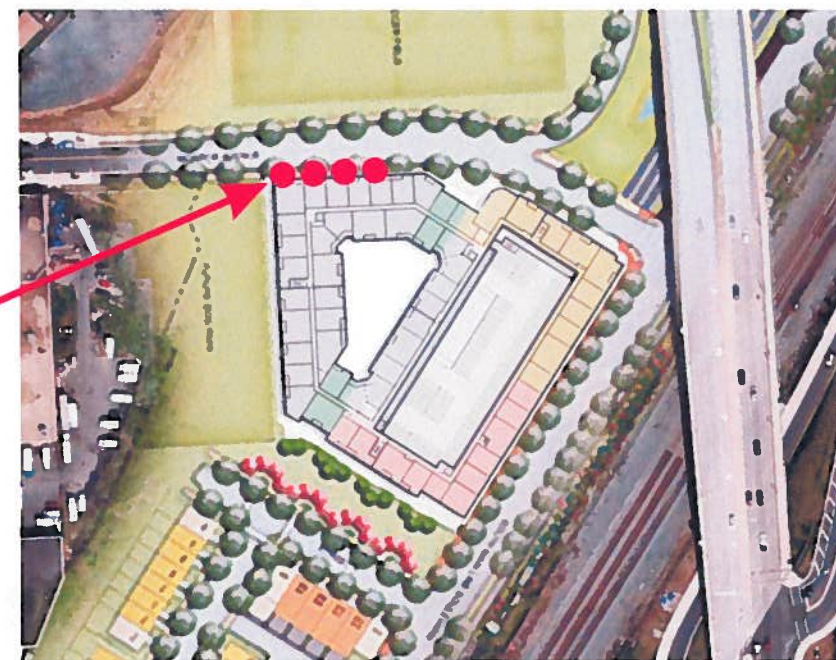
Nighttime view

Description:

Retail signs will range in size depending on business ID. Example is shown at 14"H x 96"W.

Installation:

Letters with backer panel are mounted to aluminum raceway which can be mounted to canopy or building fascia.



