

Docket Item # 7
BAR CASE #2006-0107

BAR Meeting
June 7, 2006

ISSUE: Signage
APPLICANT: Thomas Singer
LOCATION: 919 King Street
ZONE: CD/Commercial

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 three signs: one double sided hanging sign to be located on the frieze board/sign band, centered above the entrance to the store and two window signs to be located in the storefront windows. The hanging sign will be suspended from a black metal scroll bracket. This painted metal sign will measure 2' high by 3' wide. The background will be a teal green and the lettering and design will be gold. The hanging sign will read "SACRED CIRCLE" in Gothic style lettering. There will be a circular Celtic style design above the lettering. The window signage will be centered at the bottom of each of the two storefront windows. The windows are 6' high by 5' wide. The signage will measure 15" high by 19.25" wide. The window signage will read "SACRED CIRCLE" and "Books ~ Gifts ~ Music" in Gothic style gold lettering.

II. HISTORY:

The 3 1/2 story brick, Federal style rowhouse was constructed prior to 1885 according to the Sanborn Insurance maps. It was probably constructed between the conveyance of the lot to William Gore in 1805 and Gore's sale to Craven Peyton Thompson in 1813 for \$2,400 (Cox, Street by Street, p. 70).

The current storefront dates to 1992 (BAR Case #92-203, 11/4/1992). Staff could not locate any recent Board approvals for signage at this location. The Board recently approved signage for Radiance Medspa located next door at 917 King Street (BAR Case # 2006-0021).

III. ANALYSIS:

The proposed hanging and window signs comply with zoning ordinance requirements.

Staff believes the proposed signage is appropriate for the early 19th century building and the surrounding historic district. Staff notes that, according to the Design Guidelines, "generally only one sign per business is appropriate" (Signs-Page 2). In this case, Staff does not object to the proposed additional signage. The hanging sign is modest in size and includes only the name of the business. The window signs are also modest in size, but provide additional information about the type of store. The Board has previously approved similar combinations of hanging or wall sign with window signage for businesses along King Street.

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 for the proposed project.

Historic Alexandria

No comment.