

Docket Item #3
BAR CASE #2003-0303

BAR Meeting
January 7, 2003

ISSUE: Approval of signs
APPLICANT: Ron Hamed
LOCATION: 121 South Henry Street
ZONE: CD/Commercial

BOARD ACTION, DECEMBER 17, 2003: On a motion by Mr. Keleher, seconded by Mr. Smeallie the Board approved the Staff recommendation which was:

1. Denial of the after-the-fact neon sign;
2. Denial of the after-the-fact window signs;
3. Deferral for restudy of the after-the-fact hanging sign; and,
4. Denial of the proposed awning.

The vote on the motion was 6-0.

REASON: The Board agreed with the Staff analysis and believed that it was reasonable given the age of the building and its location. Mr. Smeallie said that an awning was inappropriate, but that a wall sign could be considered.

SPEAKER: Ron Hamed, applicant, spoke in support

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

DISCUSSION:

Update: At the last public hearing the Board denied the after-the-fact neon sign, the after-the-fact window signs and the proposed awning; and deferred for restudy the after-the-fact hanging sign. Since that time the applicant has substantially revised the proposal and is no longer requesting approval of the after-the-fact signs or awning. What is now being requested is approval of a hanging sign as well as a wall sign.

Applicant's Description of the Undertaking:

"To apply for sign permit and awning over entrance."

Issue:

The applicant is requesting approval of Certificate of Appropriateness for a hanging sign and a wall sign to be installed at the commercial building at 121 South Henry Street.

Signs

The applicant requests approval of the following installed signs:

- Wood (MDO) hanging sign on a metal bracket on the south side of the doorway. This sign "Nails Image Professional Nails Care Image" measures 30" in height x 42" in width and will be installed on a metal scroll bracket. No illumination is proposed. The sign will have a white background with red and green lettering.
- Wall sign to be installed over the entry door. This wood sign "Nails Image Professional Hair Care," measures approximately 1' in height and 2 ½' in width. It will have a white background with pink lettering and border.

History and Analysis:

121 South Henry Street is a two story, four bay wood frame building constructed prior to 1853. Originally constructed as a residence, it currently serves commercial purposes.

This application is before the Board as a result of a number of ticket issued for civil violations for the unapproved signs.

The projecting sign complies with zoning ordinance requirements.

While, the *Design Guidelines* recommend that generally only one sign per retail business is appropriate, the Board often approves two signs for a business – one hanging sign and one wall sign. This is the case with this revised application. Staff believes that the applicant has been responsive to the concerns expressed by the Board at the last public hearing and recommends approval of the revised design.

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 Fixed awnings must be designed and constructed to withstand wind or other lateral loads and live loads required by the USBC. Structural members must be protected to prevent deterioration.
- C-3 A construction permit is required for the proposed project.

Historic Alexandria:

Is an awning necessary? Every space already has a sign.