

Docket Item # 20
BAR CASE #2006-0175

BAR Meeting
September 6, 2006

ISSUE: Signage
APPLICANT: Prince Royal Gallery
LOCATION: 204 S Royal Gallery
ZONE: CL/Commercial

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the wall sign be constructed of mdo or metal.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two new signs for the Prince Royal Gallery located at 204 South Royal Street. The existing wall sign will be replaced with a new 2.75' by 3.2' shield shaped sign constructed out of sintra, a pvc foam board material. The purple, white and gold colored sign includes a new crown logo, the business name "Prince Royal Gallery" and the business hours.

The applicant is also proposing to install a hanging sign on an existing scroll bracket at the corner of Prince and South Royal Streets. The double sided 2' by 2.5' sign is fabricated out of a 1" thick foam material. The hanging sign includes the business name in black lettering as well as the purple and gold logo and a decorative border.

The applicant has submitted samples of the proposed sign materials which will be available at the public hearing.

II. HISTORY:

The ornate, two-story brick high Italianate or Renaissance Revival structure at 320 Prince Street was constructed in 1880 by prominent Alexandria architect/builder Benjamin Franklin Price. It first served as the main section of the Concordia Hotel. Olde Towne Antiques has occupied the ground floor since 1972 or 1973.

The Board approved window lettering for "Trojan Tree Antiques" in 1999 (BAR Case #98-0199, 1/6/99).

III. ANALYSIS:

According to the applicant the subject building width facing Prince Street is 25 feet and the building width facing South Royal Street is 79 feet. The maximum sign area allowed is 25 square feet and 79 square feet respectively. The proposed signs comply with zoning ordinance requirements.

Although the *Design Guidelines* recommend generally only one sign per business as appropriate, the Board has repeatedly approved more than one sign for businesses located in corner buildings. Staff has no objections to the use of two signs in this case.

According to the *Design Guidelines*, "signs should be designed in styles, materials, type faces, colors and lettering that are appropriate and sympathetic to the historic style of the building. Sign styles or designs should not postdate the era of the building for which they are intended. For example, signs made of plastic are not appropriate on 18th and 19th century commercial structures" (Signs - Page 3). Staff has no objections to the use of the foam material for the hanging sign, which will be indistinguishable at the proposed height. Staff is however concerned about the use of sintra on the wall sign which is located at the pedestrian level. Based on staff

research and examination of the sample provided by the applicant, staff has a number of reservations about the durability of the product. Therefore, staff recommends that the wall sign be constructed of a more traditionally used material such as mdo or metal.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the wall sign be fabricated out of mdo or metal.

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:

Request seems appropriate.