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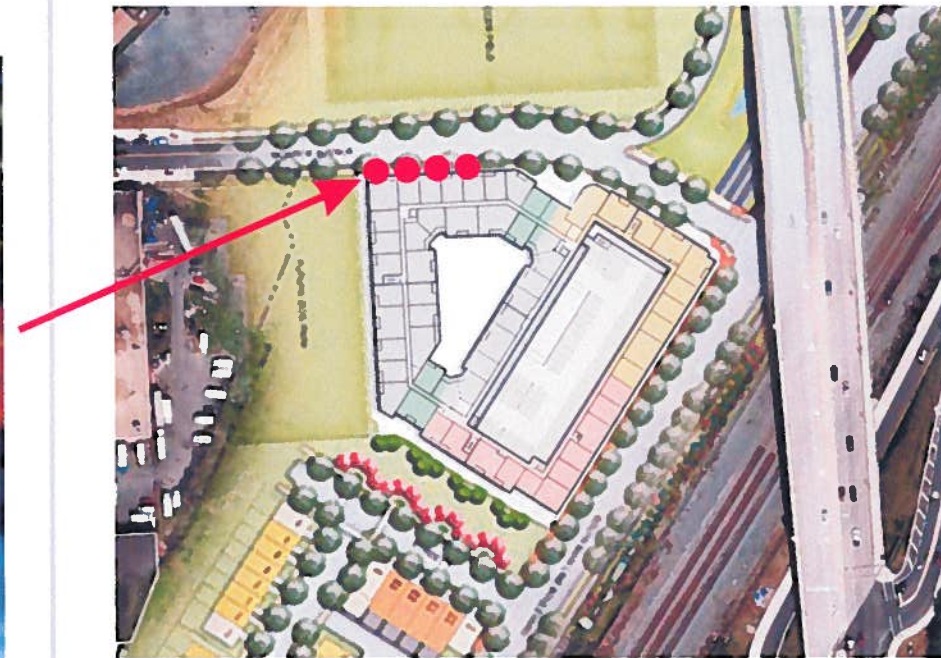
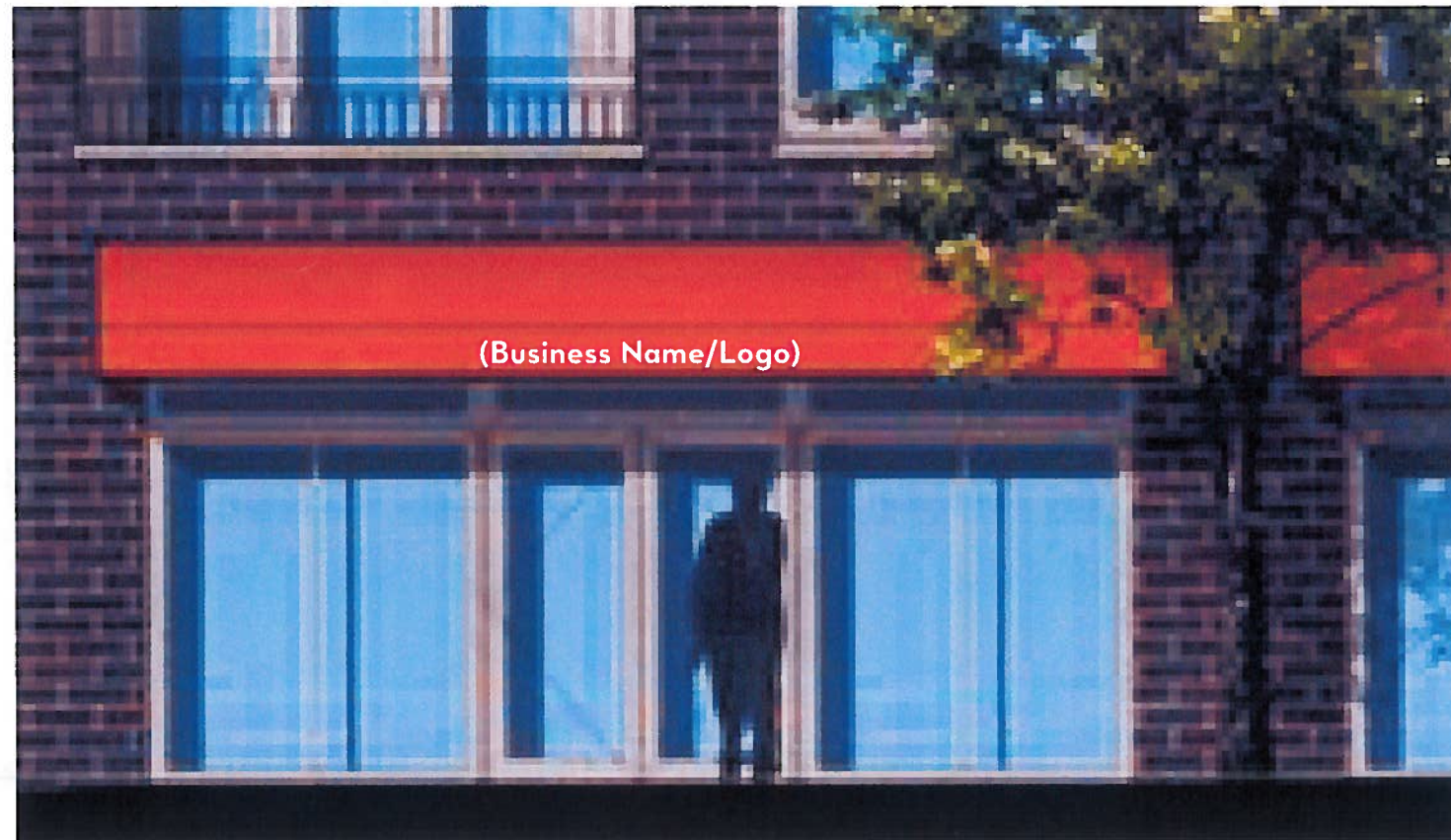
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16b) Retail Awnings

Description:

Screen printed text and/or graphics along front edge of retail awnings.

(Business Name/Logo)



