

Docket Item #10
BAR CASE #2006-0077

BAR Meeting
July 19, 2006

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

STAFF RECOMMENDATION: Staff recommends approval of the proposed projecting hanging sign.

BOARD ACTION, MAY 3, 2006: On a motion by Mr. Wheeler, seconded by Ms. Neihardt, the Board approved the transom sign with the condition that the unapproved window sign be removed. The Board also approved continuing the color of the transom to the other transom areas, and deferred the proposed hanging sign for restudy. The vote on the motion was of 6-0.

REASON: The Board found the transom sign appropriate but found the proposed hanging sign too large for the building and deferred it for restudy. The Board also requested the applicant to continue the color of the proposed transom sign in the other transom areas to obscure the visible interior duct work. The applicant agreed to this amendment.

SPEAKERS: Jim Kleiner, representing the applicant, spoke in support

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

(Insert sketch here)

UPDATE: Since the May 3, 2006, BAR meeting, the applicant has revised their signage proposal, which includes eliminating the approved transom sign and proposing a smaller projecting hanging sign.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage at 118 King Street for the Paper Source. A revised projecting two-sided hanging blade sign is proposed to 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 has been reduced in size to be 2'7" x 3' rather than 3'2"x 3'8" in size as previously proposed. The text will read "Paper Source" and the lettering is 6". The color will also match Martha Stewart "Flower Pot"; a color sample was provided by the applicant.

The applicant is eliminating a transom sign, which was approved by the Board at the May 3, 2006 meeting.

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).

The Board approved a transom sign at the May 3, 2006 BAR meeting but deferred the proposed hanging sign for restudy to address reducing the size.

III. ANALYSIS:

The proposed hanging sign complies with the requirements of the Zoning Ordinance.

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.”

The business has an existing wall sign in the storefront window, which was not reviewed by the Board. The applicant previously indicated this will be removed. While the applicant has reduced the size of the projecting sign, staff remains concerned about the proposed hanging sign due to its location which projects from the pilaster. However, the Board has approved a projecting sign for the adjacent ATM. While staff would prefer the transom sign, staff does recognize that the applicant has reduced the size of the projecting sign. Staff recommends approval of the sign as submitted, with the understanding that the existing storefront sign will be removed..

IV. STAFF RECOMMENDATION:

Staff recommends approval of the proposed projecting hanging sign.

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.