

Docket Item# 3 & 4
BAR CASE#'s 2005-0120 & 0121

BAR Meeting
June 15, 2005

ISSUE: Signs

APPLICANT: O'Keefe & Company

LOCATION: 907 & 921 King Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the applications as submitted.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two hanging signs, "O'Keeffe & Company, Advertising, Public Relations, Marketing." One is to be installed at 907 King Street (east) and the other at 921 King Street (west). Each of the signs will be installed on metal brackets along side the entry door. Each has a green background with white and yellow lettering. The east sign is 18" in height and 36" in width. The west sign is 12" in height and 24" in width.

II. HISTORY:

907 King Street is three story, four bay brick building. It was originally constructed as a two story building by Benjamin Baden ca. 1805 according to Ethelyn Cox in Alexandria Street by Street (p.71). The current storefront and a third floor addition for the rear of the building were approved by the Board on October 19, 1983 (BAR Case #83-3). The storefront was revised and another doorway approved June 10, 1987 (BAR Case #87-96). In 1996, the Board approved a hanging sign above the doorway on the west side of the building for an upper-floor tenant. (BAR Case #96-195, 9/4/96).

921 King Street is a three story three bay brick commercial building that was originally built as a residence in ca. 1797. The Board approved skylights for the rear of the building in 2001 (BAR Case #2001-0051, 7/18/01).

III. ANALYSIS:

The proposed signs comply with the zoning ordinance.

In the opinion of Staff the proposed signs meet the recommendations of the *Design Guidelines* and are similar to signs approved for these buildings in the recent past. Staff recommends approval.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the applications 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.

Historic Alexandria:

No comment.