

Docket Item #15
BAR CASE# 2005-0040

BAR Meeting
March 16, 2005

ISSUE: Awning & signage
APPLICANT: Sarah Pullins
LOCATION: 111 South Alfred Street
ZONE: CD Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the stripes be eliminated from the awning.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for an awning with signage at 111 South Alfred Street. The 10' by 3' by 3' shed style awning will be located above the storefront window. The awning will be covered in a terra cotta colored fabric material with 1" wide cream colored vertical stripes. The front valance of the awning reads "HazelSnooks inc., Old Town Sweet Shoppe" in cream colored lettering and includes the multicolored business logo. The sides of the awning read "HazelSnooks inc." in cream colored lettering.

The applicant has submitted material samples which will be available at the public hearing.

II. HISTORY:

111 South Alfred Street is a three bay, two story frame house dating from the late 18th century and has been heavily Victorianized with a deep Italianate bracket and door surround.

In 2000, the Board approved the installation of a hanging sign for Creative Classics at the south side of the existing doorway (BAR Case #2000-0177, 8/16/00). A flat wooden sign for Creative Classics was also approved by the Board in 2000 (BAR Case #2000-0243, 11/1/00). In 2002, the Board approved signs for Bazzak Hair Design (BAR Case #2002-0227, 10/2/02). In 2003, the Board approved signs for "Old World Merchant" (BAR Case #2003-0061, 4/23/03).

III. ANALYSIS:

According to Sanborn maps the building width facing South Alfred Street is approximately 20 feet. Therefore the maximum signage allowed is 20 square feet. The proposed awning and signage complies with zoning ordinance requirements.

The *Design Guidelines* recommend generally only one sign per business as appropriate (Signs - Page 3). In this case, Staff believes that the signage on the ends of the awning coupled with the sign on the front of the awning is appropriate. The Board has previously approved multiple signs for this building to identify that it has a commercial use.

Staff has no objections to the size, material or lettering on the awning. However, Staff does not support the use of a striped awning on this building. According to the *Design Guidelines*, "Striped awnings are generally only appropriate on buildings with simple and unadorned facades" (Awnings - Page 3).

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the application with the condition that the stripes be eliminated from the awning.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required.

C-2 Awnings must comply with all applicable requirements of USBC 3105 and 3202. Retractable and fixed awnings must have a minimum 7 foot clearance from a sidewalk to the lowest part of the framework or any fixed portion of the retractable awning is required. Retractable awnings must be securely fastened to the building and can not extend closer than 24 inches in from the curb line (USBC 3202.3).

C-3 Fixed awnings must be designed and constructed to withstand wind or other lateral loads and live loads required by the USBC. Structural members must be protected to prevent deterioration (USBC 3105.2).

Office of Historic Alexandria:

“No comment”