



Special Use Permit # 2018-0087
300 Montgomery Street -
Montgomery Center Signage

| Application | General Data | |
|--|-------------------------------------|--|
| Request: Public hearing and consideration of a request for a special use permit for additional square footage for a projecting sign | Planning Commission Hearing: | November 1, 2018 |
| | City Council Hearing: | November 17, 2018 |
| Address: 300 Montgomery Street | Zone: | CRMU-X/Commercial Residential Mixed Use (Old Town North) |
| Applicant: Bruce Machanic | Small Area Plan: | Old Town North |

Staff Recommendation: APPROVAL subject to compliance with all applicable codes and ordinances and the recommended permit conditions found in Section III of this report.

Staff Reviewers: Heba ElGawish, heba.elgawish@alexandriava.gov

PLANNING COMMISSION ACTION, NOVEMBER 1, 2018: By unanimous consent, the Planning Commission voted to recommend approval of SUP #2018-0087 as submitted.



PROJECT LOCATION MAP

I. DISCUSSION

The applicant, Bruce Machanic, requests Special Use Permit approval for additional square footage for a projecting sign which identifies the Montgomery Center.

SITE DESCRIPTION

The subject property is one lot of record which encompasses an entire city block with approximately 250 feet of frontage along Madison and Montgomery Streets, and 362 feet of frontage along North Fairfax and North Royal Streets. This property is developed by the Montgomery Center, which is a collection of one- and two-story office/retail/warehouse buildings with 95,701 square feet of interior space. The center has a wide range of uses, including retail, personal service, office and restaurant uses.



Figure 1: View of subject property at corner of Montgomery and N. Fairfax St.

BACKGROUND

In June 1993, City Council approved Special Use Permit #2684 allowing a specified mix of uses to operate on the property and relieving the applicant of the requirement to secure an individual special use permit for every new tenant. The permit also provides for a parking reduction of 270 spaces, the maximum parking requirement possible under the allowed mix of uses. Per the two-year review condition included in SUP#2684, City Council reviewed and reapproved the permit (SUP 95-0057). In December 1996, Council added 15,000 square feet of commercial school use to the preapproved list of uses covered by the special use permit to allow the Art League to occupy space in the complex (SUP 96-0111). That permit was reviewed as required one year after approval (SUP 97-0153), at which time the SUP was also amended to increase the floor area allowed for restaurants from 3,000 to 5,000 square feet. In November 2004, City Council approved an amendment to the umbrella special use permit to increase the space devoted to retail and restaurant uses and decrease personal service space. In September 2007, City Council approved an amendment to the umbrella special use permit to transfer square footage from office and personal services uses to retail and commercial school uses.

PROPOSAL

The applicant requests SUP approval to waive the sign requirements related to square footage allowances in the Zoning Ordinance. The proposal would add a 16.8 square foot, projecting, place identification sign at the corner of North Fairfax and Montgomery Streets in addition to an existing projecting sign of a similar square footage and design at North Fairfax and Madison Streets. The proposed projecting sign exceeds the maximum square footage allowable for signage along the Montgomery and North Fairfax Street building faces and for the total square footage allowed for projecting signage. The proposed sign would replace an existing building identification sign that is located below the building cornice (Figure 2).



ILLUSTRATION
APPROXIMATE SCALE

Figure 2: Proposed New Signage

Note: Existing "Montgomery | Center" signage on upper roofline will be removed.

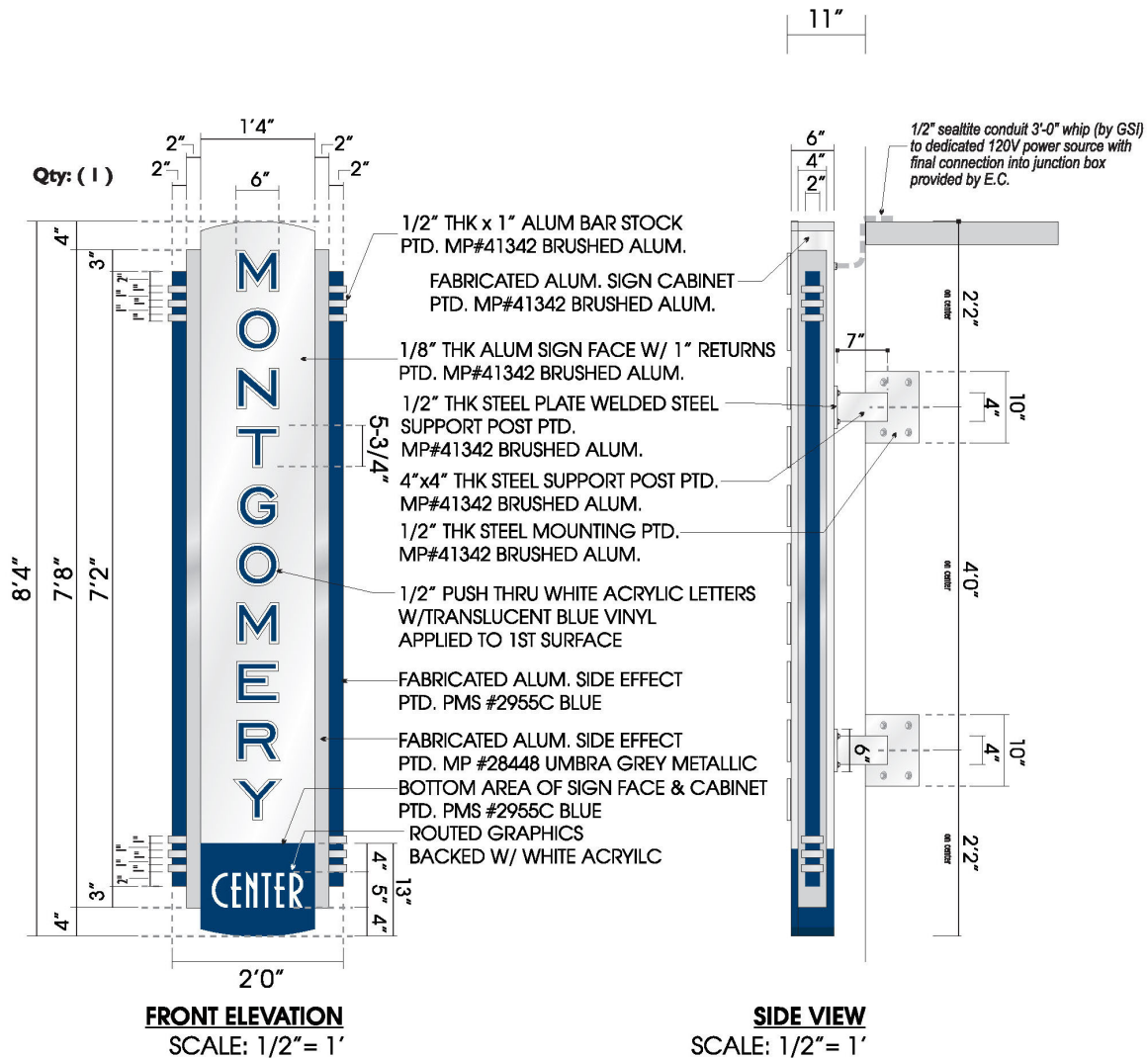


Figure 3: Proposed Sign Dimension

ZONING/MASTER PLAN DESIGNATION

Section 9-202(A)(iii)(6) states that, "[T]he total area of all signs displayed on a building wall which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area." In addition, Section 9-202(A)(iii)(8)(a) requires that the total area of projecting signs on a building is 16 square feet. Given that the proposed sign exceeds the allowable square footage along Montgomery and North Fairfax Streets and a is a projecting sign exists at the northwest corner of Madison Street and North Fairfax Street, the proposed additional projecting sign would exceed the maximum allowable size and square footage. An SUP, therefore is required to permit a waiver of the sign ordinance. Requirements. The proposed sign complies with 9-202(A)(iii)(8)(b) for installation and location of the sign.

The subject property is zoned CRMU-X/Commercial Residential Mixed Use (Old Town North). The subject property is located within the Old Town North Small Area Plan which envisions the long-term redevelopment of the site into commercial residential mixed use.

II. STAFF ANALYSIS

Staff supports the applicant's request to add additional sign square footage along the North Fairfax and Montgomery Street building frontages and above the maximum allowable size for projecting signs on a building. Although, the addition of the proposed sign represents an increase in signage square footage on the Montgomery and North Fairfax Streets facades, its replacement of the existing 30-square foot sign located under the second-floor roofline would reduce the total square footage of signs on the along North Fairfax Street by 13.2-square feet.

Section 9-104 (D) indicates that a waiver of requirements can be obtained based on the following criteria:

a. The proposed signage has an exceptional design or approach that cannot be accomplished within the existing regulations.

As the design is specific to the needs of the applicant to expand the branding of the Montgomery Center to another prominent corner at the opposite side of the building and provide a visual balance for place identification signage. This approach is one that could not be accomplished within the existing regulations.

b. The proposed signage will not have an adverse impact on the nearby neighborhood.

The sign will have LED illumination; however, it is not adjacent to any residential properties. The location of the sign is across from a park, a hotel, and an office building.

c. The signs comply with the applicable standards for approval of a special use permit set forth in section 11-504.

