

Docket Item #5  
BAR CASE #2004-0050

BAR Meeting  
May 5, 2004

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

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**BOARD ACTION, APRIL 7, 2004:** On a motion by Mr. Smeallie, seconded by Ms. Neihardt the Board deferred the application for restudy with the condition that the graphic of the sign be revised and that a window sign could be installed for 90 days. The vote on the motion was 5-0.

**REASON:** The Board agreed with the Staff analysis and believed that revised graphics that were acceptable in the historic district should be substituted.

**SPEAKER:** Michele Megel, applicant, spoke in support

### STAFF RECOMMENDATION:

Staff recommends approval of the hanging sign (which must be installed without the word “Advisor”) and that the bracket for the hanging sign is mounted through the mortar joints.

### Update:

In response to the concerns voiced by the Board at the public hearing of April 7<sup>th</sup> concerning the graphics of the proposed sign, the applicant has revised the design of the sign so that it now contains text only.

### 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. 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. It will have blue background with white lettering and mounted to a new 36" black scroll bracket on the west side of the entrance.

#### 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 proposed wall sign complies with zoning ordinance requirements as to size and location. However, the applicant has been advised that she cannot perform palm reading without the issuance of a special use permit. The applicant is permitted to sell retail items and operate an office space, but cannot offer consultations which may be similar to palm reading.

However, Staff has concerns regarding including the word “Advisor” in the sign because it implies that advice will be provided. Such consultation is not permitted without the approval of a Special Use Permit by City Council. Therefore, the word “Advisor” cannot be included on the sign.

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 hanging sign (which must be installed without the word “Advisor”) 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.”