

Docket Item # 5
BAR CASE #2006-0020

BAR Meeting
February 15, 2006

ISSUE: Signage

APPLICANT: Alvern Partners

LOCATION: 417 King Street

ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

I. ISSUE

The applicant is requesting approval of a Certificate of Appropriateness to install two signs on the fascia above entrances to a commercial space in the Tavern Square complex for Sprint. One sign will face King Street and the other will face north on the open pedestrian terrace behind the King Street facade. Both signs will be halo lit reverse channel yellow aluminum letters reading "Sprint." The letters will be 1'2" high and 4'1" long. The letters will be mounted on a white aluminum backer panel measuring 1'10" high, 5'9" long and projecting 4". The neon lighting tubes will be located within the letters.

II. HISTORY

The building on which the signs will be mounted is a 2-story multi-unit commercial structure built ca. 1972. It is contemporary in design with a brick-clad lower level and an overhanging mansard-type dark grey seamed metal roof. The ground floor has large glass display windows and doors, and the upper level has large quasi-dormer windows that project slightly from the roof plane. The bottom of the roof overhang features a white fascia, approximately 24" high, around the perimeter of the building, which serves as a signage background.

On August 21, 2002, the Board approved two similar signs for AT&T Wireless at the same address. (BAR Case #2002-0152).

III. ANALYSIS

Proposed wall signs comply with zoning ordinance requirements.

Staff believes the proposed signs are compatible with the building and immediate surroundings and conform to the *Design Guidelines*. The proposed signs will be located on a contemporary structure and are relatively modest in size. The *Design Guidelines* indicate that the Board is to consider backlit signs on a case-by-case basis taking into account their compatibility with the historic surroundings. Nearby buildings are not historic and a number of nearby signs on the King Street are halo lit, including those for the Holiday Inn, Long and Foster and CVS.

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 Construction permits are required for this project.

C-2 Wall letters / signs must comply with USBC [H103-H111]

Historic Alexandria:

“No comment.”