

Docket Item #14
BAR Case #2003-0211

BAR Meeting
October 1, 2003

ISSUE: Signs
APPLICANT: Steven Trojan
LOCATION: 1100 King Street
ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

DISCUSSION:

Applicant s Description of the Undertaking:

Two signs, both flat mounted. One on the east side of building facing Henry St., mounted between the first floor and second floor windows. The other mounted above the entryway, facing King St.

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for two signs for the business Trojan Antiques, located at 1100 King Street. The MDO signs will have a white background with metallic gold lettering outlined in burgundy. The signs will also include a decorative burgundy colored border. One sign will be located above the storefront entrance on King Street while the other will be between the first and second story windows on Henry Street. The King Street sign measures 2.5' by 10' and the South Henry Street sign measures 2.6' by 10.8.'

The applicant has indicated that the existing window sign will be removed.

History and Analysis:

1100 King Street is a 2-story brick building dated between 1912 and 1922.

In 2002, the applicant appeared before the Board with a request for an awning. The Board deferred the case, agreeing that an awning was not appropriate and that window signs and a hanging sign should be explored (BAR Case #2002-009, 2/6/02).

While the *Design Guidelines* recommend only one sign per business, the Board has repeatedly approved multiple signs for corner buildings. Staff has no objection with two signs for this business. However, Staff is concerned by the placement of the King Street sign. Obscuring all or portions of significant architectural features is expressly discouraged in the *Design Guidelines*, and Staff cannot support such a request.

As recommended in the applicant s previous request for an awning, Staff continues to believe that a hanging sign and window sign are more appropriate for the building. Therefore, Staff recommends deferral of the application for restudy.

CITY DEPARTMENT COMMENTS

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

Code Enforcement

C-1 A construction permit is required for the proposed project.

C-2 Wall signs must comply with USBC.

Historic Alexandria

No comment.