

Docket Item #11
BAR CASE #2003-0276

BAR Meeting
December 17, 2003

ISSUE: Sign

APPLICANT: Barkley Sq. Gourmet Dog Bakery & Boutique

LOCATION: 101 Wales Alley

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that Alexandria, Virginia is eliminated from the sign and that the bracket is mounted through the mortar joints rather than through the masonry units.

DISCUSSION:

Applicant s Description of the Undertaking:

Install sign on frontage of business.

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for a hanging sign for 101 Wales Alley. The 2' by 2' double-sided sign reads Barkley Square Gourmet Dog Bakery And Boutique, Alexandria, Virginia. The sign will be constructed of MDO and will be ivory colored with a black border, dog logo and lettering. The sign will be mounted to a 3' black decorative scroll bracket located above the retail entrance.

History and Analysis:

The new addition at 101 Wales Alley is a 3 ½ story (approximately 38' tall), gable roofed masonry structure connected to the existing historic warehouse at 104 South Union Street.

The Board originally approved the demolition and capsulation of the rear portions of 104 South Union Street with a new addition in 1997 (BAR Case #96-0271 and #97-0072, 4/15/1997). The Permit to Demolish and the Certificate of Appropriateness expired because construction was not commenced within the 12 month period and the Board re-approved the demolition and addition in 1999 (BAR Case #99-0179, 11/17/99). The Certificate of Appropriateness again expired and the addition was re-approved in 2001 (Bar Case #2001-001, and BAR #2001-002, 2/7/01). The original Special Use Permit for the addition was approved in 1997 (SUP #97-0184, 3/4/1997) and was extended in 1998 (DSUP, 10/17/1998) and again by City Council in January of 2001 (DSUP #2000-0052).

The proposed projecting sign complies with zoning ordinance requirements.

The *Design Guidelines* recommend that signs be as simple as possible and avoid repetitious and undue verbiage (Signs - Page 3). Staff believes that the name Alexandria, Virginia is not necessary on the sign. The Board has repeatedly asked applicants to eliminate addresses from signs (BAR Case #2003-003, #2003-039, #2003-083, #2003-0237).

The Design Guidelines also state that on masonry buildings, signs should be anchored through the mortar joints rather than directly into the masonry unit (e.g. brick) itself (Signs - Page 4).

Staff believes that the size, design, and materials of the sign are appropriate. Therefore, Staff recommends approval of the application with the condition that Alexandria, Virginia is eliminated from the sign and that the bracket is mounted through the mortar joints.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

C-2 A construction permit is required for the proposed project.

Historic Alexandria:

No comment.