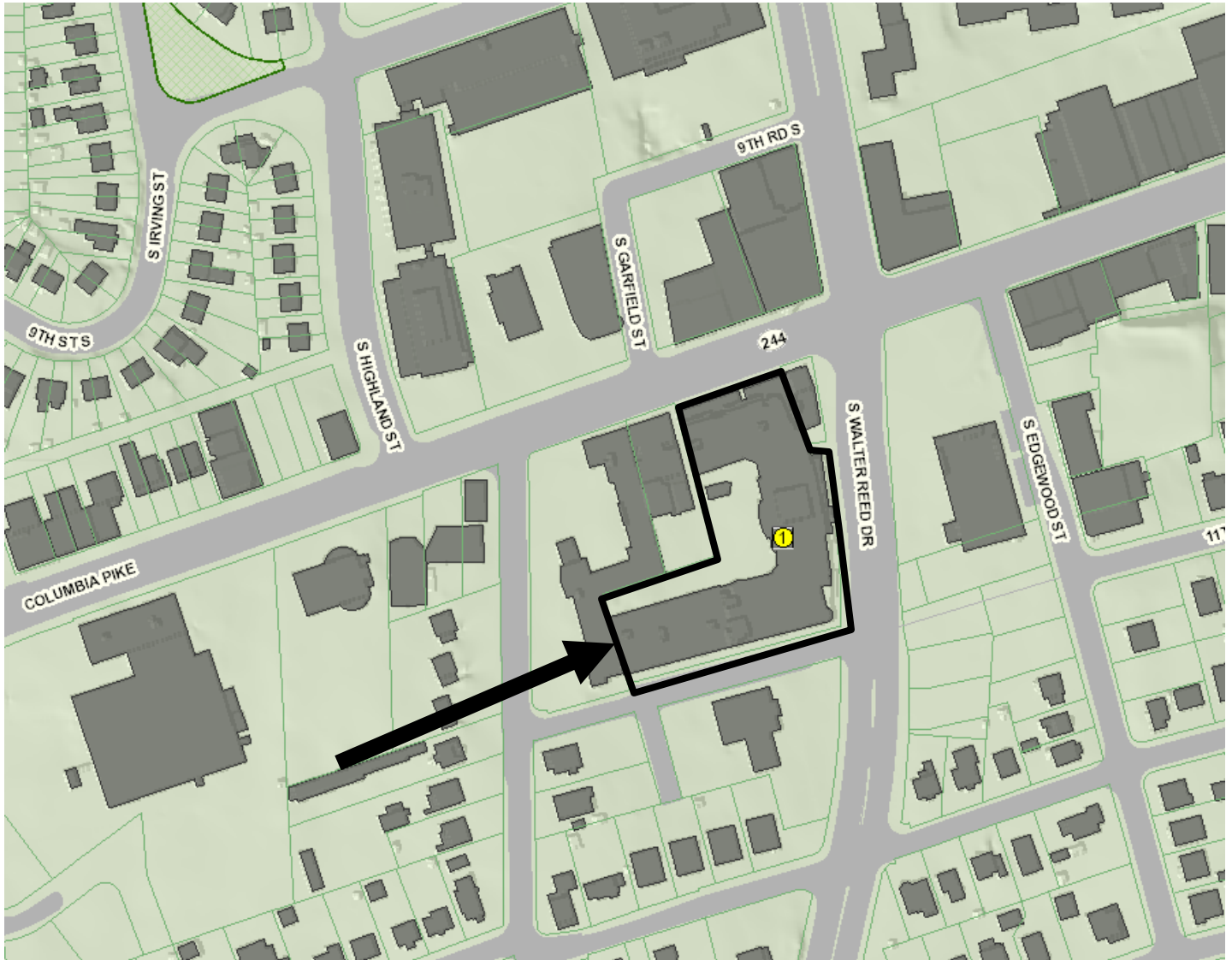


Historical Affairs and Landmark Review Board

Arlington County, Virginia

HALRB Case 4-01C (HP1700006)



A request by Avalon Bay Communities, Inc., owner of 1028 South Walter Reed Drive, to amend CoA 4-01 to alter blade sign due to new ownership.

