

Docket Item #13  
BAR CASE #2004-0189

BAR Meeting  
September 23, 2004

**ISSUE:** Signage

**APPLICANT:** Triangle Sign and Service, Inc.

**LOCATION:** 1229 King Street

**ZONE:** CD/Commercial

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## STAFF RECOMMENDATION:

Staff recommends approval of the proposed hanging sign and the window and door signs and the elimination of the illuminated transom sign.

### I. Issue:

The applicant is requesting approval of a Certificate of Appropriateness for multiple signs for the new T-Mobile retail outlet at 1229 King Street. The signs requested are:

#### Hanging Sign

The hanging sign is to be installed to the east of the retail doorway. It will be made of plexiglas with applied vinyl letters and graphic logo and will measure 30" in height and 30" in width and will be installed on a scroll metal bracket. The sign has a white background with red and black lettering.

#### Transom Sign

An illuminated plexiglas sign, "T-Mobile," is proposed to be installed inside the building in the transom over the doorway. This sign is proposed to be 8" in height and 5'5" in length.

#### Door and Window Signs

Vinyl lettering, "T-Mobile," is proposed to be installed on the glass panels of the entry door and on the windows on the North Payne Street elevation. The door signs will be 4" in height and 2' in length. The window signs are proposed to be 6" in height and 3' in length. These signs will be white lettering.

### II. History

1229 King Street is a new three story brick retail and office building constructed in 2001 and approved by the Board in 2000 (BAR Case #990199, 5/17/00).

### III. Analysis

Proposed signs comply with Zoning Ordinance requirements.

This is the first request for retail signage for this new building.

The Board routinely approves two signs for corner building such as this one and Staff is prepared to recommend approval of more than one sign for this retail tenant. However, the amount of signage proposed is, in the opinion of Staff, excessive. Staff has no objection to the proposed hanging sign nor to the vinyl door and window signs. The hanging sign will be visible to pedestrian walking east and west, while the door signs will be visible to pedestrians on the south side of King Street. In the opinion of Staff, the proposed illuminated transom sign is redundant and excessive signage.

### IV. Staff Recommendation

Therefore, Staff recommends approval of the proposed hanging sign and the window and door signs and the elimination of the illuminated transom sign.

## 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 Wall letters / signs must comply with USBC [H103-H111].
- C-3 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.

### Historic Alexandria:

This appears to a great number of signs, I would prefer not to include the hanging sign.