

Docket Item # 9
BAR CASE #2005-0289

BAR Meeting
January 4, 2006

ISSUE: Signs

APPLICANT: Elizabeth Stone Gallery by John Martel

LOCATION: 1127 King Street

ZONE: KR/ King Street Urban Retail

STAFF RECOMMENDATION:

Staff recommends approval of the proposed signs with the condition that the proposed hanging sign be relocated so that it aligns with the existing hanging sign.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signs for the second floor tenant at the building at 1127 King Street. Two signs are proposed. Each will read, “ESG Elizabeth Stone Gallery,” with a grey background and yellow and white letter and will be brushed aluminum with applied vinyl lettering. One sign will be a hanging sign measuring 18" in height and 32" in width to be installed on a metal scroll bracket above the storefront sign band., The other will be a wall plaque measuring 7.75" x 10" to be installed on the door surround to the south of the entrance.

II. HISTORY:

1127-1131 King Street is a two story brick commercial building built in 1930. The storefront at 1127 is one of a series of individual projecting storefronts with a metal window frame, structural glass and marble base.

In 2003 the Board approved the sign for “My Place in Tuscany, Ceramics of Italy” (BAR Case #2003-0046, 3/19/03).

III. ANALYSIS:

Signs comply with Zoning Ordinance requirements.

While Staff has no objection to the design of the signs, Staff notes the comments of Historic Alexandria and concurs that the hanging sign should be relocated so that it aligns with the existing hanging sign, “My Place in Tuscany, Ceramics of Italy.” Staff recommends that the new sign be located on a metal scroll bracket just below the sign band at the southern end. Technically, the proposed wall sign does not require Board approval because it is below one square foot in size.

Thus, Staff recommends approval of the proposed signs with the condition that the proposed hanging sign be relocated so that it aligns with the existing hanging sign.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the proposed signs with the condition that the proposed hanging sign be relocated so that it aligns with the existing hanging sign.

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

Hanging sign should be more appropriately aligned with the neighboring approval of the proposed signs with the condition that the proposed hanging sign, "My Place in Tuscany"; it seems too high and placed directly over the "Tuscany" sign. Perhaps it should be mounted to the right of the transom, aligned with "Tuscany."