

Docket Item #5
BAR CASE# 2005-0064

BAR Meeting
April 20, 2005

ISSUE: Signs

APPLICANT: Whistle Stop Hobbies

LOCATION: 130 South Royal Street

ZONE: CL Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of signage for the new retail tenant, “Whistle Stop Hobbies,” at 130 South Royal Street.

A 25" wide by 30" high double sided sign is proposed to be hung from the existing bracket above the entrance at the corner of the South Royal and Prince Streets. The oval shaped sign includes the business name and logo on a burgundy background with a brown border. The logo is an image of a train conductor in dark blue and cream colors with a brown colored rectangular border. The name “Whistle Stop” will be in white lettering and “Hobbies” will be in brown lettering.

The applicant is also proposing a wall sign on both the South Royal Street and Prince Street elevations. The wall signs will match the design of the hanging sign but will measure 22" wide by 27" high. The wall signs will replace the existing signs for the previous tenant.

II. HISTORY:

According Ethelyn Cox in *Historic Alexandria Virginia, Street by Street*, the two story brick commercial building at 130 South Royal Street was constructed in the 19th century with later additions.

The Board has approved multiple signs for the building in 1970, 1973, and 1980 (3/11/70, 3/21/73, and 3/19/80).

III. ANALYSIS:

According to the applicant, the building width is 25 feet on South Royal Street and 50 feet on Prince Street. The proposed signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend generally only one sign per business is appropriate (Signs - Page 3). However, the Board has routinely approved multiple signs for corner buildings. In this case Staff has no objection to the three proposed signs. The signs are relatively small in size and replace existing signs for the previous tenant.

Staff believes that the proposed signs meet the recommendations of the *Design Guidelines* and are appropriate.

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.

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”