

Docket Item #3
BAR CASE #2006-0125

BAR Meeting
July 19, 2006

ISSUE: Signage
APPLICANT: Embellishments A La Maison
LOCATION: 1303 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the individual letters be mounted through the mortar joints rather than directly into the brick.

BOARD ACTION, JULY 5, 2006: On a motion by Mr. Wheeler, seconded by Ms. Neihardt the Board deferred the application for restudy. The vote on the motion was 5-0.

REASON: The Board agreed with the Staff analysis and believed that the building had been well designed and that provision had been made in the original design for a sign band. The Board specifically suggested that a wall sign and a hanging sign be considered rather than an awning spanning the entire front of the building.

SPEAKER: Victoria Burkett, applicant, spoke in support

STAFF RECOMMENDATION: Staff recommends deferral of the application to restudy the need for an awning and to look at other sign strategies.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval to install a new individual letter sign “Embellishments” at 1303 King Street. The gold colored aluminum letter sign measures 18" by 9' and will be centered above the entrance.

II. HISTORY:

The one-story, brick-faced structure at 1303 King Street was constructed in 1998 in a conscious imitation of early twentieth-century commercial buildings. It was approved by the Board on March 4, 1998 (BAR Case #98-0010).

The Board approved signage for the previous tenant in the building, BLINK, in 1999 (BAR Case #99-00040).

III. ANALYSIS:

The proposed wall sign complies with zoning ordinance requirements.

According to the *Design Guidelines* “signs should not detract from the architectural characteristics of historic structures. Similarly, signs should not overwhelm or obscure the architecture and decorative features of historic buildings” (Signs - Page 3). Staff believe that the proposed individual letter sign is an attractive sign and appropriate for the building and historic district.

Staff notes that the *Guidelines* state that individual letter signs should be mounted through the mortar joints rather than directly into the brick (Signs - Page 4) and has included this condition in the recommendation.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the individual letters be mounted through the mortar joints rather than directly into the brick.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required.