

Docket Item # 5
BAR CASE # 2006-0254

BAR Meeting
December 20, 2006

ISSUE: Signage
APPLICANT: Brendan Dack
LOCATION: 1020 King Street
ZONE: KR/King Street retail

STAFF RECOMMENDATION: Staff recommends approval of only one of the two signs, with the applicant to choose.

(Insert sketch here)

I. ISSUE: The applicant is requesting approval of a certificate of appropriateness for two signs for a new store to be located at 1020 King Street in a two story brick rowhouse. The applicant proposes to install a hanging sign on the existing black metal bracket located to the right of the large shop window in the first story. The double sided hanging sign will be of MDO plywood and will measure 27” wide and 30” high. The sign will have a light blue violet background with the silhouette of a tree in dark blue-violet. The name of the store, “Jacaranda,” will be written in white on a warm gray band at the bottom of the sign. The words “Brazilian Furniture & Artifacts” will be written below the band on the white background and in smaller warm grey lettering. The applicant also proposes to put a window sign of the same design, colors, and dimensions in the lower portion of the shop window.

II. HISTORY:

The two story, pressed brick, former residence at 1020 King Street was constructed between 1885 and 1891 and appears to have been constructed as part of a row of five buildings extending from 1020 through 1028 King Street. The Board approved a 22” wide by 28” high hanging sign for King Cyrus Rugs at this location in 2002 (BAR2002-0135, 8/21/2002). More recently, on October 18, 2006, the Board approved a 4’ wide by 2’ high flat wall sign for Bohio’s Cuban Bistro located just three doors away at 1026 King Street. A request to alter the front window of the adjacent rowhouse at 1022 King Street was denied by the Board at the previous hearing (BAR Case #2006-0259, 12/6/2006).

III. ANALYSIS:

The proposed signage complies with the zoning ordinance requirements.

Staff has no objection to either the hanging sign or the window sign, believing the design to be attractive and compatible with the historic building and surrounding historic district. However, Staff believes that two signs will be unnecessarily duplicative. The Design Guidelines state that “generally, only one sign per business is appropriate” (Signs – Page 3). The intent is to limit visual clutter which can overwhelm the façade of the building and diminish the attractiveness of the streetscape. Staff is inclined to recommend that only the hanging sign be approved and window sign be eliminated. The rather large window sign will block views into the store. However, the applicant has expressed a strong desire to have both signs. If allowed only one sign, the applicant would prefer the window sign, believing it to be more effective.

IV. STAFF RECOMMENDATION:

Staff recommends approval of only one of the two signs, with the applicant to choose.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

C-2 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).

C-3 Construction permits are required for the proposed project.

Historic Alexandria:

No comments.