

Docket Item #22
BAR CASE# 2005-0192

BAR Meeting
September 7, 2005

ISSUE: Signs

APPLICANT: Ten Thousand Villages

LOCATION: 915 King Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two additional signs for the retail store “Ten Thousand Villages” at 915 King Street. The signs each measure 23.25" by 22" and will be attached to the sides of the bay window. The signs constructed of MDO include the name “Ten Thousand Villages” in black lettering with a red logo.

II. HISTORY:

The building at 915 King Street was constructed by William Myers between 1798 and 1802. Myers sold the house to John Mills in March 1803. Anthony C. Cazenove then bought the house in January 1816 (Cox, Historic Alexandria Street by Street).

The Board approved an awning for Nantucket Moon at this location in 2000 (BAR Case # 2000-0100, 6/7/00). The Board recently approved a new canvas awning for the applicant (BAR Case #2005-0155, 7/6/05).

III. ANALYSIS:

The *Design Guidelines* for signs recommend generally only one sign per business is appropriate (Signs - page 3). The applicant is requesting approval of a total of three signs. The Board has previously spent a great deal of time discussing appropriate signage for this building. While Staff could support a sign in addition to the previously approved awning lettering, Staff does not support the application as submitted for a number of reasons.

First of all, Staff is concerned by the proposed sizes of the signs. As designed, hanging several inches below the bottom edge of the side panels, the signs will not fit entirely on the bay. Staff believes that this overhang will create an awkward appearance. In addition, Staff believes that the signs will not be particularly effective in their proposed locations. The signs will be partially hidden by the new canvas awning.

If the Board decides that more than one sign is appropriate for this building, Staff suggests that the applicant explore signs located on the ends of the awning or window lettering.

IV. STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Construction permits are required for this 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.