The proposed sign would not adversely affect the health or safety of the residents within the neighborhood or be detrimental to the public welfare. Because there is no change in the footprint or the use of the subject property, the mixed-use center will continue to conform to the master plan of the city. The sign will not impact control traffic and will not have an adverse effect on any adjacent properties. The proposed sign would not dominate the immediate vicinity or interfere with the development and use of neighboring properties.

Staff has received no comments from either of the adjacent residential communities or neighboring commercial businesses.

Subject to the conditions stated in Section III of this report, staff recommends approval of the Special Use Permit request.

III. RECOMMENDED CONDITIONS

Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the following conditions:

1. The Special Use Permit shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. (P&Z)
2. The design of the sign and the placement of the sign on the building shall be consistent with plans and diagrams submitted on August 13, 2018.
3. The Director of Planning and Zoning shall review the Special Use Permit one year after approval and shall docket the matter for consideration by the Planning Commission and City Council if (a) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; (b) the Director has received a request from any person to docket the permit for review as a result of a complaint that rises to the level of a violation; or (c) the Director has determined that there are problems with the operation of the use and that new or revised conditions are needed. (P&Z)

Staff Note: In accordance with section 11-506(c) of the zoning ordinance, construction or operation shall be commenced and diligently and substantially pursued within 18 months of the date of granting of a special use permit by City Council or the special use permit shall become void.

IV. CITY DEPARTMENT COMMENTS

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

Transportation & Environmental Services:

No comments

Code Enforcement:

C-1 A building permit, plan review and inspections are required for projecting sign.

Fire:

No comments received

Health:

No comments received

Parks and Recreation:

No comments

Police Department:

No comments received

STAFF: Tony LaColla, AICP, Division Chief, Land Use Services, Department of Planning and Zoning;
Ann Horowitz, Principal Planner
Heba ElGawish, Urban Planner



APPLICATION

SPECIAL USE PERMIT

SPECIAL USE PERMIT # _____

PROPERTY LOCATION: 300 MONTGOMERY ST ALEX, VA 22314

TAX MAP REFERENCE: _____ ZONE: _____

APPLICANT:

Name: BRUCE MACHANIC

Address: 300 MONTGOMERY ST SUITE 200 ALEX, VA 22314

PROPOSED USE: PROJECTING SIGN ON CORNER

☒ **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.

☒ **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.

☒ **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.

☒ **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.

Bruce Machanic

Print Name of Applicant or Agent

Bruce Machanic

Signature

Aug 13, 2018

Date

300 MONTGOMERY ST #200

Mailing/Street Address

703 836 8066

Telephone #

703 836 8091

Fax #

ALEX, VA 22314

City and State

Zip Code

BMACHANIC@MREPROPERTIES.COM

Email address

ACTION-PLANNING COMMISSION: _____ DATE: _____

ACTION-CITY COUNCIL: _____ DATE: _____

SUP # _____

PROPERTY OWNER'S AUTHORIZATION

As the property owner of 300 MONTGOMERY ST, I hereby
 (Property Address)
 grant the applicant authorization to apply for the PROTECTING SIGN use as
 (use)
 described in this application.

Name: BRUCE MACHANIC Phone: 703 836 8066
 Please Print
 Address: 300 MONTGOMERY ST #200 Email: Bmachanic@meeproperties.com
 Signature: Bruce Machanic Date: 8/13/18

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 three percent.

MONTGOMERY CENTER, A VIRGINIA LIMITED PARTNERSHIP
BRUCE MACHANIC (99% owner) (2608 24 ST N ARLINGTON, VA
22207)

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 three 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. BRUCE MACHANIC | 300 MONTGOMERY ST #200 | 99% |
| 2. | Alex, VA 22314 | |
| 3. | | |

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 300 Montgomery St Alex, VA 22314 (address), unless the entity is a corporation or partnership, in which case identify each owner of more than three 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. BRUCE MACHANIC | 300 Montgomery St #200 | 99% |
| 2. | Alex, VA 22314 | |
| 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 required 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 indicate 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. BRUCE MACHANIC | NONE | 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.

9/17/18
Date

Bruce Machanic
Printed Name

Bruce Machanic
Signature

SUP # _____

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

☒ **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

I am applying for a Special Use permit in order to install a second 2' x 8' projecting sign at our property, the Montgomery Center, on the corner of N. Fairfax and Montgomery Streets. Attached are renderings of the desired sign with full dimensions, height off ground, etc. Current city code doesn't allow for 2 projecting signs on one building, but I wish to install this sign one block away from our existing identical 2' x 8' projecting sign which is on the corner of Madison and N. Fairfax Street. I feel the intent of the city code was to rightfully limit too many projecting signs too close together on one building, however I feel with the distance between the two signs, the code should not apply in this instance. Also, while the Montgomery Center takes up the entire block, it is technically an assembly of 7-8 different "buildings", constructed at different times starting in 1951 through the early 1970's.

This is currently a fairly dark corner of the Montgomery Center and I am looking to help activate what should be a lively portion of the block. Having recently served on the Old Town North Small Area Plan commission, I know a major intent of the plan was to increase the retail activity along all of Montgomery St. With the future relocation of MetroStage ½ block away at the Crown Plaza, my sign will complement their marquee. I would also prefer to keep our building signage alike around the block, and not allowing a second projecting sign would force an entirely different type of flat sign.

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: _____

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).

- B. How many employees, staff and other personnel do you expect?
Specify time period (i.e., day, hour, or shift).

6. Please describe the proposed hours and days of operation of the proposed use:

Day:

Hours:

N/A

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.

N 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:

N/A

_____ Standard spaces
 _____ Compact spaces
 _____ Handicapped accessible spaces.
 _____ Other.

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
- Do you propose to construct an addition to the building? ☐ Yes ☒ No
- How large will the addition be? N/A square feet.

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

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: MIXED USE OFFICE/RETAIL

End of Application

This sign is intended to be installed in accordance with the requirements of Article 600 of the current National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

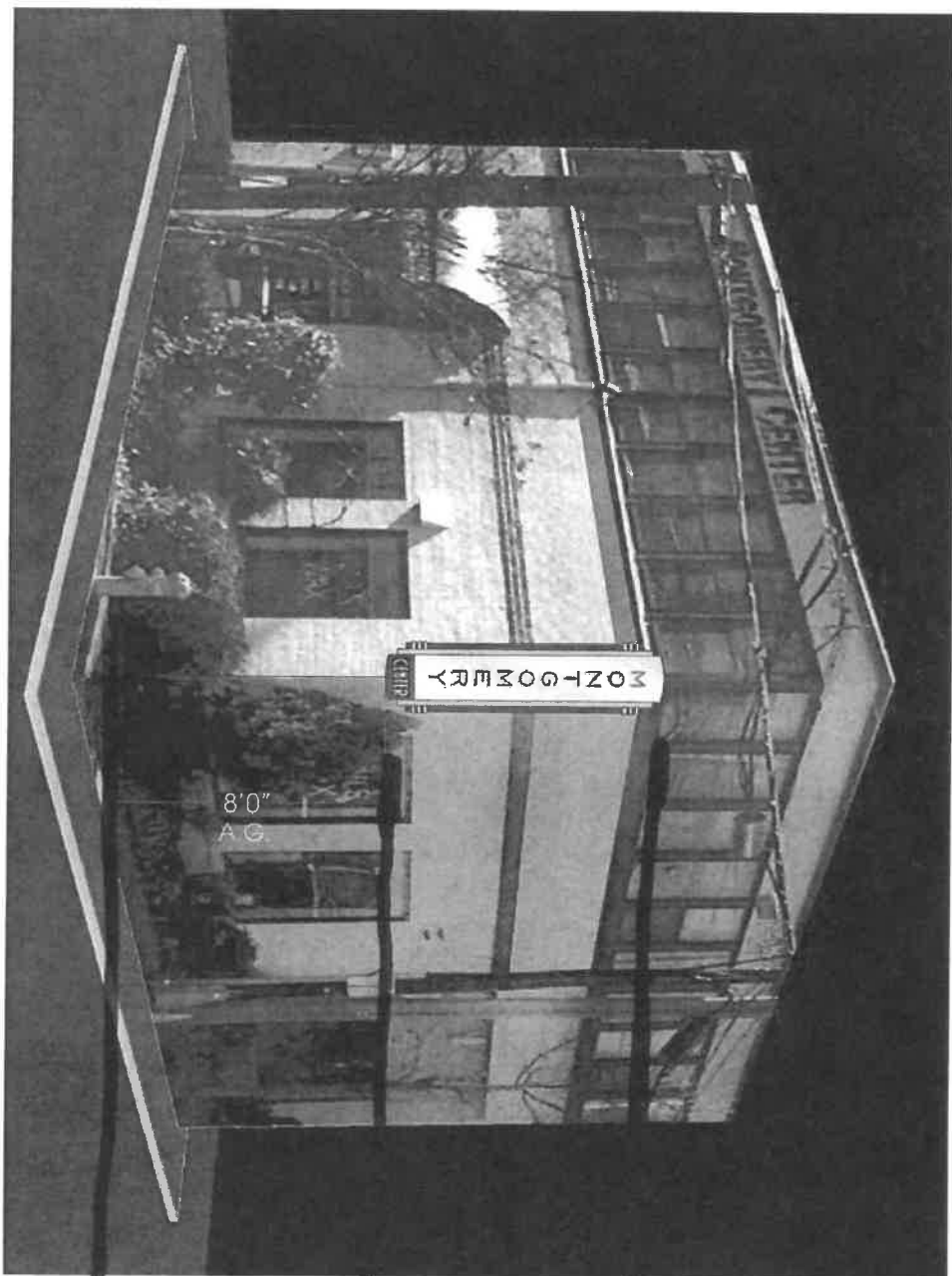


ILLUSTRATION
APPROXIMATE SCALE

SIGN IS WIRED FOR 120 VOLTS UNLESS OTHERWISE SPECIFIED

JackStoneSigns

2131 Penny Drive, Landover, MD 20785 / phone (301) 322-3323 / fax (301) 322-8407

| | | | |
|-----------|---|----------|---------------|
| CUSTOMER | WRE Properties | DWG. NO. | 6923 |
| ADDRESS | 300 Montgomery Street | SCALE | NOTED |
| CITY | Alexandria | DATE | 12/12/17 |
| STATE | VA | DESIGNER | HOTZ |
| FILE NAME | WRE Properties, Alexandria VA (Wall Sign) | CONTACT | Jeff Drummond |

