

Docket Item # 5
BAR CASE #2006-0088

BAR Meeting
May 17, 2006

ISSUE: Signage
APPLICANT: Charlene Henry
LOCATION: 104 North West
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends approval of the application as submitted.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a hanging sign at 104 North West Street. 104 North West Street is a two-story wood- sided addition to the masonry building located at 1401 King Street.

The double-faced hanging sign will be 24"x36"x1/2" of MDO plywood. The sign will be mounted on a 40" projecting iron scroll bracket with painted zinc plated steel hardware. The bracket will be mounted through the wood siding into the wood substructure with 1/4" X 3.5" lag bolts.

The sign will have a red patterned border with a white background and text and motifs in black. (Staff confirmed colors with applicant's sign representative.) The text will read "Charlene's Kitchen" with a subtext reading "Homestyle cookin' for your kitchen." The motif is a whisk and spoon.

II. HISTORY:

104 North West Street is an addition to 1401 King Street, which appears on the 1896, 1902, and 1912 Sanborn maps. Early building permits identify Alex White as the builder in 1896.

104 North West Street appears on the 1922 Sanborn Map as a two-story addition.

Staff could locate no previous Board approvals for 104 North West Street. 1401 1/2 King Street has received approvals for signage as recently as 2001 (BAR Case # 2001-0289).

On June 21, 2005, the City Council granted a special use permit for 104 North West Street to allow the operation of a carry-out restaurant at this location.

III. ANALYSIS:

The proposed hanging sign complies with zoning ordinance requirements. Per the Sanborn maps, the subject building width facing King Street is approximately 20 feet +/- and 15 feet facing North West Street; total sign area allowed in 20 square feet/15 square feet respectively. The proposed sign totals 6 square feet.

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.”

Staff feels the proposed sign is appropriate in this context and is compatible with the building, and, thus, meets the criteria set forth in the Guidelines. Staff commends the applicant for keeping the sign discrete yet incorporating design elements including the bracket.

Therefore, staff recommends approval of the Certificate of Appropriateness for signage as submitted.

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 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.

Historic Alexandria:

No comment.