

Docket Item #5
BAR CASE# 2004-0186

BAR Meeting
September 23, 2004

ISSUE: Signage
APPLICANT: Monique Bergin
LOCATION: 1223 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 new signage for the store Banana Tree at 1223 King Street. The proposed signage includes an individual letter sign, a transom sign and window lettering.

The pin mounted individual letter sign reads "Banana Tree". This sign, measuring 7' 4 1/4" by 1' 3", is made of black aluminum letters and will be located within the raised brick fascia panel above the storefront. The sign will be illuminated by three black Lumiere lights, model Cambria 920.

A second sign, measuring 1'10" by 3' 8", is proposed to be located on the transom above the recessed storefront entrance. The black aluminum letters read "Banana Tree, Treasure-hunting Asia."

The applicant is also requesting approval of two sets of black vinyl window lettering. The 10" by 1 1/2" lettering in the western storefront window reads "Banana Tree", while the 1' 4 3/4" by 1 1/2" lettering in the eastern storefront window reads "Treasure-hunting Asia."

II. HISTORY:

The three story commercial building at 1221-1223 King Street was built in 1920. A third story mansard/skylight addition was added in 1987 (BAR Case #87-137). In 1993, the Board approved signage for the retail business "Banana Tree." The signs approved by the Board included two window signs and a hanging sign (BAR Case #93-151, 9/1/93). Recently the Board denied a request by the applicant for an awning with signage (BAR Case #2004-0132, 7/21/04).

The existing storefront appears to be the original storefront dating from 1920. The storefront employs metal window frames, structural glass and a recessed entrance typical of commercial storefronts in the period 1900-1930. (See "Keeping Up Appearances, Storefront Guidelines," Main Street, National Trust for Historic Preservation, 1983, p.2) Additionally, Staff research on building permits for this building indicates that no building permit for alterations was issued for work on the storefront, lending credence to the conclusion that the storefront is original to the building.

III. ANALYSIS:

According to the applicant, the building frontage is 30.58 feet. Therefore, the maximum allowable sign area permitted is 30.58 square feet. The proposed wall and window signs comply with zoning ordinance requirements.

While the *Design Guidelines* recommend generally only one sign per business, Staff has no objections to the four signs proposed. The two sets of window lettering are small, measuring only 1 1/2" in height, and the sign attached to the transom is recessed from the streetface.

Staff commends the applicant for returning to the Board with a signage solution that does not detract from this significant storefront. Staff believes that the design, material, and size of the proposed signs are all appropriate for the building and the historic district.

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 A construction permit is required for the proposed project

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.

Office of Historic Alexandria:

“No comment.”