

Docket Item #14
BAR CASE# 2005-0207

BAR Meeting
September 21, 2005

ISSUE: Signs

APPLICANT: Peter Mallios, 100 King LC

LOCATION: 100 King Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. That the signs be constructed of MDO;
2. That the mounting plates be painted to match the color of the brick; and,
3. That the bracket be attached to the wall through the mortar joints rather than the masonry units themselves.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two hanging signs for the new restaurant at 100 King Street. The double sided hanging signs measure 3'8" in length by 2' 2 3/4" in height. The signs have a blue background with white lettering reading, "100 King Restaurant." The signs are proposed to be constructed of sintra, a lightweight pvc type of material. One sign will be located at the northern corner of the building on South Union Street, while the second sign will be located to the west of the King Street entrance. The standard 4' long scroll brackets will be attached to 8" wide by 2' long mounting plates.

II. HISTORY:

100 King Street was originally constructed as the Corn Exchange Building in 1871 and was designed by Benjamin Franklin Price, a prominent late 19th century local architect.

In 2003, the Board approved alterations to the building, including a new accessible entrance on South Union Street (BAR Case #2002-0316, 1/15/03).

III. ANALYSIS:

According to the applicant, the subject building width facing King Street is 70 feet and 34.5 feet facing South Union Street. Therefore the maximum sign area allowed is 70 square feet and 34.5 square feet respectively. The proposed hanging signs comply with zoning ordinance requirements.

Staff is concerned by the proposed use of sintra for the signs. Staff research on the material indicates that sintra is best used indoors and not recommended for long term outdoor applications. In addition, the *Design Guidelines* state that signs made of plastic are not appropriate on 18th and 19th century commercial structures (Signs- Page3). Staff therefore recommends that the sign be constructed of MDO.

Staff is also somewhat concerned with the size of the mounting brackets. As proposed, the plates will be 8 inches wide by 2 feet in height. Staff believes that these large black colored mounting plates may detract from the historic building and that the plates should be painted to match the color of the brick.

The *Design Guidelines* recommend generally only one sign per business as appropriate. On corner buildings, the Board has often approved two signs, one on each frontage of the building. Consistent with the guidelines' general direction and with the Board's practice on corner buildings, staff recommends that the two proposed signs are appropriate. Staff also has no objections to the design of the signs.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the application with the following conditions:

1. That the signs be constructed of MDO;
2. That the mounting plates be painted to match the color of the brick; and,
3. That the bracket be attached to the wall through the mortar joints rather than the masonry units themselves.

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.”