

Docket Item #15  
BAR CASE# 2004-0126

BAR Meeting  
July 21, 2004

**ISSUE:** Signs  
**APPLICANT:** Bizim Collection  
**LOCATION:** 1219 King Street  
**ZONE:** CD Commercial

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**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 wall sign.

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for signs for the retail business, Bizim Collection, located at 1219 King Street. The applicant is proposing both a hanging sign and a wall sign.

The proposed double faced hanging sign measures 2.2' by 1.7' and will be constructed of MDO. The sign will be attached to a 3' scroll bracket to the west of the retail entrance. The sign includes a burgundy colored background with beige colored text and logo.

An individual letter sign, consisting of 8" high acrylic letters will be installed above the bay window. The letters will be ivory colored with a burgundy background painted on the building.

The applicant has provided color and material samples which will be made available at the public hearing.

**II. HISTORY:**

The two-story, brick commercial building at 1219-1221 King Street was constructed during the 1920s. The building has two identical entrance doors flanking the central storefront window.

In 1999, the Board approved a hanging sign for Broadway Gallery (BAR Case #99-0110, 7/21/99).

**III. ANALYSIS:**

According to the applicant, the building frontage for 1219 King Street is 25 feet. The maximum allowable square feet of signage at this location is 25 square feet. Therefore the proposed signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend only one sign per business as appropriate (Signs - Page 2). Previously the Board has approved only a single hanging sign at this location. While Staff has no objections to the design of the wall sign, Staff believes only one sign to be appropriate.

The *Design Guidelines* also recommend on masonry buildings that signs be mounted through the mortar joints rather than directly into the masonry units themselves (Signs - Page 4).

**IV. STAFF RECOMMENDATION:**

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

## 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 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-3 Construction permits are required for this project.

### Office of Historic Alexandria:

“No comment.”