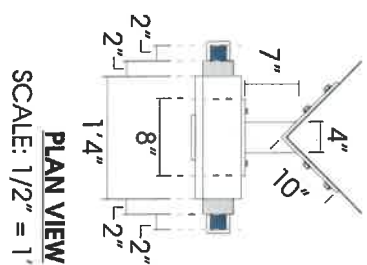
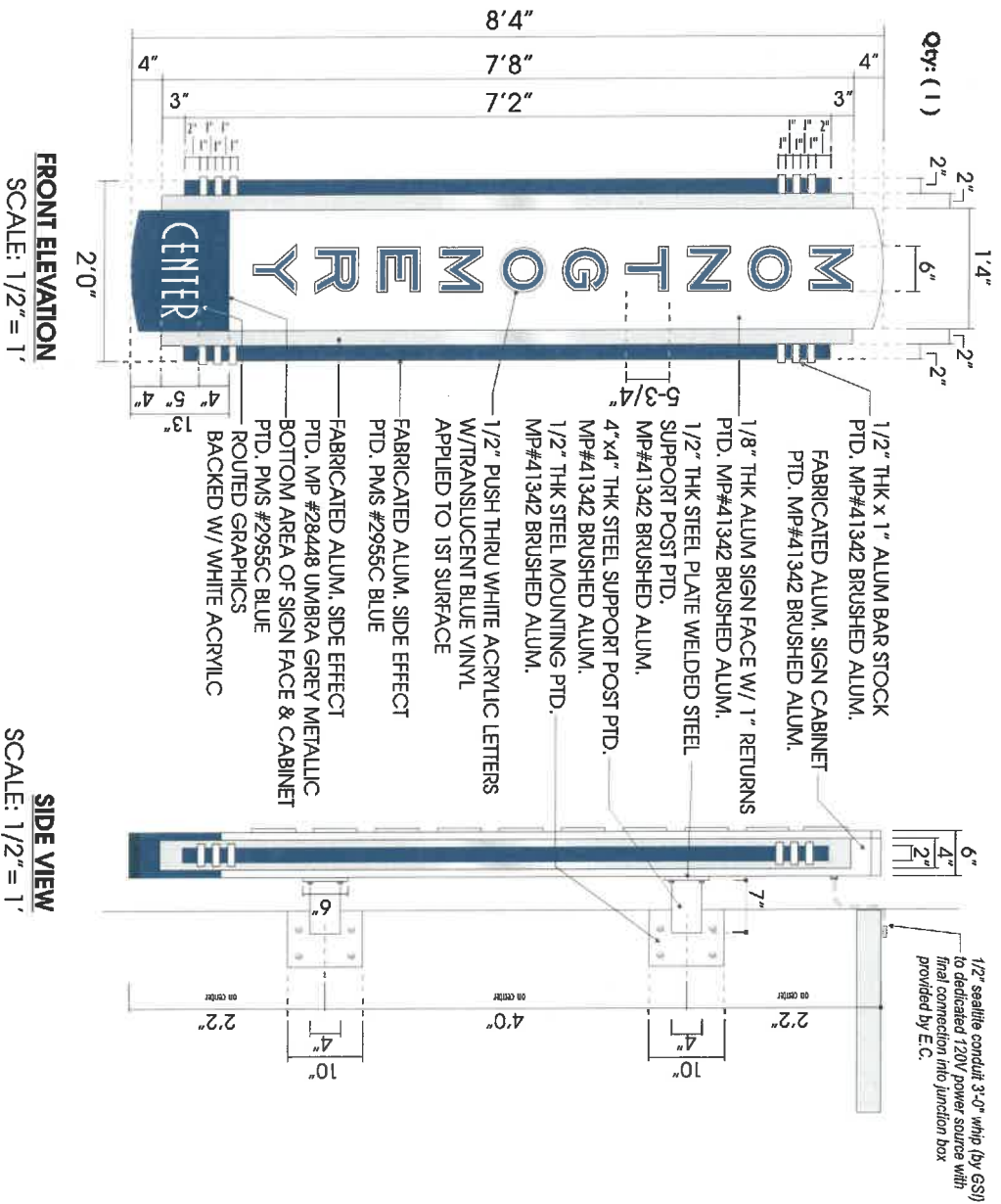
REVISIONS

| DATE | DESCRIPTION |
|----------|----------------|
| 02/13/18 | NEW BLADE SIGN |
| | |
| | |
| | |

Notice: This drawing is an original design created by Jack Stone Sign Company, and is submitted for use in conjunction with this project only. This drawing cannot be duplicated, altered, or exhibited in any fashion without authorization from Jack Stone Sign Company. This drawing remains the property of Jack Stone Sign Company and any unauthorized use or exhibition will result in a design fee.

REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS

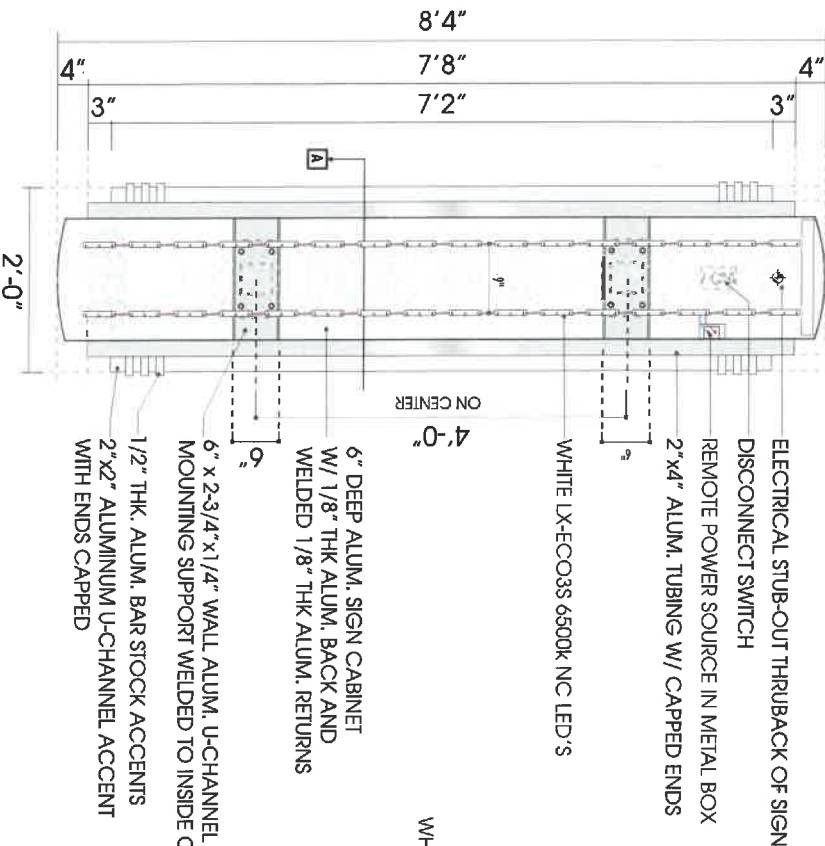
11"



