

Docket Item # 5  
BAR CASE #2006-0187

BAR Meeting  
September 6, 2006

**ISSUE:** Signage  
**APPLICANT:** Meshelle Armstrong  
**LOCATION:** 728 King Street  
**ZONE:** KR/Commercial

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**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 signage at 728 King Street, consisting of one sandblasted projecting, double-sided wood sign and 2- "etched" vinyl sign graphics on the windows. 728 King Street is a corner building with frontages on both King Street and Columbus Street.

The proposed hanging double-sided sandblasted wood sign will be painted white with accents in black and cranberry. The sign will be 24" x 25". The sign will hang from an existing standard black bracket mounted to the existing recessed wood mullion using 3" wood screws. The sign will hang at the corner of the building above the main door, with the bottom of the sign 8.1' from the ground. The text will read "E: Eamonn's: a Dublin Chipper."

Each of the window signs will be 2'x3' in a vinyl graphic that provides an "etched" effect. The graphic will include a large "E" with a cloverleaf motif, and "Eamonn's" as a subtext. The window signs have already been installed.

**II. HISTORY:**

The three story brick building at the corner of King and South Columbus Streets appears in the G.M. Hopkins' 1877 City Atlas of Alexandria.

In 1979, the Board approved the installation of the flag of Scotland and planter boxes (6/6/79). In 1984, the Board approved an awning for Scotland Yard (BAR Case#84-11, 2/1/84).

The Board approved the new signage and awnings in 2004 for a prior business (BAR Case#04-0210).

**III. ANALYSIS:**

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

The Design Guidelines list hanging, flat and symbol signs as the preferred type of signs for the Old and Historic District. In respect to window signs, the guidelines state "that window signs should not obscure the interior view of a retail establishment. Windows should not be painted, inappropriately tinted or otherwise made opaque." The proposed window signs are well under the acceptable amount of allowable window coverage and allow for views into the restaurant space.

In staff's opinion, the proposed hanging sign is subtle and attractive and meets the sign guidelines. While the guidelines state that generally only one sign per business is appropriate, the Board has allowed for additional signage for corner buildings. In this particular case, the applicant is only requesting one hanging sign and the two window signs. Staff believes this is appropriate and supports the application.

**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 Construction permits are required for this project.

C-2 Projecting, hanging signs must comply with USBC for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

Historic Alexandria:

No comments.