

Historical Affairs and Landmark Review Board

Arlington County, Virginia

HALRB Case 14-17 (HP1400027)



A request by Ruth Van Landingham on behalf of the Phoenix Condominium H.O.A., the owners of the property at 1050 North Highland Street in the Arlington Post Office Historic District, to install a 14'9/16" x 2'6" channel letter sign that reads "NACAC."

For DRC (*circle those present*): **Robert Dudka, Lynn Alsmeyer-Johnson, Charles Craig**

For Arlington County (*circle those present*): **Cynthia Liccese-Torres, Marlene Terreros-Oronao, Rebecca Ballo, Michael Leventhal**

Case #08 - ___26___ Agenda Item # No ___6___

Application Complete

Application Incomplete (Defer until complete)

Applicant(s): NACAC

For Applicant(s): Service Neon Signs, Inc.

(See attached application for applicant, address, name of property and property description, drawings, photographs, and proposed scope of work.)

Design Recommendations:

1. DRC recommends full board discussion of high tenant signs.
- 2.
- 3.
- 4.
- 5.
- 6.

Findings:

_____ Return to next DRC meeting

___x___ Send to HALRB (see below for recommended actions)

If sent to HALRB, recommended action is:

_____ Place on consent agenda

___x___ Place on discussion agenda:

_____ Recommend approval of CoA, with DRC design recommendations and/or additional information provided

_____ Recommend deferral of ruling on CoA (explanation):

_____ Recommend denial of CoA (explanation):

___x___ No recommendation.

For DRC (circle those present): **Robert Dudka, Charles Craig, Charles Matta, Andrew Wenchel, Tova Solo, Erin May, Joan Lawrence**

For Arlington County (circle those present): **Cynthia Liccese-Torres, Rebecca Ballo, John Liebertz**

Case # 14-17 Agenda Item # 4

Applicant(s): Phoenix Condominium
For Applicant(s): Morgan D. Lerner

(See attached application for applicant, address, name of property and property description, drawings, photographs, and proposed scope of work.)

Design Recommendations:

1. If possible, place disconnect on rear of parapet.
2. Add font name/type to the package.
3. Add information about the technical/electrical pieces and confirm there is adequate space for components.
4. Add more detailed drawing showing dimensions regarding actual spacing between letters (not just overall dimensions)
5. Consider reducing the size of the font (24" tall).
6. Consider different font closer to the logo that is thinner, more elegant.
7. Consider alternate locations along the parapet for the sign.

Findings:

- Return to next DRC meeting
- Send to HALRB (see below for recommended actions)

If sent to HALRB, recommended action is:

- Place on consent agenda
- Place on discussion agenda:
 - Recommend approval of CoA, with DRC design recommendations and/or additional information provided
 - Recommend deferral of ruling on CoA (explanation):
 - Recommend denial of CoA (explanation):
 - No recommendation.

For DRC (*circle those present*): **Robert Dudka, Charles Craig, Charles Matta, Andrew Wenchel, Tova Solo, Erin May, Joan Lawrence**

For Arlington County (*circle those present*): **Cynthia Liccese-Torres, Rebecca Ballo, John Liebertz**

Case # 14-17 Agenda Item #2

Application Complete

Application Incomplete

Applicant(s): Phoenix Condominium

For Applicant(s): Morgan D. Lerner

(See attached application for applicant, address, name of property and property description, drawings, photographs, and proposed scope of work.)

Design Recommendations:

1. Match the font of the logo exactly.
2. Reduce the height to 30".
3. Look into decreasing the thickness of the signage.
 - a. Consider LED technology.

Findings:

- Return to next DRC meeting
- Send to HALRB

If sent to HALRB, recommended action is:

- Place on consent agenda
- Place on discussion agenda:
- Recommend approval of CoA, with DRC design recommendations and/or additional information provided
 - Recommend deferral of ruling on CoA (explanation):
 - Recommend denial of CoA (explanation):
 - No recommendation.

