

Docket Item #7
BAR CASE# 2004-0212

BAR Meeting
November 3, 2004

ISSUE: Signs

APPLICANT: Stone Styles

LOCATION: 604 S Washington Street

ZONE: CL Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the individual letter sign and denial of the window lettering.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signs for the new business, Stone Styles, Kitchen & Bath Design, at 604 South Washington Street. An individual stud mounted acrylic letter sign is proposed above the bay window. The lettering “Stone Styles” will be 9" in height while the lettering “Kitchen & Bath Design” will be 5". The applicant is also proposing white vinyl window lettering to read “Kitchen & Bath Renovation” and “Granite Countertops.” The window lettering will use the font Courier New.

II. HISTORY:

According to Ethelyn Cox in *Alexandria Street by Street*, 604 South Washington Street is a two story semi-detached frame building with a brick false front and significant exterior alterations, dating from the early 19th century (p. 187).

Previously, the Board approved a wall sign for the Antique Collection (BAR Case#86-184, 10/15/86) and the Antique Shoppe (BAR Case #95-15, 2/15/95).

III. ANALYSIS:

According to the applicant the building wall facing South Washington Street is 33 feet. Therefore the maximum sign area allowed is 33 square feet. The proposed signage complies with zoning ordinance requirements.

Staff has no objections to the individual letter sign. Staff believes that the design, size, color and material of the sign are appropriate.

Staff does, however, have concerns with the proposed window lettering. The *Design Guidelines* recommend only one sign per business (Signs - Page 3). Staff believes that the window lettering should be eliminated so that the views of the storefront display are not blocked.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the individual letter sign and denial of the window lettering.

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] Please indicate the method to be used for anchoring the letters to the wall.

C-2 A construction permit is required for the proposed project.

Office of Historic Alexandria:

“No comment.”