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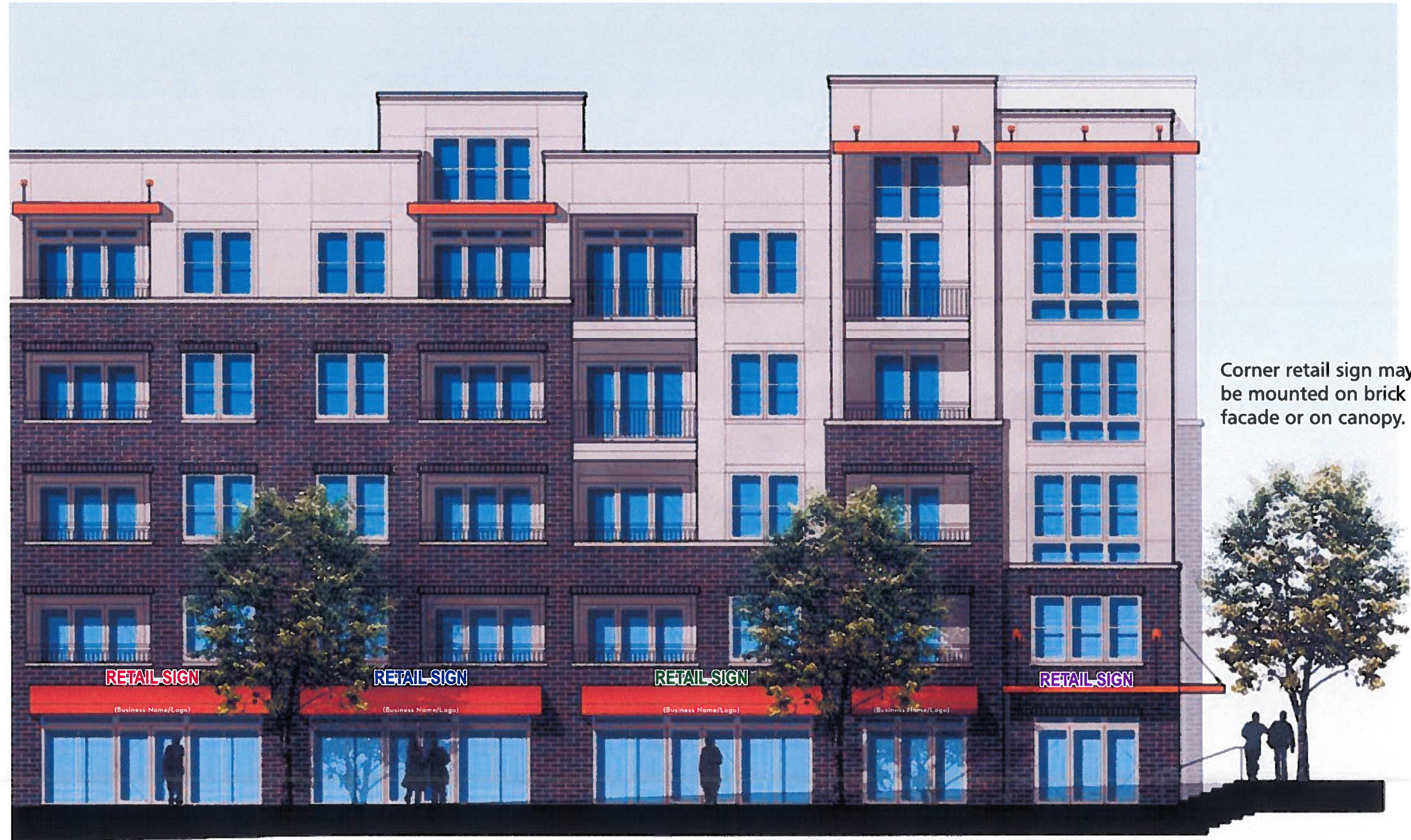
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Bell Del Ray Retail Signage

Total amount of retail signage cannot exceed 1 sq ft per linear foot of frontage.
Allocation of signage per tenant to be determined by owner/landlord.
There may be 1 to 4 retail spaces, subject to market demand.



Corner retail sign may be mounted on brick facade or on canopy.

102.20' total square feet available for retail tenant signage

1 linear foot of retail frontage = 1 square foot of retail signage.

Revised: 8/14/13, 2:56 PM

Del Ray Citizens Association

Established 1954
delraycitizens@yahoo.com

P.O. Box 2233, Alexandria, VA 22301
<http://www.delraycitizen.org>

August 30, 2013

Faroll Hamer, Director, Department of Planning and Zoning
City Hall, Room 2100
Alexandria, VA 22314

Subject: SUP# 2013-046; 625 E. Monroe Avenue - Coordinated Sign Program

Dear Ms. Hamer,

On August 8, 2013 the Del Ray Citizens (DRCA) Land Use Committee (LUC) reviewed the application SUP#2013-046. The consensus of the the committee members was the scale of the signs was difficult to determine in comparison to the street and the building based on the renderings. The LUC voted to "not to support the application and request a deferral to the October docket to allow for community time for input and to allow the applicant time to revise the design."

Following, the August LUC meeting, the applicant forwarded revised drawings to the LUC for review. The LUC members gave thoughtful consideration and a considerable amount of time to reviewing the application and trying to find a way to support the application.

Upon further review, a majority the DRCA LUC have voted to not support the application. The DRCA LUC feels the 40 s.f. sign allowed by the ordinance is appropriate in the context of Del Ray. The multi-story family building is on the west side of Route 1 which is characterized by residential zones and open space. The Commercial zones are concentrated along Mount Vernon Avenue and regulated by the Mount Vernon Business Overlay Area Plan. Route 1 seems to be the transition between two distinct neighborhoods - Del Ray and Potomac Yards. To the east of Route 1 is Potomac Yards, which by design has a higher density and greater variety of commercial uses. Within Potomac Yards the building heights and density may demand the scale of signage to be greater than what is permitted in the sign ordinance. To the west of Route 1 the smaller homes, open space and commercial buildings are in-line with the permitted sign sizes.

The DRCA LUC members urge the Planning Staff to consider the context within which the multi-story family building is located and to encourage the applicant to develop a sign program that meets requirements in the sign ordinance. The DCRA LUC are comfortable with the Staff's recommendation of guidelines for the retail signs.

Sincerely,

Kristen K Gedeon
Co-Chair
Land Use Committee

cc:
Gary Wagner, Staff Reviewer
Kendra Jacobs, Administrative-Supervisor

*Celebrating 100 years of the Town of Potomac
1908 - 2008*

Del Ray Citizens Association
Cathy Puskar, Applicant's Agent
Bill Hendrickson, DRCA President

August 30, 13

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