For DRC (*circle those present*): **Robert Dudka, Charles Craig, Charles Matta, Andrew Wenchel, Tova Solo, Erin May, Joan Lawrence**

For Arlington County (*circle those present*): **Cynthia Liccese-Torres, Rebecca Ballo, John Liebertz**

Case # 14-17 Agenda Item # 2

Application Complete

Application Incomplete

Applicant(s): Ruth Van Lanningham

For Applicant(s):

(See attached application for applicant, address, name of property and property description, drawings, photographs, and proposed scope of work.)

Design Recommendations:

1. None

Findings:

Return to next DRC meeting

Send to HALRB

If sent to HALRB, recommended action is:

Place on consent agenda

Place on discussion agenda:

Recommend approval of CoA, with DRC design recommendations and/or additional information provided

Recommend deferral of ruling on CoA (explanation):

Recommend denial of CoA (explanation):

No recommendation.



CERTIFICATE OF APPROPRIATENESS STAFF REPORT

TO: HALRB

FROM: John Liebertz, Historic Preservation Planner

DATE: January 9, 2015

SUBJECT: CoA 14-17, 1050 North Highland Street, Arlington Post Office Historic District

The building at 1050 North Highland Street is part of the Phoenix Condominium project, which was built in 2007 as part of the Arlington Post Office Historic District. This commercial high-rise has a significant setback from the Arlington Post Office building. This application is by the Phoenix Condominium for tenant signage for the National Association for College Admission Counseling (NACAC). The proposal calls for the: 1) the installation of 14' x 30" sign with plastic-faced channel letters that reads "NACAC" in trade gothic medium font; 2) the lettering will be internally lighted with LEDs; 3) the signage will be located on the upper-story of the building near the northeast corner (above Lyon Hall); 4) the lettering will align with the eastern edge of the below window; and 5) the signage will extend 3" from the face of the building.

NACAC first applied for tenant signage in 2008. The application called for a larger sign (16'6 x 30") on the second story with a distinct cut/off disconnect switch. The aluminum-faced channel letters were light with white luminous halo tubing. The sign extended 5.5" from the face of the building.

At the time, The Phoenix Condominium had a Comprehensive Signage Plan as part of the Site Plan, but there were no comprehensive sign guidelines for the Arlington Post Office Historic District. In response to the original application, the HALRB approved *Guidelines for Signage in the Arlington Post Office and Dain Kain Building Historic Districts* (adopted by the County Board in 2010 as part of the Zoning Ordinance rewrite). The guidelines direct the DRC/HALRB to review channel letter signs on a case-by-case basis. The guidelines further stipulate that the County Board approve all signage above the first story; however, this is no longer applicable due to the updated Sign Ordinance.

The DRC heard the revised submission at its August 2014, December 2014, and January 2015 meetings. At the August DRC meeting, the applicant submitted a similar proposal in terms of specifications and materials in comparison to the 2008 application, but located the signage on the upper-story of the building. The DRC requested the applicant: 1) remove the disconnect switch from the face of the building; 2) confirm that there was adequate space for electrical components; 3) add dimensions showing the space between letters; 4) reduce the height of the sign from 36"; and 5) consider a font similar to the NACAC logo on their website.

At the December 2014 meeting, the applicant's proposal responded to a number of the DRC comments, but the font and height of the sign remained the same. The DRC commented that the font shown failed to match the NACAC's logo. The applicant stated the font shown was provided by the NACAC (which the applicant later confirmed at the subsequent meeting). In addition, the DRC suggested the applicant decrease the size of the sign from 36" to 30" and utilize LED technology in order to reduce its thickness. The application submitted in January 2015 complies with the DRC's requests.

The DRC recommended approval of this application and asked that this case be placed on the consent agenda for the January 21, 2015, HALRB meeting. Staff also recommends approval and finds that the



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request meets the intent of the *Guidelines for Signage in the Arlington Post Office and Dan Kain Building Historic Districts* and the National Park Service's *Historic Preservation Brief 25: New Signs on Historic Buildings*.