

Docket Item #24
BAR CASE #2004-0050

BAR Meeting
April 7, 2004

ISSUE: Signs
APPLICANT: Michele Megel
LOCATION: 1523 King Street
ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the hanging sign with the condition that the bracket is mounted through the mortar joints and denial of the window sign.

DISCUSSION:

Applicant's Description of the Undertaking:

“Storefront signage.”

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for signs for the new business at 1523 King Street. The applicant is proposing a hanging sign as well as a window sign. The hanging sign reads “body mind & soul, Advisor” and includes the business logo. The 3' by 3' double sided sign will be constructed of two aluminum signs with an MDO center. The burgundy and blue colored sign will be mounted to a new 36" black scroll bracket on the west side of the entrance. The 2' by 1.5' aluminum window sign includes the same design as the hanging sign.

History and Analysis:

The three, two-story, brick former residences at 1521-1525 King Street were constructed prior to 1921, and probably ca. 1910.

In 1999, the Board approved a wall sign for Woodpile Studios (BAR Case #99-0010, 2/17/99). In 1998, the Board approved a hanging sign for Madeleine's at 1521 King Street (BAR Case #98-138, 9/2/98).

The building frontage is approximately 16 feet; therefore the maximum allowable signage is 16 square feet. The proposed 12 square feet of signage complies with zoning ordinance requirements.

The *Design Guidelines* recommend that generally only one sign per business is appropriate. In this case, Staff believes that a single hanging sign is appropriate.

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 window sign is eliminated and that the bracket for the hanging sign is mounted through the mortar joints.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Construction permits are required for the proposed project.

C-2 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.

Office of Historic Alexandria:

“Would prefer just one hanging sign.”