

Docket Item #5
BAR CASE #2004-0157

BAR Meeting
August 18, 2004

ISSUE: Signage
APPLICANT: Natasha Hennessy
LOCATION: 922 King Street
ZONE: CD/Commercial

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 sign, "Pure Prana Yoga Studio, honor your mind and body", to be installed at the building at 922 King Street. The wood sign is oval in shape and measures 27" x 36" and will be installed on a metal scroll bracket. The sign will have black and raspberry lettering against a light blue background.

II. History

The building at 922-924 King Street is a two story brick building dating from circa 1940.

In 2000 the Board approved wall signs for Bellacara at this location (BAR Case #2000-0020, 3/1/00). Last year the Board approved awnings for the King Street opening for this building (BAR Case #2003-0078, 5/7/03).

Also last year the Board approved virtually the same sign for this commercial tenant around the corner at 100 South Patrick Street (BAR Case #2003-0170, 8/6/03).

III. Analysis

This current sign is the result of the expansion of the business which now includes King Street frontage.

The proposed sign is in keeping with the overall character of the Historic District. Staff has no objection to the sign and recommends approval of the application as submitted.

IV. Staff Recommendation

Staff recommends approval of the new sign.

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

Code Enforcement:

C-1 Proposed sign requires a sign permit.

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.

R-1 The wood type for the sign is not specified. The threads of the screw eye shown do not typically have adequate structural strength in tension when inserted into the edge of plywood. Provide confirmation on the permit application that the screws are adequate for the material and weight proposed or use bolted connections through the face of the sign.

Historic Alexandria:

No comment