

Docket Item #7
BAR CASE #2004-0029

BAR Meeting
March 17, 2004

ISSUE: Signs

APPLICANT: Charles Erwin/Jack Stone Sign Co.

LOCATION: 1101 Duke Street

ZONE: CL/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the letters and the lights are mounted through the mortar joints.

DISCUSSION:

Applicant's Description of the Undertaking:

“Install signage to identify SunTrust Mortgage. The proposed signage would be externally illuminated pin mounted letter sets 2' 3 1/2" x 7' @ 16 square feet. One set on the Duke Street frontage (18'-0") and one set on the Henry Street frontage (35'0”).”

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of two new signs for SunTrust Mortgage at 1101 Duke Street. The proposed signs will be comprised of individual pin mounted letters reading “SunTrust, SunTrust Mortgage. One set of the black aluminum letters will be located above the first floor window on Duke Street and the other set will be located on S Henry Street. The signs each measure 7' by 2' 3 1/2”.

Each sign will be illuminated by two gooseneck lamps with 100 watt bulbs. The lamps will be painted to match the building color.

History and Analysis:

According to Real Estate Assessments, the building located at 1101 Duke Street was constructed around 1870. The building appears on the 1877 G.M. Hopkins City Atlas of Alexandria.

The building has 18' of frontage on Duke Street and 34' on S Henry Street. The proposed signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend that generally only one sign per building is appropriate. However, in this case one sign will be located on Duke Street while the other will be on South Henry Street. Staff believes that the proposed signs are appropriate for the building and the historic district.

The *Design Guidelines* also recommend 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),

Therefore, Staff recommends approval of the application with the condition that the signs and the lighting are mounted through the mortar joints.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Wall letters / signs must comply with USBC [H103-H111]

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

Office of Historic Alexandria:

“No comment.”