

Docket Item #19  
BAR CASE# 2004-0134

BAR Meeting  
July 21, 2004

**ISSUE:** Signs  
**APPLICANT:** Tony Sobral  
**LOCATION:** 1521 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 new signs for the business at 1521 King Street. The applicant is proposing both a hanging sign and a wall sign.

The proposed hanging sign reads “East West Mortgage Company, Inc.” and includes the business logo. The 12" by 16" double sided sign will be constructed of MDO. The sign will have a cream background, maroon logo and lettering. The sign will be attached to a new metal scroll bracket to the west of the business entrance.

The proposed wall sign also reads “East West Mortgage Company, Inc.” and includes the business logo. The sign measures 6.8' by 1.7' and will be centered between the first and second stories of the building. The center of the wall sign is recessed ½" so that the ½" thick plastic letters are flush with the face of the sign. This MDO sign will have a cream background, metallic gold letters and a maroon logo.

### **II. HISTORY:**

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

In 1998, the Board approved a hanging sign for Madeleine’s at 1521 King Street (BAR Case #98-138, 9/2/98).

### **III. ANALYSIS:**

The proposed signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend that generally only one sign per business is appropriate (Signs - Page 3). In this case, Staff believes that a single hanging sign is appropriate. The Board has consistently approved only one sign per business on this block of King Street. Recently the Board approved a hanging sign and denied a window sign for “Body Mind & Soul” at 1523 King Street (BAR Case #2004-0050, 5/5/04). In 1999, the Board approved a wall sign for “Woodpile Studios” at 1523 King Street (BAR Case #99-0010, 2/17/99). In 1998, the Board approved a hanging sign for “Madeleine’s” at 1521 King Street (BAR Case #98-00138, 9/2/98). Finally in 1987, the Board approved a hanging sign and denied a wall sign for 1525 King Street (BAR Case #87-65, 4/15/87).

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).

Staff believes that the proposed hanging sign meets the recommendations of the *Design Guidelines* and is appropriate.

**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 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 the proposed project.

### Office of Historic Alexandria:

“No comment.”