

Docket Item #6
BAR CASE# 2005-0192

BAR Meeting
October 19, 2005

ISSUE: Signs
APPLICANT: Ten Thousand Villages
LOCATION: 915 King Street
ZONE: CD/Commercial

BOARD ACTION SEPTEMBER 7, 2005: The Chairman called the question on the Staff recommendation which was: deferral of the application for restudy. The vote on the motion was 5-0.

REASON: The Board agreed that a hanging sign would be more appropriate. The members suggested that the existing scroll bracket to be relocated to the east side of the store entrance for increased visibility.

SPEAKER: Gary Smucker, Ten Thousand Villages Board Member, spoke in support.

UPDATE: At the September 7, 2005 hearing, the Board deferred the proposed wall signs at the ends of the bay for restudy with the direction that the applicant explore the use of a hanging sign instead. In response, the applicant has revised the proposed signage to include a hanging sign as well as lettering on the ends of the awning.

STAFF RECOMMENDATION:

Staff recommends approval of the hanging sign and denial of the lettering on the ends of the awning.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for three additional signs for the retail store “Ten Thousand Villages” at 915 King Street. A proposed hanging sign measures 2' by 2' and will be attached to rings above the entrance. The sign constructed of MDO include the name “Ten Thousand Villages” in black lettering with a red logo on a white background. The applicant is also proposing to place a 1 ½ square foot sign consisting of the business name, “Ten Thousand Villages,” on both ends of the awning. The lettering is proposed to be white to match the previously approved lettering on the front valance of the awning.

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:

According to the applicant, 915 King Street has a building width of approximately 25 feet facing King Street. Therefore, the maximum sign area allowed is 25 square feet. The proposed signs comply with zoning ordinance requirements.

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 four 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 four signs. The Board, has approved a wall sign in addition to a hanging sign on numerous buildings throughout the historic district.

The Board deferred the previous submission for restudy with the direction that the applicant explore the use of a hanging sign. Staff believes that the proposed hanging sign is appropriate and meets the recommendations of the *Design Guidelines*.

While Staff has no objections to the design of the lettering on the ends of the awnings, Staff believes that the business logo is a well recognized trademark that should be included on the

sign. Therefore Staff believes that the hanging sign is more appropriate. Staff also supports the hanging sign because the total number of signs would be two rather than three.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the hanging sign and denial of the lettering on the ends of the awning.

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.