

Docket Item #5  
BAR CASE# 2004-0130

BAR Meeting  
July 21, 2004

**ISSUE:** Sign

**APPLICANT:** Michael Molinari

**LOCATION:** 415 King Street

**ZONE:** CD Commercial

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**STAFF RECOMMENDATION:**

Staff recommends approval of the application as submitted.

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for a new individual letter sign for “The Irish Walk” at 415 King Street. The new plastic letters measure 13'6" by 1'3" and will be dark blue in color. The sign will be centered above the existing arched window, replacing an existing set of flat black letters.

Staff notes that the existing window lettering will remain.

**II. HISTORY:**

Tavern Square, the brick veneer contemporary building on the north side of the 400 block of King Street was built in 1968 as part of the urban renewal of the central business district. The building on which the signs will be mounted is a 2-story multi-unit commercial structure with a white fascia, approximately 22" high, around the perimeter of the building, which serves as a sign background.

**III. ANALYSIS:**

The proposed sign complies with zoning ordinance requirements.

While the *Design Guidelines* recommend that lettering heights should not exceed 8" to 12", Staff believes in this case the larger lettering height is appropriate (Signs - Page 2). The neighboring signs on the Tavern Square building have individual letter signs of a similar height or larger height. In 2002, the Board approved 1'8" tall individual letter signs for Riggs Bank at 401 King Street (BAR Case #2001-0317, 1/16/02). Also in 2002, the Board approved 1' high channel letters for AT&T Wireless with a 1'10" logo (BAR CASE #2002-0152, 8/21/02), and a 1'5" high individual letter sign for Pendleton at 419 King Street (BAR Case #2002-0189, 8/21/02).

The use of plastic letters on a 20<sup>th</sup> century commercial building is appropriate. The *Design Guidelines* recommend that individual letter signs be blind mounted so that the fastening hardware is not visible (Signs - Page 4). The applicant has indicated that the fasteners will be concealed.

Staff believes that the design of the sign is appropriate and is consistent with the surrounding Tavern Square business signs.

**IV. STAFF RECOMMENDATION:**

Therefore, Staff recommends approval of the application as submitted.

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 Construction permits are required for this project.

Office of Historic Alexandria:

“No comment.”