

Docket Item #3
BAR Case #2003-0211

BAR Meeting
November 5, 2003

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

BOARD ACTION, OCTOBER 1, 2003: On a motion by Ms. Quill, seconded by Ms. Neihardt the Board deferred the application for restudy and asked to see drawings of a proposed hanging sign and a reduction in the height of the proposed Henry Street sign so that it does not impact the second floor windows. The vote on the motion was 4-0.

REASON: The Board agreed with the Staff analysis and believed that further design development was needed for the proposed Henry Street sign.

SPEAKER: Russell Crager, representing Steven Trojan, spoke in support

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

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.

Update:

At the October 1, 2003 hearing, the Board deferred the application for restudy to consider a hanging sign on the King Street elevation and to reduce the height of the Henry Street sign. The applicant has responded to the Board s concerns by reducing the height of the wall sign on South Henry Street by 5" and changing the wall sign on the King Street elevation to a hanging sign.

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. A 2' by 3' double-sided hanging sign will be located above the storefront entrance on King Street. A 2.25' by 10.8' wall sign will be located between the first and second story windows on South Henry Street.

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).

The proposed signs meet the requirements of the Zoning Ordinance.

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.

Staff believes that the revised signs are appropriate and recommends approval of the application as submitted.

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.