

Docket Item#4
BAR CASE# 2005-0156

BAR Meeting
July 20, 2005

ISSUE: Sign
APPLICANT: The Alexandria Times
LOCATION: 201 King Street
ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a hanging sign at 201 King Street. The double sided sign, constructed of MDO, will have a white background and black lettering reading "The Alexandria Times". The 24" by 36" sign will be attached to a 36" scroll bracket above the King Street entrance to the upper levels.

II. HISTORY:

The three-story, brick building at 201 King Street was constructed in 1851 as a store and warehouse for William Bayne, grocer and commission merchant. The corner building is occupied by a retail store on the first level and offices on the upper levels.

The Board has reviewed many signs for the multiple tenants in this building over the years including tenants on the second floor. In 1992, the Board approved two signs for the second floor tenant, Christmas Attic's House in the Country, measuring 24" wide by 35" tall. Circular 36" signs for Comfort Zone shoes, were approved in 1993 and 1996 (BAR Case #93-124, 8/18/93 and BAR Case #96-050, 3/20/96). In 1997, two 30" oval hanging signs, one on the King Street side of the building and the other on the North Lee Street sides for the second floor tenant "Oceans of Wildlife Art Gallery" were approved (BAR Case #97-0178, 9/3/97). Recently, the Board approved two hanging signs for a second story coffee shop (BAR Case #2003-0050, 4/23/03).

III. ANALYSIS:

The proposed sign complies with zoning ordinance requirements.

The *Design Guidelines* recommend that buildings with multiple business and retail tenants have a sign plan providing for coordinated graphics and placement. The minutes from the 4/2/86 BAR meeting describe a previously approved sign plan for the building stipulating three projecting signs for the building and three directory signs.

Although the Board approved a sign plan for the building in the late 1980's the Board has repeatedly approved additional hanging signs for upper level tenants. Most recently, the Board approved two hanging signs for a second floor coffee shop. The current application is for a single, smaller sized hanging sign. Therefore Staff has no objection to the proposed hanging sign.

IV. STAFF RECOMMENDATION:

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 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”