

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 4, 2023

TO: CHAIR AND MEMBERS OF THE BOARD OF ARCHITECTURAL REVIEW

FROM: HISTORIC PRESERVATION STAFF

SUBJECT: REVISIONS TO THE BAR CRITERIA & STANDARDS FOR ADMINISTRATIVE APPROVAL OF SIGNS WITHIN THE HISTORIC DISTRICTS TO INCLUDE HALO ILLUMINATED SIGNS ON LATER BUILDINGS

At the April 4, 2023, hearing staff will present an update to the *Criteria & Standards for Administrative Approval of Signs within the Historic Districts* policy to include halo illuminated signs on later buildings. The proposed policy update would allow staff to administratively approve halo illuminated signs on later buildings in the Old and Historic District and Parker-Gray districts.

The proposed updated language is below:

SECTION I: CRITERIA FOR GENERAL SIGN TYPES

3. Sign Lighting

Targeted external illumination (e.g. mini spotlights) which is small in size, illuminates only the proposed sign and does not damage the building in installation may be approved administratively. Halo illuminated signs may also be approved administratively on later buildings if it has an illumination no greater than 150 lumens. Additionally, the color of the light should be warm and no greater than 3000K. Gooseneck lighting must be reviewed and approved by the BAR.

As with all administrative approval policies, failure to meet the requirements does not result in denial but rather requires that the applicant seek BAR approval at a public hearing. In addition, staff may find that a proposed halo illuminated signs may need full Board review, in which case the application would be docketed.

Staff looks forward to any questions and feedback from the Board, as well as the public. Following that discussion staff looks forward to the Board's approval of the proposed policy.