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

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

Case # 4-01C Agenda Item # 4

Application Complete

Application Incomplete

Applicant(s): Avalon Bay Communities, Inc.

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. Incorporation of corporate logo appropriate.
2. Explore the use of pin letters to create a greater shadow instead of flush mounting.
3. Explore darker, heavier font (see Avalon West Hollywood Sign).
4. Consider other fonts within the same family.
5. Align the lettering with the coursing.
 - a. Fill all of the "zoning box" in all four courses.
6. Utilize the silver lettering instead of the white.

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, Andrew Wenchel,
Tova Solo, Joan Lawrence, John Peck**

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

Case # 4-01C Agenda Item # 3

Application Complete

Application Incomplete

Applicant(s):

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. Keep letters square and bolder, use the example provided as model (match the angle of the A and V on the bottom line of submitted poster).
2. Include two options: Thicker Avalon and Neutra Text.
 - a. Chamfer/clip ends of A and V
 - b. Explore moving the bar of the A

Findings:

Return to next DRC meeting

Send to HALRB

If sent to HALRB, recommended action is:

Place on consent agenda (pending online consensus of DRC)



CERTIFICATE OF APPROPRIATENESS STAFF REPORT

TO: HALRB
FROM: John Liebertz, Historic Preservation Planner
DATE: April 10, 2017
SUBJECT: 1028 South Walter Reed Drive, CoA 4-01C, Columbia Pike Form Based Code Area

Background Information

The Avalon Columbia Pike (formerly the Halstead Building) was the first Columbia Pike Form Based Project approved by the HALRB and County Board after the adoption of the Form Based Code in 2003. The project required CoA review and approval by the HALRB due to the designation of the Arlington Hardware building at 2906-2922 Columbia Pike as a Historic Façade. The façade was an integral part of the new building being developed. The Code states that those buildings designated as Historic Structures and Historic Facades require an approved CoA prior to project submission. Those projects including all signage continue to be governed by the processes and standards set out in Section 15.8 of the Arlington County Zoning Ordinance after final approval and construction. The HALRB approved a conditional CoA for the restoration of the Arlington Hardware façade and construction of the new building via CoA 04-01 in March 2004. A final CoA was approved after final County Board approval in April 2005.

Proposal

In 2016, Avalon Bay Communities, Inc., purchased the building, and have requested to change the signage on the brick fin located on the east elevation. The applicants propose to install their corporate logo and name "AVALON" in a modified Neutra Text TT font. The fabricated brushed stainless aluminum letters and logo occupy a total of 137' square feet. They are mounted with 2" spacers, studs, and adhesive.

DRC Review

The DRC heard this application in March and April 2017. At the first meeting, the HPP staff and the committee recommended properly aligning the lettering within the bays, utilizing a more traditional art-deco font or art-deco inspired font, and to present various options at the subsequent hearing. The applicant returned the following month with examples of art-deco fonts and different variations for the blade signage. The committee requested minor alterations to the Thicker Avalon font and Neutra Text font for review. The applicant completed the requested alterations to the sign and the committee agreed via email on the Neutra Text TT font (the presented option). The DRC requested that this application be placed on the consent agenda for the April 19, 2017, HALRB meeting.

Discussion and Recommendation

The proposed blade sign utilizes an appropriate art-deco-inspired font. While the Neutra Text font is not as exuberant as the former “Halstead” font, the proposed font respects the architecture of the building and is based on historical precedents. Staff finds that the proposal is compatible with the architecture of the preserved Arlington Hardware façade and overall building, meets the intent of the *Secretary of the Interior’s Standards*, and recommends approval.