

Docket Item #7
BAR CASE #2003-0248

BAR Meeting
November 5, 2003

ISSUE: Signage
APPLICANT: TB Walker Enterprises, LLC
LOCATION: 1102 King Street
ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

DISCUSSION:

Applicant s Description of the Undertaking:

Request for Certificate of Appropriateness for new signage.

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for signs for a new retail business at 1102 King Street. Two signs are proposed: a wall sign above the retail bay window and a window sign. The wall sign, Romance for the Senses, is an individually applied plastic letter sign in black which has 9" high letters and is 14' in length. The window sign is white vinyl letters, Romance for the Senses, with the business logo and will be applied to the middle window of the tripartite bay. This sign will be 45" in width and 36" in height.

History and Analysis:

According to Ethelyn Cox in *Alexandria Street by Street*, the building at 1102 King Street was built ca. 1805-1810 (p.92) and is a good example of the period with potentially a high degree of integrity. It has undergone significant disfiguring surface alterations in the early 20th century. The building at 1100 King Street was constructed as a commercial building between 1912 and 1921.

On August 1, 2001 the Board approved alterations to the front and rear of the building including removal of the glazed tile on the front of the building (BAR Case #2001-0038). Last year, the Board approved additional alterations to the building (BAR Case #2002-0011, 2/20/02).

Proposed window and wall signs comply with the zoning regulations.

Although the *Design Guidelines* recommend that generally only one per business, the Board has in many instances approved two signs for a retail business. In the opinion of Staff, the wall sign is appropriate and the window sign is quite unobtrusive. Therefore, Staff recommends approval of both signs.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Construction permits are required for this project.

Historic Alexandria:

There is a great tendency now to see requests for signage on windows. I m not sure that the overall measurement for the facade allows for an additional sign on the window.