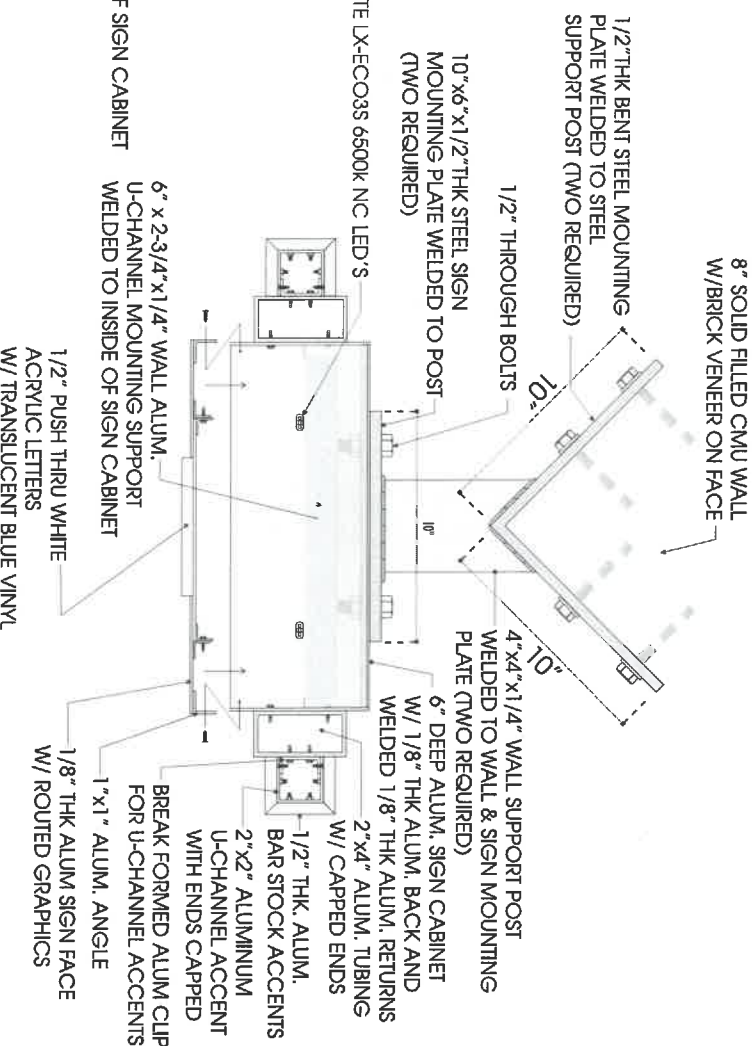
This sign is intended to be installed in accordance with the requirements of Article 600 of the current National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

SIGN IS WIRED FOR 120 VOLTS UNLESS OTHERWISE SPECIFIED

Qty: (1) 2" 1'-4" 2"



FRONT ELEVATION
SCALE: 1/2" = 1'



SECTION DETAIL "A"
SCALE: 1-1/2" = 1'

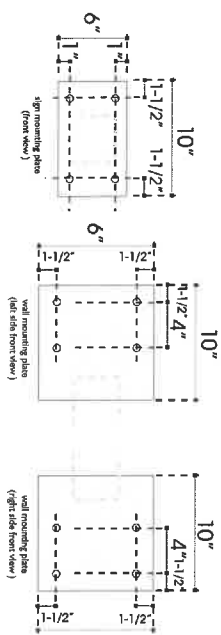
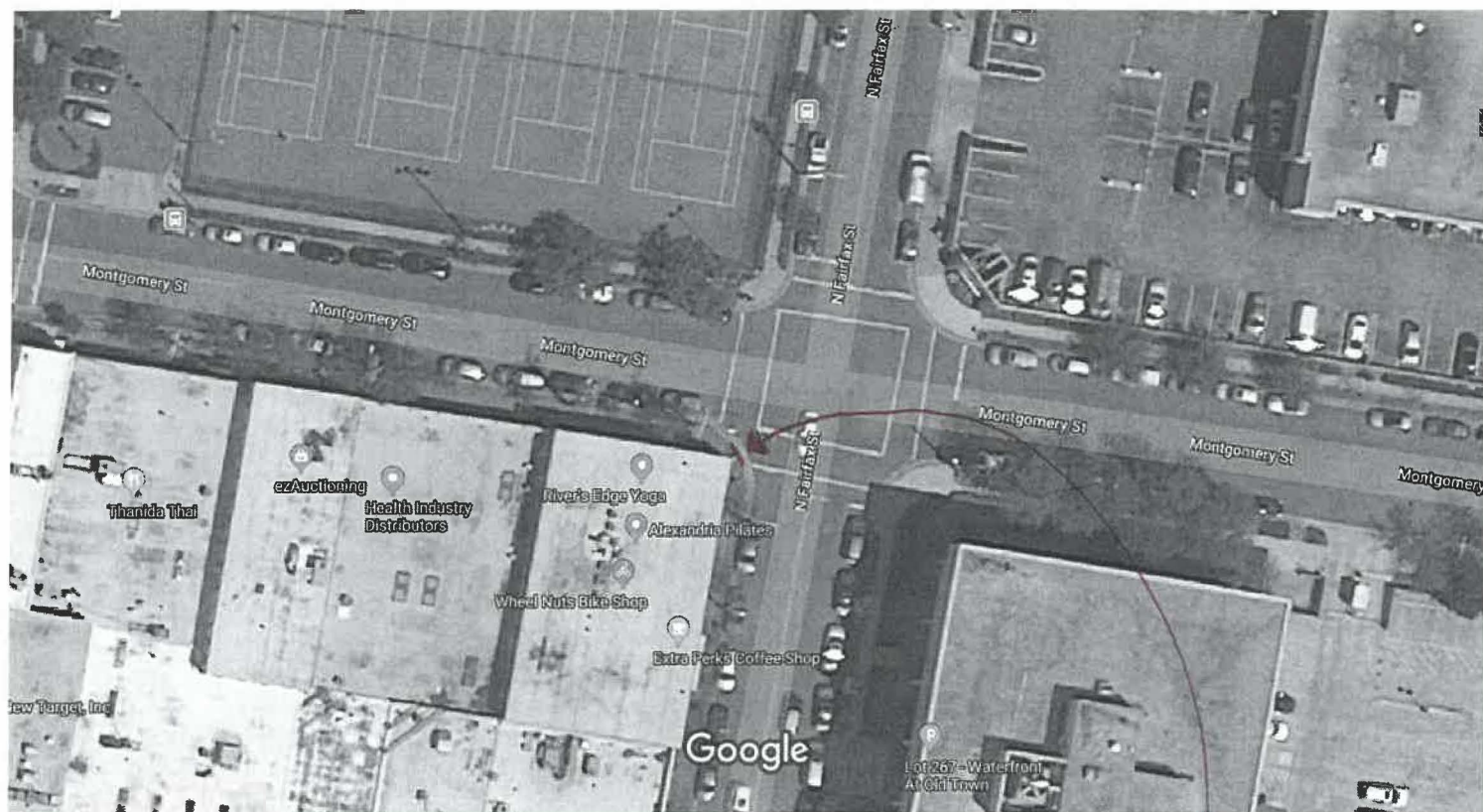


PLATE DETAIL ELEVATION
SCALE: 3/4" = 1'

This sign is intended to be installed in accordance with the requirements of Article 600 of the current National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

SIGN IS WIRED FOR 120 VOLTS UNLESS OTHERWISE SPECIFIED

Google Maps



Imagery ©2018 Commonwealth of Virginia, DigitalGlobe, District of Columbia (DC GIS), U.S. Geological Survey, Map data ©2018 Google

