

Docket Item #9
BAR CASE# 2006-0032

BAR Meeting
April 5, 2006

ISSUE: Sign
APPLICANT: Sampson Realty
LOCATION: 1216 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends approval of the application with the following condition:

1. That Staff review and approve the revised design omitting the bottom line of text prior to installation.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage for a business located at 1216 King Street. The three story red brick building consisting of 1216 and 1218 King Street is a commercial duplex with a combined street frontage of 20 feet. 1216 King Street is located on the right side of the building and has a door and window at street level. The applicant has proposed a new double sided hanging sign to be located above the window and to the right of the door. The wood sign will have a white background and will read, "Sampson Realty" in red script on two lines. A picture of a cardinal will be located on the second line. The applicant is also proposing a third line of text in smaller black print to read, "4% to 4 1/2% Full Service Listings." The sign will measure 2 1/2' high by 3' long and will be installed on a 3' long black metal scroll bracket.

II. HISTORY:

According to Ethelyn Cox's *Historic Alexandria: Street By Street*, the 3-story, brick Italianate building at 1216 King Street was constructed in the mid-19th century (page 73). A previous Staff report states that the duplex building was probably constructed by grocer Anthony Dugan as a speculative venture circa 1870.

The Board previously approved walls signs at 1216 King Street in 1995 and 1996 (BAR Case #95-0181, 12/6/1995 and BAR Case #96-0109, 6/5/1996). The Board also recently approved a new hanging sign for 1218 King Street for Old Towne Chiropractic Services (BAR Case #2004-0150, 8/18/2004).

III. ANALYSIS:

The proposed signage complies with zoning ordinance requirements providing that the last line of text is omitted. The last line, "4% to 4 1/2% Full Service Listings" constitutes special advertising and is not permitted under the zoning ordinance (Section 9-105(A) 3).

Staff has no objection to the proposed sign with the last line of text omitted. Thus revised to comply with the zoning ordinance, the sign would be simple and attractive in design, would be compatible with the mid-19th century building and surrounding district and would comply with the *Design Guidelines* for signs.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the following condition:

1. That Staff review and approve the revised design omitting the bottom line of text prior to installation.

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.

Office of Historic Alexandria:

A proposed diagram of the sign, which is legible, and proposed bracket should be provided.