

Docket Item #4  
BAR CASE# 2004-0116

BAR Meeting  
July 21, 2004

**ISSUE:** Sign  
**APPLICANT:** Simaly K. Eng  
**LOCATION:** 1132 Prince Street  
**ZONE:** RM Residential

---

**BOARD ACTION, JUNE 16, 2004:** On a motion by Ms. Neihardt, seconded by Dr. Fitzgerald the Board deferred the application for restudy. The motion passed on a vote of 5-0.

**REASON:** The Board agreed with the Staff analysis but believed that drawings exactly depicting what is proposed were needed before the Board could make a decision on the application. The Board also believed that only one exterior sign was appropriate.

**SPEAKERS:** Simaly K. Eng, applicant, spoke in support  
\_\_\_\_\_ Charles Langway, 1100 block Prince Street, spoke in opposition

### **STAFF RECOMMENDATION:**

Staff recommends approval of the application with the following conditions:

1. That the hanging sign be attached to a new scroll bracket approved by Staff; and,
2. That the letter “s” be attached to the word “alteration.”

**Update:** At the June 16, 2004 public hearing the Board deferred the application for restudy citing a preference for only one sign and better drawings showing the proposed sign. The applicant has subsequently revised the application in response to the Board’s concerns. The applicant has eliminated the wall sign as well as the window lettering. The applicant has also submitted revised drawings showing the proposed colors and the elimination of the word “beautiful.”

### **I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for a double sided hanging sign for the new business at 1132 Prince Street. The proposed 2' by 2' sign reads “Amara Fashions Custom Made & Alteration.” The MDO sign will have a white background with burgundy lettering and will be attached to an existing metal bracket at the corner of Prince Street and South Fayette Street.

### **II. HISTORY:**

1132 Prince Street was constructed between 1896 and 1902 according to the Sanborn Maps. A rear one story addition was constructed between 1921 and 1941.

In 1990, the Board approved an application for windows (5/7/80). Previously, the Board approved a wall sign for the applicant’s business “IUOL, Amara Fashions” located at 222 North Lee Street (BAR #2003-0087, 8/6/03).

Staff was unable to locate any previous sign approvals for this building.

### **III. ANALYSIS:**

The proposed sign complies with zoning ordinance requirements. While the subject property is located in a residential zone, Staff notes that the commercial use for the building is grandfathered and therefore signs are permitted.

The *Design Guidelines* recommend that signs on masonry buildings be anchored through the mortar joints rather than through the masonry units themselves (Signs - Page 4). Although the applicant has indicated that the existing bracket will be reused, Staff believes that a new scroll bracket would be more appropriate. The existing bracket appears to have been installed upside down so that the sign cannot hang properly. While the applicant could simply reinstall the bracket, Staff believes that a scroll bracket more typical of the historic district should be installed.

The applicant is no longer requesting Board approval of the window lettering for the store hours. The zoning ordinance allows for one square foot of signage per building which does not require BAR approval. Staff cautions that any sign listing the store hours must be 1 square foot or less

and that no additional window signs are permitted.

Staff believes that the proposed sign meets the recommendations of the *Design Guidelines* and is compatible with the neighborhood.

**IV. STAFF RECOMMENDATION:**

Therefore, Staff recommends approval of the application with the following conditions:

1. That the hanging sign be attached to a new scroll bracket approved by Staff; and,
2. That the letter “s” be attached to the word “alteration.”

## 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 Construction permits are required for the proposed project.

### Office of Historic Alexandria:

“Not sure how much of the space is for this shop, or where the 96" sign is going. [alterations would be preferred].”