20 ft

Sign location

Signs on North Fairfax Street

Kim's Cleaners = Sq Inches

256 19 = 4864

88 18 = 1584

40 5 = 200

428 52 = 22256

40 6 = 240

42 6 = 252

= 0

Crooked Beat =

72 18 = 1296

33 33 = 1089

75 30 = 2250

75 30 = 2250

= 0

Akseizer =

= 0

Art League =

46 36 = 1656

21 29 = 609

19.5 19.5 = 380.25

24 24 = 576

34 17 = 578

52 12 = 624

? ? = awning

= 0

Bruscato's =

56 16 = 896

20 22 = 440

12 18 = 216

23 25 = 575

22 4 = 88

= 0

Renaissance Tile =

68 16 = 1088

24 24 = 576

10 13 = 130

44 26 = 1144

27 7 = 189

27 7 = 189

24 24 = 576

12 20 = 240

= 0

Art & Framing =

177 17 = 3009

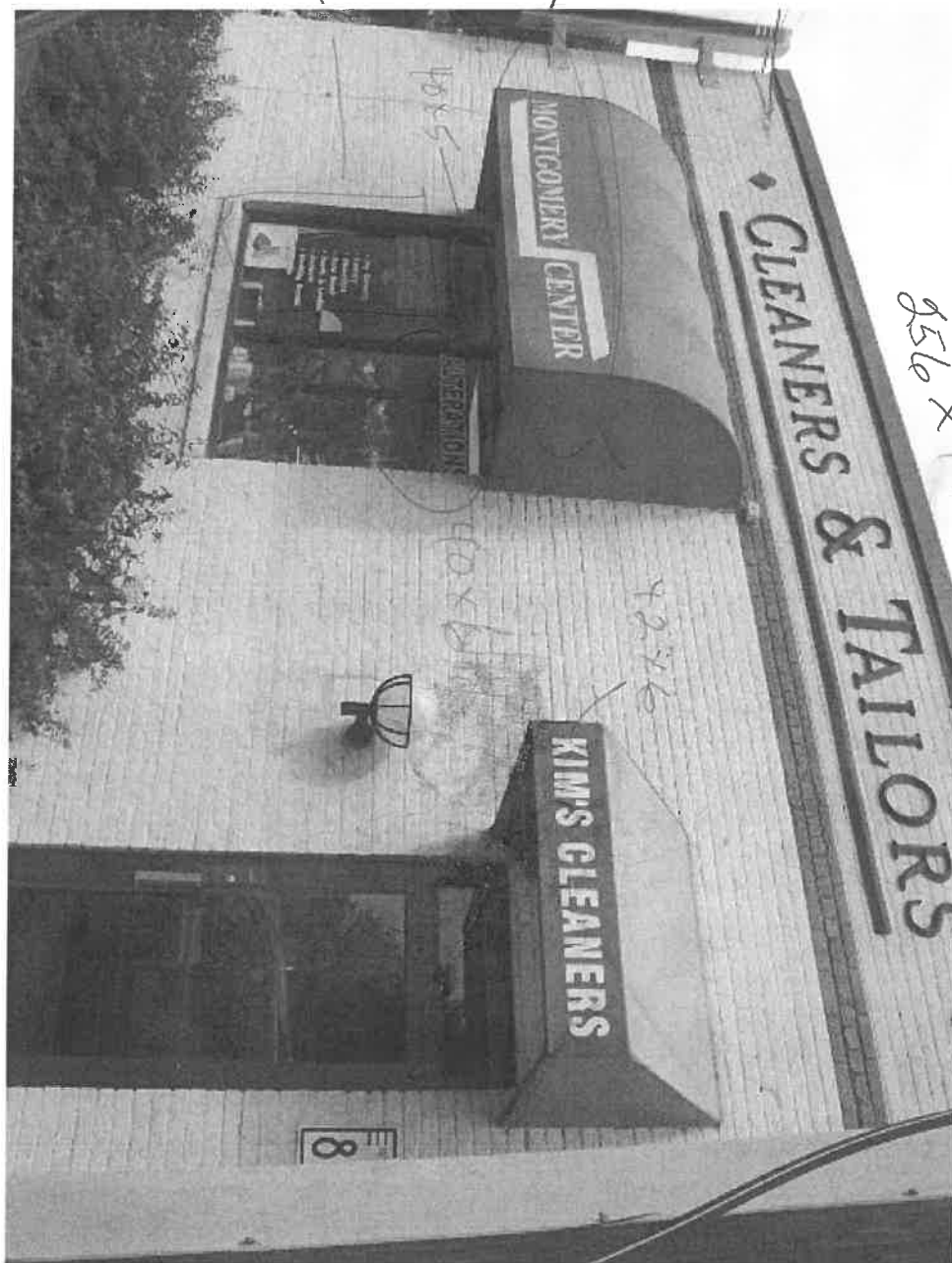
54 24 = 1296

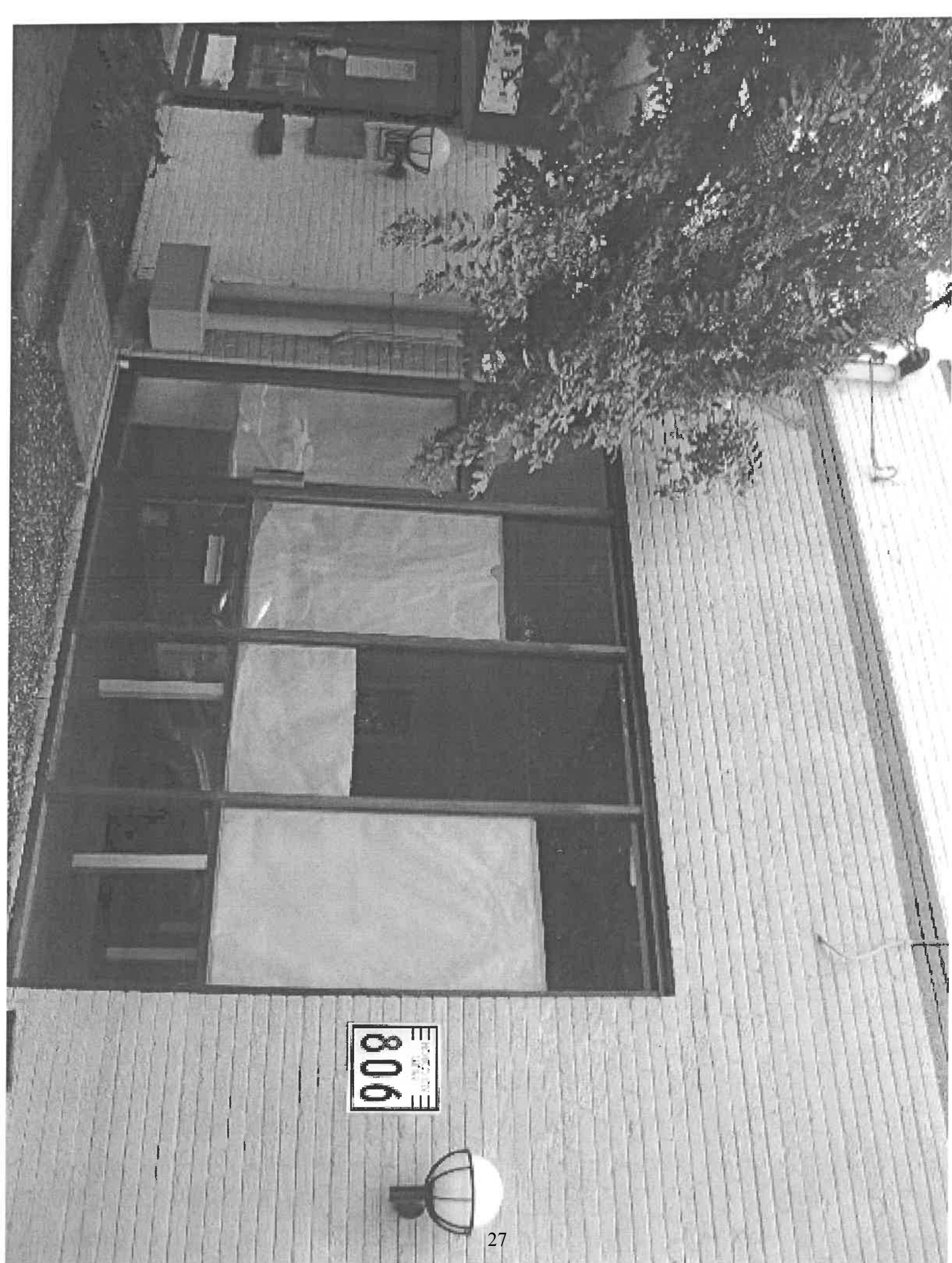
| | | | | | |
|-------|-----|-----|---|-------|--|
| | 25 | 5.5 | = | 137.5 | |
| | | | = | 0 | |
| Perks | | | = | | |
| | 105 | 7 | = | 735 | |
| | 45 | 31 | = | 1395 | |
| | 29 | 3.5 | = | 101.5 | |
| | 7 | 11 | = | 77 | |
| | 70 | 10 | = | 700 | |
| | 24 | 9 | = | 216 | |
| | 33 | 17 | = | 561 | |
| | 29 | 3.5 | = | 101.5 | |
| | 7 | 11 | = | 77 | |
| | 54 | 15 | = | 810 | |
| | | | = | 0 | |
| | | | = | 0 | |
| Salon | | | = | | |
| | 120 | 9 | = | 1080 | |
| | 23 | 22 | = | 506 | |
| | 12 | 6 | = | 72 | |
| | 41 | 32 | = | 1312 | |
| | 40 | 25 | = | 1000 | |

60,237.75 sq. inches

418.3 sq. feet

350' building width (N. Fairfax)







