

Docket Item #6
BAR CASE #2004-0022

BAR Meeting
March 3, 2004

ISSUE: Signs

APPLICANT: Knit Happens

LOCATION: 127A North Washington Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the signs be mounted through the mortar joints.

DISCUSSION:

Applicant's Description of the Undertaking:

“Sign permit.”

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of signage for the new business at 127A North Washington Street. The applicant proposes a 1.5' by 5.4' wall sign above the bay window. The wood sign will read “Knit Happens, Nirvana for Knitters” in pink and green lettering on a white background. The second sign proposed is a round hanging sign, 30" in diameter. This double sided sign will be hung from a scroll bracket to the south of the store entrance. The sign includes the business logo, a pink scarf with green knitting needles, as well as the copy, “Nirvana for Knitters” and a pink and green decorative border.

History and Analysis:

The building located at 127 North Washington Street is a one story brick Federal Revival style commercial building dating from the mid 20th century. The central recessed entry is flanked by multi-light projecting storefronts; entries to individual retail establishments are located adjacent to the projecting storefronts.

Previously the Board approved a hanging sign for Old Towne Optical Co., to be installed at 127A North Washington Street (BAR Case #90-78, 5/2/90). In 1991, the Board approved signs and an awning for Robert Cummings Photographer at 127B North Washington Street (BAR Case #91-153, 7/17/91).

According to the applicant, the building frontage is 18'. The proposed signs comply with zoning ordinance requirements.

While the *Design Guidelines* recommend generally only one sign per business, the Board has on numerous occasions approved both a hanging sign and a wall sign.

Staff believes that the design of the proposed signs meets the recommendations of the *Design Guidelines*. Therefore, Staff recommends approval of the application with the condition that the signs be mounted through the mortar joints.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

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

C-2 Wall letters / signs must comply with USBC. Please indicate the method to be used for anchoring the letters to the wall.

C-3 Projecting, hanging signs must comply with USBC for maximum projection, vertical clearance below all parts of the sign, and additional loads. Please indicate the attachment method to be used for anchoring the bracket to the wall.

Office of Historic Alexandria:

“No comment.”