

Docket Item # 7
BAR CASE #2006-0077

BAR Meeting
May 3, 2006

ISSUE: Signage
APPLICANT: Jim Kleiner
LOCATION: 118 King Street
ZONE: KR/King Street Retail

STAFF RECOMMENDATION: Staff recommends approval of the proposed transom sign and deferral of the hanging sign for restudy.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for additional signage at 118 King Street for the Paper Source, consisting of a new sign located within the transom over the main entrance and a hanging sign to project from one of the pilasters located adjacent to the main entrance of the store. Currently, the business has a wall sign on the storefront that reads: "Paper Source", with a subtext. The building width facing King Street is approximately 40'.

The new window sign is proposed for the transom area above the main entrance to the store, with dimensions of 2' 7 1/2" x 10'4 1/2" . The background of the sign will be digitally printed using solvent based inks directly on a clear, adhesive-backed vinyl and applied flush to the inside of the glass transom over the doors. The background color will match Martha Stewart "Flower Pot."

The letters will be 1/4" or 1/2" thick cut out acrylic letters painted duranodic bronze and mounted flush to the outside of the glass transom. The text will read "PAPER SOURCE". The letters will be 12" in height.

The two-sided hanging blade sign will project from the pilaster to the left of the store's entrance. It will consist of a 1"x2" welded square aluminum tubing frame painted duranodic bronze and mounted 4" offset from the pilaster on a bracket. The sign panel insert will have graphics digitally printed directly on adhesive backed vinyl laminate which will be mounted flush to both sides of an aluminum panel. The sign will be 3'2"x 3'8" in size. The text will read "Paper Source" and the lettering is 7 1/2". The color will also match Martha Stewart "Flower Pot"; a color sample was provided by the applicant.

II. HISTORY:

118 King Street is a new two story brick retail and office building completed in early 2001. The design of the new building was approved by the Board in 2000 (BAR Case #2000-0019, 4/5/00).

In 2001, the Board approved signs for Imaginarium (BAR Case #2001-118, 6/6/01), the Discovery Channel Store (BAR Case #2001-129, 7/18/01) and the Franklin Capital Group (BAR Case #2001-276, 11/20/01).

The Board approved a hanging sign for Chevy Chase Bank in 2004 (BAR Case #2003-0241).

III. ANALYSIS:

The proposed wall sign complies with zoning requirements; the hanging sign is too low and must be raised to comply with the minimum 8 ft clearance requirement.

According to the Design Guidelines, "hanging signs must be placed so that the bottom of the sign is a minimum of 8' above a public pedestrian sidewalk" and hanging signs cannot project more than 4' from the building wall or to within 1' of the curb line."

The guidelines also state “signs should be designed in styles, materials, type faces, colors, and lettering that are appropriate and sympathetic to the historic style of the building. Signs should be as simple as possible and avoid repetitious and undue verbiage. Signs should be designed to be compatible with the historic building or structure...Generally, only one sign per business is appropriate.”

As state previously, the business has an existing wall sign in the storefront window, which was not reviewed by the Board. The applicant does not mention if this sign will remain. Staff supports the sign proposed to be located in the transom area over the entrance. However, staff is hesitant to support the proposed hanging sign due to its size and the location which projects from the pilaster. As the guidelines state, generally one sign per business is appropriate. Staff would recommend approval of the transom sign but a deferral for the hanging sign to restudy the size and location as well as to address the zoning concerns.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the proposed transom sign and deferral of the hanging sign for restudy..

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

Code Enforcement:

C-1 Projecting, hanging signs must comply with USBC for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

C-2 A construction permit is required for the proposed project.

Historic Alexandria:

No comments.