

Docket Item # 6  
BAR CASE # 2006-0294

BAR Meeting  
January 17, 2007

**ISSUE:** Sign  
**APPLICANT:** Robert Hitchcock  
**LOCATION:** 111 S Alfred Street  
**ZONE:** CD/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 a double sided hanging sign at 111 South Alfred Street. The 30” by 30” wood sign will be located above the storefront window. The sign has a sage green background with red and white text reading, “Artemis Dreaming, awakening your balance and inner strength” and a white colored logo. The sign will be illuminated by two existing white colored gooseneck lights.

The applicant has provided a color sample which will be available at the public hearing.

**II. HISTORY:**

111 South Alfred Street is a three bay, two story frame house dating from the late 18<sup>th</sup> century and has been heavily Victorianized with a deep Italianate bracket and door surround.

The Board has reviewed a number of sign applications for 111 South Alfred Street. In 2000, the Board approved the installation of a hanging sign for Creative Classics at the south side of the existing doorway (BAR Case #2000-0177, 8/16/00). A flat wooden sign for Creative Classics was also approved by the Board in 2000 (BAR Case #2000-0243, 11/1/00). In 2002, the Board approved signs for Bazzak Hair Design (BAR Case #2002-0227, 10/2/02). In 2003, the Board approved signs for “Old World Merchant” (BAR Case #2003-0061, 4/23/03). In 2005, the Board approved an awning and signage for HazelSnooks (BAR Case #2005-0040, 4/20/05).

**III. ANALYSIS:**

According to the applicant the building width facing South Alfred Street is 18 feet. Therefore the maximum signage allowed is 18 square feet. The proposed hanging sign complies with zoning ordinance requirements.

Staff believes that the proposed sign meets the recommendations of the Design Guidelines for signs and is appropriate.

**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 Alterations to the existing structure must comply with the current edition of Uniform Statewide Building Code (USBC).
- C-2 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-3 A Building Permit is required for this project.

Historic Alexandria:

No comments were received.