21 x 21

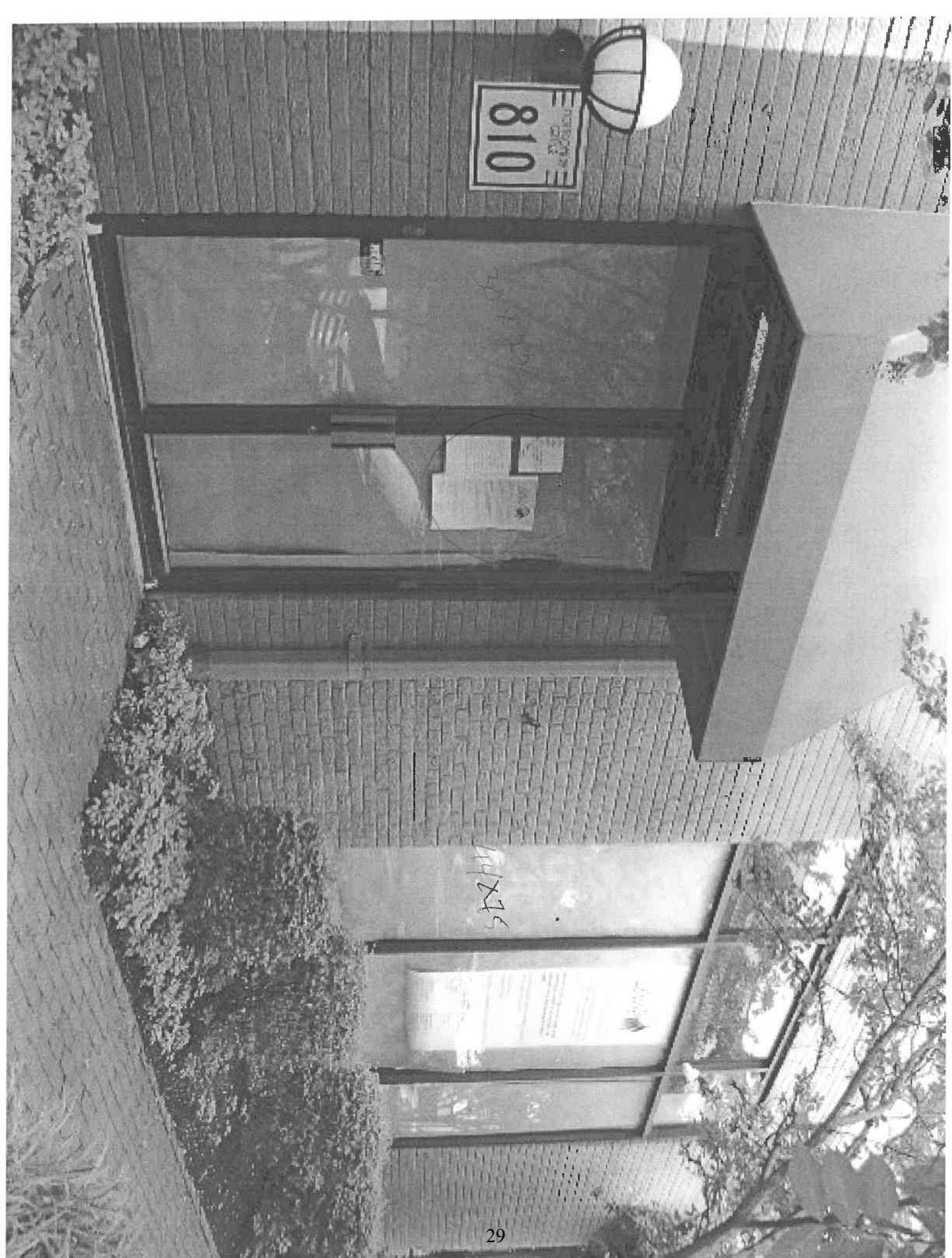
24 x 12

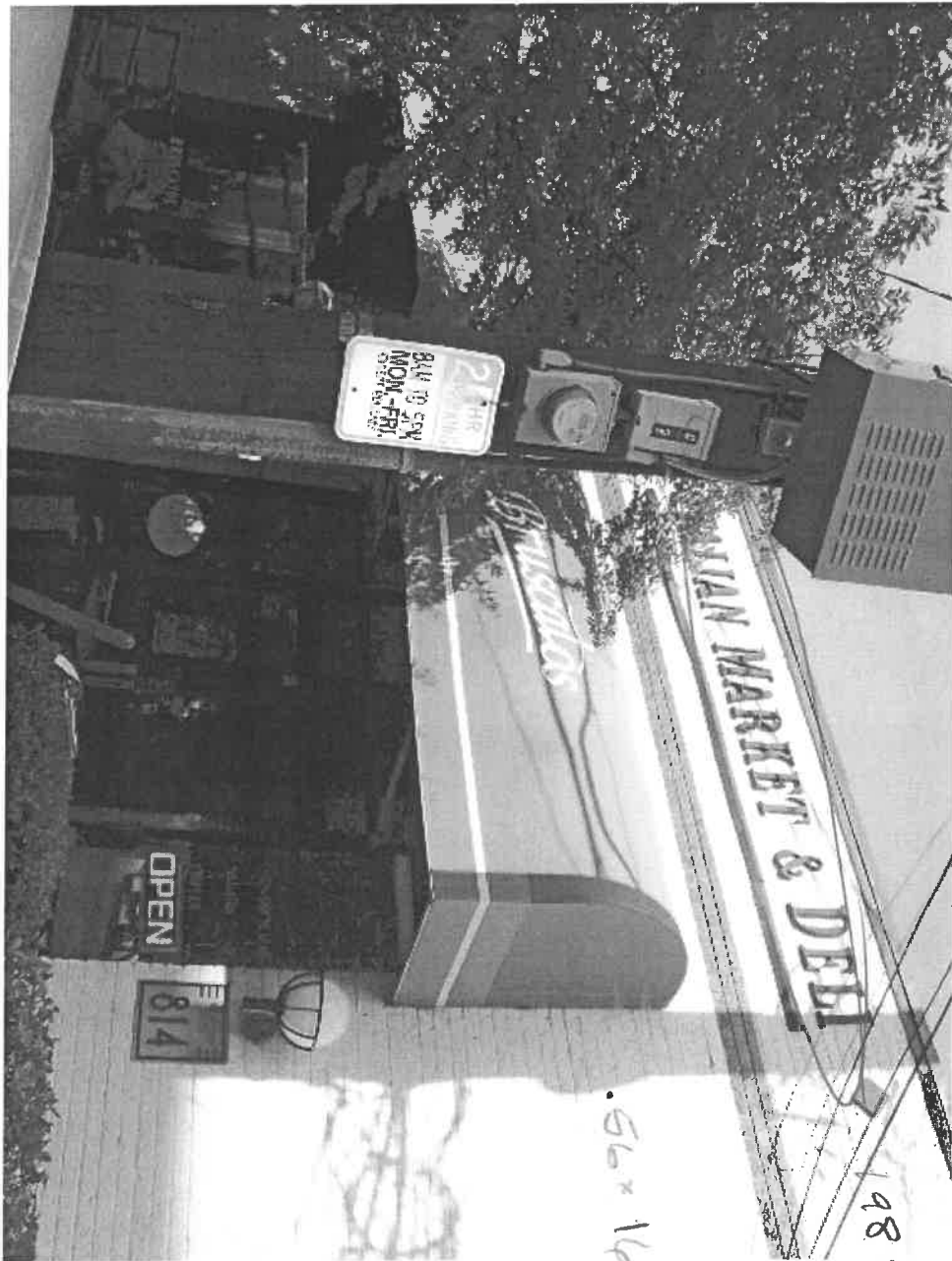
24 x 24

808

Springer Street 1100

50 x 12





• 56 x 14

198 x 21







renaissance
THE SPA
444 x 26

renaissance
THE SPA

818

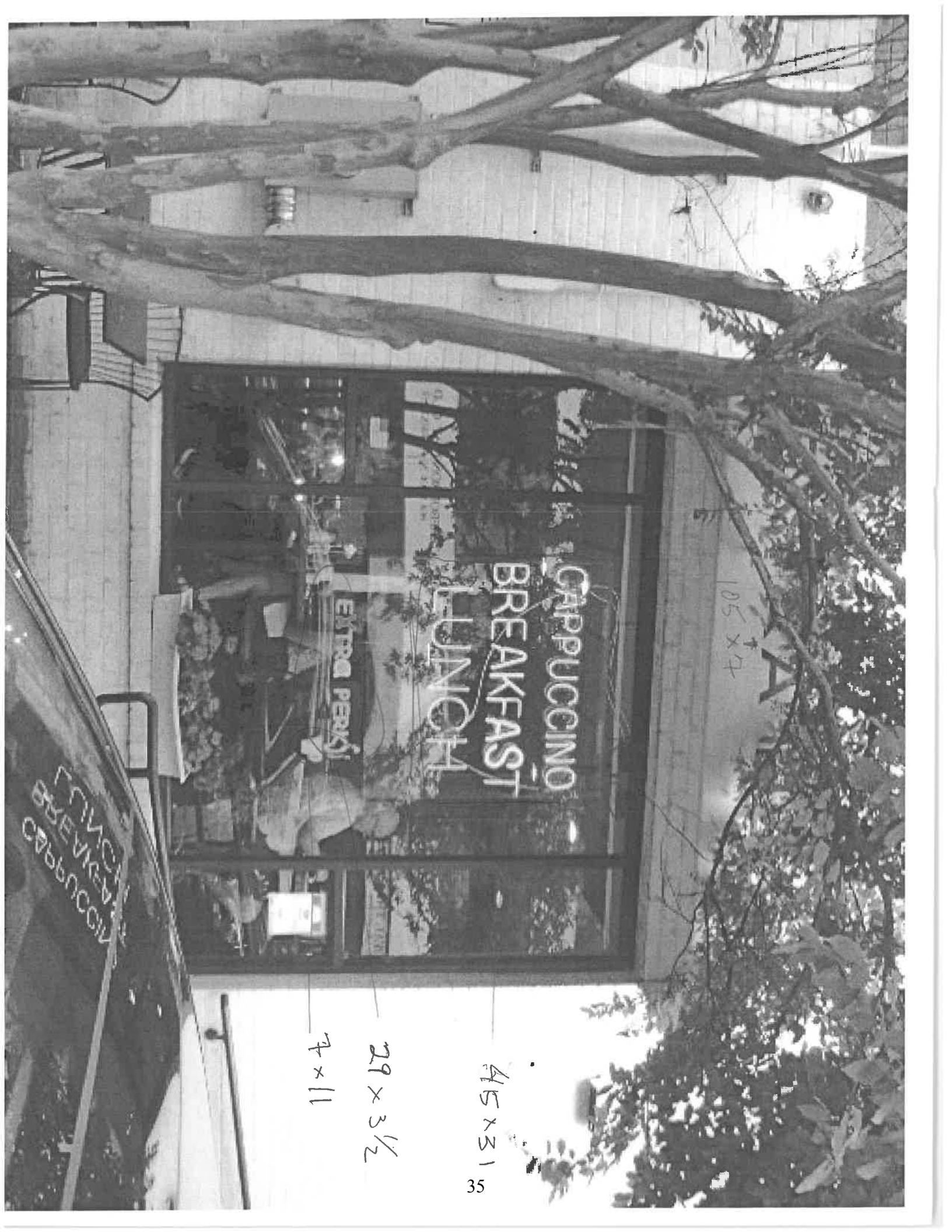
127 x 17

FRAMING

Art & Framing
Custom Framing Specialists

54 x 24

23 x 5 1/2

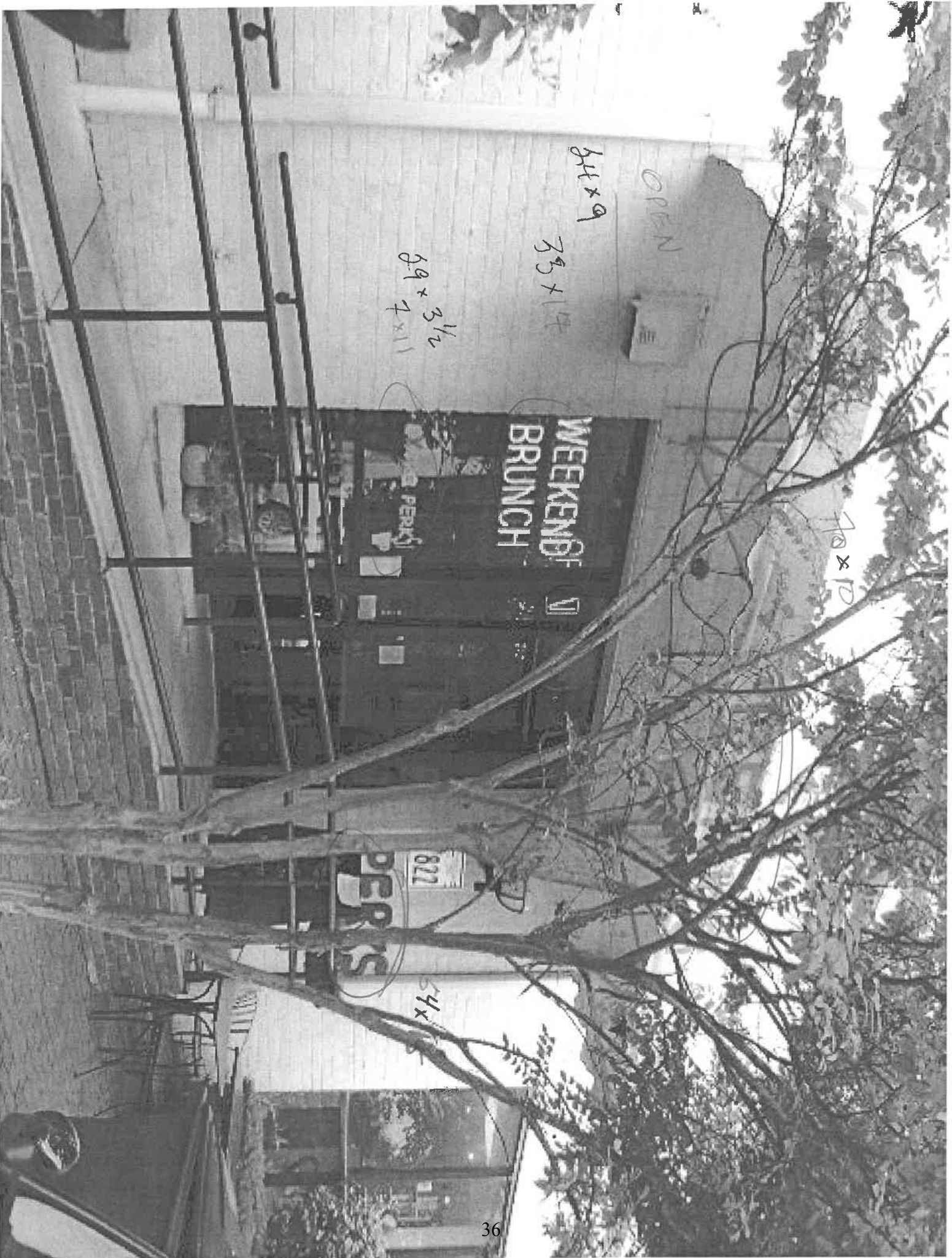


105 x 17

45 x 31

29 x 3 1/2

7 x 11



OPEN

64x9

33x14

69x3 1/2
7x11

70x10

WEEKEND
BRUNCH

PERIS
822

54x

MONTGOMERY

250 x 18

NEW YORK SALON

826

83 x 22

12 x 6

NEW YORK
FIELD SERVICE EQUIPMENT
• SHOWN
• BUILT
• MAINT
• WAX

120 x 9

41 x 32

40 x 25

Signs on Montgomery Street

Salon

$$35 \quad 21 \quad = \quad 735$$

300

$$24 \quad 18 \quad = \quad 432$$

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Wheel

$$155 \quad 10 \quad = \quad 1550$$

HIDA

$$22 \quad 4 \quad = \quad 88$$

312

$$208 \quad 12 \quad = \quad 2496$$

$$35 \quad 4 \quad = \quad 140$$

$$16 \quad 5 \quad = \quad 80$$

VitaFlo

$$32 \quad 11 \quad = \quad 352$$

CARD

$$64 \quad 35 \quad = \quad 2240$$

320

$$180 \quad 19 \quad = \quad 3420$$

$$48 \quad 13 \quad = \quad 624$$

$$68 \quad 13 \quad = \quad 884$$

13473 sq. inches

93.6 sq. feet

/ 250' building width (Montgomery)

35 x 21





155 x 18

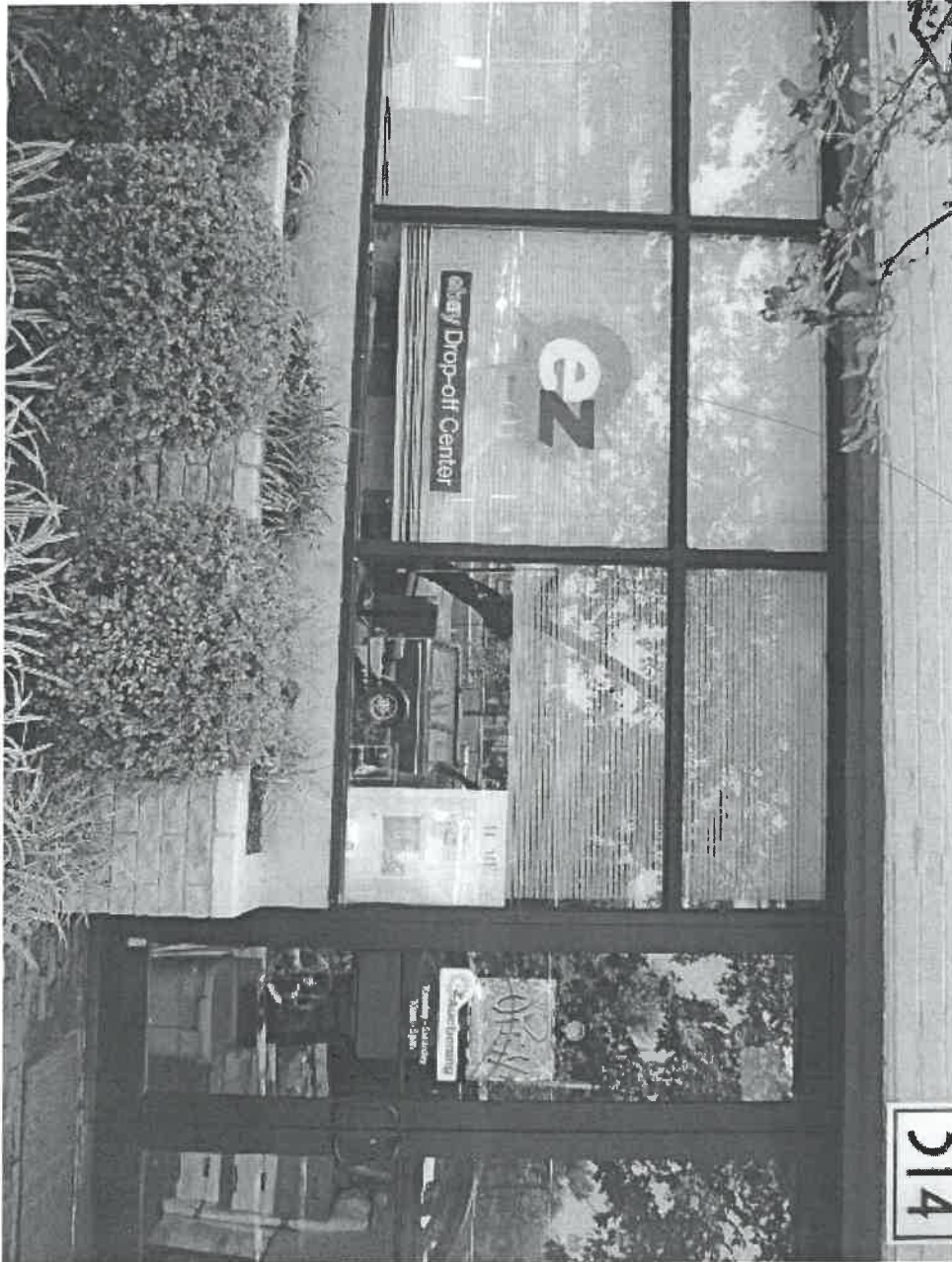


22x4





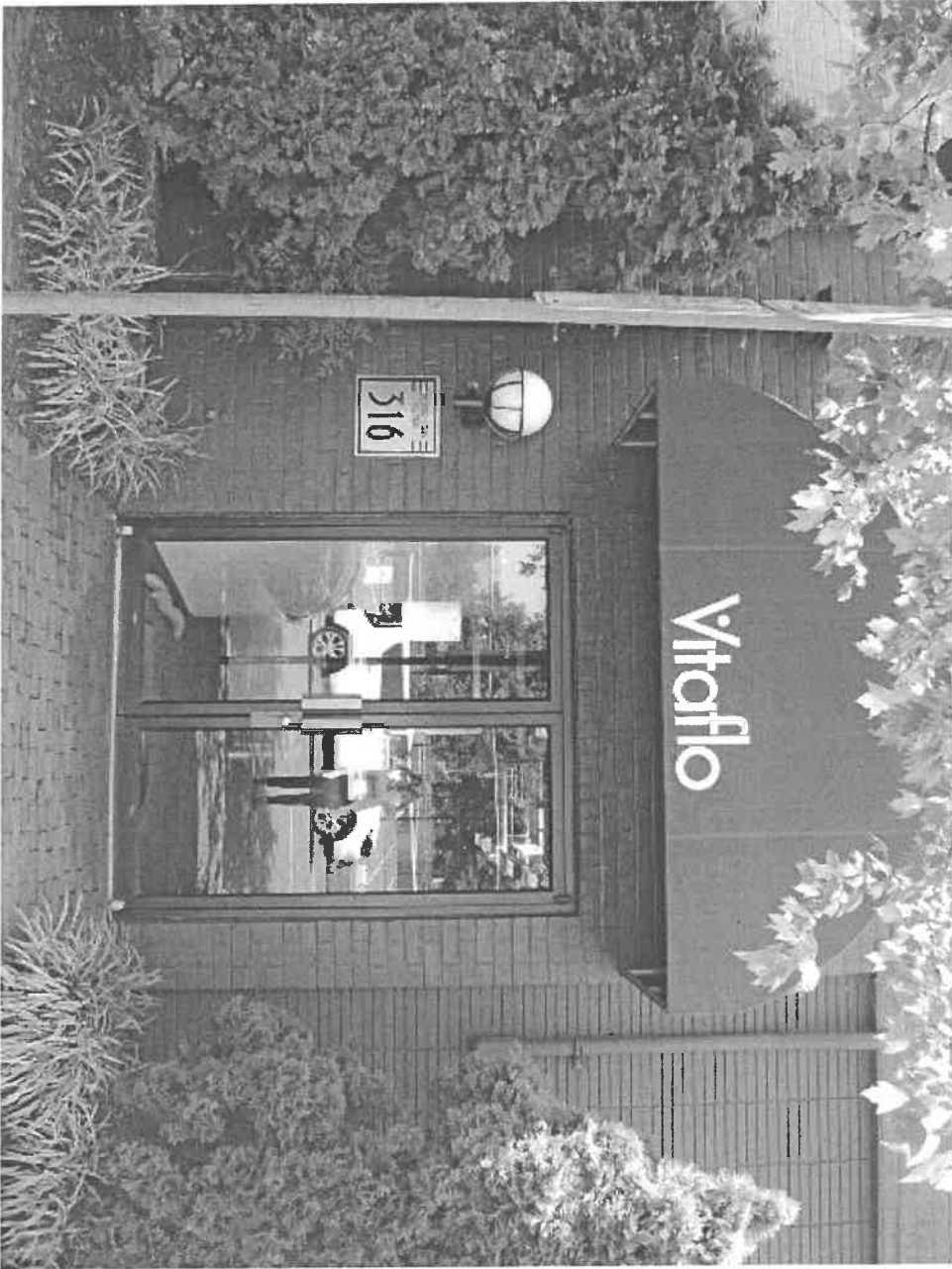
208 x 12



25 x 41

16 x 5

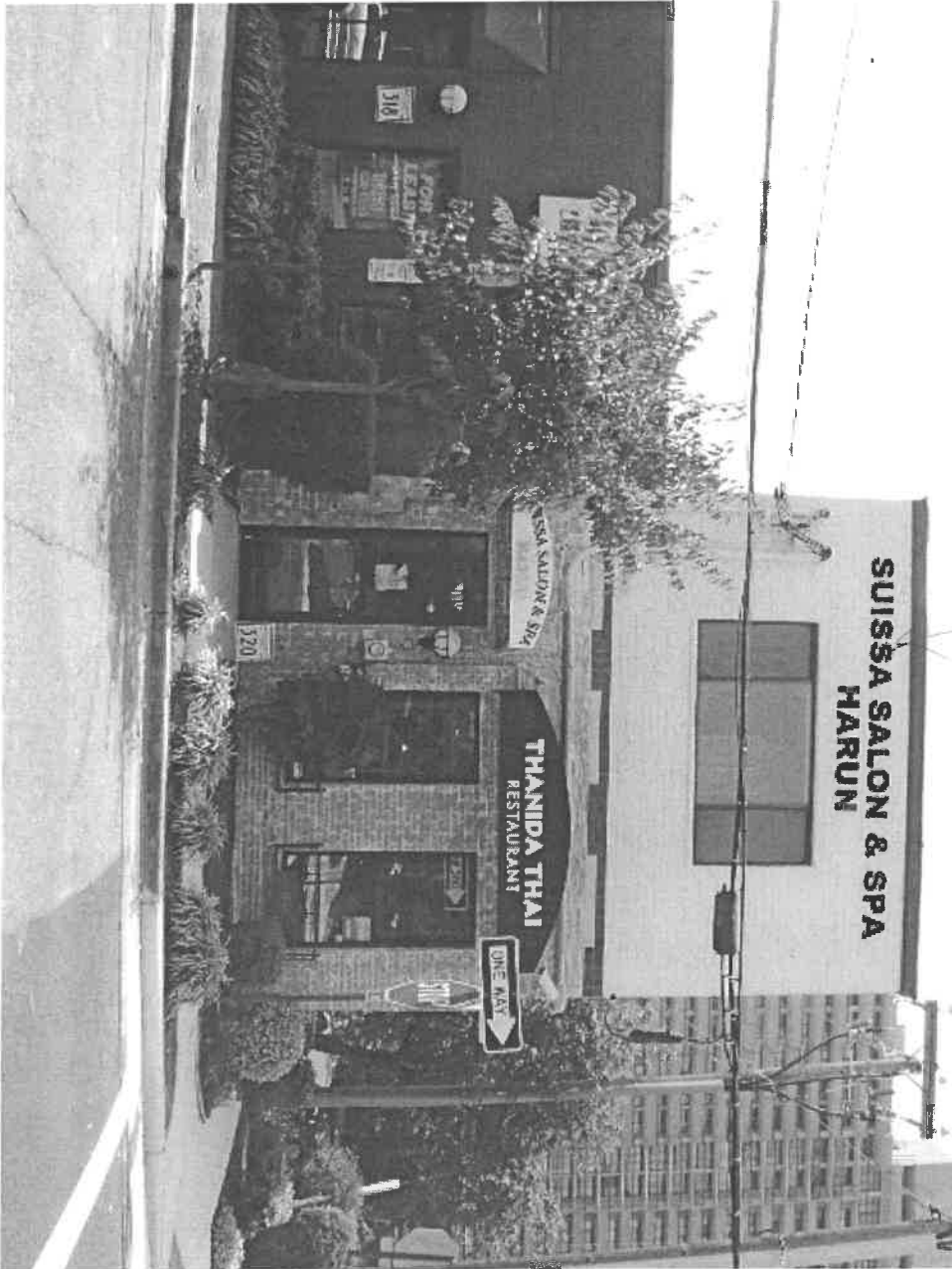
32x11





64 x 35

188 x 19



48 x 13

583

From: bruce <bmachanic@mreproperties.com>
Sent: Friday, September 28, 2018 9:44 AM
To: Heba ElGawish
Cc: Ann Horowitz
Subject: Re: 300 Montgomery Street SUP2018-00087

Yes the new sign is meant to replace the existing sign. The current sign is approx 18" high by 20' in length (for a total of 30 sq ft), so actually we are downsizing the current building signage.

Sent from my iPhone

On Sep 28, 2018, at 9:32 AM, Heba ElGawish <Heba.ElGawish@alexandriava.gov> wrote:

Hi Bruce,

I'm working on the sign SUP for 300 Montgomery Street and just wanted to clarify one thing. What is the size of the "Montgomery Center" wall sign on the top along Fairfax Street and will it be taken down? Is the proposed projecting sign at the corner of Montgomery and Fairfax meant to replace the wall sign along Fairfax?

Would appreciate a response at your earliest convenience.

Thank you and have a great weekend.

Heba ElGawish
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